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MARKETING OF ECONOMIC AND ENVIRONMENTAL CONFLICTS IN THE RECREATION AND TOURISM SPHERE

Abstract. *The article considers the main theoretical positions on marketing and economic and environmental conflicts. The main tendencies of conflict marketing are studied on the example of the recreational and tourist sphere. In the field of recreation and tourism, new trends have been proposed that will allow this industry to recover after COVID-19: increasing the share of domestic tourism, booking for a short time, promoting solitary tourism, sustainability, authenticity and locality. The innovative component is the convergence of marketing and conflict in the recreational and tourist sphere. Proposed marketing tools for the activity of the recreational and tourist sphere in the new conditions*

Keywords: *marketing, economic and environmental conflicts, influencer marketing, sustainable systems, convergence, the recreation and tourism.*

Introduction. Convergence of economic and environmental conflicts is the tendency towards developing various sustainable systems to evolve towards performing marketing tasks and conflict resolution, which now share resources and interact synergistically with each other.

Tourism is interconnected with economic and environmental problems, therefore, marketing issues as a targeted, strategic, and managed activity, passing through all stages – from product development its promotion on the market to sale and after-sales service, are paramount in resolving conflicts of interest. Marketing is the complete process of moving products and services from producer to consumer. Marketing plays an essential role in the activities of all service organizations, in particular in the recreational and tourism sector.

Marketing in the recreational and tourism sector is a management activity for planning and implementing decisions made related to the development of tourist products and services, selling, promoting goods and services, stimulating demand for them, and pricing to meet the

needs of a certain group of people, set a specific goal. Marketing is the standard of society's life.

In the modern world, tourism has become a robust and steadily growing global industry. For its rapid growth and development, the tourism industry has been recognized as the economic phenomenon of the century. However, the coronavirus pandemic has brought noticeable and tangible negative changes to tourism. According to the World Tourism Organization reports, tourism revenues grew from 2010 until 2020; for example, 2019 was another year of stable growth in this sector. Although the percentage of international income increased, it was below the figures observed in 2017 and 2018. For many countries, tourism is an entire industry in the formation of GDP, and it is a catalyst for the development of the region to increase the number of jobs. Tourism is interconnected and impacts many vital sectors of the economy such as transport, banks and insurance companies, communications, construction, retail, agriculture; that is, it acts as a kind of catalyst for socio-economic development.

Just as today's world is unimaginable without tourism, it is equally impossible to separate conflicts from society. Similarly, the pandemic can be seen as a conflict. Since the main feature of the conflict is the divergence of interests and goals of the parties, the consequences and results of the conflict can vary from destructive to constructive. The factors on which the final chords of the conflict depend largely on the management of the conflict and the moment the conflict appears or is artificially created.

Based on the interdisciplinarity of the very concept of conflict, in the recreational and tourist sphere it is expedient to consider two directions in conflict situations, namely from the side of economics and ecology. Tourism itself is a branch of the economy, its integral part. In turn, there is an inextricable relationship between tourism and socio-cultural and natural factors. And for the economy of the world and countries, tourism is a positive aspect, then there is a double opinion regarding the environment. It is largely because the environment consists of natural and anthropogenic components in a broad sense. Previously, they spoke about the negative impact of tourism on the ecology of the tourism and recreational sphere and in many respects, gave priority to the economy over ecology. After the transition to a sustainable development economy, the priorities changed. Violation of the ecological balance can lead to the disappearance of tourism in certain regions as a separate sector of the economy.

In accordance with the foregoing, the purpose of the article is marketing research of economic and environmental conflicts in the recreational and tourist sphere.

Research results. Based on the use of the annual reports of the International Organization, the analysis of the tourism sector, the analysis of the state of the industry before and after the pandemic is as follows. After the international crisis of 2009, the tourism sector began a steady and impressive growth. Growth slowed slightly in 2019, but forecasts for 2020 were positive. In 2019, about 1.5 billion international tourist trips were recorded worldwide and the total tourism receipts reached more than 1.4 billion dollars.

2019 was another year of strong growth, though international arrivals grew below the exceptional rates seen in 2017 (+7%) and 2018 (+6%). Demand was somewhat weaker for travel to advanced economy destinations in different regions. Uncertainty surrounding Brexit, geopolitical and trade tensions, and the global economic slowdown, weighed on growth. 2019 was also the year of major shifts in the sector with the collapse of travel group Thomas Cook and several low-cost airlines in Europe. All regions enjoyed an increase in arrivals in 2019, led by the Middle East (+8%). Asia and the Pacific and Europe both saw 4% growth. Against a backdrop of global economic slowdown, tourism spending continued to grow, most notably among the world's top ten spenders. France reported the strongest increase in international tourism expenditure among the world's top ten outbound markets (+11%), while the United States of America led growth in absolute terms (+USD 8 billion) [World Tourism Organization, 2021].

