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МУЛЬТИАТРИБУТИВНА МОДЕЛЬ СУКУПНОГО ТЕРИТОРІАЛЬНОГО ПРОДУКТУ БАЛЬНЕОЛОГІЧНИХ КУРОРТІВ

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Різноманітність рекреаційних і туристичних послуг зумовлює формування мультиатрибутивного набору їх характеристик з метою орієнтування на кожну групу потенційних клієнтів.

В умовах насиченості ринку туристично-рекреаційних послуг певних територій для оцінювання конкурентоспроможності туристичних та рекреаційних послуг доцільно здійснювати побудову мультиатрибутивної моделі сукупного територіального продукту, яка дає змогу виявити напрями диференціації пропонованих послуг. Її побудова здійснюється на основі ціннісних характеристик туристів і рекреантів за визначеними атрибутами – властивостями продукту, які є вигодою, корисністю у свідомості відповідної категорії споживачів. Саме атрибут створює послугу і задоволення та використовується як критерій вибору конкретного туристичного чи рекреаційного продукту. Загальна оцінка туристично-рекреаційних послуг оснований на комбінації оцінок кожного атрибуту.

Ключові слова: мультиатрибутивна модель, сукупний територіальний продукт, бальнеологічний курорт.

THE MULTI ATTRIBUTIVE MODEL OF CUMULATIVE TERRITORIAL PRODUCT OF BALNEOLOGICAL RESORTS

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A variety of recreational and tourism services leads the formation of multi attributive set of it's characteristics for the purpose of targeting each group of potential customers.

In conditions of tourist and recreational services market saturation in certain areas when assessing the competitiveness of tourist and recreational services it is advisable to build a model of cumulative regional multi attributive product, which allows identifying areas of differentiation of services. Its construction is based on the valued characteristics of recreants and tourists using certain attributes which are characteristics of the product, i.e. product benefit, utility in the mind of the relevant category of consumers. This attribute provides the service and satisfaction and is used as the criteria for selecting for particular tourist or recreational product. General estimation of tourists and recreational services is based on the combination of ratings for each attribute.

Key words: multi attributive model, cumulative territorial product, balneological resort

Problem formulation. The level of balneological resorts development is determined primarily by the availability of resources, which are involved in the recreation process. Depending on the natural and resource potential of balneological resort, which defines the functional orientation of recreational activities

of resort, the ability to set the location of tourists and meet their recreational needs is established. Based on this fact, the infrastructure of balneological resort is developed beginning from sanatoriums and resorts institutions, centers of allocation to centers of informational client's support. The recreational activities as a priority economic activity in balneological resort demands coordination and regulation of recreational and closely connected with it economic activity. Local governments also have to be involved in recreational management system. It means that the development of balneological resort much more depends on the factors of micro and mezzo environment than on factors of macro environment. Based on the above prerequisites the problem of forming the key attributes of the cumulative territorial product of balneological resort on recreation market, which is able to compete on it, is actually appeared.

Analysis of current research outputs and publications. Multi attributive model of cumulative territorial product of balneological resorts is a product conception, which allows to separate on the one side the final production result, and on the other side it gives an ability for consumers to choose the proposed options to satisfy consumers' needs using the set of product's characteristics and benefits.

Taking into account the point of view L. Shulgina, the multi attributive model of cumulative territorial product of balneological resorts includes a tourists and recreational set of services, goods, ideas, it is possesses the best properties to satisfy needs in recreation and tourism and clearly response to the modern consumption model, facilitates the process of market segmentation and positioning of tourist recreational services, speeding up the search of unmet needs and promoting to satisfy it, based on the needs and capabilities of every tourist and recreants [6].

The choice of total regional product by tourists and recreants is based on a cumulative evaluation of all characteristics, rather than on the base of one attribute, because they are interrelated [2]. This choice leads to the decomposition of approach for integrated evaluation of a recreational product, using the concept of individual attitudes. A variety of options for cumulative regional product with a wide range of attributes, where they are able to choose the option that best meets their needs, capabilities and expectations, are proposed to the tourist or recreants.

