

Innovative Forms of Experience Services in Business Activities

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Abstract. Recently, due to the global coronavirus pandemic infection caused by SARS-CoV-2 people were not able to meet their needs for obtaining positive impressions, emotions, memories by visiting global tourist places due to geosocial restrictions, which led to the establishment of new vectors of economic activity in the national market and the popularisation of Ukrainian experience services. The purpose of the study is to consider the experience services, not only as a mechanism of social and psychological rehabilitation of a person, but also as an alternative tool for the development of entrepreneurial activity in the field of entertainment. In order to obtain objective results in determining the essence of experience services and indicators that hinder its development in Ukraine, the study used system analysis and scientific generalisation. The paper also discusses the main directions of development of the market of experience services in the field of conservation. The study analyses destructive factors of an economic, organisational, regulatory, and administrative nature that can negatively affect the dynamics of development of the relevant service sector. The dual nature of mechanism for regulating economic and social relations in the experience economy was defined, namely: ordering public relations, the purpose of which is the creation and consumption of the final product of experience services by customers – obtaining emotions, impressions, experience (commodity market) and regulating processes aimed at implementing a set of measures, the tasks of which are the establishment of artificial circumstances, a scenario for a potential client to receive a product (impressions, emotions), for example, transportation, creating conditions for rapid movement from one location to another, etc. (market for the production of services). The service market for programming experience and the service market for delivering experience have been separated, which can become a vector of financial, organisational and investment development of both the protected industry and the separation of a separate area of business activity in the hospitality industry

Keywords: economic mechanism, service market for delivering experience, service market for programming experience, innovative economic activity

Received: 10.05.2021, Revised: 25.06.2021, Accepted: 31.07.2021

Suggested Citation: Nikolaychuk, T.O. (2021). Innovative forms of experience services in business activities. *Scientific Bulletin of Mukachevo State University. Series "Economics"*, 8(3), 46-59.

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Introduction

The development of the experience economy on the national market requires the creation of new regulatory mechanisms that would take into account its economic and material essence. The main basis for the practical implementation of economic and legal mechanisms in the field of providing experience services are regulations as guarantees of the legality and transparency of relevant public relations, legitimate and transparent organisation of economic activities in this area. Since geosocial restrictions do not allow getting tourist and recreational services in a conventional way, experience services, in particular in the form of impression cases, will allow private entrepreneurs to continue their economic activities in another way, as well as expand the forms of intersectoral relations, attract new business entities to economic and public relations, both in the field of conservation and in the hospitality industry. The development of new vectors of investment and financial flows in the tourist, recreational, and conservation industries, by expanding the directions of economic activity related to the provision of experience services, will lead to a positive dynamics of environmental-oriented economic activity in general, a decrease in staff turnover, the emergence of new economic and environmental guidelines and trends in society, the emergence of new stakeholders in the industry, integrated economic and environmental development of regions.

According to A. Hellmann, L. Ang, S. Sood, the positive dynamics of experience services may depend on the manager's personality, business and professional qualities during direct interaction with the client, verbal and non-verbal signals, ways to form a positive "pre-service" impression among potential consumers [1]. I.-M. García-Sánchez, O. Suárez-Fernández, J. Martínez-Ferrero also note that the personal and professional qualities of the manager for providing experience services are important in the economic efficiency of the corresponding type of service, but, in accordance to researchers, a significant role is also played by gender as an element of the mental connection between the manager and the client [2]. S.C. Geyik, L. Chowdhury, F. Raudies, W. Pu, J. Shen note that the design of experience services is a key element in the process of providing them, since potential customers are primarily attracted by advertising and marketing tools [3]. Yu. Sun, S. Fang, Z.(J.) Zhang note that the best arena for providing experience services and self-presentation as a qualified manager is social networks and other media platforms [4].

The development of ecological and economic relations in the field of nature management requires the creation of new normative regulatory mechanisms that will take into account their economic and material essence. The main basis for the practical implementation of economic and legal mechanisms of relations in the field of environmental management are regulations as guarantees of the legality and transparency of relevant relations. However, the essence of the construction "economic and legal mechanism of nature management" does not have a single interpretation not

only from a scientific standpoint, but also from a legislative standpoint, since it is determined taking into account the specifics of a particular type of Natural Resources and the procedure for their use.

Considering the above, *the purpose of the study* is to define the essence of experience economy as an innovative vector of business activity through the prism of legislative specialisation, taking into account the economic and organisational factors of the work of business entities, in particular in the field of the nature reserve fund of Ukraine. For the furtherance of this goal, the study set the following *tasks*: to analyse the forms of entrepreneurial activity that would have positive financial and organisational indicators and will become a mechanism for attracting constant investment flows in the field of conservation and hospitality industry; to solve scientific issues on the creation of an alternative mechanism for providing services to the population in conditions of social and geopolitical restrictions, and the inability to carry out tourist and economic activities in a conventional way.

Literature Review

Many Ukrainian and foreign researchers have analysed a wide range of issues related to the economic and organisational activities of the experience economy market. According to K. Seontaik, V.P. Magnini, experience services are a related tool in the sales industry, since the creation of an additional product for a particular brand or trademark is a tool for potential customers' loyalty to their own services by calling full positive associations [5]. J.H. Triche, E. Walden claim that experience management is a multi-level system with many variables and latent indicators. Researchers compare organisational strategies for managing experience with fluctuations in the stock market, since economic activity aimed at providing services for impressions or selling "emotions" is quite changeable and depends on fashionable trends in society [6].

O.V. Sadchenko, N.I. Khumarova suggest that the main task of "impression marketing" is to comprehensively take into account the consumer's desires regarding the properties of the product/service offered [7]. According to P.G. Pererva, V.O. Matrosova, O.M. Proskurnja, A.S. Volchenko, A.O. Ghridina, the development of emotional marketing is carried out through an emotional connection with the brand and marketing of experience [8]. G. Ranzini, E. Hoek consider that the marketing presentation of a product or service through social networks Facebook / Instagram and their visual and material appearance in real time can differ significantly [9]. Since the online and offline identity of the product or service of the corresponding sector can be different according to the principle of "expectation-reality" and negatively affect the entire market [10; 11].

D. Zhu, H. Xu, analysing the system of their own research, came to the conclusion that in the field of tourism, an important role in providing impression services or other tourist and entertainment services is played by the cultural

affiliation of the guide, since it is the ethnic and cultural education of the individual that affects the degree of his “acting” and flexibility in resolving misunderstandings with customers [12].

