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THE PROBLEM OF SEASONALITY IN TOURISM

Abstract: *Seasonal fluctuations are present in all spheres of human activity and have a significant impact on the development of socio-economic processes in general. The sensitivity of tourism to the seasonal factor is determined by the presence of a number of objective factors: from the climatic characteristics of the routes to the cyclical nature of some social processes. In addition, the characteristics of the seasonality factor in tourism require a more detailed consideration. In the article we can see the role of seasonality in the activation of tourist services in the socio-economic development of the country and its impact on the development of the tourism industry.*
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Introduction

One of the most acute problems in tourism is the discrepancy between tourist demand and supply caused by the seasonality of tourism. Bringing the demand to the level of the existing supply is the task of tourist advertising. But tourist advertising is not able to solve the problem of seasonality.

Seasonality creates significant difficulties in the tourism industry, reducing the profitability of tourism enterprises, the efficiency of the use of fixed assets, impairing the service of tourists, especially at the height of the tourist season, and causing staff turnover due to underutilization of tourism enterprises in the off-season period.

Seasonality in tourism complicates the development of the tourism economy, exacerbating the contradictions between elastic demand for tourist services and a relatively stable tourist supply, thereby causing problems in serving tourists. During the "peak" months, there are certain difficulties in the operation of transport, catering, housing, sightseeing, etc. If during the" hot " season all hotels, campsites and motels in Europe are overloaded, then in the off-season period, as a rule, a large number of places in tourist accommodation facilities are unoccupied.

Therefore, seasonality requires constant regulation of tourist demand.

Tourist flows are characterized by seasonal unevenness, which has mainly annual and weekly cycles. In the annual cycle, the seasonality periods are individual months or quarters, and in the weekly cycle, they are individual days.

The problem of seasonality, i.e. the peculiarity of tourist flows to concentrate in certain places for a relatively short period of time, is a complex problem that is almost impossible to solve. In most countries of the world, 80 % of tourist flows occur between may and October. Seasonality can only be mitigated, not eliminated. The change of seasons cannot eliminate seasonality in the formation and development of favorable recreational resources. Summer, for example, has been and will continue to be the most convenient time for organizing and conducting recreation for the majority of the healthy population. Attempts by some countries to extend the season of active tourism due to changes in the time of holidays in educational institutions and postponement of holidays have not yet brought the desired results.

The seasonality of tourist enterprises significantly reduces the economic efficiency of capital investments in the tourism industry. This

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implies a natural desire to extend the period of operation of tourist enterprises as much as possible, minimizing the factors of seasonality.

Seasonal fluctuations in tourist flows create economic and organizational difficulties for tourist services. Funds of tourist enterprises that have not been used for a long period of time significantly increase the price of tourist services.

In socialist countries, the planned management of the national economy creates the prerequisites for a centralized solution of issues of coordination of all branches of the national economy, which makes it possible to comprehensively solve economic problems, including the problem of seasonality of the tourist economy. The positive experience of some socialist countries in Europe in solving the problem of year-round employment of service personnel in the tourism system (Hungary, Bulgaria) is noteworthy.

The seasonality of holidays leads to the fact that in the summer, the demand for transport services, especially in the most popular holiday destinations, far exceeds the supply. It is very difficult to increase the capacity of the main modes of transport, although this will not completely solve the problem. The only way to solve the problem is to smooth out seasonality, and then achieve a more or less uniform use of transport means for the seasons.

This can be achieved by setting differentiated transport rates for tourists during the off-season period.

In modern tourism, there is a certain pattern of seasonality, which is derived from long-term observations. Its essence is as follows: the further a country is located from the main tourist centers of Europe and North America, the less pronounced seasonality there. This can be explained primarily by the relative stability of natural and recreational conditions, as well as a relatively low level of tourism development in the southern hemisphere, of the southern hemisphere countries, only the Australian Union has a pronounced seasonality. Here, in October-December, one third of all foreign tourists visiting the country are accounted for. This is the period when in the countries of the Northern hemisphere there is a decline in the tourism system, the most favorable for recreation in terms of natural and recreational conditions.