In practice for characteristics of evaluation of multi attributive model of cumulative territorial product the two approaches of evaluation are used: composition and decomposition [5]. The first is not suitable for the evaluation of complex recreational product due to the use of strict technical and quality characteristics of the product. Instead of this the decomposition approach involves evaluating alternative attributes in subjective quality categories ("better – worse", "like – not like", "buy – do not buy"), the result is the comprehensive assessment of recreational product.

Shet, Newman and Gross allocated the values based on which a consumer makes a choice in favor of a product. These values can be adapted for consumer choice for recreational product as a multi attributive product. The system of value of multi attributive recreational product are formed by [1]:

1. Functional values – the ability of recreational product to perform some functions and to have the physical properties. The functional properties of recreational product can be assigned to:

- Resources, i.e. quality, quantity and attractiveness of recreational resources, which are involved in the process of recreation;
- A place of recreation, i.e. the urban area, suburban area in the borders of the country of residence and outside of the country of residence;
- Style of recreation, i.e. a period of time from short-term one-day rest (theater, cinema, park outings in urban areas) to the long-term recreation (including accommodation, meals, sightseeing, recreation).

2. Social values – ability of recreational products to associate the consumer with a certain social group.

3. Emotional values – the ability of recreational product to cause emotional reactions, perceptions and affective reactions (emotion, emotional experience).

4. Epistemic value cause the interest, desire for new knowledge to satisfy the thirst for knowledge and discovery.

5. Conditional value reflects the usefulness of recreational product that is conditioned by the specific situation in which the consumer choice is exercised. These conditional values are primarily environmental

safety of recreational activities, i.e. primary the clearness and quality of the environment, in which a recreational activity will be exercised.

Article objectives. The goal of this paper is to identify a set of attributes, which can define a cumulative territorial product that can be offered by balneological resort at the market of the recreational services with the aim to increase its competitiveness and enhance the ability of its consumption for corresponding categories of consumers.

Presentation of main materials. Balneological resort is an environment in which the interaction between nature, human, manufacturing, information within and beyond a certain territory takes place. This relationship largely determines the direction of the economic, ecological and social processes. Using their help the local authorities and the business community of balneological resorts should provide the market of recreational services by cumulative territorial's product that first of all must be different from local products of competing resorts, secondly it must provide a sufficient level of competitiveness and in third, it must satisfy the needs of the maximum number of target customers [3].

Based on these allegations and investigations of goods and services set, which is offered by the balneological resorts, the cumulative territorial product of balneological resort can be represented as a set of attributes that provide a practical utility, determine the level of perception of potential customers and their behavior. Fig. 1 shows the model of cumulative regional multi attributive product of balneological resorts.

The cumulative territorial product of balneological resorts

	Determinants for recreants	Determinants for citizens /personnel	Determinants for investors
Material attributes	Recreational services Health improvement Accommodation / dwelling food leisure Transport infrastructure	Dwelling Place of work Developed social infrastructure	Place of business activities Access to resources (material, labor, technical, informational and other) Developed market infrastructure Conditions for investments
Nonmaterial attributes	Geographical location Ecological safety Natural conditions The hospitality of local citizens	Geographical location Ecological safety Natural conditions The safety situation	Geographical location Tourism's and recreation's flows Working with the executive bodies of local self-government

Fig. 1. Multi attributive model of cumulative territorial product of balneological resorts

Source: own development

The combination of these elements makes possible for potential consumer to separate the total value, which he assigns to the territorial product. This total value can express the probability of consumer choice in favor for a particular regional product.

The cumulative territorial product of balneological resort is characterized by tangible and intangible attributes, which consist of a set of characteristics that can describe the attribute.