D.S. Carlson, K.M. Kacmar, M.J. Thompson, M.C. Andrews note that an economically effective factor in demand formation is successful self-presentation, that is, without a proper positive image of the business entity or manager, customer dynamics will have a low or even negative character. The self-branding tool is an analogue of business reputation and can form positive expectations for future services in advance [13]. P. Sugathan, K.R. Ranjan argue that the creation of a common product of two business entities (collaboration) significantly depends on the economic and organisational success of both, since an outsider can significantly affect the expectations of potential consumers from the service in advance. The establishment of organisational and legal transparency of such an alliance can become an advance tool in the market and ensure positive dynamics of demand [14].

According to M. Kanbaty, A. Hellmann, H. Le. Development of the vector of experience economy forms innovative tools for presentation and impact on potential customers, one of which, according to researchers, is infographics. Researchers define infographics as a mechanism for friendly presentation of necessary information directly to the consumer, taking into account the specifics of the service and potential expectations of the client [15]. At the same time, J.S. da Oliveira, G.M. Azevedo do Carmo consider the experience management system as a control and manipulation of the perception of certain types of services by potential customers [16]. Y Zhang, J. Ao, J. Deng suggest that the experience economy is a promising eco-oriented direction, as it distracts from conventional ways of doing business. According to Chinese researchers, green consumption, as the last link in consumer behaviour, can facilitate green production of services, change the environmental situation, and achieve sustainable development [17]. G. Bhattarai defines the field of experience services as related to the advertising industry, since most of the impressions and expectations of potential customers depend on advertisers, their identification of the services offered [18].

Materials and Methods

The theoretical and methodological basis of the study are the papers of Ukrainian and foreign researchers on issues of economic and organisational activity of the impression services market as well as the basic conceptual foundations of the theory of emotion management. The information and legal basis of the study are the laws of Ukraine, resolutions of the Verkhovna Rada of Ukraine and the Cabinet of Ministers of Ukraine, orders of the Ministry of Environmental Protection and Natural Resources of Ukraine, the Ministry of Culture and Information Policy, the Ministry of Development of Communities and Territories of Ukraine, other bylaws regulating the organisational procedure for providing services to the population and economic and

public relations in the hospitality industry, and the mechanism for regulating nature use in the implementation of environmentally oriented types of economic activities.

By using *scientific generalisation* a unified approach to determining the essence of experience economy was defined, zoning of the market of experience services to the market for programming impressions and delivering impressions to potential customers was offered. Due to *system analysis method* destructive factors were identified and the main regulatory conflicts that weaken and hinder the development of the impression services market within the national economy, in particular in the field of the nature reserve fund of Ukraine, were identified. During the formation of conclusions and prospects for further research, the following methods were used: *scientific abstraction*, which allowed identifying the main vectors of development of the market of experience services, taking into account the peculiarities of economic and environmental processes in the Ukrainian economy.

Using *monographic method* factors that reduce the appearance of dysservices in the field of experience services, as negative manifestations of an imbalance between supply and demand were identified, gaps in administrative, economic and regulatory mechanisms for regulating relevant public relations were determined. The *graphic method* provided a visual reflection of the results of scientific research, namely: types of experience services, forms of economic activity in the relevant sector of the national economy and their relationship with each other, the implementation of contactless provision of services (e-experience services) in the hospitality industry, as an alternative form of doing business in modern socio-economic conditions and the use of natural resources without excessive anthropogenic load.

Results and Discussion

Destructive factors of the experience services market in Ukraine

Public relations associated with the provision of experience services and “selling emotions” are becoming increasingly popular among the population, but remain outside the regulatory and economic field, which generates a lot of abuse both on the part of the business entity that provides the relevant services, and on the part of potential customers who use regulatory gaps to avoid paying for the services provided. *Destructive reasons that negatively affect the development of the experience services market include the following:*

- lack of mechanisms for assessing the quality of services provided from a conventional economic standpoint, since, as a rule, there is no materialisation of the final product, in particular the price/quality ratio;
- lack of regulatory and organisational support (for example, the establishment of a conceptual and categorical apparatus, directions and principles of activity) and administrative and regulatory framework (for example, the statutory activity of a legal entity, a list of permits, in particular, obtaining limits for special use of natural resources or permits);

– specific temporal framework of services, usually unstable nature, instability of organisational, economic, environmental and social components (for example, the duration of providing the same service to different persons may differ significantly, which is the basis for determining such services as poorly provided);

– “affective” nature of services (for example, in the event of legal or out-of-court disputes, the inability to reproduce the exact algorithm of actions due to emotional uplift);

– lack of the possibility of certification or labeling of the relevant product, which significantly affects the level of quality of service delivery;

– lack of expiration date (“relevance”), degree of repeatability (template) and mandatory components, without which the corresponding service is considered to have been provided poorly or not provided at all;

– lack of conditions for “post-warranty service”, that is, the inability in the legal field to track the degree of influence of the relevant service on the well-being or consciousness of potential customers, the causal relationship, as a result, to bring the perpetrators to justice;

– lack of safety precautions for potential customers (for example, a ban on visiting places of a historical and mystical nature by tourists with psychological disabilities) and occupational safety – for the personnel of the relevant business entities (lack of job and functional instructions due to the inability to establish qualifications and relevant requirements);

– low level of qualified event managers and service personnel, as experience services are provided mainly by specialists in the tourism industry;

– two-way subjectivisation of experience services; the business entity provides relevant services according to its own scenario, which it considers the most organisationally and economically profitable; the potential client also evaluates the service provided according to its internal belief and outlook, which may differ significantly;

– low level of “donor economic activity”, for example, lack of properly equipped places for eating or resting while staying in remote or mountainous areas, low level or neglect of infrastructure facilities (for example, lack of equipped accommodation facilities (according to the Classifier of economic activities 55.1, 55.2, 55.3, 55.9) [19];

– low level of time management when providing experience services (for example, long periods of time when organising a move from one place to another for potential clients);

– lack of information and organisational policy in terms of attracting tourists, zoning advertising activities aimed at identifying potential visitors, popularisation among the target audience (for example, potential visitors to the Zacharovana Dolyna Nature Reserve (Smerekovy Kamin) are seekers of mysticism, and not those wishing historical enlightenment);

– low level of accompanying services for transferring potential customers to remote locations, especially mountainous areas (for example, too high prices for related services and lack of comfort);

– presence of financial and political risks, for example, the risk of stagnation or decline in the market of impression services at the regional or national levels (lack of thorough research and operational monitoring of the needs of the experience services market, both by region and in the country as a whole; the possibility of market overload);

– unfavourable regulatory policy for small and micro-entrepreneurs carrying out their business activities in the field of experience services as payers of a single tax of II and III groups (for example, the introduction of a settlement operations register (SOR), as a means of state control over the turnover of non-cash and cash, accounting for goods, registration of services rendered and settlement operations);

– low level of financial and organisational support for entrepreneurs who provide experience services (insufficient level of trust on the part of banking or other financial and credit institutions);

– lack of branding of impression services and a market promotion strategy (for example, forming a separate direction of scary services or branding infrastructure facilities);

– low level of intra-enterprise organisation of the process, that is, the corresponding services are aimed at provoking a certain amount of emotions and impressions among customers; it is unacceptable to turn such services into educational and excursion services;

– lack of equipped territories that have a sufficient level of resource, economic, organisational, material, technical, and functional potential to ensure the level of service delivery for a wide range of people;

– lack of national and local cases in the field of providing experience services and marketing strategies.

