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## Travel Service - an Innovative Solution if Exist

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### ABSTRACT

Tourism is an important key for development of many regions in Europe. Development of the economic growth and other related activities, promote more and more representatives of such sector areas to take a sustainable and environmentally friendly activities. The assessment of tourism in the context of sustainable development becomes an important goal to preserve and enhance the cultural and natural heritage. This should lead to the development of the management of all the resources that allow the satisfaction of the economic, social and aesthetic needs, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Cooperation in various ways, one of them - the tourism-based alliances, must begin at an early strategic tourism management process. At one of such stages, an important role for learning is played by tourism organization, where tourists using the service switches to the learning process, while have acquired knowledge, develop their skills and values. Scientific studies in Lithuania and abroad permit to assert that there is an increasing focus on expression quality of service problem for learning tourism organization. However, the tourism service quality is not properly investigated rather than theoretical or empirical approaches. In particular, there is a lack of studies, that analyze educational action expression coherence of the tourism service' providers and users. Formulated and highlighted statements are supported by the scientific literature and studies of the official documents, where the relevance of the topic is based on, underlining the fact that there is no sufficient scientific publications, presenting necessary expression of the educational potential of tourist services in the context of a learning organization. Therefore, there is a fundamental problematic question - does tourism organization divert its activity to the expression of the educational potential of the tourism services, and does it perceive the interactions with the educational and managerial processes of a learning tourism organization?

## INTRODUCTION

The General Assembly of United Nations (2010) accepts the role of a tourism organization in the meaning of social, cultural and educational contexts: tourism promotion and development, economic development, international understanding, peace keeping, society honor for human rights and freedoms regardless of race, sex, language, or religion.

In Lithuania the formation process of learning organizations in the contexts of lifelong learning stays a challenge for business organizations. The competitiveness of business organizations is determined by changes of personnel training processes, competence development (B.Simonaitiene, 2001), ability to flexibly choose programs of human resource training, career and development (G.Dessler, 2001; J.Bagdonavicius, 2002; A.Sakalas, 2003; N.Kvedaraite, 2009; D.Bukantaite, 2005).

Often an organization, seeking to adapt to dynamic, innovation-based competitive environment applies non-traditional organizational management forms. It is important to focus on organizational management forms such as personnel motivation (L.Marcinkeviciute, 2003), intellectual capital and human resource management (J.Karaleviciene and K. Matuzeviciute (2008); R.Mikuleniene, 2004) ; J.Siugzdiniene, 2008; L.Vaskeliene, 2005; M.Vienazindiene, 2009), organizational identity, image and relation management (A.Pikčiūnas, 2002), consumer loyalty (L.Pileliene, 2009). One of them is a model of a learning organization. Its authors (P.S.Chinowsky and K.R.Molenaar, 2006) offer continued training for personnel and managers, because it makes organization become attractive and helps to survive in a competitive dynamic market.

Scientists (I.D.Stoniene, 2008 ; R.Hopeniene, 2009; A.R.Ligeikiene, 2003) paid a special attention to an educational role of a tourism service. B.Svagzdiene (2013), E.Musneckiene (2007) citing P.Juceviciene (1997) indicates that a learning process is unconscious, mechanical in various environments, especially in museums and cognitive excursions.

A special attention is paid to diverse contacts: environment, society, economic and cultural, past-time, present and future, learning at school and real world, personal way of life and its impact on other people and environment.

The formulated and highlighted statements are based on scientific literature and official document analyses that substantiate the topicality of the theme emphasizing the fact that in Lithuania there are no scientific research works published that would analyze the expression of educational potential of a tourism service in the context of a learning organization. Therefore, a research question is formulated – whether Tourism services are being created by looking for an innovative solution, to let it exist.

The research object is the expression potential of a tourism service.

The research aim is to innovative solutions of tourism services, to exist.

The research objectives are as follows:

To analyze and on the theoretical basis substantiate theoretical access of an organization and tourism organization as a learning organization, and to present theoretical concept of a service.

To investigate the expression of educational potential of a tourism service supplier and a consumer, focusing on knowledge, abilities and values.

## 1. THEORETICAL GROUNDING

A tourism service can and must be meaningful as: learning and educational means; society promotion; promoting development of less acknowledged values such as imagination, and

breadth of attitudes; implanting generality, feeling of necessity; team formation; helping tourists to develop their ethical and aesthetical relation to environment, nature, cultural and moral values, nation, and other people (V.Aramaviciute, 2005; V.Aramaviciute and E.Martisauskiene, 2006).