The attributes have different value in the minds of potential customers. For example, one set of characteristics that form some specific attributes for some specific target group of consumers will have much more higher utility than the utility for the other target group of consumers. Consumers evaluate the attributes and their characteristics in terms of the degree of importance of each attribute, and in terms of the extent of their presence in the estimated cumulative territorial product. The attributes have different importance for potential customers that reflects the values and priorities with which the consumer connects to his future benefits from the choice of a regional product. Thus, the knowledge of the relative importance of attributes will give the ability to develop a strategy for segmentation of target consumers with the aim of much more better adaptation into a variety of recreational needs.

The development and implementation of marketing strategies with providing the development of a balneological resort makes local authorities the active subject of territorial management, which involves the promotion of the resort among potential consumers because the resort serves not as a passive element of the regional economy, which is selected by consumers. Balneological resort is regarded as a “polygamous product”, which is available in the market for tourists, entrepreneurs and investors. All subjects of balneological resort marketing in this case ensure the development of ancillary service, service activities and infrastructure accompanying recreation as a priority activity. During the functioning business entities start from existing competitive advantages and features of balneological resort, which will give an opportunity to identify the priorities for directions of the resort’s development, and to identify what facts will have an influence for balneological resort development. It will give an ability to improve the level of resort competitiveness and it will provide the attention’s attracting of the target market segments.

Balneological resort marketing is based on the focused offers of its benefits for target markets. The target market is the market of recreants, the market of companies and institutions, the market of investors, labor market.

Relating to the recreants the advantages, which are offered by balneological resorts, are:

- geographical location;
- natural recreational resources;
- favorable natural conditions;
- a variety of recreational services;
- level of service;
- accessibility of related services;
- hospitality.

In relation to investors, the benefits are:

- concessional taxation;
- promotion of business;
- favorable economic situation;
- Access to resources;
- wages;
- development of infrastructure.

The benefits, which are related to labor, are:

- employability and career development;
- social benefits and guarantees;
- favorable living conditions.

A set of advantages of balneological resort that are offered for specific target markets, can be interested in different ways. Based on the level of interest in the balneological resorts of target consumers and abilities of balneological resort the marketing objectives of balneological resorts are:

1. For recreants:

- attracting people with high daytime maximum cost;
- encouraging people to hold as much as possible time for the purpose of recreation;
- encourage the future visits through loyalty programs.

2. For investors:

- encouraging of domestic and foreign investment;
- promoting and encouraging the location of production;
- support for existing industries.

3. For the labor market:

- attraction of cheap skilled labor;
- involving of certain categories of workers.

Accordingly, for each target market business entities of balneological resorts use a separate strategy with a set of controllable marketing variables, which aggregate forms the complex of balneological resort marketing in relation to the target market.

The priority of target consumers of cumulative territorial product of balneological resorts are tourists who are the primary recipients of balneological resorts marketing. Taking into account the variety of recreational needs of the cumulative regional product, which is offered, the heterogeneity of recreational services, the necessity of consumer segmentation is appeared. It is based on certain classifications of consumers or recreational product. Recreation's segmentation and choosing the target marketing recipients of balneological resort gives an opportunity to satisfy the needs of target segments maximally, using appropriate marketing tools, which are aimed to change consumer's behavior, during the implementing of appropriate marketing strategy to ensure the development of balneological resort.

Segments selection for balneological resorts is performed by the benefit of recreational orientation needs of potential consumers. According to the developed grid, which is based on primary research, the positioning of cumulative regional product in the market of recreational services [4], the segments 4, 8, 12, 16 are priority. Other segments have a lower priority, but they are not removed from the target audience of marketing communications and of recreational territory marketing in general. In fig. 2 the selection of priority target segments is showed for balneological resorts entities in the Lviv region.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16

Fig. 2. The priority of target segments of recreants for balneological resorts entities in Lviv region

Source: own development

The resources of balneological resorts are limited and the service in sanatorium and recreational destinations have to be supported with the proper infrastructure, so the development of recommendations on the marketing support for balneological resorts have to be focus on the key segments of the target audience. A key marketing recipients of balneological resorts entities is the market of inner recreation. For such business entities from Truskavec and Morshin the recipients are also the market of foreign (entry) recreation. The largest market of entry recreation are Germany, Poland and the markets of CIS countries (Azerbaijan, Belarus, Kazakhstan, Moldova, Russia).