Export earnings from international tourism (travel and passenger transport) are an important source of income for many regions around the world, helping to create jobs, promote entrepreneurship and develop the local economy. More than a million additional jobs were created with a high proportion of female labor.

As an important export category, international tourism improves countries' balance of payments by offsetting trade deficits or increasing existing surpluses from trade in other goods and services. According to the World Tourism Organization, the United States of America had the world's largest travel surplus of \$62 billion in 2019, driven by tourism receipts of \$214 billion and spending of \$152 billion. Spain recorded the world's second largest travel surplus with US\$52 billion. Among emerging economies, Thailand and Macau, China boast the largest travel surpluses, \$46 billion and \$39 billion respectively. While Mexico, Croatia, Malaysia, India, Dominican Republic and Morocco recorded surpluses of between US\$6 billion and US\$15 billion.

Tourism has been a key sector in many advanced and emerging economies. The growth of tourism was faster than the growth of the global economy [International Tourism Highlights, 2020].

Forecasts for 2020 turned out to be promising. In addition to stable growth, major sporting events, including the Tokyo Olympics, and cultural events, such as EXPO 2020 in Dubai, were expected to positively impact the development of the sector. And thus, tourism proves its stable position among the sectors of the economy against the backdrop of global uncertainty.

However, the course of events has changed. January 9, 2020 – The World Health Organization reports mysterious coronavirus-related pneumonia in Wuhan, China. January 23 – The introduction of quarantine in Wuhan. January 30 – The World Health Organization declares a global health emergency. And March 11 – The World Health Organization declares COVID-19 a pandemic [AJMC, 2021].

By April 20, 2020, all countries in the world have introduced travel restrictions. As of early November 2020, over a quarter of the world's countries kept their borders completely closed to international tourism. According to the World Tourism Organization, the international flow of tourists has decreased by three quarters, according to their estimates, the loss of world GDP exceeds 2 trillion US dollars. More than 120 million jobs in tourism and related fields are at risk. International tourism figures are back at levels 30 years ago [UNWTO, 2021].

In 2021, the tourism industry is slowly starting to recover and new trends have become characteristic of it:

- increase in the share of domestic tourism. Travelers go on vacation or vacation close to home;
- booking in a short time. Cancellation of early bookings due to the volatility of pandemic events and travel restrictions;
- promotion of solitary tourism. Nature, rural tourism, and road trips have become popular travel options due to travel restrictions and the desire for outdoor experiences and avoidance of crowds;
- sustainability, Authenticity and Locality: travelers have begun to pay more attention to the positive experiences of local tourist and recreational attractions, striving for authenticity.

Marketing activity in the recreational and tourist sphere in the new conditions is aimed at:

- 1) marketing analysis, planning with the subsequent identification of groups of potential buyers and consumers of this service and the organization of the provision of the necessary resources and conditions for their implementation with the least risk;

- 2) coordination of the organization's activities to achieve the most advantageous conflict-free position in the market;
- 3) determination of ways to control the conduct of the recreational and tourism business in accordance with predetermined goals.

It is necessary to look for new management mechanisms in tourism to return the tourism industry to the previous level of economic development. At the moment, tourism is based on emotions people's impressions, so it is advisable to consider it in the field of the experience economy.

According to Sadchenko E. V. [Sadchenko, Vorotnyuk, 2020], the economy of experience / economy of impressions is a new round of marketing, where the product-service becomes the most valuable due to the location of the provided service and the originality of its implementation (delivery) etc., that is psychologically perceived as an additional service due to the impressions and emotions of consumers.

When defining environmental destinations for tourism in the experience economy, the following examples can be considered, namely:

- location. Health complexes, sanatoriums, recreation and health centers, camp sites are tied to a health resource, it is in these places that additional environmental rent is created, which allows you to get additional profit due to the unique location and originality of the service;
- environmental friendliness and authenticity of goods or services. Today, consumers are ready to overpay for a product in order to be sure of its environmental friendliness, naturalness and uniqueness;
- focus on conscious consumption, the adoption of the concept of sustainable development and the introduction of Low Tech technologies (production of goods and services with minimal damage to people, animals and the environment). Only an environmentally high-quality product and the same high-quality environmental service are in real demand on the market and can attract consumers [Sadchenko, 2021];
- originality of presentation of such goods and services;
- environmental friendliness of environmental conditions;
- preservation of the biodiversity of our planet.

