

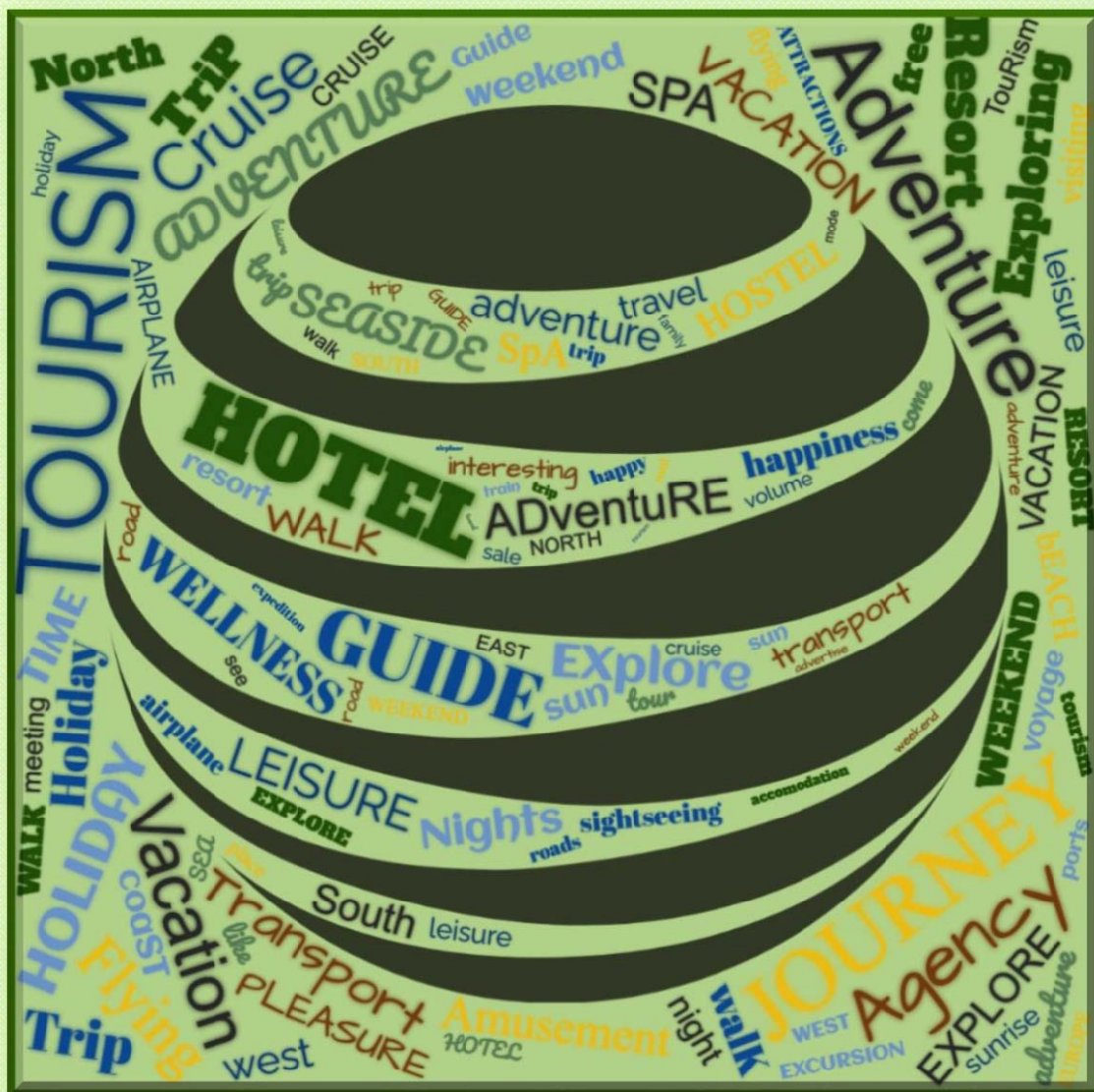


СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА

CONTEMPORARY TOURISM CHALLENGES

ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА

DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO



AVANGARD PRIMA

2022

СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА
СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ
12 МАЙ 2022 ГОДИНА

ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА
СБОРНИК ДОКЛАДЫ ОТ МЕЖДУНАРОДНОЙ НАУЧНОЙ КОНФЕРЕНЦИИ
12 МАЙ 2022 ГОДИНА