To form the marketing strategy, which supports the development of balneological resort, we offer to focus on four segments. While the other segments have the potential for development, but due to the mismatch of their needs with the capabilities of balneological resort to satisfy them, they are not considered. Thus, recipients of balneological resorts marketing entities are the segments for which the attraction of natural recreational resources, staying in environmentally friendly ecosystems is really important. That's why a well-developed infrastructure of the resort is preferred.

At this moment the problem of developing an effective mechanism for the regulation and improvement of regional policy of balneological resorts and differentiation of cumulative territorial product of balneological resorts is acutely arise.

The differentiation of cumulative territorial product of balneological resorts involves the following tasks:

1. The determination of competitive advantage, which can be offered by balneological resorts;
2. The formation of cumulative territorial product, which based on the competitive advantages, differentiated according to the criteria of value (basic, standard level, advanced level, megalevel).

For differentiation of cumulative territorial product of balneological resorts the subjects of balneological resorts use appropriate marketing methods:

- The method of “additional functions”, which predicates to perform recreational services to the main recreation service with attendant services, allowing to transfer the main recreation service to a higher level;
- The method of combining in the kit enables to develop and offer a package of recreational services according to the needs and opportunities of tourists. Also using this method the market segmentation can be more accurate and the satisfaction of target segments can be more complete.
- The method of goods adaptation to the consumer provides the possibility of self-selection of services and recreational services by recreants. In this case, the user determines the customer value of cumulative territorial product;
- The method of goods accommodation provides to the main product / service of additional goods / services for free or at a lower price, such as transportation;
- The method of splitting “goods” provides the consumer a chance to make decisions about purchasing individual parts of a product, for example, to separate therapeutic procedures, accommodation, meals, etc.;
- The method of goods internationalization includes removing barriers for consumption of cumulative territorial product by foreign citizens. First of all, this method means not to distinguish the goods and services but informing customers in different languages about the properties of these goods and services with the lettering on road signs, manuals etc.;
- The method of product series in the market of recreational services lies in the strengthening of beneficial effects from recreational activities if recreants will pass the sequence of therapeutic activities. Otherwise, the total benefit from certain therapeutic measures will have a lower effect;
- The method of the local quality means that the higher level of quality applies to those goods and services where it is necessary, and a lower level of quality in those cases, where a high level of quality is not demanded and it is impalpable for the consumer.

It is possible to use the cumulative territorial product of balneological resort at the conditions of active economical manufacturers localization, which will increase the cumulative territorial product of balneological resort. In fact, such companies, organizations and agencies operate independently from each other in a competitive environment. However, their activities are focused on meeting consumers needs. This prerequisite should be on the basis of informal association of economical entities using the direction of competitiveness increasing of cumulative territorial product. The executive bodies of a local self-government should find ways to establish such cooperation between economical entities to achieve the cooperation between them at the direction of development and implementation of recreation and related services, which is in priority.

For these companies it will be the task of the local level, but local authorities it will be the task of the regional level. In this case, the ultimate goal of the functioning of enterprises is to develop and offer competitive recreational services. The task of the executive bodies of local self-government is to create a positive image of the resort and attract customers (tourists, investors) through the promotion of cumulative territorial product in the market of recreational services.

Based on natural resources and socio-economic potential, ecological state of the environment, opportunities of balneological resorts and a variety of balneological resorts consumer needs, the cumulative territorial product for appropriate segments, which is offered by spa resort subjects, can be presented in table 1.