"Today it is impressions that become the driver of the economy" – this is the thesis of the famous American marketing researcher Joseph Pine. The essence of his observations in brief is as follows: since most competing companies in any field offer approximately the same

goods and services, the consumer stops paying attention to brands and is only interested in price. Companies cannot reduce the cost of products and services below a reasonable level. Under these conditions, their ability to create new value for their customers through emotions becomes their most important competitive advantage. Today, the buyer pays not for the usefulness of a product or service, but for the feelings that they cause him, says Pine [Joseph Pine, James Gilmour, 2005].

In every company, you can see daily how the focus is shifting from development and production to marketing and sales and service delivery. The boundaries of consumption of services, including recreational and tourist services, are blurred: approximately the same goods (services) are equally accessible to everyone, starting from the lower middle class and above.

The concept of a brand of services is blurred. Finally, the boundaries of national economies are blurring: globalization and the opening of borders and markets lead to the fact that recreational and tourist services in all corners of the world become approximately the same.

Managing the behavior of an organization based on the principles of experience marketing should ensure that it works in a dynamic, continuous mode that ensures the flexibility and adaptability of the organization to turbulent changes in the market environment.

The purpose of managing the organization's behavior based on the principles of impression marketing is to determine the promising areas of the organization's activities in the market that provide the organization's competitive advantages with minimal resources.

In such modern turbulent conditions of economic development, there is an inter-influence and interdependence of the "economy", as producing goods, services, "management", as a professionally managing organization of production and "marketing", as a process of planning and managing the development of goods and services, pricing policy, promotion of goods to buyers and sales. Such a system: "economics-management-marketing", will allow to achieve a variety of benefits, which will lead to the satisfaction of needs. The system expansion of one of the fragments of this system or the shift of emphasis (added value) from one link to another allows us to interpret the economy as a new phenomenon in the context of the development of information technologies and globalization.

A distinctive feature of the service-impressions is that it can exist only with the relationship between the buyer of the service, the producer of the service and the "additional service", which does not always depend on the producer of the service, but is formed

depending on the location, the historical value of this place or the unusual presentation of this service. services, that is, from the uniqueness of the provision of this service. So, in fact, the consumer pays for a pleasant, sometimes unforgettable experience, and the producer (owner) of this service overpays (relative to the average price level) for rent or for the acquisition of additional fixed assets (or additional investments). The manufacturer must be compensated for the "overpayment" and, of course, additional profit. So, the consumer pays additional money for an additional service-impression, and the owner also pays additionally either for renting a room or for additional supply of this service, that is, an "impression" is an additional cost, which is reflected in the price of the goods. The impression in the economic sense is additional costs and additional profit.

In our opinion, the experience economy is, in fact, the marketing of experience services, where the service becomes the most valuable due to the location of the provision of this service in historical places, in the city center, the originality of its implementation, etc., that is, psychologically perceived as an additional service due to consumer experience. Service-experience marketing is marketing whose task is to promote services as a result of new, unique experiences to the market. Experience service marketing is a branch of modern marketing that studies the marketing activities of organizations whose business is to benefit from the provision of a given experience service.

At the moment, a fundamentally new environmentally based model for the development of the tourism sector with an optimal ratio of ecology and economy is needed.

One of these tools can be an artificially created or actually existing economic and environmental conflict.

The economic and ecological conflict is based on the harmonious combination of two types of conflicts.

Economic conflicts are a wide range of conflicts, which are based on the contradiction between the economic interests of individual economic entities. The parties of interaction in the economic conflict in the field of tourism include nations, states, organizations, workers, etc. It happens that an economic actor in different conflicts can play different roles, reflecting his social status. For example, such an economic entity as an entrepreneur can act in conflicts as a consumer, and as an employer, and as a contractor, and also as a statesman. International tourism is the norm of the modern world, thereby depriving economic conflicts of borders, therefore, international economic conflicts are quite common, they concern interests in the field of the economy, especially tourism, of many countries, companies, individuals: contradictions acquire a transnational character.

Trubilin A. G. and Nikitina I. A. [Trubilin A. G., Nikitina I. A., 2019] distinguish the following types of conflicts in the field of tourism in their work:

- between a potential or actual tourist and organizers of tourist services – managers of travel companies, guides, guides-interpreters, hotel employees, waiters, vehicle drivers, etc.;
- between representatives of the personnel of travel companies – conflicts within the team of one company, as well as with representatives of its competitors, with intermediaries and contractors;
- between tourists on excursions, tours, museums, while staying at a hotel, participating in entertainment events, etc.

