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REGIONAL SYSTEM OF TOURIST SERVICES AS A SUBJECT OF INTERDISCIPLINARY STUDY

The purpose of the article is an attempt to create the most general outline of the conceptual model of the regional system of tourist services, as a partial manifestation of the social and geographical system.

Method. The researcher has used both general scientific methods, in particular analysis, scientific synthesis, analytical method, methods of comparison and generalization, as well as special ones: modeling and forecasting.

Scientific novelty. Under the current conditions, the theoretical and practical significance of geospatial tourism research has to change substantially, since it traditionally focuses on the study of sectoral aspects of tourism suffers from a lack of descriptiveness, not usually rising to the level of proper theoretical and methodological generalizations. The disadvantage of the overwhelming majority of studies, and especially geographic ones, is the insufficient attention to substantiating the nature and specificity of the phenomenon of tourism as a complex, functionally integrated, and at the same time, qualitatively mixed in its internal composition of the system.

Practical meaning. The results of this study contribute to the understanding of the relationship between the concepts of "regional socio-economic system" (socio-geographical system) and "regional system of tourist services", which are similar to each other in the principles of construction and organization, the peculiarities of their system-forming connections, which represent the exchange of human (tourist) flows, matter, energy and information between elements within a coherent territory. They can be used for further research of the regional system of tourist services and its component hierarchy.

Keywords: *socio-geographical system, tourism, regional system of tourist services.*

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РЕГІОНАЛЬНА СИСТЕМА ТУРИСТИЧНИХ ПОСЛУГ ЯК ОБ'ЄКТ МІЖДИСЦИПЛІНАРНОГО ДОСЛІДЖЕННЯ

Метою статті є спроба створення найзагальніших обрисів концептуальної моделі регіональної системи туристичних послуг, як часткового вияву суспільно-географічної системи.

Методика. В дослідженні використані як загальнонаукові методи, зокрема аналіз, науковий синтез, аналітичний метод, методи порівняння та узагальнення, так і спеціальні: моделювання та прогнозування.

Наукова новизна. В нинішніх умовах теоретичне і практично-прикладне значення геопросторових досліджень туризму має суттєво змінитись, оскільки вони традиційно зосереджувались на вивченні галузевих аспектів туризму, потерпало вадами описовості, не піднімаючись, зазвичай, до рівня належних теоретико-методологічних узагальнень. Недоліком переважної більшості досліджень, і особливо географічних, є вкрай недостатня увага обґрунтуванню сутності та специфіки феномену туризму як складної, функціонально цілісної, і в той же час якісно різномірної за своїм внутрішнім складом її системи.

Практичне значення. Результати даного дослідження сприяють розумінню співвідношення понять «регіональна соціально-економічна систем» (суспільно-географічна система) та «регіональна система туристичних послуг», які подібні між собою в принципах побудови та організації, особливостей їх системоутворюючих зв'язків, які являють собою обмін людськими (туристичними) потоками, речовиною, енергією та інформацією між елементами в межах цілісної території. Вони можуть бути використані для подальшого дослідження регіональної системи туристичних послуг та її компонентної ієрархічності.

Ключові слова: суспільно-географічна система, туризм, регіональна система туристичних послуг.

Formulation of the problem. In scientific research on tourism, as an extremely complex social phenomenon of our time, there is no science, or even a group of related sciences, which is able to reflect it as a specific object and subject field of purely own research adequately and comprehensively. Quite a large number of representatives of various scientific disciplines finds their "field of interest" in the study of tourism, while not always caring for a careful outline and sufficient methodological justification of its specific subject area, both from the standpoint of its own paradigms, and from the positions of the unifying general scientific (philosophical) methodology. It is such a scientific "omnivorous" in modern conditions that is one of the reasons for the

noticeable theoretical inconsistency and contradictions in the reflection of tourism by representatives of various sciences, as well as some confusion of the main categories and concepts in textbooks, which creates considerable difficulties in the study (teaching) of the corresponding educational disciplines in the process of training tourism specialists.