Forms of economic activity in the field of the experience economy

Since the pandemic caused by COVID-19 has caused a lot of negative consequences not only for the health of the population, but also for many vectors of economic activity in almost all spheres of the national economy, there is a need to introduce social rehabilitation areas of entrepreneurship, which would become a vector of economic support for representatives of the private sector of the economy, meet modern social restrictions and ensure the mental and psychological recovery of society.

Considering the study by S. Bacq, G.T. Lumpkin, in the “coronavirus period” the most economically effective forms of conducting economic activity are social entrepreneurship, the main tasks of which are to solve acute social problems by market methods [20]. Many leading researchers suggest that social and economic crisis is one of the fundamental motives for innovation. In a crisis like COVID-19, the survival and success of business groups is no longer a matter of improving its efficiency and effectiveness. But the survival of entrepreneurs depends on the ability of the subject to define strategies and focus on non-standard innovative opportunities. According to economists, the most financially successful way to avoid or minimise the negative impact of COVID-19 on business is to engage in innovative areas of economic activity [21].

According to M. Sigala, tourism companies have experienced three stages during the coronavirus turmoil: response – depression – recovery. It is those business representatives who had sufficient resources for innovative and marketing transformations who receive a high potential for acquiring the status of stakeholders in the hospitality industry market [22]. Researchers [23] propose the creation of a new vector of the tourism industry – *e-Tourism*, as an alternative form of providing tourist services in the context of coronavirus restrictions. Researchers suggest that e-tourism can find its place in the market and become a challenge to existing economic and organisational paradigms, but without a creative approach from both the scientific community and representatives of the private sector of the economy, the corresponding direction will not have a proper basis for monetisation.

The tourism industry requires the creation of innovative and marketing areas of economic activity that will meet modern socio-social restrictions, meet the needs of the population in obtaining positive emotions and mental rehabilitation, and become financially profitable forms of business. For the purpose of forming transparent mechanisms for conducting business activities, reducing the tax and administrative burden on private entrepreneurs, providing an appropriate level of organisational and technical

support, zoning of business entities in the Ukrainian market of services is proposed, depending on the type of their participation in organisational and economic processes:

– **business entity – experience programming operator:** a business entity (legal entity or individual entrepreneur, which ensures the creation of various forms, processes (in particular – uniquely designed) aimed at meeting the reasonable demand of the consumer in obtaining a certain type of impressions, emotions, experience and organising their purchase and sale. Organisation of purchase and sale of impression services can also be carried out by trader, that is, a business entity that purchases various cases, processes aimed at programming or regulating the intensity of emotions and impressions solely for the purpose of reselling it (for example, under the terms of franchise agreements, concessions, etc.);

– **business entity – experience service provider:** a business entity (individual entrepreneur or legal entity) that fulfills its obligations to provide services to consumers through direct interaction with customers or online traffic. In connection with the creation of the market for experience programming services and the market for impression delivery services, there is a need to create regulatory mechanisms for public relations, aimed at providing auxiliary services (Fig. 1).

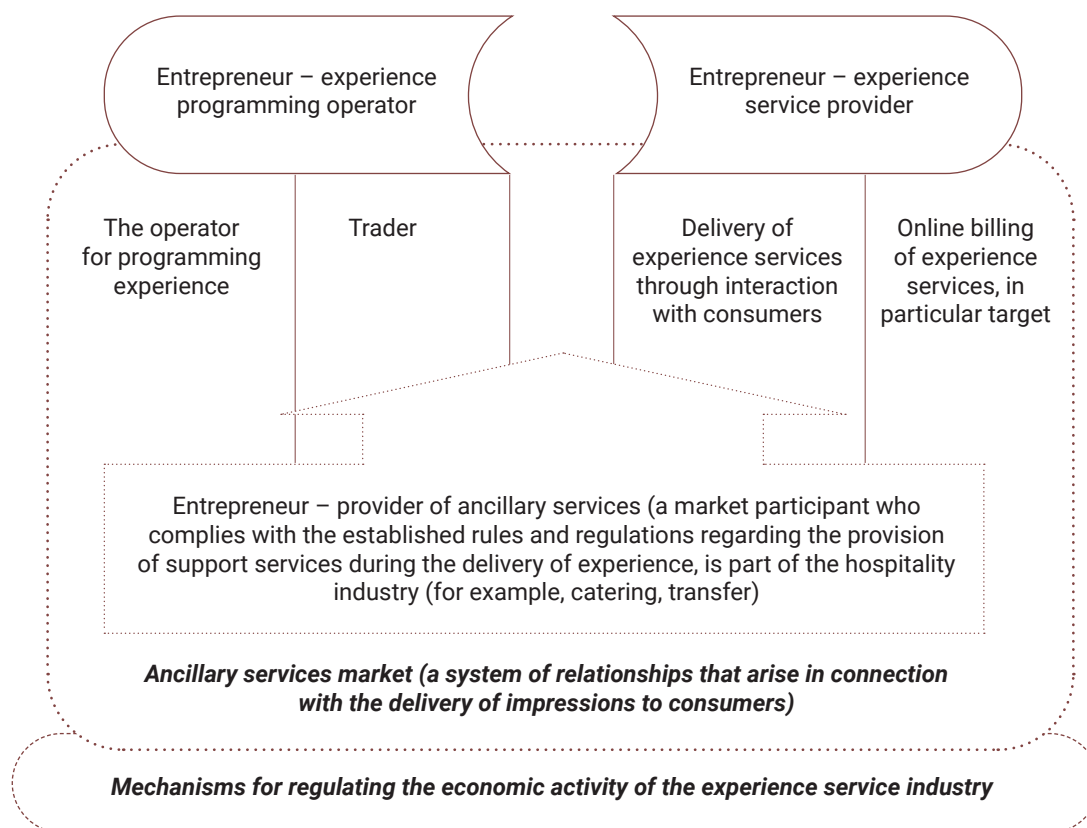


Figure 1. Mechanism for regulating socio-economic relations related to the implementation of economic activities in the field of experience services

Source: compiled by the author

Taking into account the above, it can be concluded that services for organising, programming emotions and impressions are not a type of tourist and recreational or educational services, it is a separate sector of public services, the main tasks of which are achieved through the

establishment of artificially created circumstances, processes, algorithms of activity or cases, in order to cause potential customers a certain kind of emotions, impressions, the acquisition of non-traditional experience (usually positive), regulation of the intensity of emotions (Fig. 2).