Differentiation of the comprehensive territorial product balneological resort’s entities allows us to satisfy recreational needs of the population, attract new segments of consumers and adjusting to the demand for recreational and maintenance services and their proposition.

For the final consumers (recreants) the territorial product of balneological resort undoubtedly will be sanatorium and resort services, the service of maintenance, food, transportation etc. It is a material component of balneological resort. Along with material component a non-material component is also exist, which can be performed as a priority in balneological resort’s choosing. It includes geospatial location of the resort, climatic conditions, ecological safety of the resort and more. However, a non-material component should not be used as a basis for cumulative territorial product differentiation, because it will

be the same for all potential customers. On the basis of differentiation of cumulative territorial product the purchasing value must be better in comparison with competitive resorts. The differentiation is not the expansion of the offered goods and services, but it is creating the best and the most valuable offers for potential customers. Consumers increasingly pay attention on derived factors to make a choice of the place for recreational activities. Therefore, the recreational product that is offered to potential consumers has a complex character today. Based on this, it is necessary to offer customers something unique, special to attract their attention. It means the necessity to reinforce the main recreational product with additional goods and services other than recreational complex product of similar balneological resorts.

Table 1

The matrix of differentiation of cumulative territorial product of balneological resort

Consumers segment	The priority marketing strategic direction	Marketing methods	The level of cumulative territorial product	Price range
Segment 1	Attraction marketing	The method of good's internationalization	Mega level	High
Segment 2	Infrastructure marketing	The method of local quality The method of association in set	Mega level	High
Segment 3	Attraction marketing	The method of "additional functions"	Mega level	High
Segment 4	Marketing of image	The method of association in set	Mega level	High
Segment 5	Marketing of image	The method of goods internationalization	Expanded level	Above average
Segment 6	Infrastructure marketing	The method of goods fragmentation	Expanded level	Above average
Segment 7	Attraction marketing	The method of association in set The method of double good	Expanded level Expanded level	Above average
Segment 8	Infrastructure marketing	The method of product series The method of goods fragmentation	Standard level	Above average
Segment 9	Attraction marketing	The method of goods fragmentation	Standard level	Below average
Segment 10	Attraction marketing	The method of additional functions	Standard level	Below average
Segment 11	Infrastructure marketing	The method of double good	Standard level	Below average
Segment 12	Marketing of image	The method of product series The method of goods accommodation to consumers	Standard level	Below average
Segment 13	Infrastructure marketing	The method of goods fragmentation	Basic level	Low
Segment 14	Attraction marketing	The method of good's accommodation The method of goods fragmentation	Basic level	Low
Segment 15	Attraction marketing	The method of double good	Basic level	Low
Segment 16	Marketing of image	The method of good accommodation to consumers	Basic level	Low

Source: own development based on [3]

Conclusions and further research prospects. The proposed marketing approach for evaluation of customers level of satisfaction of tourist and recreation services based on patterns of multi attributive

model of cumulative territorial product of balneological resorts allows to identify the disadvantages of tourism and recreation business and take the necessary measures to improve its efficiency and competitiveness of cumulative territorial product of balneological resorts.

Using multi attributive model of cumulative territorial product of balneological resorts gives an ability:

- to meet the recreational needs of the consumer categories through the set of goods and services in a well-formed complex recreation of the product;
- to assess the level of recreational product satisfaction through the combination of proposed products and services, each of which is endowed with certain properties and execute only inherent for them tasks;
- to engage business entities of various types of economic activities in a process of cumulative recreational product formation due to the wide range of recreational needs and the necessity to develop a cumulative territorial product;
- to involve alternatives that can meet the existing recreational needs or offer other goods or services that are able to satisfy the current needs in a best way because of limited availability of natural recreational resources;
- to use as a comprehensive suite of products and services, tailored to meet the recreational needs in general and to perform an individual approach to meet them (the same set of goods and services can meet the recreational needs in different way).

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