In this connection, attempts (in some cases, quite substantial) of creating a kind of meta-theory of tourism (tourism studies, tourism, tourism measurement, tourism analysis) are being made to identify an independent "science of tourism". However, such theoretical substantiation largely repeats the flaws of scientific omnivorousness - depending on the prevalence of the authors of the representatives of a certain branch of science, there are significant attempts (not always justified) to provide a "methodological" advantage to this science. Such peculiarities, and sometimes even frank "nonsenses", show the need for philosophical and methodological ordering of tourism science theoretical foundations. Such an arrangement should begin with a deep development of a peculiar philosophy of tourism, which must fulfill the general methodological function in the study of tourism and, in particular, to substantiate the "substantive niche" of each scientific discipline, the interaction of disciplines, and interdisciplinary problems in such study. At the same time, each of the sciences must submit to its philosophy of tourism its own "methodological contribution", which would reflect exactly its specific subject area in the study of tourism.

The general theory of systems and, in particular, social geography, in the part of the study of the geospatial aspects of the tourism process, should be put to the decisive role in solving such kind of methodological collisions in tourism studies.

Analysis of recent research and publications. Questions of the reflection of the nature, composition, functions, and specifics of tourism are carried out by scientists of different specialties, which converge in the fact that tourism is expedient to consider as a system education on the basis of the provisions of the general theory of systems. The system essence of tourism as diverse in its internal content of socio-natural phenomena requires adequate interdisciplinary efforts of the most diverse in their subject area of science: geography, history, philosophy, economics, ecology,

sociology, psychology, law, etc. In particular, M. Scarpino analyzes more than three dozen varieties of system models of tourism represented in the literature, which is an obvious confirmation of the diverse content of the phenomenon of tourism and corresponding to the content of the multidisciplinary nature of its subject matter [8]. For the sake of objectivity, it should be noted that the overwhelming majority of the published results of tourism research by representatives of various sciences, in our opinion, are sufficiently substantiated, methodologically significant, but not always correctly sustained within their specific subject area.

This very significant effect of scientific and industrial research has become a ground for justifying "tourismology" as an independent science. However, in such tourism-oriented constructions there are no more or less grounded and logically interrelated provisions on tourism as a high-quality socio-natural-economic system in the general-philosophical (ontological) understanding of it. Such a theoretical gap, among other things, is one of the most significant arguments in favor of criticizing the hasty late timing of the radical statement of the problem of "introducing" tourismology as an independent science.

One of the first attempts to systematically interpret tourism was made by N. Leiper (1979), who proposed a system model of tourism, consisting of three elements: the tourists themselves, the resource potential of the regions and the tourism industry [7].

The achievements of the Swiss scientist K. Kaspar is to represent tourism as an economic system. In the article "Introduction to management in the field of tourism" (1992), he substantiated the hierarchical model of the tourism system, showing its interaction with the external environment. In particular, he identified the subsystem "tourism subject" and "tourism object", the latter highlighted such elements as a tourist enterprise, a tourist organization and a tourist region. The main external factors were the economy, technology, social environment and ecology [6]. According to Gerasimenko V.G. it is K. Kaspar to be considered the author of the model of economic tourism system.

Hayduk A.B. (2001) analyzed the factors of formation and development of the tourist system in market conditions [2].

Gorban G.P. (2007) argued that tourism is seen, first of all, as a systemic socio-economic phenomenon of social life. This situation deepens Milinchuk E.S. saying that tourism, as a system, is part of such supersystems as the natural environment, society and economy.

Tkachenko T.I. in the monograph "Sustainable Tourism Development: Theory, Methodology, Business Realities" (2009) considers the system of tourism as an object of scientific knowledge, substantiating it also as an environmental and socio-economic system, somewhat artificially linking its name to a globalist interpretation of constancy.