In the tropical countries of the Caribbean, where climate conditions are almost the same throughout the year, seasonality is also observed. The tourist season here is warm winter.

Europe, as the area of the greatest development of tourism, has the highest level of seasonality. The high concentration of foreign tourism is manifested by a pronounced seasonality in summer. During the two summer months (July-August) approximately half of the total annual number of foreign tourists travels in Europe. In Spain, for example, the number of tourist visits culminates in August — 21.7% of the total annual number of foreign tourists. In Yugoslavia, more than 50% of all overnight stays are in July and August, and the concentration of tourist flows in these months increases in the Mediterranean countries in Europe, Africa and Asia. In winter, the flow of tourists noticeably moves to the African countries of the Mediterranean basin. In these countries, the tourist season lasts all year. Foreign tourists arrive more or less evenly throughout the year. The difference in the number of tourists arriving by month is insignificant.

Thus, the level of seasonality is not the same in all countries, and in some countries it is almost non-existent. In those countries where the annual fluctuations in climate elements are small, the seasonality of tourism is less pronounced or does not exist at all. In countries where natural and climatic differences in the seasons are noticeable, summer remains the main tourist season.

The problem of increasing the tourist season is acute for the tourist economy of the vast majority of countries, but it is especially relevant for European countries, where there is a high level of concentration of tourist flows in the summer months.

The problem of seasonality is waiting to be solved in the socialist countries of Europe, where the tourist season is narrowed. For example, in Bulgaria, Hungary, and Yugoslavia, July and August account for almost half of all tourists.

An important economic problem of the tourist economy of the USSR is to solve the problem of eliminating or somewhat smoothing the peaks of seasonality in the vacations of workers and in the field of tourist services. In our country, there are quite a few workers and employees who take vacations mainly in the fall, winter and spring. These include workers in agriculture, seasonal industries, and river transport.

In order to attract tourists during the off-season or winter season, government organizations and travel companies carry out a number of promotional activities. To increase the tourist season, and then to smooth out the seasonality, many countries promote tourist routes in the off-season through advertising and set benefits for this period. Tourist advertising shows the advantages of winter holidays in the mountains and reveals opportunities for winter sports, promotes various festivals and exhibitions that are held in the autumn, winter and spring months.

Tourists traveling in the off-season are provided with benefits in the form of discounts on fares and tourist services. The tourist experience of such countries as Yugoslavia, Italy, Switzerland, Austria, France and others shows that the development of tourism in the off-season period is not only possible, but also quite profitable. Given that the off-season does not play a significant role in the development of sea tourism, tourist organizations in Italy, France and Russia increased the number of cruises during this period.

Recently, there has been a rapid increase in the rate of winter recreation and the number of tourists in winter. According to the UN, every seven years a twofold increase in the number of tourists vacationing in the winter. At the same time, a large role is played by mining and ozodorovitelnye objects, which significantly expand the possibility of recreation in winter.

The organization of various sports competitions, festivals, competitions, exhibitions, scientific conferences, etc. helps to increase the tourist season.

Seasonality of the tourist market

the functioning of the tourist market and related tourism industry enterprises is subject to sharp seasonal fluctuations in demand for tourist products.

Seasonality refers to a stable pattern of intra-annual dynamics of a phenomenon, which manifests itself in intra-annual increases or decreases in the levels of a particular indicator over a number of years.

The production and service process of tourism has a pronounced dependence on seasonal fluctuations.

The study of seasonality in tourism allows you to: determine the degree of influence of natural and climatic conditions on the formation of tourist flow; set the duration of the tourist season; reveal the factors that determine seasonality in tourism; determine the economic consequences of seasonality at the level of the region and the tourist company; develop a set of measures to reduce seasonal unevenness in tourist services.