Activity theories of travel organizers and agencies. Mediators play the most significant role in tourism system in order to satisfy customer needs satisfaction and to provide services and products to customers. Even though the impact of presented factors on tourism service groups varies, it is true to state that the development of tourism service creation, supply, and implementation is a multiple social and economic phenomenon.

Travelling organizers and agencies' functions as mediators' are quite wide; they encounter peculiarities and priorities of tourism business participators' and service consumers' lifestyles, interpersonal communication creation, dynamics of recreation and consuming culture and forms. Mediators are travelling organizers and agencies that can have a huge impact on the choice of consumer target place and tourism kind through communication processes with clients.

Travel organizers on the basis of legal regulations and conditions regularly implement tourism business and directly or through mediators (travel selling agents) publicly offer tourism services for any individual or a special group. Travel organizers directly implement tourism wholesale agents' functions, and travel agencies are tourism retail agents. Travel organizers do not have a direct contact with tourism service customers, except the cases, when organizers have their own retail offices. Travel agencies are mediators, selling separate parts or their complexes created by travel business. On marketing point of view, travel organizers and agencies are described as mediators acting for the use of clients and making contracts with service providers (airlines, hotels, recreation and entertainment centers, museums, etc.) and receiving commissions from suppliers. On the legal basis travel organizers and agents act as legal mediators, representing a special geographic region. The educational point of view states that activities of travel organizers are substantiated by the process of tourism services creation by a manager and a persistent learning process of tourism services customers, enabling to overcome challenges, involving into knowledge collection and learning interpretation competences: sharing knowledge, being able to learn through training how to transfer and accept knowledge. This allows understanding such a process as the most important factor for organization to survive.

In a modern society needs are rapidly changing for tourism services, their structure and quality; moreover, new stereotypes of social behaviour, new values, new models of lifestyles. All of that make organizations as learning ones. A tourism organization as a learning organization when three knowledge groups that are implemented and interact together: technical / analytical, problem-based and context-based knowledge.

A group of technical / analytical knowledge is fundamental and essential for a tourism organization as a learning one; however, this group is not valuable and informative enough without other groups of knowledge. The group of problematic knowledge requires understanding of real problems rising against the manager and personnel. This knowledge group exists in reality and is connected to budget formation, activity planning and analysis, resource studies, relation with customer creation, and cognition of a customer. Knowledge that has to do with procedures is more likely to be of a political manner rather than technical, and their implementation activities become more theoretical. Contextual knowledge requires understanding of not only organizational culture and customer needs, but also environments, where employers act. Essentially, this is a form of organizational wisdom, whose contents encounters technical competence and ways of administration. Contextual knowledge has to be strongly related to other two knowledge groups, as people have to effectively solve organizational projects.

The expression dimensions of a tourism service potential. Situation nowadays indicated a new type of a consumer for tourism organizations. From one point of view, an economic crisis

has limited consumer possibilities to travel, visit places of interest, revel in resorts and water. On the other side, the new type of a consumer is a lively enough human being, waiting for affordable services in order to acquire knowledge. A new view towards a consumer proves that service quality may be strengthened having a management relation with educational factors. Tourism organizations seeking to keep their customers will create a service that customers, reflectively examining environments, experience, and knowledge, will be able to create partnership based relations on mutual agreement.

Theoretical and praxeologic contexts of a tourism service consumer and consuming factors. Fundamentally changed national economic activities and principles brought main cultural changes into human consciousness. In market economy a consumer is formed, and he or she is affected by separate organizations', creating products and services, inter-competition that is used in order to attract consumers. That is why a consumer is usually attacked by masses of information about better decisions for their being. The relationship between knowledge, values, viewpoints, and attitudes is revealed in the processes of consuming.

Knowledge is very valuable in a consuming process. A service consumer learns out that after feeling a need, it is necessary to buy one or the other tourist trip which allows acquiring knowledge. What is more, a loyalty to a service organizer rises without a real experience, just because of thinking, reasoning, watching, listening, etc. A learning process forms certain persistent habits; for example, a person travels buying a tourist trip from the same travel organizer.

Values and viewpoints are oriented towards service understanding: beliefs of object-characteristics, beliefs of use-characteristics, and beliefs of object-use. Speaking about consumer viewpoints, they can be described in several ways. A viewpoint can be a belief of what a person likes or dislikes; what is more, a viewpoint can be understood as a basis for individuals or groups' likes and dislikes. Therefore, keeping such a conception, it is meaningful for a service provider to be able to form consumer viewpoints and values through services and so create the basics for consumer loyalty.