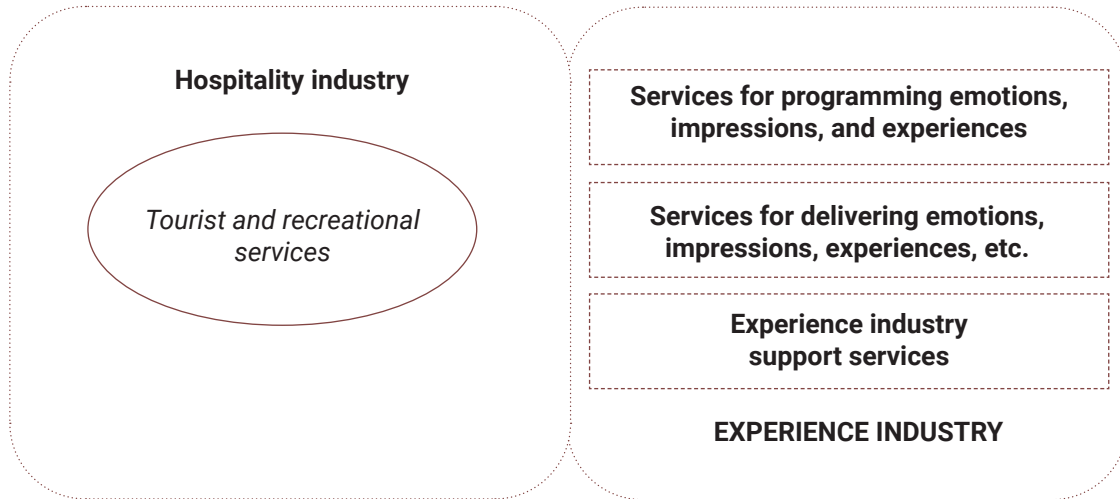


Figure 2. Relationship of experience services with tourist and recreational services

Source: compiled by the author

Disservices of economic activity of the experience industry

Given the fact that the mechanisms of regulatory and economic nature of experience services are at the stage of

formation, there is no thorough monitoring of markets, analysis of the ratio of supply and demand, there is a possibility of the emergence of such an economic phenomenon as disservice of experience industry (Fig. 3).

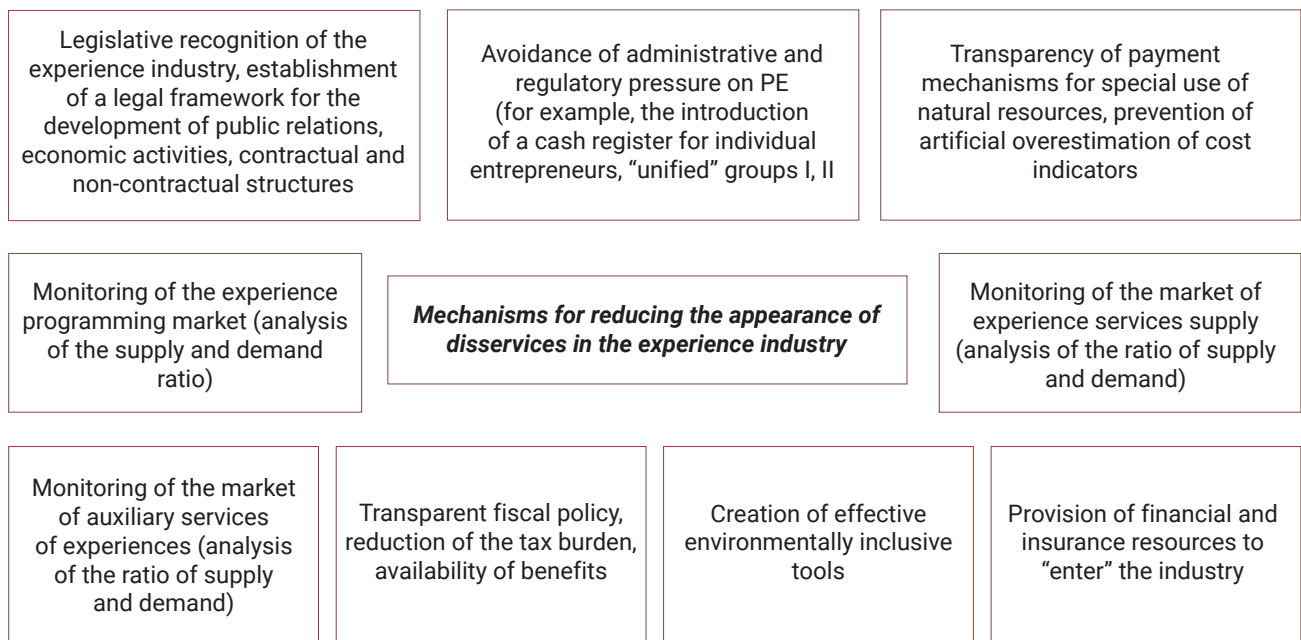


Figure 3. Developed mechanisms for reducing the appearance of disservices of economic activity in the experience industry

Source: compiled by the author

Experience industry services is an economic activity of an ecosystem direction (for example, auxiliary services) with latent, mostly delayed, negative consequences for human health and well-being or on natural ecosystems, unique territories, etc. (for example, equipping quest routes with special paths marked, which may in the future lead to the destruction or modification of migration flows of certain faunal groups, and therefore a decrease in their number).

The study suggests considering *mechanisms for regulating the inclusive development of environmental management* in the context of the experience economy in two clusters:

1) as a resource proper, in particular raw materials, providing conditions for rehabilitation, recreational activities and meeting related human needs (the appropriate approach assumes that the resource is “physically consumable”, that is, a person can meet their needs if changes are made to the structure of the corresponding type of natural resources, their habitat, from partial destruction to complete destruction);

2) as a process, that is, a system of measures or other

actions aimed at providing consumers with tourist and recreational services aimed at obtaining certain emotions and impressions, through interaction with natural resources (the approach involves minimising interference with the natural or physiological structure of resources, without their deformation or destruction). Institutional support for public relations, which regulates the actual process, should be zoned taking into account the method of providing such services:

– *real-time experience services (offline entrepreneurship)*, that is, direct interaction with clients by forming a personalised scenario for providing tourist and recreational services aimed at obtaining impressions (for example, developing a personal romantic tour of places of first acquaintance for a married couple; services of intimate experience);

– *online experience services (e-impression services)*, that is, a remote or indirect process of interaction with natural resources by modelling a client project, 3-D or 5-D quests, and experience case (Fig. 4).