The arguments of the authors of the collective monograph "Turismology: The Conceptual Principles of the Theory of Tourism" (2013) about the necessity of the systematic nature of the study of tourism through an interdisciplinary alliance of different sciences is also quite convincing.

One of the most profound scientific researches is the article by Gerasimenko V.G. (2013) which is devoted to the analysis of the application of the systematic approach to the study of tourism, which proposes to consider tourism as a complex, dynamic, field-functional, open system. Author's model of the tourism system consists of three subsystems: tourist resources - tourist products - markets for tourist goods and services. The model was created for the purpose of applying effective methods of management of the tourist system.

Most of the existing scientific publications on the theoretical models of the system "tourism" was thoroughly analyzed by Vysochan O. S. (2014) in his article "Tourism as a System" [1].

Describing geographic tourism research, Lubitseva O.O. distinguishes two of its main directions: a) partial, treating tourism as a sports and recreational activities, and therefore the main attention is paid to the study of recreational resources; b) complex, in which tourism was considered as a specific branch of services, the functioning of which is an interdisciplinary problem, which can be solved by combining resource and recreation studies and territorial organization of tourism industry [5].

Subsequently, the need for a systematic approach in the social and geographical research of the tourist services market, first of all, its structure and functional integrity[5].

Mazhar L. Y. quite reasonably insists on the need to strengthen the systemic and spatial approach in the geographical interpretation of tourism, focusing on the geographical "area of responsibility" in the study of tourism. In the article "Tourism in space and time: the view of the geographer" identification of tourist and recreational geospatialis proposed, which is based on the territorial tourist and recreational system. That is, the author is almost close to the more general term, which could be the term tourist and geographical system. Here, obviously, only the terminological stereotype "recreational" has become an obstacle to reaching a higher level of generalization.

The above considerations indicate the absence of a holistic and relatively complete interpretation of the systemic nature of tourism from the point of view of social geography. In addition, the theory of social and geographical systems is sufficiently substantiated and has a powerful cognitive potential, and therefore it can and should be applied to the systematic interpretation of tourism in the context of the subject area of social geography.

Identification of previously unsettled parts of the problem. Under the current conditions, the theoretical and practical significance of geospatial tourism research has to change substantially, since it traditionally focuses on the study of sectoral aspects of tourism suffers from a lack of descriptiveness, not usually rising to the level of proper theoretical and methodological generalizations. The disadvantage of the overwhelming majority of studies, and especially geographic ones, is the insufficient attention to substantiating the nature and specificity of the phenomenon of tourism as a complex, functionally integrated, and at the same time, qualitatively mixed in its internal composition of the system.

The purpose of the article is an attempt to create the most general outline of the conceptual model of the regional system of tourist services, as a partial manifestation of the social and geographical system. Based on this purpose, it is necessary to investigate the essence of system-forming factors and mechanisms; isomorphism and

content-hierarchical connection of geospatial objects; the ratio and compatibility of the main categories; outline the location of the sphere of services and tourism in the integral object; to substantiate the essential signs of such systems, to show the specifics of the methods of its research.

Presentation of the main research material. Tourism as an object of interdisciplinary research, in our opinion, should appear in the most general form as a certain system. In a scientific study on the basis of a systematic approach, two aspects of the manifestation of systemic properties must be taken into account: ontological and epistemological. With regard to tourism on such a delineation Paszenok V. S. emphasizes, arguing that in the philosophy of tourism, it is necessary to highlight its ontological part, that is, the doctrine of tourism as a kind of social being, social reality, its general characteristics (essential, spatial, temporal, etc.), regularities manifestation and development. The ontological dimension of tourism, according to this scientist, is used to characterize both the natural environment - "the existence of tourist activity" (the earth's surface, the near-space), and the social environment ("living social matter"), as well as the social component.