Attitudes. Consumers are often used to make decisions paying attention to quite insignificant things, such as physical attraction of a product or a seller. First of all, knowledge and information reach consumers and motivate them, and only then emotional relation rises. A consumer feels a special emotional reaction before a cognitive process, and later he or she confirms or denies this emotional reaction a priori because of cognitive processes.

The buying process of tourism services is connected to consumer attitudes that he or she has, and which are affected by advertising and public opinion means. In order to understand why a consumer buys one or the other tourism service and how he or she buys, it is important to understand consumer attitudes. And vice versa, the recognition of consumer attitudes allows modelling how, why and what tourism services would be bought by consumers.

## 2. METHODOLOGY AND RESULTS OF THE RESEARCH

Expression of as a learning tourism organization features. The research data of tourist organizations as learning organizations' feature expression allow stating that all features of a learning organization is revealed in a tourism organization; however, in a different manner.

Experience of a teamwork activity is presented on the basis of system and human factors. This strengthens personnel orientation towards sustainable knowledge gathering. Barriers and difficulties often emerge in successful teamwork in an organization. They become present because of insufficient understanding of needs, aims, incorrect sharing of roles, making incorrect decisions, ineffectively managing, incorrectly spreading information as individual conflicts arise among personnel, giving awards and not waiting for changes in organizational activities. All

teamwork activities in a tourism organization have to be properly evaluated. This is linked to objectives and their completion depends on tourism service consumer needs.

A tourism organization is a global organization, democratically, rapidly changing and reacting to outside factors, that means an open system. It is important that personnel would be able to learn individually and in teams.

The creation of a learning organization starts at individual learning encouragement. Therefore a new functions reveals for personnel; it is not only provide tourism services, but also learn themselves. This is the fundamentals for a learning organization creation.

The more employees learn how to learn, the quicker a tourism organization comes closer to a learning organization.

Qualitative potential of tourism services. For the systematic point of view tourism acts as an economic system consisting of tourism subjects and objects.

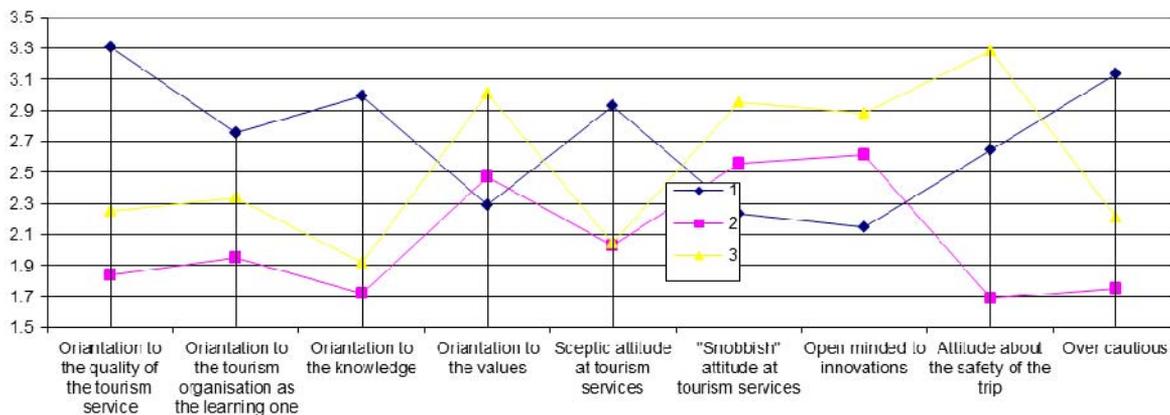
Knowledge, abilities and values of a service consumer in the context of potential expression. Consumer attitudes in the context of tourist service consumption reveal cultural-social realities of society. Consumer attitudes are statistically meaningful and connected with only one demographic factor – a living place. This allowed identifying consumer attitude types: conservative, modern, and super-innovative. The research data shows that conservative consumers live in the largest cities and are modern enough. They value service quality and learning tourist organizations.

Mostly super-innovative, modern and dynamic attitudes were revealed by citizens of district centres. Such consumers more value tourist organizations as learning ones, providing good services and good servicing.

3 typed cluster was made, while analysing the results of the research. The users were divided into three groups by similarity – clusters and named them conservative, economic and superinnovative clusters. They are shown by graph in Figure 1.