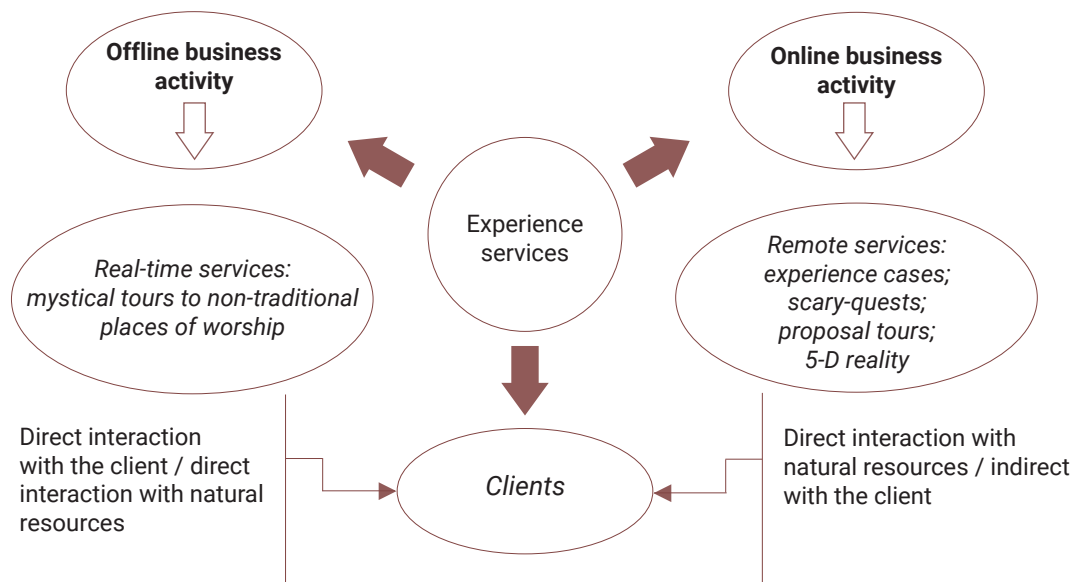


Figure 4. Forms of economic activity aimed at providing experience services

Source: compiled by the author

Commercial reproduction of the natural state, texture, colour, scent of natural resources, representatives of faunal or floral groups is a type of indirect special use of nature, since, without their “physical” contact with the “body” of the resource, the reproduction of the visual and textural image would be impossible (Fig. 5).

Experience cases in the field of tourist and recreational services are proposed to be considered as a properly ordered system of measures or other actions aimed at programming (regulating the intensity) of emotions, impressions, gaining experience based on an artificially developed scenario, taking into account the wishes of the client, his professional and personal qualities, tourist experience, financial resources. Experience cases have the following functional properties:

- graphic, audio and video formats;
- personalised artificial scenario that contains a number of circumstances that should provoke a certain range of emotions and impressions in the client;
- indirect interaction with natural resources through their visual or audio consumption;
- creation of experience case as the final product of all processes of economic activity of an entrepreneur.

Considering the global coronavirus pandemic caused by SARS-CoV-2, the lack of opportunities to meet the needs for obtaining positive impressions, emotions and memories through traditional types of tourism, visiting global tourist places and resorts, due to restrictions of a political and social nature, online experience cases can become a tool for alternative tourism (Fig. 6).

