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## ПОВЕДІНКОВІ АСПЕКТИ ВЗАЄМОЗВ'ЯЗКУ ІНКЛЮЗИВНОЇ ЕКОНОМІКИ ВРАЖЕНЬ І ЕКОНОМІКИ ДОБРОБУТУ (НА ПРИКЛАДІ ЕКО-РЕКРЕАЦІЙНОЇ СФЕРИ)

**Актуальність.** Існує необхідність дослідження поведінки рекреантів, імплементованої в концептуальну модель інклюзивної економіки вражень із урахуванням змісту та особливостей рекреаційних потреб як основи мотивованої поведінки рекреантів, при поєднанні екологічних та психологічних аспектів такої поведінки.

**Мета та завдання.** Мета статті полягає в обґрунтуванні взаємозв'язку між інклюзивною економікою вражень і економікою добробуту на основі застосування поведінкового підходу на прикладі еко-рекреаційної сфери діяльності.

**Результати.** В статті обґрунтовано, що економіка вражень у поєднанні з інклюзивним підходом є напрямом поведінкової економіки, в якому емоції, досвід і враження є не просто чинниками впливу на поведінку індивіда, а об'єктом економіко-психологічного дослідження. Представлено концептуальну схему управління поведінкою рекреантів у процесі задоволення потреб у відпочинку, одержанні вражень та ін., яка дозволяє здійснювати ітераційний аналіз певних сценаріїв розвитку та передбачувати зміни в територіально-рекреаційній системі для оптимізації взаємовідносин між рекреантами, рекреаційними підприємствами, представниками влади та громадськості. На етапі «інвестування» оптимізаційна модель, побудована на основі запропонованої схеми, дозволяє визначати інвестиційно-привабливі рекреаційно-туристичні дестинації.

**Висновки.** В роботі обґрунтовано поведінку в рекреаційній соціо-економічній сфері на основі застосування екопсихологічного підходу, що дозволяє інтегрувати аспекти екологічно-орієнтованої та еко-рекреаційної діяльності в єдиному природному / рекреаційному середовищі, а також розроблено концептуальний підхід до управління економічною поведінкою рекреантів у процесі організації та надання рекреаційних послуг із метою формування комплексу обґрунтованих управлінських рішень для оптимізації взаємовідносин між суб'єктами рекреаційної діяльності з урахуванням чинників інклюзивної економіки вражень. Удосконалено сутнісні взаємозв'язки між екологічними та рекреаційними потребами з урахуванням критеріїв первинності / вторинності; відношення до соціальних, економічних (матеріальних) і культурних потреб; комплексності – при формуванні структури добробуту.

**Ключові слова:** рекреація, економіка вражень, інклюзивний розвиток, добробут, екологічний чинник, поведінковий підхід.

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## BEHAVIORAL ASPECTS OF THE RELATIONSHIP BETWEEN INCLUSIVE EXPERIENCE ECONOMY AND WELFARE ECONOMY (ON THE EXAMPLE OF ECO-RECREATIONAL SPHERE)

**Topicality.** There is a necessity to study the behavior of recreants, implemented in the conceptual model of inclusive experience economy, taking into account the content and features of recreational needs as a basis for motivated behavior of recreants, combining ecological and psychological aspects of such behavior.

**Aim and tasks.** The aim of the article is to substantiate the relationship between the inclusive experience economy and the welfare economy based on the application of a behavioral approach on the example of eco-recreational sphere of activity.

**Research results.** In the article is substantiated that the experience economy in combination with an inclusive approach is a behavioral economics direction, in which emotions, experiences and impressions are not just factors influencing the behavior of the individual, but the object of economic-psychological research. A conceptual scheme for managing the behavior of recreants in the process of meeting the needs of recreation, experience, impressions, etc. is presented, which allows iterative analysis of certain scenarios and anticipate changes in the territorial-recreational system to optimize the relationship between recreants, recreational enterprises, government and the public. At the stage "investment", the optimization model, built on the basis of the proposed scheme, allows to determine investment-attractive recreational and tourist destinations.

**Conclusion.** In the paper the behavior in the recreational socio-economic sphere based on the application of ecopsychological approach, which allows to integrate aspects of ecologically oriented and eco-recreational activities in a single natural / recreational environment is substantiated, and a conceptual approach to managing economic behavior of recreants is developed, in the process of organizing and providing recreational services in order to form a set of sound management decisions to optimize the relationship between recreational actors, taking into account the factors of inclusive experience economy. The essential interrelationships between ecological and recreational needs have been improved, taking into account the criteria of primacy / secondariness; attitude to social, economic (material) and cultural needs; complexity – in the formation of the structure of welfare.

