Use of Synergism Effect for Recreational Services Sphere
Competitive Growth in Moscow Region

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Abstract: Modern society’s urbanization high level predetermines the excessive demand for recreational services. Moscow region has a significant tourist potential, including recreational services sphere. But some impediments do not allow to unlock this potential for more than 30-40%. This research had the aim to analyze impediments and factors providing attractiveness of services, their interdependence and to suggest ways of Moscow region tourist potential optimization and recreational services sphere competitive growth.

Key words: Recreational services • Factors • Customer choice • Competitive capability • Synergistic effect.

INTRODUCTION

According to data of rating agency “Expert RA”, Moscow region, from the point of view of investment potential tourist component, possesses the third place among Russian regions [1]. Recreational services to a significant degree are the part of the tourist industry. Trends, which are typical for the general tourist industry, are also common to the recreational services market [2, 3].

Among the region’s tourist potential unlocking main impediments Russian scientists mention weakness of tourist infrastructure and its supporting structure, low quality of services, insufficient promoting of the region as a tourist brand [4-6]. Degree of these factors’ impact on different segments of the Moscow region recreational services market vary greatly.

Nowadays federal and regional authorities are interested in active promotion of tourist recreational services in Moscow region, their competitive growth and attracting private investments into this sector of economy.

Usage of developed methods of this sphere optimization is complicated by the necessity for their adaptation to a certain region, considering peculiarities of its tourist recreational potential structure.

MATERIALS AND METHODS

As research instruments we used general scientific methods, including theoretical analysis of economical, scientific methodical and special literature on matters under study, methods of systematic and comparative analysis, statistical classifications, expert appraisements. The research’s informative documentary basis was normative legal acts, regulating the sphere of recreation and tourism; also the research was based on statistical and review data of consulting and research organizations.

RESULTS AND DISCUSSION

Main impediments for tourist recreational services market development are low quality of services, weakness of tourist infrastructure and insufficient
promoting of the region as a tourist brand. The most important factor among them is quality, which is the main structural component of competitive capability and thus also of this economy sector’s investment attractiveness [7-9]. On the other hand, quality can become a convincing element of Moscow region tourist brand. To provide high quality, recreational services should be oriented towards customers. This orientation should be based on a complex research of a client’s recreational needs.

- Recreational needs can be recovering or developmental. From the viewpoint of implementation ways there are four types of needs: recreational curative, recreational sanatory, recreational sporting and recreational exploratory ones. Recreation’s effectiveness increases when actions directed towards satisfaction of every type of need complement each other and that provides the multiplier effect.

- Recreational demand factors are divided into general and specific ones. General factors influence what type of recreational service and what region of its rendering a customer chooses. Specific factors define a customer’s choice of a certain place and a provider of this service. General factors are the basis for regional and federal authorities’ work on creation of an attractive image of a region with advanced tourist recreational infrastructure. Specific factors are more important for certain providers of recreational services.

- Moscow region recreational services market analysis showed that there are several distinct segments: luxury rest market, active rest market, social rest market, children rest market. Each of these segments has its own consumers, its own most important factors of consumer’s choice and impediments. Researches showed that competitive growth programme should be targeted, aimed at an individual recreational services market segment and so this programme will have a maximum effect for each segment [4, 10]. And if the general vector of changes, given by regional and federal authorities, is abidden, accumulation of the results will provide an overall synergistic effect for the whole sphere of recreational services in Moscow region [10].

- Competitive growth is impossible without integrated assessment of consumers choice factors. We analyzed factors influencing consumer’s choice of recreation provider. For the luxury rest market we composed the rating of factors in order of their importance. We revealed factors which have a strong, decisive impact on a consumer’s choice and so can be evaluated as the choice criteria. Such criteria are: ecological factor, existence of forest area, water body and the largest range of entertainments and additional services.

- In case of unsatisfactory level of synergistic effect of the services rendered to a consumer, using synergistic matrix and rating of factors of consumers’ choice for every enterprise, we can define a line of activity for competitive growth.

**CONCLUSION**

Tourist recreational services are becoming more and more important and popular in Moscow region. For securing their competitive capability it is necessary to develop targeted programmes aimed at a certain segment and a certain consumer. At the same time we need to make an integrated assessment of factors influencing consumers’ choice, highlighting synergistically important ones among them. Recreational activity based on these factors will allow to obtain the synergism effect.

**REFERENCES**

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