In our opinion, the ontological aspect is a reflection of an objectively existing diverse reality within a certain territory, in which, as a result of the manifestation of the law of the general relationship, complex systems formations are formed. In such formations, the overwhelming majority of material and non-material types of human activity finds expression, including tourism, as a specific type of activity, which combines material and non-material forms. These entities, having a well-defined geospatial character, possess only the most general system features that are not always noticeable in their study of traditionally descriptive (non-systematic) approaches. When considering such a combination of types of human activity and associated objects, united by a common territory, through the prism of the general theory of systems, it appears as an integral territorial (geospatial) demographics, social, natural and economic system, and can be considered as a common object (in the first approximation) of many sciences, that is, an interdisciplinary object.

The epistemological aspect, reflecting the substantive nature and specificity of a particular science, represents this real ("ontological") system in the form of a certain extent of an abstract (idealized) image (semantic model) precisely from the angle of view of the methodology and theory of this particular science. Therefore, for example, one and the real system in the epistemological sense will be called differently: the ecological system (from the standpoint of ecology), the demographic system (from the standpoint of demography), the economic system (from the standpoint of the economy), etc.

Tourist activity, which in the systemic context should be considered as a tourist process, due to its diversity and diverse nature, is associated with a number of sciences, among which geography occupies a special place. This is particularly due to the pronounced territorial nature of tourism. Therefore, the tasks of geography, as a complex oriented science, in the study of tourism are: firstly, the need for a geographical justification of the territorial structure of tourism component, the resourceful and especially the recreational aspect; secondly, the study of regional differences and the justification of the territorial proportions of tourism development; and thirdly, the necessity of geographic justification of research and development models of regional tourist markets [3].

Tourism, as an integral part of the service industries, develops in accordance with its general laws, one of which is the origin and development of territorial systems of services, as the emergence and stable manifestation of the connections between the elements of the service sector in a single territory.

In accordance with the established classifications of the service industries, taking into account the nature of production and service provision, the specifics of their territorial organization, the following specialized territorial services are allocated: territorial trading systems, territorial systems of domestic services, medical services, education, recreation systems, financial services, culture, science, management, housing and communal services, etc. In the composition of such systems, in turn, functionally deeper specialized systems (subsystems) of lower orders are allocated. For example, in the territorial system of education allocated specialized territorial systems

of school education, vocational education, special (secondary) education, higher professional education, etc.

This methodological logic leads to a formally obvious and, at the same time, fundamentally important conclusion about the presence of a specialized territorial subsystem of tourist services in the territorial system of services. A peculiar expression of the geospatial development of the service sector can be considered a regional system of tourist services (RSTS) as a natural combination of elements of the tourism process and its objects in an integral territory. At the same time, the whole set of system-building links should be divided into two types: firstly, it is the link between enterprises of the tourism industry, which is conditioned by the generality of the target purpose of these enterprises; secondly, this is the relationship between service centers (settlements) of different ranks. It is the second type of connections that is leading in the formation of RSTS.

The material manifestation of such connections is the travelling to the services of enterprises in order to meet certain social needs. Since the service status of a certain enterprise (locality) is quite stable, its visits are characterized as systematic and stable. It should be borne in mind that the intensity of such trips is higher within the small area of the system, and with the increase in the territory of the system, the intensity of travel is usually reduced, but they differ in greater focus.

These circumstances indicate that such a territorial combination has a certain functional integrity and meaningful separation, as well as a specific structure and organization, which provides all the necessary grounds for its identification as a relatively autonomous in ontological sense of the system and a specific object of interdisciplinary research - the regional system of tourist services.

Applying the aforementioned theoretical positions and using the ideas and approaches to systematic tourism comprehension, which are substantiated in the works of the authors mentioned here, a theoretical model of the regional system of tourist services can be proposed, as an object of interdisciplinary research.

1. The regional system of tourist services appears from a geographical point of view as a set of closely interacting various objects of the tourist sphere within the whole territory.

