



**Tourism - Harmonization
of interests**

TOURISM - HARMONIZATION OF INTERESTS

TURISMO - ARMONIZACIÓN DE INTERESES

ABSTRACT

Tourism is a popular and complex phenomenon. The territorial tourism system has many elements and different levels of structure. Its organization and operation is based on the harmonization of a multitude of interests. Many typical tourist tasks have the increased complexity in the congruence of interests. This relates to the issue of managing the development of tourism in the region, to the problems of organizing a tourist trip and a service enterprise. Trends in the global tourism industry are aimed at systemic solutions in the alignment of interests. When developing tourism destinations, it is possible to trace regular processes regarding to the harmonization of interests.

KEYWORDS: tourism, territorial tourism system, harmonization of interests, destination

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RESUMEN

El turismo es un fenómeno popular y complejo. El sistema de turismo territorial tiene muchos elementos y diferentes niveles de estructura. Su organización y funcionamiento se basa en la armonización de una multitud de intereses. Muchas tareas turísticas típicas tienen una mayor complejidad en la congruencia de intereses. Esto se relaciona con la gestión del desarrollo del turismo en la región, con los problemas de organizar un viaje turístico y una empresa de servicios. Las tendencias en la industria del turismo global apuntan a soluciones sistémicas en la alineación de intereses. Al desarrollar destinos turísticos, es posible rastrear procesos regulares con respecto a la armonización de intereses.

PALABRAS CLAVE: turismo, sistema de turismo territorial, armonización de intereses, destino

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1. INTRODUCTION

Tourism is multi-element and polystructural system. The particular complexity of the tourism system is expressed in the fact that its structure has different levels, since it includes natural, social, economic, technical, and other components of a various nature. Researches on the theory of territorial tourism systems confirm this thesis clearly [2, 3, 4]. In connection with this property of the tourism system, many tourist issues, problems and processes are transboundary in both scientific and managerial aspects. In addition to different levels, the complexity of the system is expressed in a multitude of elements - in the atomization of the macro-industry - according to the terminology of A.Yu. Aleksandrova [1].

2. RESULTS AND DISCUSSION

The multi-element and polystructural tourism system operates based on the harmonization of multiple interests [5,6]. Technology of tourism is represented by stages of congruence of interests. Let us consider the specificity of tourism in the harmonization of interests on the examples of solving some typical modern problems [7].

The task of effective sustainable development of tourism in the region as an industry and as a type of activity. This is the task of territorial authorities. How to manage the development of tourism in the region? Regional authorities play critical role in coordinating, informing, promoting, monitoring tourism. It should be decided: "Which department of the regional administration should oversee the industry?" It may be too ambitious to create a separate department or ministry of tourism in the region if, for example, the region is non-tourist, however, it is disadvantageous and flawed "to tie" it to any of the existing ministries. Almost all ministries and departments in the regional government deal with separate blocks of tourism development

issues, and they are especially closely connected to the following: economy and entrepreneurship, culture, physical culture and sports, natural resources and ecology, transport, regional development, agriculture [8, 9].

In the Perm region since 1993, "tourism" changes its management address every two to three years. Over this time the branch has shifted from the department to the department, beginning "Physical culture and sports" to "Economy and entrepreneurship" to "Agriculture" to "Culture" to "Physical culture, sport and tourism" to "Culture". This transfer along the branches of regional power, the lack of a unified policy and continuity even led to the discovery of the law, which was formulated as: "The attraction of tourism is that it develops on its own!"

However, everything is not so bad! Moving from one department to another and often changing leaders, responsible specialists, Perm tourism is saturated with ideas, approaches, tools of completely different power structures and received strong, multidirectional impulses which would not exist within the same departmental subordination.

The interests of all ministries are connected with tourism. Frequent transfer of tourist powers can disrupt the activities, hinder the work on long-term projects, on the other hand, each new ministry has its own understanding and accentuates the development of tourism in its direction. This makes it possible to develop tourism in the region comprehensively.

Based on the example of tourism management in the Perm region, we see how difficult the regional tourism system is. The described example of the frequent transfer of the coordinating function in tourism is an attempt to expand the circle of potential participants in the regional tourism system and the mechanism for the most complete harmonization of their interests.

The task of planning and organizing a trip. This is the task of the tourist himself/herself and the tour operator. The harmonization in planning and organizing a trip can be divided into two types: 1) coordination of interests within a tourist group, between people traveling together; 2) coordination of interests with tourism providers and service enterpri-

ses. Trends in world tourism show that the second type of issues is solved more easily than the first. It is easier to coordinate interests with the enterprises rendering tourist services than to coordinate interests within a group.

The number of people who organize trips by themselves is growing rapidly. The share of free independent travelers, families and small groups in the total volume of tourists is increasing. The reasons for the outstripping growth of independent tourism are many. One of the reasons for strengthening tourist individualism is the complexity of reconciling interests at the interpersonal level. Why do many prefer to travel alone on a self-developed route and program, and not in the tourist group compiled by the travel company? In some respects in modern society it is more difficult to coordinate the interests of people and their personal physical communications face-to-face than remotely. The trend in world tourism - the growth in the number of independent travels - indicates the complication of the processes of harmonizing interests in modern society.

When organizing a journey, there is a lot of unforeseen coordination of different interests. Let us consider the need to reconcile interests during an active catamaran trip along the Usva river in the Perm region in July. Typical parties with which it is necessary to harmonize the interests of the group during the route are: a) recreants of a different form of recreation, for example, campers or fishermen, b) tourists of the same profile but of a different recreation culture, c) similar groups, d) local residents.