CONTEMPORARY TOURISM CHALLENGES
PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE
12 MAY 2022

DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO
LIBRO DE ACTAS DE LA CONFERENCIA CIENTÍFICA INTERNACIONAL
12 MAYO 2022

ORGANIZER

"ST. CYRIL AND ST. METHODIUS" UNIVERSITY OF
VELIKO TURNOVO, BULGARIA
TOURISM DEPARTMENT AT FACULTY OF
ECONOMICS



CO-ORGANIZER

BULGARIAN ACADEMY OF SCIENCES
NATIONAL INSTITUTE OF GEOPHYSICS, GEODESY
AND GEOGRAPHY, SOFIA, BULGARIA



PARTICIPANTS

from Argentina (1), Azerbaijan (28), Bosnia and Herzegovina (2), Brazil (14), Bulgaria (33), Croatia (1), Cuba (3), Czechia (2), Ecuador (4), Egypt (4), Germany (1), Israel (1), Italy (5), Kazakhstan (2), Mexico (4), Moldova (7), New Zealand (3), Philippines (1), Poland (1), Portugal (1), Romania (20), Russia (3), Serbia (13), South Africa (5), Turkey (10), UK (1), Ukraine (3), USA(1)

СЪСТАВИТЕЛ:

доц. д-р Десислава Вараджакова

EDITOR:

Assoc. prof. Desislava Varadzhakova PhD

РЕДАКЦИОННА КОЛЕГИЯ:

доц. д-р Десислава Вараджакова
проф. д-р Слави Димитров
гл. ас. д-р Олга Манчева-Али
гл. ас. д-р Надежда Костадинова

EDITORIAL BOARD:

Assoc. prof. Desislava Varadzhakova PhD
Prof. Slavi Dimitrov PhD
Chief Assist. Olga Mancheva-Ali PhD
Chief Assist. Nadezhda Kostadinova PhD

Всички доклади са двойно сляпо
рецензирани.

All papers are double-blind peer reviewed.

Организаторите на конференцията не
носят отговорност за изразените мнения
от авторите, невярност на представеното
съдържание от тях и/или плагиатство.

The conference organizers are not responsible
for the authors' opinions, incorrectness of the
content presented by them and / or plagiarism.

Издателство АВАНГАРД ПРИМА
София, 2022

Publisher AVANGARD PRIMA
Sofia, 2022

ISBN: 978-619-239-710-4

THE TOURISM PRODUCT: A CONCEPTUAL LOOK

Elídio VANZELLA¹,

Unifuturo/ Grupo de Cultura e Estudos em Turismo (GCET), Brazil

Adriana BRAMBILLA²

Federal University of Paraíba /Grupo de Cultura e Estudos em Turismo (GCET), Brazil

***Summary:** The Market is the área in which products are produced and/or sold to meet consumers' needs and can be understood as being the place where sellers and buyers meet up. In tourism, the product is an arrangement of material and immaterial benefits, offered with the proposal to fulfill the tourist's desires and expectations. In this context, the tourism product can be interpreted as the sum of the infrastructure, heritage, and services necessary for the realization of tourism activity. The better the quality of this arrangement, the better the result for tourism activity. In this context, this work aimed to propose a new look at the concepts of the tourism product. This study is an essay where the ideas and points of view of the authors on the proposed theme were exposed, seeking originality in the approach. The tourism market is wide and new options, that is, new tourism products arise over time because consumers with new expectations, looks, and interests lead to a constant adaptation of the offer. The market is dynamic, adaptable, and responds quickly to new demands, but for the success of the activity, it is necessary to understand and follow the specificities of a tourism product within a dynamic market.*

***Keywords:** Market; Product; Tourism.*

1. Introduction

The market is the site in which products are produced and/or sold to satisfy consumers' needs and desires. In this context, the market performs several segmentations so that certain products are related to specific types of consumers. Thus, one can consider that tourism products should be developed according to demand because one thing is the product itself and another is how tourists see and perceive it during the time they experience it. In this context, the current study proposes a new look at the concepts of the tourism product.

