CHILDREN'S TOURISM: ANALYSIS OF MOTIVES OF CHILDREN BEHAVIOR

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The problems of children's tourism in our country are not enough both at the theoretical and at the practical level. This fact is due to the fact that children's tourism has never brought a large income to entrepreneurs who provide services in this area and, moreover, this type of activity is associated with a high responsibility to parents, children and society [1].

Today, quite a significant number of tourist companies that organize summer children's vacations both in Belarus and abroad work on the market of children's tourism. Summer camps remain the most popular type of children's tourism. By type of recreation, they are divided into children's health camps and centers, sports camps and complexes, international children's camps and centers. In addition, there are sanatorium-type camps specializing in preventive treatment. The object of study is the Republic of Belarus [1].

But at the same time, the demand for children's recreation is the most stable. According to statistics of tourism firms engaged in children's, family and youth tourism, approximately 80 % of their clients are children, 15 % are families, 5 % are youth.

The relevance of the research is due, on the one hand, to the great interest in the topic of «Children's tourism» in modern science and in society, on the other hand, its unprofitability.

The subject of the research is the development trends of children's tourism in the Republic of Belarus.

The purpose of the study – the development of proposals for the development of children's tourism.

To achieve this goal it is necessary to solve the following tasks:
– marketing research of children's tourism;
– study of the analysis of the development of children's tourism.

The technique used is "service design". Service design is the design of points of contact of a person with a service or product.

Service design allows you to identify all points of contact of a person when interacting with a service or product, determine which are positive and which are negative, and also propose a number of solutions to improve the experience of human interaction with this service and product [2].

With the help of a mini-structure in business practice, the simplest so-called "managerial bridge" is built from the specific elements of the strategic structure of this company to its tactical activities.

In this context, the word "bridge" is key and represents the English abbreviation MOST:

• M – Mission – mission;
• O – Objectives – goals;
• S – Strategy as Strategic Priorities – strategic priorities;
• T – Tactics – tactics.

There are the following methods of research clients in service design: analysis of inconvenience, "secret customer", "5 why", "questions in context", "moccasins", "think out loud", observation, interview.

Inconvenience Analysis – the method gives you an understanding of where and why customers are uncomfortable working with your company and products. The only way for a customer-oriented company is to see and eliminate all inconveniences.

Secret customer – using this method, your company can get valuable information about the customer experience. After a person goes all the way, he will be able to tell you a lot of interesting things: what you liked, what didn't like, what pleasantly surprised you, what upset or irritate you.

5 why – the method can be used alone or with others. It is very simple: when a client gives you any feedback about his experience of communicating with your company or product, consistently ask him the question "why?". So you can get to the true causes and motives of the buyer. Ask the client 5 times why he did something this way and not otherwise.

Questions in context – it is perfectly combined with the previous method "5 why". To truly understand your customers, you need to "strike while the iron is hot." In other words, research your customers the moment they interact with your company or product.

Think out loud – just when performing a particular task, ask them to think out loud, i. e. tell everything that comes to mind at this moment. Believe me, you will learn a lot of interesting things Interview – a kind of conversation, a conversation between two or more people, in which the interviewer asks questions to his interlocutors and receives answers from them. In some cases, this happens under recording or live [3].

We determine the method of research – observation. This is a method for assessing consumer behavior in a particular situation, provided that there is no interference in this very situation.

Make a map of the traveler:
1. Search for information.
2. Ask the child about his opinion.
3. Planning.
4. Order/buy a ticket.
5. To conduct a preventive conversation with the child.
6. Landing.
7. Arrival.
8. During time.

9. Sending home.

10. Remembrance.

At the «information search» stage, parents are looking for a suitable tour or ticket for their child.

«To ask the child about his opinion» suggests a discussion about the future traveler about his preferences and the desire to go to a particular place.

In «Planning», parents plan their child's journey based on their preferences.

When «Ordering / buying a ticket», the parent, having already chosen a tour, makes a purchase of tickets.

It is necessary to talk with the child about security measures and his behavior on the trip; this item in the traveler's map is listed as: «conduct a preventive conversation with the child».

«Landing» in the bus provides for the departure of the child to the destination, his accompaniment leaders.

«Arrival» at the place of travel.

«Pastime» considers, leisure in a given place, communication, development, possible trips. «Sending home» from the tour back home.

«Memoirs» the end result of the journey of the child, his emotions about the tour, impression, discussion with parents and friends.

The most problematic in my opinion is the «pastime» stage. The observation time is 30 minutes. The observation involved the participation of 3 children aged 7–9 years. All objects of observation are in school. «Observed 1» and «Observed 2» – in the first grade, "Observed 3" – in the second. All children are engaged in different circles or sections.

To observe the child, we will offer him several options of occupations on his choice. The room equipped for observation has:

1) a lot of toys;

2) educational games;

3) animator;

4) computer games.

«Observed 1», when he entered the room for a long time was embarrassed by the animator and hid in a corner. After the past tense, he went to the computer and started playing the proposed games. He did not play long, as the animator began to attract him with games and entertainment. The rest of the time «Test 1» spent in the company of the animator.

«Observed 2» immediately drew attention to the animator and did not hesitate to start the game with him. During all 30 minutes they played all the proposed games and toys.

«Observed 3» at the entrance to the room immediately became interested in the computer, the animator did not pay attention at all. All the time the child spent playing a computer.

Let's make a rating of interest of examinees from the entertainment offered to them:

1) animator – 50 %;

2) computer games – 50 %;

3) toys and educational games – 0 %.

Two of the three subjects "became interested" in the animator and spent more time with him. Computer games just did not go unheeded, the subjects also divided, two of the three became interested in them. None of the children wanted to play toys or developing games alone.

«Observed 1» spent 15 minutes with the animator, and the remaining 15 played a computer game.

«Observed 2» spent all his time with an animator, and «Observed 3» played computer games for 30 minutes. Toys and games were left unattended. Next, make a rating on the duration of busy time:

1) animator and computer games;

2) toys and developing games.

All two children remained under positive impressions after talking with the animator, «Observed 3» did not pay attention to him. Children also liked computer games and they left positive feedback about them. Make a rating on impressions. We can highlight the following priorities of children's interest.

In the first place of the interest rating of children we can put such an interest that we define as «Animator and computer games». And the second place is occupied by interest, which we called «toys and educational games».

The study revealed the problem that children spend a lot of time on tablets, phones and computer games. They prefer to spend more time with gadgets than with people or for ordinary toys.

To solve this problem, we need to restrict access to a computer or gadget. Spend more time with children and engage with them.

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