Rudenko A. M. and Dovgaleva M. A. [Rudenko A. M., Dovgaleva M. A., 2005] believe that conflicts arise in tourism practice that can be classified depending on the criteria that are taken as a basis. Accordingly, if we take their consequences, meaning and methods of resolution as the basis for dividing conflicts, then we can distinguish the following two main types:

- constructive conflicts, which are characterized by disagreements affecting the fundamental aspects of the activities of tourism enterprises and the hospitality industry, the problems of the life of its employees; the resolution of these conflicts brings the activities of the tourist enterprise to a new, higher and more efficient level of development;
- destructive conflicts that lead to destructive actions, a sharp decrease in the efficiency of the activities of social and cultural services and tourism enterprises.

Economic and environmental conflicts must have constructive solutions for economic growth and the return of the previous level of tourism.

In English-language literature, the literal translation of the definition of environmental conflict has a fairly general meaning. In their article, the authors [Le Billon P., Duffy R., 2018] write that the concept of ecological conflict includes conflicts related to the environment, including conflicts over the definition, control, management, use and disposal of resources, ecosystems and landscapes, on a variety of scales.

According to Sabadash V. V. and Bobylev S. N [Sabadash V. V. et al., 2012], an environmental conflict is a confrontation at the intra- and/or interstate levels caused by incompatible or hostile interests of one or more parties and their struggle for ownership, use (distribution) of natural resources or their control, accompanied by the possible use of violent methods to achieve goals.

Based on these definitions, environmental conflicts occur due to changes in the environment caused by human activities that destabilize the balance of the ecosystem. The ecosystem is then forced to seek a new equilibrium at an altered level, creating and adapting the new conditions it offers for human life and activity.

The factors that disturb the ecosystem balance are the irrational use of a renewable natural resource and / or violation of its ability to self-restoration by the eco-destructive actions of subjects [Sabadash V. V., 2009].

The objects of environmental conflicts are non-renewable natural resources (oil, gas, minerals extracted from ecosystems), renewable natural resources (freshwater, fertile soils, timber, bioresources), as well as environmental services (recreational, climatic, hydro-, electric power).

Competition for limited environmental resources, different attitudes and beliefs, and institutional factors cause and exacerbate environmental conflicts. The question of scarcity, perceived or real, is crucial in understanding environmental conflicts. In general, conflicts with resource scarcity or resource degradation characterize most environmental disputes.

The result of resolving a real ecological conflict is the adoption of a decision on how to attract and use a natural resource in production, consumption, exchange, or conservation in a certain perspective.

In a formal ecological conflict, the main goal is not the decision to change or improve the state of an ecological object, but the subject's own goal. The ecological-logical component plays the role of an argument, a reason for confrontation.

Pseudo-ecological conflict, according to Kudryavtsev V. N. [Kudryavtsev V. N., 1995], is a deliberately falsified, artificial use of environmental arguments to achieve political, economic or other goals, for example, the seizure of political power, the acquisition of the right to dispose of economically significant natural resources, discrediting political opponents, etc.

Conflicts in the recreational and tourist sphere are the most acute way to resolve conflicts in interests, goals, views that occur in the process of social interaction, which consists in the opposition of the participants in this interaction and is usually accompanied by negative emotions, going beyond the rules and norms. It is when the environmental parameters of the provision of services do not meet certain standards.

Conflict means disagreement, dispute, contradiction. In simple terms, this is a struggle between two sides, each of which is trying to protect its interests. Therefore, when we talk about economic and environmental conflicts in the recreational and tourist sphere, this means

a conflict between: the environmental services provided by the organization (organic food, environmentally friendly reservoir, where the camp site, sanatorium, etc.) and the client who arrived rest, and hopes to receive the prescribed services and the economic side – the price of the service.

Conclusions. Combining economic and environmental conflicts under the general concept of economic and environmental conflicts will help smooth out the ever-existing conflict between economics and ecology.

Tourism and recreational areas are based on the ecological state of natural systems and the quality of the environment, as well as the socio-economic development of the area. Negative changes in the natural environment are inevitable in the process of tourism and recreational activities, and they also cause significant and ever-increasing damage to it. These negative changes negatively affect the tourist and recreational attractiveness of the area.

The search for correct and profitable solutions to these conflicts will lead to a synergistic effect in solving the problem. It is necessary to find a balance between "nature – tourism-recreation – economy".

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