Thus, we sought to bring contributions to the advancement of conceptualizations and a new understanding of the tourism product, to present its characteristics that are often specific and therefore deserve a more detailed analysis, since these specificities are essential for the preparation of projects and the development of products in the tourism sector. On many occasions, the success of a tourism offer depends on the observation and understanding of these differentials, to avoid the adoption of similar strategies in all destinations, and even more, to avoid considering the tourism market as homogeneous.

¹ Elídio Vanzella, PhD, Professor, Unifuturo/ Grupo de Cultura e Estudos em Turismo (GCET), Brazil, email: elidiovanzella@gmail.com

² Adriana Brambilla, PhD, Professor, Federal University of Paraíba (UFPB) /Grupo de Cultura e Estudos em Turismo (GCET), Brazil, email: adrianabrambillaa@yahoo.com.br

2. The Tourism Product and its characteristics:

The market, in an economy, can be understood as the place where sellers and buyers meet up. Specifically, in tourism, this market consists of consumers, in this case, tourists and visitors, and representing the producers are the managers of tourism enterprises, such as hotels, tourist attractions, including food and beverage establishments in tourist locations,

Considering the specific peculiarities of the tourism market, it is feasible to classify it in two lines. The first one is the direct market: where goods and services, fully related to tourism, are offered and consumed; the second one is the indirect market: where goods and services, partially related to tourism, are launched for consumption.

The tourism product is an arrangement of benefits, material and immaterial, which are offered with the proposal of satisfying the tourist's desires and expectations. Thus, it is a composite product that must be analysed according to its components: attractions, accesses, and services. The tourism product, therefore, is the sum of the infrastructure, the heritage, and the services needed to conduct the tourism activity. The infrastructure includes accessibility, transportation, parking lots, airports, hotels, inns, bars, restaurants, amusement parks, and equipment for fun and entertainment, among others. The heritage includes, for example, the natural beauty, monuments, handicrafts, and, finally, the services that include the whole range of facilities or human activities related to serving tourists. So, one can understand that a tourism product is an arrangement among existing attractions, infrastructure, and services offered, so a conjoint analysis of the government, trade (private initiative), and local community, who must form a "tripod", is essential. The absence of one of these points can make the success of the tourism product unfeasible, that is, all three must be actively involved in all stages of tourism products development.

The better the quality of this arrangement, the better the result will be for tourism activity. In this context, the tourism product is a consumer good with special features, because:

1. **It is an anchored product**, that is, it is something fixed in a certain place, that cannot change its location, and it causes the second characteristic;

2. **It is a sensorial experience**, in this case, the tourist should visit the place, to feel and live the experience of being in a location with its specific characteristics. Note that the tourist could make a "virtual visit", using virtual reality technologies, but the sensory experience would not take place.

3. **It is "no tasting"**, it occurs when a service, a tourist attraction, a place cannot be tasted, it is not possible to get a sample before purchasing it, which can increase the risk of unsatisfied customers due to the expectations.

4. **It is a temporal dilemma**, because it is a kind of product that will be missed if it is not consumed in time, i.e., a vacant hotel room in one night has generated a temporal loss that can no longer be recovered.

5. **It is of tourist arrangement**, in this case, it is divided into two types: strong or weak.

a) **Strong**, in this context the various tourism products are arranged and interrelated in such a way that they complete each other and generate an attractive force, the development of tourism activity because the sum of the forces provides the multiplication of the benefits realized by the visitors.

b) **Weak**, in this context the various tourist products are not arranged or do so poorly, they do not interrelate, do not complement each other, and they generate little attractive force development of the tourist activity.

6. It is **fickle**, which is the risk that the established tourist activity takes of not being able to maintain a regular flow of tourists. This scenario can be divided into three situations:

a) **Seasonality occurrences**, periods of high or low demand that occur in regular periods. For example the great demand for tourists during summer for beach regions or in winter for ski resorts.

b) **Cyclical Occurrence**, which, unlike the seasonal occurrence, that has predictable occurrence, it does not occur at regular periods, so it is a complicating factor in planning the activity. For example, a prolonged drought or rainfall above the historical average, both in volume and time length, may occur in a year and not in the following two or three years and thus interfere with the tourist flow.

c) **Obsolescence**, when a certain product, destination, or tourist service no longer arouses the the same intensity of interest in tourists who start looking for other destinations with different characteristics

7. **It is monetary**, because the economic laws also present themselves in tourist activity. We have, accordingly:

a) **Supply and demand**, the incentive for producers to increase the supply of the tourism product will be directly greater the higher the price that the market is practicing.

b) **Products in the margins**, when the other products or services, bordered in the tourism product, suffer price increases, but the increase does not occur in the tourism product, it tends to generate a loss of interest by investors and therefore the supply shall decrease.

d) **Production chain**, the higher the demand and then the supply, the more efficient will tend to be the process and volume of goods and services production, therefore costs will tend to be reduced, increasing consequently the profitability/income.

e) **Innovation**, when new technologies are used efficiently, they will tend to provide more efficiency, cost reduction, a greater supply of tourism products, and greater demand.

