RECREATIONAL SERVICE: SOCIAL AND ECONOMIC ASPECT

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Abstract. This article describes the results of the study of the definition of "recreational service" as a socio-economic aspect. Within the framework of this research, the author has studied and analyzed approaches to the interpretation of the concept of "service" as an economic category, its genesis has been examined, and a comprehensive approach to the definition of the terminological apparatus "recreational service" has been proposed.

Keywords: service, requirement, recreational service, services sector, recreational requirement.

Process of economic growth of society leads change of the person needs structure. In process of material requirements fuller satisfaction, the need for physical and moral recovery, intellectual and spiritual development steadily increases that leads transformation of the non-productive sphere of economy of the providing service.

The services sector is the most developing sector of world economy that causes the interest of domestic and foreign scientists-economists E.M. Azaryan, K.P.Demchenko, I.M. Lifits, G. Armstrong, D. Bell, F. Kotler, D. Saunders, B.Schmitt, A. Fischer, etc.

Change of structure of production and high rates of his development, the consecutive solution of the social and economic tasks facing society at each concrete stage of his development make changes to the nature of work, life and needs of people and also to dynamics and structure of traditional and new requirements [1, page 13].

Zh. Lamben [2, 69] "... the statement is fair that the cultural origin has the majority of our need". Therefore, technical progress and also the sociocultural environment cause dialectics of requirements.

For the first time the concept of an economic role a services sector took place in K. Clark and A. Fischer's methodologies, division of the national economy by them on three-sector model (Fischer-Clark's model), within the post-industrial theory, it became one of the subdividing elements [3]. In his doctrines, A. Fischer has proved that with increase in a welfare the specific weight of services will increase in consumption of all benefits.

Speaking about heterogeneity of a services sector, D. Bell has placed emphasis that it is necessary to refer to the tertiary sector not only services of low-paid workers in the household environment, and first of all financial services, on health care, education and in the social sphere. In his doctrine five signs of post-industrial society are marked out: transition from economy of manufacturing industry to service economy; a significant priority of experts in economy; fundamentals of policy and innovations is knowledge; assessment and control in production technologies; decision-making on the basis of new technologies [4].

Thus, in post-industrial society the priority is allocated for a services sector, training of specialists, new technologies and also control of quality of the made production.

In scientific literature, proceeding from the purpose and research problems, use various interpretations of a concept service. In G. Armstrong, F. Kotler, D. Saunders's works the service is treated as the activity or the benefits offered from one party to another, not notable in essence which don't involve transfer of property [5].

The carried-out analysis of a wide range of scientific sources allows to note that the most exact definition of a definition service is given in [6, page 7] where it is defined as the specific consumer cost of work process expressed in useful effect which satisfies needs of the person. The fact that process of con-
sumption of services coincides with their production belongs to features of services.

The analysis of data [7] has shown dynamically growing specific weight of a services sector in GDP of the advanced industrial countries (fig. 1) that also increase in free time respectively leads to reduction of employment number of the population in goods production. Top three is made by the countries: France, Great Britain and the USA where a services sector share in GDP make: 79,2%, 78,4%, 78% respectively.

The share of production of services in GDP of the Russian Federation from 1990 to 2013 has increased from 32,6% up to 69%, increased for 36,4% [8].

As it is necessary to understand as a recreation socially – the economic system of the person activity which provides completion of the arisen recreational requirements through a complex of the events held by a rekreant or the corresponding experts in territories of recreational appointment in free time. And also economic essence of the service category in K. Marx [9] define interpretation of a definition "recreational service".

The recreational service is the work embodied in consumer cost, which is capable to satisfy requirements of society: in reproduction of physical, mental forces; in receiving pleasure and positive life experience; in development and improvement of physical, creative and mental abilities.

The recreational service is the result of an activity in the sphere of recreational needs satisfaction of the population, has the main characteristics inherent in services: immensity, not safety, inseparability from an object and a source, inconstancy of quality. Economic effect of providing recreational services is expressed in the profit of the recreational enterprises, increase in labor productivity, growth of cumulative GDP.

Recreational services are specially organized program of activity and service, which is implemented in the market of services as an independent product. Therefore modern conditions of activity of society demand essential increase in value of recreational services by providing appropriate conditions of ecologically safe activity of the person at simultaneous providing high standards of life quality level.

Studying of various treatments and genesis of the concept "service" has led to the approval of social and economic aspect of a "recreational service" definition. Author's approach to specification of the concept "recreational service" is formulated. The prospect of further researches lies in studying and specification of a conceptual terms framework in the field of recreational activity.
References
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РЕКРЕАЦИОННАЯ УСЛУГА: СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ АСПЕКТ

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Аннотация. В данной статье представлено описание результатов изучения дефиниции «рекреационная услуга» как социально-экономического аспекта. В рамках данного исследования автором изучены и проанализированы подходы к трактовке понятия «услуга» как экономической категории, рассмотрен ее генезис, предложен комплексный подход к определению понятийно-терминологического аппарата «рекреационная услуга».

Ключевые слова: услуга, потребность, рекреационная потребность, рекреационная услуга, сфера услуг.