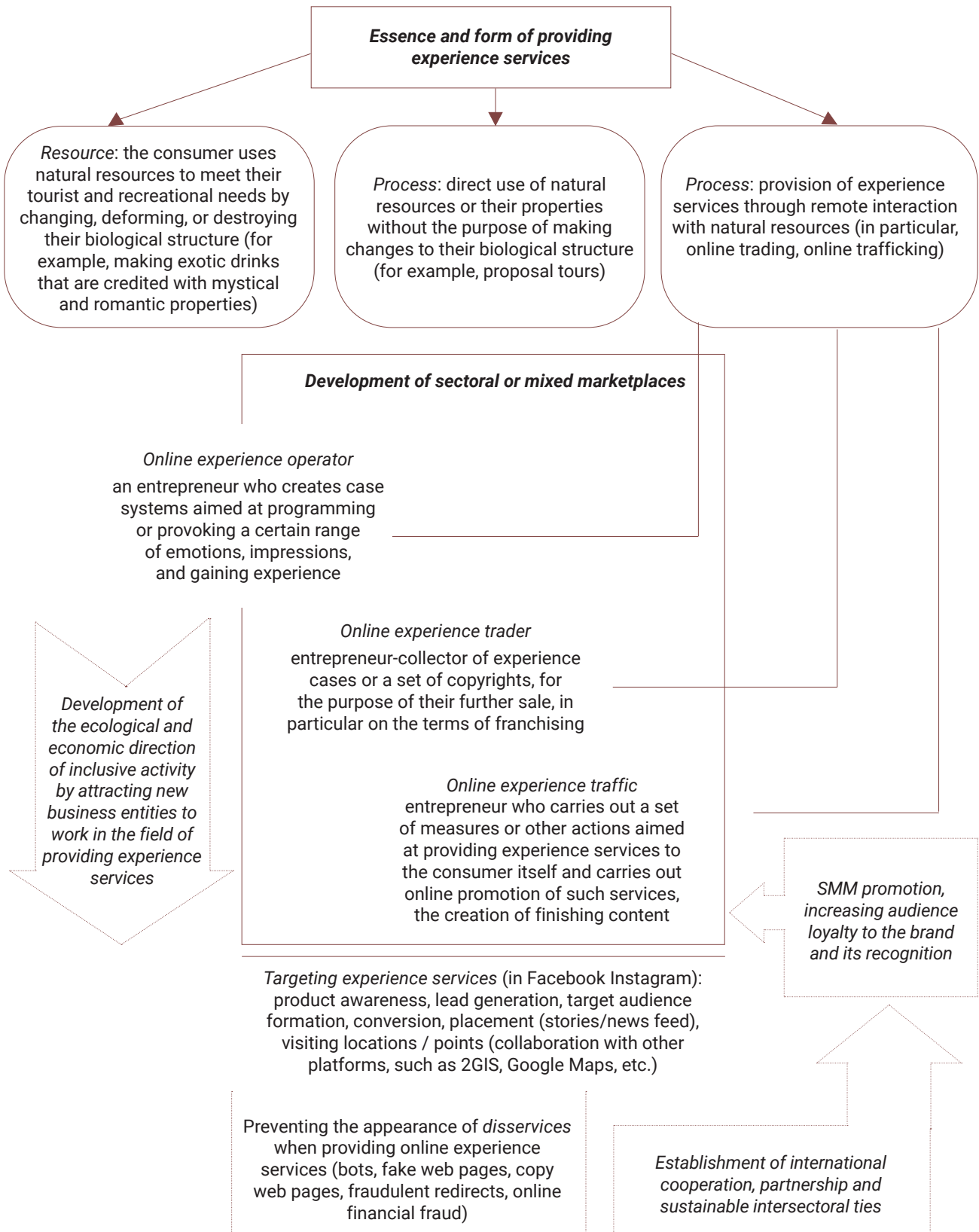


Figure 5. Economic and organisational forms of entrepreneurs depending on the format of providing experience services

Source: compiled by the author

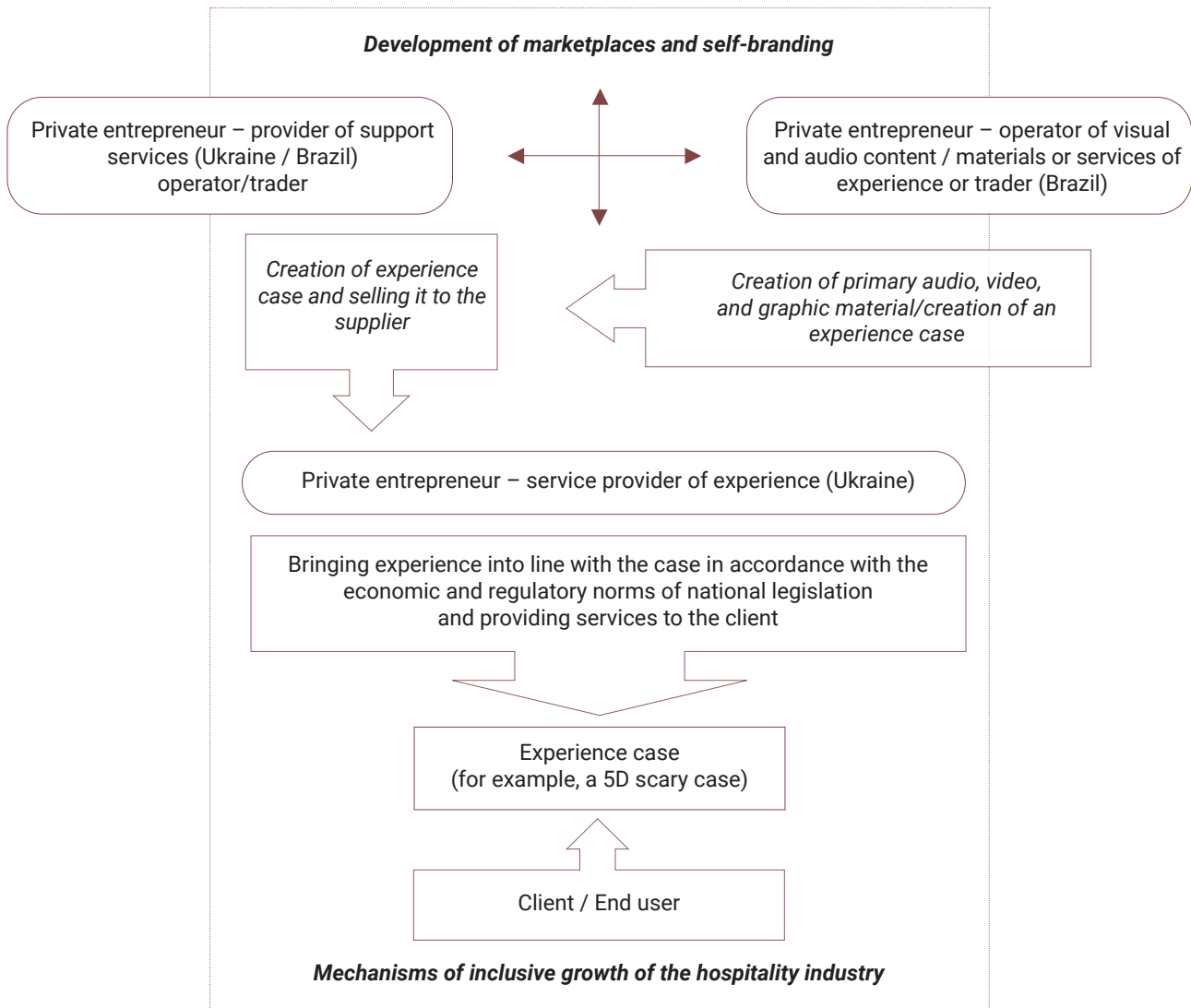


Figure 6. Mechanism for forming experience cases in the hospitality industry

Source: compiled by the author

Now, subject to existing geosocial restrictions, if a potential client intends to receive a scary quest (Appendix 1) on Snake Island (Keimoda Gradi Island, Brazil) (Appendix 2) and complete a certain amount of tasks, passing by more than 4000 thousand venomous snakes, the business entity develops a personal experience case in 5D format for such a client. A representative of the private sector of the economy that carries out its business activities in Ukraine and has organisational and technical equipment for direct provision of services to the client receives visual and graphic information (material) or a ready-made case from the partner entrepreneur (depending on the terms of cooperation and material and technical resources of each business entity).

Uniquely designed *experience case*, aimed at programming impressions, acquiring non-traditional experience, can not be considered exclusively as a subspecies of tourist and recreational product, since its main goal is not to familiarise the potential client with the historical and cultural features of a certain infrastructure object or natural complex (with a traditional tourist approach), but to challenge a certain range of emotions, regulate their intensity (Fig. 7).

Today, the market of experience services in Ukraine is at the stage of formation, since business entities do not have proper administrative, economic, organisational, and regulatory support mechanisms. There is no single view among the scientific community on the essence of experience services, their types and forms of practical implementation, which are associated with the lack of regulatory recognition of the relevant direction of economic activity. Some researchers, in particular G.V.N. Spoorthi suggests that the economic efficiency of the development of the experience service industry is related to the business reputation of the manager or the business entity itself [24]. Others argue that the discrepancy between the expectation and reality can become the main obstacle to the positive dynamics of demand for such services [25]. It is impossible not to agree with the opinion of leading foreign scientists that the establishment of the e-tourism industry is a financial and rehabilitation direction for the development of the hospitality industry, but requires a proper level of scientific and technical basis and legislative recognition as a separate form of economic activity [26; 27].