8. **No exploitation**, because an exploitative activity means the use of resources until they are exhausted. The tourist activity needs efficiency in its operation to avoid environmental damage, depredation, contamination of the local culture, or destruction of the tourist product characteristics. An efficient tourist activity incorporates itself in harmony with the environment in which it is located, preserving the local culture, protecting and developing the place.

9. **It is heterogeneous** because the elements of a tourism product are very diverse, and there are many possible arrangements of attractions and suppliers.

The analysis of a tourism product supply must consider updated information, without making the mistake of adopting measures based on old-fashioned scenarios. In this context, it is possible to realize that, in many cases, tourist activity is observed in only two times: the past and the future.

1. The past time: the problem lies in the fact that the past does not exist in the physical world, what we have are the records, the memory, then we have two profiles of managers, presented below. This is not to say that the past, it means the previous experiences, should be disregarded, however, calling the attention to the importance of current research that reflects the present situation.

a) **The nostalgic ones:** they practice the tourism activity only with the memories of a happy past, due to the stagnation or decline of tourism in the place, they use the strategy of escaping from reality. Thus, to escape from an unfavorable view of reality, they take refuge in the memories of a glorious, happy, and generous past. The idea is to use past scenarios, such as tourist flow data, among others, to insist on the same strategies, without considering the current situation; and

b) **The guilty ones:** In this group are those who feel guilty, they suffer the past that did not generate the desired success. They blame themselves for the result of the actions taken or for not having taken them. They don't accept their mistakes, failures, and therefore they don't learn in time, they don't innovate, and they run the risk of repeating their mistakes, turning the activity into an arduous task with poor results.

2. The Future time: in this case, it is necessary to keep in mind that the future should be viewed as the anticipation of occurrences, as projections of future events, but accomplished

at the present. So the future is not related to decisions that will be made in the future, but to the consequences, in the future, of decisions made in the present. This tense includes two cases:

a) **The fearful:** they are frightened when thinking about the future, and for this reason, they do not take risks, they are reluctant to change, and consequently they create stagnation in a tourism activity, which will probably lead to its decline.

b) **The hopeful:** they are those who live in the expectation that something special will happen, although they are not sure about it. So, they become impotent, because they keep waiting and don't carry it out, that is, their doubts prevent them from making decisions.

The tourism product in terms of its quality

The quality of a product can be noticed easily, however, it has become a more complex task to define quality since it occurs in specific situations and contexts for each product. It is certainly that a product will survive in the market, only if customers have the perception that its quality meets, at least, the expectations generated.

Over time, quality has been defined with a value, as a waste reduction, because of being in accordance with the specifications, and the previously defined requirements, by the ability of the product to be adjusted to the user, by the ability to meet and even exceed consumer expectations. In this context of inability to provide an exact definition of quality, it is accepted the one established by ISO (International Standardization Organization), where quality is the adequacy and conformity to the requirements that the standard itself and the customers establish. In other words, quality is the level of perfection of a process, service, or product delivered by your company (ISO, 2021), emphasizing consumer satisfaction.

The success of a tourism product is linked to its quality. In this context, the tourism activity must see quality as a continuous process of improvement, as an effective way to produce at a fair price, at low costs, because the expense is in the lack of quality, rework, waste, and failure to meet customer expectations. In doing so, tourism managers tend to work on the quality issue in the following concepts:

1. **As a philosophy:** it is the idea of having a superior product, without defects, but even being ideal, it should be considered this practice is subjective, conceptual, and therefore difficult to measure the results, since the consumer decides if a product is of excellence. In addition, it does not prepare managers to act in cases of failure.