**Keywords:** recreation, experience economy, inclusive development, welfare, ecological factor, behavioral approach.

**Problem statement and its connection with important scientific and practical tasks.** The relationship between the welfare economy (has a social aspect) and the experience economy (has a psychological aspect) combined with an inclusive approach (dissemination to the maximum number of economic agents or individuals) is reflected in the socio-economic field, characterized by elements of new experiences, impressions, emotions and sensations – recreation, which includes elements of the tourism, health improvement, restoration (or even transformation) and has a close interconnection with the natural environment. How the behavior of recreants is implemented in the conceptual model of inclusive experience economy; what is the content and features of recreational needs as a basis for motivated behavior of recreants; how environmental and psychological aspects of behavior are combined – these questions shape the research problem: application of behavioral approach to integrate aspects of an inclusive experience economy and a welfare economy.

**Analysis of recent publications on the problem.** The following scientists have devoted their works to behavioral economics in combination with welfare economics: A. Schmid [1] – the influence of institutions, in particular, markets, banks, government, etc. on the behavior of economic agents; H. Simon [2] – the studies of the natural state of limited rationality; G. Gigerenzer, R. Selten [3] – the individual that seeks to increase his level of well-being, weighing decisions to implement behavior; R. Thaler [4] – the improvement of the psychological approach to explain the choice in carrying out the economic transactions; J. McGregor, N. Pouw [5] – a direct link between welfare economics and behavioral economics; J. Graafland [6] – a study of the impact of institutions on the multidimensionality of well-being; M. Petrushenko [7] – the consideration of environmental risks in ensuring the welfare of the population.

The theorists of the experience economy are Pine, & Gilmore [8]. Contrary to the innovativeness of their views on the evolution of the service sector, the idea of the experience economy has not been widely recognized yet and is subjected to constant criticism. In particular, in the works of Harmon [9], Lundberg [10] a critical analysis of the conceptual model of experience economy, specifically, in the field of leisure and recreation is conducted. At the same time, in the studies of tourism and recreation the authors often address to the environmental factor (in the context of nature administration [11], economic-environmental conflicts [12; 13], etc.), in particular, in the aspects of municipal management [14] and territorial-economic relations [15].

**Allocation of previously unsolved parts of the general problem.** However, the questions / problems of research of psychological, primarily behavioral aspects of inclusive development of experience economy in relation to welfare economy, which includes, in particular, recreational needs and interests of the population – are open still at both theoretical and practical levels.

**Formulation of research objectives (problem statement).** Thus, the aim of the paper is to substantiate the relationship between the inclusive experience economy and the welfare economy based on the application of a behavioral approach on the example of eco-recreational sphere of activity. In accordance with the purpose of the study, the following tasks are set:

– to substantiate the behavior in the recreational socio-economic sphere on the basis of application of the ecopsychological approach that allows to integrate aspects of ecologically-oriented and eco-recreational activity in the uniform natural / recreational environment;

–to develop a conceptual approach to managing the economic behavior of recreants in the proses of organization and provision of recreational services in order to form a complex of grounded management decisions to optimize the relationship between the subjects of recreational activities, taking into account the factors of inclusive experience economy;

–to improve the essential / core / content interrelations between ecological and recreational needs taking into account the criteria of primacy / secundariness; relation to social, economic (material) and cultural needs; complexity – in the formation of the structure of welfare.

**An outline of the main results and their justification.** In economic theory, the individual is seen as a rational agent (neoclassical approach), or partially rational agent (behavioral approach), whose behavior can change under the influence of feelings, emotions, fears and etc. There is an opinion that the individual strives for rationality but due to the limitations (a person cannot take everything into account and, of course, can be wrong) of its capabilities sometimes behaves irrationally [2]. By learning, searching, making decisions that ensure order, the individual brings limited rationality to almost perfect rationality [3, p. 6]. When making a choice, decision-making, the individual uses simplification: spends limited resources to meet the needs, paying attention to each need separately, without taking into account the complex effect [4]. For example, when considering a vacation or trip due to “non-acceptance of losses”, an individual may not regard the alternative of financial costs.

Welfare economics is based on traditional theoretical and economic views, in particular, on the scarcity of resources: the purpose of welfare economy – to properly distribute resources among individuals, but not in the sense of rationality, but in the sense of multi-vector welfare, in which economic behavior plays an important role [5]. Welfare is multidimensional [6]: income, social activities, health, life satisfaction, security, work-life balance – depend on formal and informal institutions. Limited rationality as the main object of study of behavioral economics is influenced by emotions, feelings, impulses, etc. of the individual. Depending on how they affect human behavior (*homo economicus*), the economic result changes. Experience economy (in conjunction with an inclusive approach) is a behavioral economics direction in which emotions, experiences, and impressions are not just factors influencing an individual's behavior, but the object of economic-psychological research. The irrational is a direct rather than an indirect object of research and economic-administrative influence. Herewith an important component of the psychological approach to understanding the economic processes is motivation. As a rule, the motivation is understood as the process of encouraging oneself and others to achieve personal goals or goals of the organization.