**Figure 1.** Users typology by the factors of provision.

1 – conservative    2 – economic or based on the quality    3 – superinnovative or modern.



By the Figure 1, we can see, that users who are more conservative, value the quality of the service, orientated on the knowledge they gain, are cautious, focus on the safety of the trip. While being skeptic on the values and the innovations. Economic class users stay in the mid-

dle. Meanwhile super innovative travelers – are orientated into values and innovative, they like the risk are low cautious, they don't take much notice to the quality of the service or the knowledge and skills they get and the safety of the trip. In conclusion we can tell that people differentiates by the place that they live.

The research revealed: a) consuming attitudes are connected to demographic and socio-cultural factors; b) individuals living in different regions are differently impacted by knowledge and abilities.

Creation of value to customers of tourism services 'potential. The peculiarity of tourism organizational activity comes from motives, specific relations with service providers, values that are quite individual in the context of personality self-actualization. The way the personnel wish to change and is able to self-interpret in professional activities impacts business and consumer future.

The learning process of a learning organization is present when an organization accepts new principles and paradigms that usually convert into a competitive advantage. This research work includes: results of organizational data, organizational learning awards, and effective organizational activity results. This helps to identify the most important success factors that may be useful to creation of organizational modern learning system development. The relation between these factors and organizational results may form fundamentals for further research.

## CONCLUSION

Every supplier of tourism services, depending on service quality and quantity, receives a certain pay rate from a buyer that is a tourist. A certain process is in progress, which can be called a peculiar economic branch or area. The most important element of such an activity is a tourism product, which connects tourism service suppliers and consumers into one singular system. Tourism enables to study people far from their everyday natural environment after settlement in a new environment, which satisfies travelers' needs. This includes tourist's experience, motivation, regulation, completing the coordination of agencies and firms, cooperating together. Services of travel organizing are provided by travel organizers and travel agencies that are called suppliers of travel organizers' services.

Activity theories of travel organizers and agencies. A travel organizer does not communicate with tourism service consumers directly, except the cases when they have their retail offices. A travel agency is a mediator selling separate parts of or their complexes of tourism industry. On marketing point of view a travel organizer and agent are described as mediators operating for clients use, making contracts with travel suppliers (airlines, hotels, recreation and entertainment centers, and museums, etc.) On the legal basis travel organizers and agents act as legal mediators, representing a special geographic region. The educational point of view states that activities of travel organizers and agents could be as mediators (looking for tourists) between excursion and travelling heads. Excursion and travelling heads complete functions of a lecturer: tell stories, communicate knowledge, show objects, present national values

The theoretical context of a learning organization and a tourist organization is substantiated by management and education ideas. The main functioning characteristic of a tourism organization as a learning one is abilities and desire for personnel to develop. A tourist organization becomes a learning organization as it perceives development as a learning function. Such an organization is open in tourism business system and able to not only to accept new information, transform it, but also identify and utilize unnecessary information. Only this way is important to strengthen organizational attractiveness of a tourist organization as a creator. A learning organization's characteristics are loyalty to personnel and consumers. This is expressed by a variety of learning ways in an organization. Personnel loyalty is clear in teams.

Teamwork helps to strengthen organizational functioning that broadens possibilities of innovative service creation.

The meaning of consumer loyalty is very important to an organization. As time has changed, consumer viewpoints changed as well, and consumers and organizations became learning ones. Producer's role was based on loyalty between a producer (seller) and a consumer in pre-industrial era. During time change, a concept of consumer and viewpoints towards a seller had also changed. Mass consumers are presented as priorities, while needs of individuals were ignored. In the 20th century marketing encountering managerial and educational potential, consumer behavior and trade views emerged. Consumer loyalty is the main aim of relation marketing. Sometimes it is compared to relation marketing conception itself. Relation marketing conception, with reference of comparative and non-economic perspective, is described as a strategy to keep and strengthen relations with consumers. Educational and managerial aspects are stressed in relations with consumers. These aspects are usually described as a whole of essential principles and elements. Consumer loyalty as the main aim of relation stimulation between consumers of tourism services and service providers. The aim is equally important to a new type of consumer as a learner and a tourism organization, participating in a creation process of a consumer as a learner. The cross-relational views allow broadening satisfaction receiving tourism services through educational characteristics' expression, which give a better value to a service. A scientific discussion reveals that a modern organization can strengthen consuming views as it is a learning organization.

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