The tasks of creating a service enterprise and managing a tourist and recreational facility. When creating and operating a tourist-recreational enterprise, harmonizing of interests is a very significant factor. To talk about this can be due to the following two features in tourism. A tourist enterprise is usually a small enterprise where interests are agreed upon more easily. The tourist service company is often a family enterprise, where the coordination of the interests of employees is simplified.

In tourism, the harmonization of interests penetrates deeply into the content of activities; therefore, the development of tourism as

a global industry is impossible without a systemic solution of issues on this topic. Many modern actions in tourism can be considered manifestations of the desire to reconcile multiple interests. These include the standardization of services, the classification of tourism and service objects, the segregation of society in terms of tourism interests, the identification of tourism types and their ever-increasing fragmentation, etc. The geography of tourism develops in favor of harmonizing interests to create destinations, including specialized ones.

Let's show graphically the process of tourist development of the area and the creation of the destination (Fig. 1).

The X axis reflects the volume of tourist travel, for example, the increase in visiting of the area where tourist arrivals are growing, moving away from the origin.

The Y axis shows the degree of difficulty in reconciling interests in tourism. This is a very complex concept. On this graph, it can be reflected in more understandable categories. Therefore, along the ordinate axis, we consider the magnitude of hazards, risk, and also put structure indicators of the tourism system, for example, the number of types of tourism and recreational activities.

Let us turn to curve A. Near the origin, the territory is little known and it is unvisited by tourists. For the first visitors, the degree of risk and all sorts of dangers is great, there are many force majeure circumstances, the number and complexity of reconciling interests are difficult to measure.

At the next stage, with a certain increase in the number of visitors, the degree of danger, the number of negative moments and, accordingly, the complexity of reconciling interests in tourism can grow slightly, since the area is treated cautiously in the media, it is not expected to receive positive news, and negative and extraordinary information spreads quickly. The first visitors, after their positive feedback, can be accused of adventurism, be called reckless and criticism of the area as a place for tourism increases.

Further the curve goes first smoothly, and then everything is steeper down as the number of tourist visits to the area goes up. Busi-

ness begins to react, services appear, tourism services become more diverse, the tourism industry and infrastructure are established, all sorts of stable relationships develop. The level of danger reduces, the coordination of interests is simplified.

Still further, the curve reaches a lower position, in which hazards are reduced and the harmonization of interests is simplified as much as possible, but then excessive volumes of the tourist flow begin to gradually give a negative effect from the destination overload. The ecological problems, rise in crime, the dissatisfaction of the visitors due to excessive crowds of travelers are making themselves felt. The complexity of reconciling interests begins to increase.

Let us analyze curve B from left to right. It shows the complexity, structures of the tourism system which are manifested, for example, among the types of tourism. When the first tourists visit the territory, the number of types of tourism is approaching a minimum.

If the number of visitors somewhat increases, the number of types of tourism and recreational activities can be further reduced, since there is ill-preparedness of the area, excessive risk, impossibility to reconcile interests in some types of tourism, as they try to pioneer. Then the curve smoothly, and then more steeply goes upwards, reflecting the diversity growth in the structure of the tourist system and in the number of types of tourism as the arrivals increase.

Further, the curve flattens out and reaches its highest point on the graph, where, with a certain gain in the number of visits, the area reaches its maximum breadth of specialization of the tourism system, the largest number of types of tourism and recreational activities. Then the number of tourism types gradually begins to decline, as a result of destination overload.

On the graph (See annexes), you can see three important situations in the mutual arrangement of lines A and B:

1. A is in the extreme upper point, and B is in the extreme lower. This is the most difficult, critical situation in the tourist development of the territory, when the visits began, but there is no flow, because there is no ser-

vice, infrastructure, organization, entrepreneurship. Coordination of interests is an exclusive business of those arriving. The case is shifted for the better when the region admits those arriving and with the development of the service.

2. A and B intersect. This is the time of the greatest positive dynamics in the development of destination, when the tourist market is growing rapidly. The emerging tourist system actively participates in the coordination of interests, that is more active, which stimulates the development of the tourist business.

3. A is in the lowest position and B is in the uppermost position. The tourism system achieves its greatest development in structural and organizational terms. The processes of reconciling interests in the destination are maximally regulated.

3. CONCLUSIONS

Versatility of tourism is expressed in the increased complexity and diversity of the territorial tourism system, whose processes can be viewed as harmonization of interests. Many current tasks in the field of tourism reflect the increased complexity of this issue. Modern tourist trends reflect system solutions in the coordination of interests.

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ANNEXES

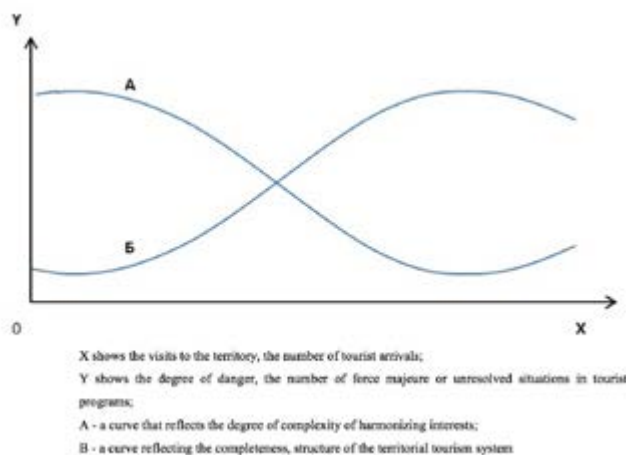


Fig.1. Development of destination and coordination of interests.