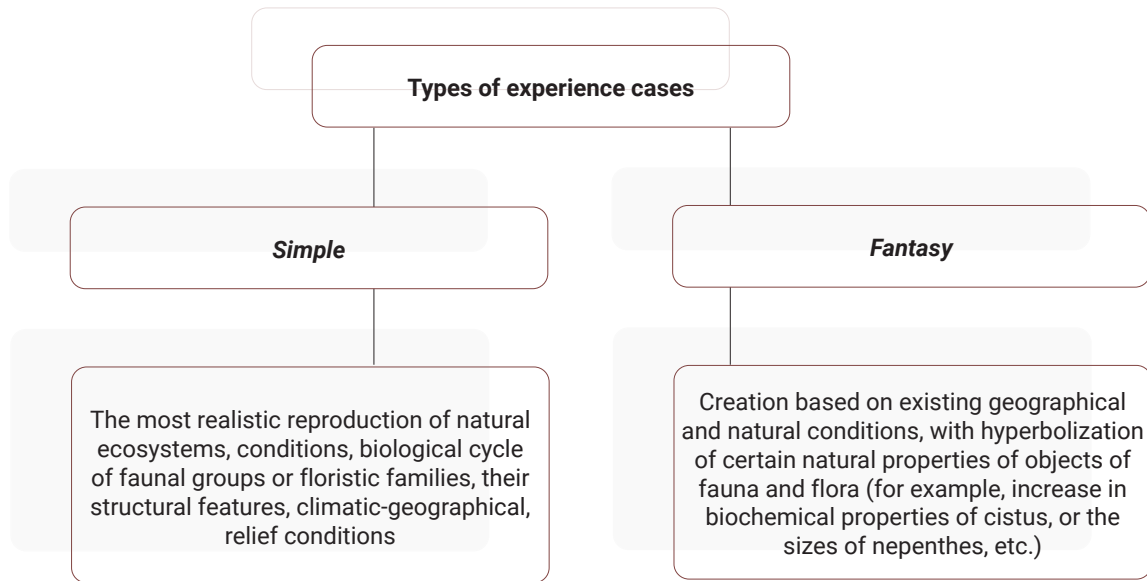


Figure 7. Zoning of experience cases depending on the visual and graphic form

Source: compiled by the author

Taking into account modern socio-economic challenges, it is the experience services that can become tools of financial and investment flows in the tourist, recreational and protected areas of the national economy of Ukraine. Zoning of the market of experience services for programming and delivery will cause both a reduction in administrative and tax pressure on private entrepreneurs, and can become a vector for the development of economic and environmental inclusion of the hospitality industry, by attracting more business entities to the relevant economic and social relations. At the same time, the absence of a regulatory act or the establishment of a clear legislative position on public relations related to obtaining emotions and impressions, in particular during the use or interaction with natural resources, determines the shadowing of the relevant sector of financial and organisational activities of business entities, establishment of quasi-normative structures of cooperation (agreements) and the formalism of bringing violators to legal responsibility.

The study suggests that providing experience services online and creating personal experience cases can be the key to understanding the new socio-economic conditions associated with the pandemic, in terms of the inability to manage everyday life and travel (crossing borders) in a traditional and familiar way for society. The format of providing experience services proposed by the study can introduce many economic and marketing trends, namely: experience services and experience cases can become the mainstream of the hospitality industry; areas of innovative collaboration with the advertising sphere; a form of self-presentation (self-branding) for freelancers (for example, Insta-targeting or blogging); the emergence of new types of marketplaces, a latent tool for drawing attention to acute economic and environmental problems (for example, scary-case of impressions associated with an anthropogenic catastrophe can attract the community to problems of drinking water shortage in the world). In particular, further study of the essence of experience services, the forms of their economic

implementation, would become a constructive way to restore the hospitality industry, sustainable development of regions, the establishment of innovative intersectoral relations, in particular in the field of conservation, the expansion of economic and inclusive areas of economic activity.

Conclusions

Experience programming services require clear economic and legal, environmental regulatory tools, because without a proper level of institutional support, there are threats of copyright and related rights violations, consumer rights violations, excessive fiscal and financial-credit pressure on private entrepreneurs, and disservices as destructive forms of development of the experience industry. The development of experience services requires practical implementation of sectoral economic and contractual structures, training of specialised specialists, creation of standardisation and licensing tools (if necessary), coordination by public authorities, and so on.

Taking into account the specifics of economic activity in the field of providing experience services, it is advisable to zone business entities into: entrepreneurs-operators of experience, entrepreneurs-traders, entrepreneurs-providers of experience services directly to customers. Today, experience services are considered as a subspecies of tourist and recreational services of the hospitality industry, but the study suggests the introduction of the experience industry as a separate sector of the national economy, which would develop in two independent formats: online and offline. Due to the simultaneous establishment of a two-vector system for the development of the experience service industry, effective mechanisms of ecological and economic inclusion are formed both from the standpoint of representatives of the private sector of the economy (for example, cooperation with financial institutions, attracting entrepreneurs from related industries) and for state institutions (for example, expanding the vectors of ecological and economic cooperation with institutions of the nature reserve fund

of Ukraine). The potential of protected areas as complex zones of impressions has a multifunctional character, since objects of the nature reserve fund of Ukraine can be considered as areas for the creation of visual and graphic content of experience cases, and actually complex zones of experience, where potential customers can order a proposal tour or scary quest in addition to traditional recreational services.

The experience industry is one of the most promising business vectors for all organisational and constituent

forms of representatives of business groups, as it ensures the continuous development of economic activities even in conditions of geosocial distancing. In addition, impression services are aimed at indirect interaction with natural resources, which significantly improves the dynamics of reproduction, preservation of natural ecosystems and reduces the burden on the resource potential of many valuable territories and objects.