2. Analysis of the correlation between the concepts of " socioeconomic system" (social and geographical system) and "regional system of tourist services" indicates a rather high degree of structural isomorphism, that is, they are quite similar in principle in the construction and organization. This similarity gives grounds to the preliminary assumption that RSTS can be identified terminologically as a specific tourist-geographical system (TGS) as a form of geospatial development of the tourist process. Secondly, for the scientific description of RSTS it is expedient to apply the classical system-geographic methodical algorithm: the conditions of integrity and development factors - the composition of the system and the substantiation of its multidimensional structure – functional and component structure – functional and territorial structure– substantiation of complex-proportional (sustainable) development - forecast and optimization of the system.

3. RSTS arises and develops as a result of geospatial interaction between elements of the tourist sphere in the conditions of an integral territory (region). At the heart of such interaction are the diverse connections that represent the exchange of human (tourist) flows, matter, energy and information between the elements within the entire territory. Such connections are inherent to occur and circulate at all stages of the tourist process.

4. A specific feature of the RSTS is the territoriality, which imprints on all aspects of its functioning and organization: in the procedural, temporal, structural, functional sense. Territoriality, as a specific feature, is of particular importance in view of the following features of tourism [3]:

- close binding of tourist products to territorial resources, that is, the possibility of its creation only within a specific territory;
- territorially concentrated character of localization of many types of tourism activity;

- the nature of production and the mode of consumption of most tourist services have a tight territorial determinism, that is, a certain tourist service can be consumed only at the place of its production;
- the territorial separation of the consumer and the tourist service provider - the consumer "goes to the tourist product" in contrast to many other industries where the product goes to the consumer.

5. The main functional units of the TSTP are the tourism resource subsystem, the tourism production subsystem, the tourism infrastructure subsystem, and the tourism management subsystem. Component composition indicates the qualitative promiscuity of RSTS.

6. Component hierarchy (equipotential) of the RSTS is the presence of "lower order" subsystems in its structure: the tourism resource subsystem consists of natural resource, cultural resource and socio-economic and resource subsystems; tourism infrastructure - from the subsystem of hospitality, transport; tourism and management subsystem - from regional (local) public authorities, departmental sector of central government, subsystem of administrative and legal services, public organizations.

7. An important system-forming role is played by such a component as subsystem of hospitality - a collection of recreational establishments specially created by a person (hotels, restaurants, sanatoriums, etc.), which interconnect different elements of the tourism process - from the primary resource to the final consumption.

8. In the context of an interdisciplinary approach, you need to pay attention to adequate research methods - system analysis, geographic zoning, cartographic modeling, statistical, regional marketing.

In our opinion, one of the main directions of scientific research in this context should be the marketing assessment of the regional tourism potential on the basis of social and geographical methodology, which specifies, in particular, that the category "integral tourism potential of the region" should contain at least three components: the tourist attractiveness of the region, tourist image of the region, tourist competitiveness of the region.

Even a superficial overview of the application of systematic geographical methodology to the construction of the theoretical model of the tourism system suggests a sufficient scientific and cognitive potential of such a methodology. This circumstance gives grounds, at least for such preliminary *conclusions and the outline of scientific research directions*.

Firstly, a deep introduction of the systematic geographical paradigm is necessary in the study of the phenomenon of tourism in general and its geospatial manifestations in particular. The effectiveness of this paradigm provides the basis for obtaining qualitatively new scientific results in the study of tourism.

Secondly, such results will allow to have new look at a coherent picture of the geospatial development of tourism and choose, based on this vision, more effective management decisions, both in terms of profitability of entrepreneurship and in terms of balanced (complex proportional) development of the region as integral system.

Thirdly, this approach will show new opportunities for achieving the marketing objectives of the region, including the marketing of the tourist region as a regional tourism services system.

Fourthly, the training of specialists for tourism, especially masters, requires a much greater emphasis on the principles of regional integration and regional differentiation.

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