2. **Focused on value:** it is focused on the idea of price vs benefit. Efforts are made, so that the consumer realizes the price charged for products and services are fair or benefit. The company is dedicated to organisational and market efficiency in order to obtain lower prices than the competition. Here, individuality is lost because to obtain cost reduction, it is necessary

to produce in scale. This strategy works for a determined time because the notion of value tends to change for consumers over time

3. **In harmony with specifications:** it is focused on the rigor of project specifications, focused on the standardization of products and processes to avoid waste. The strengths are liable to quality control due to standardization and the efficiency of processes that allow control and even cost reduction due to scale production. The weak points are the consequences of this standardization because customers always experience the same service model and structure. The idea would be that no matter where the tourist is visiting, the customer service process would always be the same, mechanical and rigid, without considering, for example, cultural aspects.

4. **Focused on TQM (Total Quality Management):** absorbing the positive points of the other theories, TQM involves the whole production chain and proposes an organizational culture with flexibility and attitudes that aims at a constant search for process improvement. A constant learning process that leads to improvement in activities, cost reduction, increased efficiency, products, and meeting consumer expectations. Total Quality may be difficult to achieve or even considered utopian, but it does not mean that it should not be sought, that is, one should work to seek the maximum approach in the TQM concept.

Notably, the classical researchers of quality have brought great contributions through the theories mentioned above, such as authors Deming (2000), Juran (1997), Crosby (1995), and Feigenbaum (1991), however, many times, these theories were applied rigidly, without respecting the organizations' individualities, or even misinterpreted, generating administrative mistakes in some ventures. Therefore, it is recommended that tourism managers consider the specificity of tourism products when analysing these contributions.

3. Methodology:

This study is an essay whereby the authors' ideas and points of view on tourism products are exposed, seeking originality in the approach. Research was conducted to attain this objective, which, according to Minayo (1993), is the basic activity of sciences in their investigation and discovery of reality. It is an activity of successive approach of reality that is never exhausted, making a particular combination between theory and data. Research is the construction of original knowledge, according to certain scientific requirements. Thereby, for developing this article, a bibliographical research was conducted to identify considerations on the subject addressed, analyzing the scientific contributions for constructing a different understanding. The bibliographical research, according to Salomon (2004), is based on knowledge provided by librarianship and documentation, among other sciences and techniques

applied methodically involving the identification, location and obtaining information, classification and writing of scientific work. In doing so, the research was divided into three phases, where the first phase was the research preparation, in which the information was located and identified. During the selection of information sources, the available information in the scientific literature of interest was searched in journal articles, technical reports, annals, theses, dissertations, among others, either in print or online. In the second phase, it was carried out the compilation of notes and analysis of the selected documents for preparing and writing the scientific article. Finally, the scientific work was written up, bringing a distinguished look at the subject researched.

4. Final considerations

The tourism market is wide and new options, and tourism products appear over time, because consumers with new expectations, looks, and interests in unheard products demand a constant adaptation of the supply of tourism products. In this context, the market is dynamic, adaptable, and responds quickly to new demands, but for the success of the activity it is necessary to understand and follow the specificities of a tourism product in a dynamic market.

This work has intended to alert managers to understand the variability of the market, and that, making use of the specificities of the tourism product, they glimpse future scenarios, adopting a proactive posture, in which the past is considered a lesson to plan the future, but also that they are aware of the need to act in the present, to avoid the stagnation of a tourist destination, for example, and at the same time to adopt strategies that allow the socio-economic development to preserve the continuity of the activity.

References

- CROSBY, P. B., 1995. *Quality Is Still Free: Making Quality Certain In Uncertain Times*. New York: McGraw Hill.
- DEMING, W. E., 2000. *Out of the crisis*. A: MIT Press, 2000. Massachusetts: MIT Press.
- FEIGENBAUM, A. V., 1991. *Total Quality Control*. New York: McGraw Hill.
- ISO, 2021. [Online] Available at: <https://www.iso.org/home.html> [Acesso em 12 janeiro 2022].
- JURAN, M. J., 1997. *A qualidade desde o projeto: novos passos para o planejamento*. São Paulo: Pioneira.
- MINAYO, M. C. S., 1993. *O desafio do conhecimento*. São Paulo: Hucitec.
- SALOMON, D. V., 2004. *Como fazer uma monografia*. São Paulo: Martins Fontes.