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Інноваційні форми послуг вражень у сфері господарської діяльності

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Анотація. Останнім часом внаслідок всесвітньої пандемії коронавірусної інфекції, спричиненої SARS-CoV-2, люди не мали можливості задовольнити свої потреби в отриманні позитивних вражень, емоцій, спогадів шляхом відвідування загальносвітових туристичних місць через обмеження геосоціального характеру, що зумовило формування нових векторів господарської діяльності на національному ринку та популяризації українських послуг вражень. Метою статті є розгляд послуг вражень, не тільки як механізму соціально-психологічної реабілітації особистості, а також як альтернативного інструменту розвитку підприємницької діяльності у сфері гостинності. З метою отримання об'єктивних результатів у частині визначення сутності послуг вражень і показників, що гальмують її розвиток в Україні, у науковій роботі був використаний метод системного аналізу та метод наукового узагальнення. У статті також розглядаються основні напрями формування та розвитку ринку послуг вражень у царині заповідної справи. Автором проаналізовано деструктивні чинники економіко-організаційного та нормативно-адміністративного характеру, що можуть негативно впливати на динаміку розвитку відповідного сектору послуг. Було визначено подвійну сутність механізму регулювання економіко-суспільних відносин, пов'язаних із економікою вражень, а саме: упорядкування суспільних відносин, метою яких є формування та споживання кінцевого продукту послуг вражень клієнтами – отримання емоцій, вражень, досвіду (товарний ринок) і регулювання процесів, що спрямовані на здійснення комплексу заходів, завданнями яких є формування штучних обставин, сценарію для потенційного клієнта щодо отримання продукту (вражень, емоцій), наприклад транспортування, створення умов для швидкого переміщення з однієї локації до іншої, тощо (ринок виробництва послуг). Здійснено відокремлення ринку послуг з програмування вражень і ринку послуг з постачання вражень, що може стати вектором фінансово-організаційного та інвестиційного розвитку як заповідної галузі, так і виокремлення окремого напрямку підприємницької діяльності в індустрії гостинності

Ключові слова: економічний механізм, ринок постачання послуг вражень, ринок програмування послуг вражень, інноваційна господарська діяльність

Appendix 1. Proposed types of SCARY-services as an innovative form of providing experience services

SCARY-SERVICES

1. Scary-services related to historical and cultural places

Experience services related to the historical or political and social development of a particular infrastructure object or territory (for example, castles, other fortifications: Palace Koenig, Kharkivska oblast, Baturyn Fortress Citadel, Baturyn)

2. Scary-personal and mystical services

Experience services related to a certain historical person, or a deceased person, who is considered restless (spirit) and is in connection with a certain territory or infrastructure object, estate (for example, Pidhirtsi Castle, Pidhirtsi village, Brodivsky district, Lvivska oblast)

3. "Cult" events

Experience services associated with visiting territories or infrastructure facilities where cults of non-traditional ritual nature were performed for a certain period of time, in particular, the worship of pagan gods, natural phenomena (for example, Yeni Sala II, Perevalne village, Crimea; Bogitsky dolmens-portals, Gusyatynsky district, Ternopil'ska oblast)

4. Scary-services related to historical burial sites

Conducting tours to cemeteries with historical and cultural burials, or non-traditional monuments, visiting the coffins of outstanding personalities, for example, a sanctuary with ancient burials of a clan of priests in Nedayvoda village, Kryvorizkyi district, Dnipropetrovska oblast; Saint Peter and Paul Cathedral, Lutsk

5. Scary-services related to abnormal natural phenomena

Organisation of a historical and mystical scenario in the following places, for example, Mavrinsky Maidan, Dnipropetrovska oblast; Okonski Dzherela, Volyn'ska oblast

6. Visiting "abandoned" infrastructure facilities, territories or zones, or ghost sites

Organisation of extreme events in abandoned high-rise buildings, remote villages with an unfavourable geo-economic location, in particular swampy areas, flooded refrigeration plant in Vasylkiv, Kyiv'ska oblast; ghost town Pripyat; military town Glukhiv-2, Sumska oblast

7. Visiting places with unfavourable energy or places of historical and social tragedies

Places of mass shootings or burials that took place during military operations, the Govda sanctuary on river Zbruch

8. Turbo-extreme entertainment with life and health risks

Performing night races in mountainous areas, or descending into abandoned tunnels, volcanic bungee jumping, diving in water with sharks or crocodiles in a glass cage, communicating with ghosts

9. Organisation of tours to "power places"

Creating a scenario based on the wishes of potential clients (finance and business, love, politics, health, etc.), (for example, mount Totoha, Medvin village, Boguslavsky district Kyiv'ska oblast)

10. Organisation of personal quests

Individual programming according to the physical fitness or preferences of potential customers (for example, descent to the Mlynki cave, Zalissyia village, Ternopil'ska oblast)

11. Extreme catering

Master classes of cooking on an open fire or during the reconstruction of the ancient conditions of human existence; holding food events or tasting dishes that are not typical for national cuisine, but using domestic resources

12. Invent-extreme events

Creation of a theatrical historical or fantasy storyline for the pursuit of fugitives or gold seekers, etc.; in mountainous or forest areas that cause the presence of natural obstacles

13. Guided tours to places of magical energy where the cults of sorcerers took place, "meetings" with ghosts

Including with appropriate services for predicting the future, otherworldly suggestions for solving pressing issues of a personal, financial or other nature, etc. (for example, the Lepesivskyi divination temple, Lepesivka village, Khmelnytska oblast)

14. Participation in non-traditional cults, rituals, and ceremonies

For example, molfars, hradvynyky, khmarnyky, as well as "orders of rites" – conjuration for financial and investment growth, political career, and so on

Appendix 2. List of potential places for creating experience cases (Ukraine / worldwide)

Potential foreign objects (territories) for creating experience cases			
No. s/n	Name	Location	Note
1	Darvaza Gas Crater	Turkmenistan	
2	Snake Island	Brazil	
	Waverly Hills Sanatorium	Kentucky, USA	Abnormal activity
3	Bran Castle	Romania	Abnormal activity
4	Hashima Island	Japan	
5	Lake Natron	Tanzania	
6	Doll Island	Mexico	
7	Psychiatric hospital in Parma	Italy	Ghosts
8	Centralia	Pennsylvania, USA	Abnormal natural activity
9	Plague island	Italy (Poveglia)	Ghosts
10	Lipp Fortress	Offaly, Ireland	Ghosts
Potential Ukrainian objects (territories) for creating experience cases			
1	Pripyat	Kyivska oblast, Ukraine	
2	Somynske Lake	Somyn village, Volynska oblast	
3	Ghost Valley	Alushta, Crimea	Ghosts
4	Donetsk airport	Donetsk, Ukraine	
5	Pidhirtsi Castle	Pidhirtsi village, Brodivskyi district, Lvivska oblast	
6	Mount Bona	Kremenets, Ternopilska oblast	Abnormal phenomena
7	Hitler's headquarters	a Stryzhavka vilalge, Vinnytska oblast	Abnormal activity
8	Khropotva Lake	Khropotivka, Khmelnytska oblast	Ghosts
9	Mertve Lake	Kamyanka village, Lvivska oblast	Ghosts
10	Buhayskyi triangle	Mala Buhayka village, Sumska oblast	Ghosts, hallucinations

Source: compiled by the author based on [28; 29]