Seasonality in tourism is characterized by the following characteristics:

- the period of maximum intensity of tourist flow is called the main tourist season;

- tourist region, travel company depending on the development of the type of tourism may have one or more tourist seasons;

- developed countries, regions, centers, firms have a longer main tourist season, and the intensity of the tourist flow does not have a pronounced seasonal unevenness, that is, significant seasonal fluctuations are characteristic of a low level of development of the tourist offer;

- seasonal fluctuations in tourism are different for individual kinds of tourism at the time.

Seasonality in tourism is determined by a number of factors:

- natural and climatic-the quantity and quality of specific benefits for the development of sports, health, educational and other types of tourism;

- economic-the structure of consumption of goods and services, the formation of the solvency of demand through supply;

- social - availability of free time;

- demographic - differentiated demand by gender, age, and other characteristics;

- psychological-traditions, fashion, imitation;

- material and technical - development of a network of accommodation, food, transport, cultural and health services;

- technology - a comprehensive approach to providing quality services.

All the above factors of seasonal fluctuations can be divided into primary and secondary. The primary factors are those that are formed under the influence of natural and climatic conditions; the secondary ones are all the others.

Therefore, there is a real possibility of influencing the seasonal unevenness of demand in tourism. The seasonality of tourism leads to the seasonal nature of employment of workers in the tourism industry. This has its positive and negative sides.

On the one hand, tourism generates an uneven distribution of working hours (overtime during the tourist season and insufficient workload of workers in the off-season) and, as a result, a significant proportion of underemployed workers and staff turnover.

On the other hand, the seasonality of tourism encourages the multi-disciplinary nature of jobs, when the same employee performs different functions depending on seasonal characteristics.

In addition, seasonal work is beneficial for many categories of the population as a source of additional income.

The seasonality of tourism affects the structure of employment of employees in the tourism industry, the features of which are:

- significant share of part-time employment;

- seasonal fluctuations in the volume of employment and work load;

- low proportion of qualified personnel;

- limited opportunities for professional growth;

- significant share of women's labor.

Currently, the tourist market of economically developed countries shows a tendency to reduce seasonal unevenness in tourism services due to the outstripping development of supply relative to demand.

For example, France, Italy, Switzerland and Austria, with approximately the same tourist resources, represent a classic example of the development of sea and mountain tourism, respectively. By rapidly developing contrast tourism, France and Switzerland have relatively stabilized seasonal unevenness not by reducing the intensity of tourist flows during the main tourist season, but by lengthening it. As a result, the number of tourists served in July-August was 28% in France, 40% in Italy, 37% in Switzerland, and 45% in Austria, which is an example of possible smoothing of seasonal fluctuations by combining traditional and non – traditional types of tourism services.

The lengthening of the main tourist season has a strong impact on the efficiency of the tourist company,

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since, first, "conservation" or reduction of the load of the material and technical base leads to direct losses in the main activity of the tourist company; second, more full employment is provided and unemployment is eliminated; third, the level of use of fixed assets in other industries-transport, food, utilities, etc.; fourth, smoothing seasonal fluctuations leads to a more rational use of natural resources.

The volume of tourism services sold has a pronounced seasonal character, which is due to many factors (time of year, vacation period, holidays, etc.). Therefore, in the process of analyzing and planning the volume of services sold by a travel company, it is necessary to take into account the regularity of deviations of indicators for individual months from the average annual indicators.

These calculations are based on seasonality coefficients, which are calculated as a percentage of the average monthly levels for a number of years to the average monthly volume of services sold for the entire billing period.

In the practice of economic analysis, various methods are used for calculating the seasonality coefficient: simple average, analytical alignment, relative numbers, moving average, and the y method. Persons.

The easiest of these is the simple average method, which is used to calculate seasonal fluctuations in cases where the intra-annual change in the volume of sales of services fluctuates throughout the year around a certain (constant) level.

To identify a stable, rather than random pattern of intra-annual dynamics of the volume of tourism services sold in the context of individual months, calculations should be made for a number of years (at least the last three).

Since the volume of sales of tourism services has a clear tendency to change, it is advisable to calculate the seasonality by analytical alignment.

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