In the so-called ecopsychological approach [16] the mental properties of the individual, person and individuality in interdependence with the properties of the environment at different levels: physical, psychological, social, cultural, historical, spiritual are studied. In particular, the following problematic issues of ecological, recreational and inclusive nature are studied: human ecology – the disclosure of patterns of interaction of the individual with the environment; preservation and development of health, improvement of psychophysical capabilities of a person; psychology of work: work is considered as an exchange eco-social and psycho-ecological phenomenon; psychology of environmental safety; geographical and climatic psychology: the impact of landscape and climate on mental health; social ecology (the phenomenon of ecological consciousness and ecological axiology; ecology of culture: the interaction of cultural and civilizational processes and the state of the environment. In general, “the ecological psychology is a science that studies the nature and features of psychological actions on man from the natural, social and anthropogenic environment” [17, p. 3], as well as the consequences of the so-called “psychological pollution” (negative impact on the psyche and behavior of the individual environmental and social factors) [16, 18].

An important category in the application of the behavioral approach is “need” (“need that has taken a specific form in accordance with the cultural level and personality of the individual” [19, p. 15]). In the psychological context, in the framework of the research of the inclusive experience economy in the nature management field is primarily about the relationship of recreational and environmental needs. Under the ecological needs of individuals should be understood the needs and desires of individuals that are directly related to the natural environment. Herewith under ecological needs it is possible to designate primary needs of the person, for example, needs for air, water, food, etc. ; under ecological desires – the secondary needs of man in relation to his natural environment: for example, the need to contemplate the natural landscape, the need for recreation on the coast, etc. [20].

In general, the interrelation between the level of satisfaction of environmental and material (material part of well-being) needs can be represented in Fig. 1a. Eco-recreation is also based on a clean environment, but its social component (as part of well-being in its traditional sense) somewhat transforms the dependency in Fig. 1b.

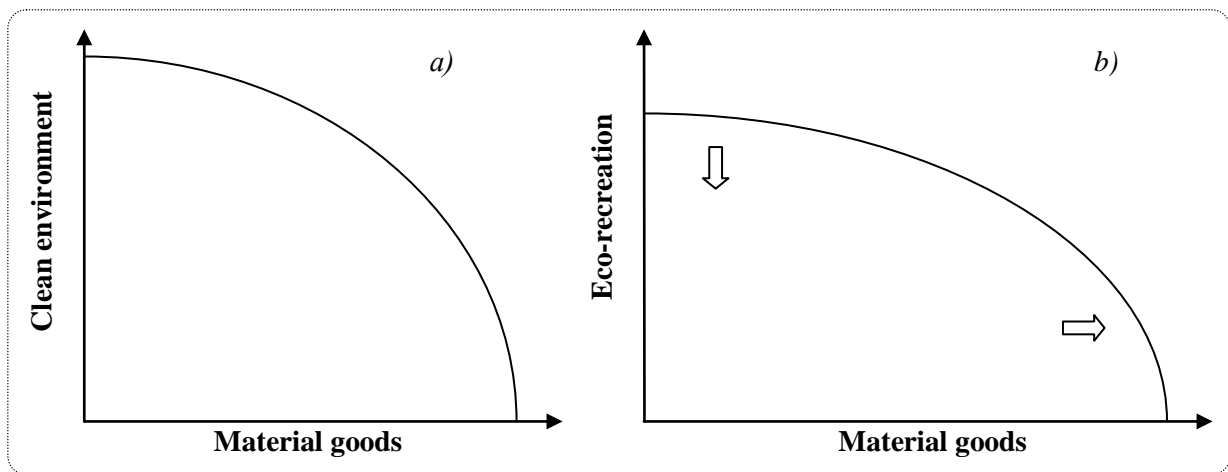


Fig. 1. The ratio “clean environment / eco-recreation – material goods”

Source: constructed by the author based on [21]

The conceptual scheme of management the behavior of recreants in the course of needs satisfaction in rest, obtaining the experience and impressions, etc. which is presented on fig. 2, with applying the method of linear programming allows iterative analysis of certain scenarios of development and to anticipate changes in the territorial-recreational system in order to form a set of sound management decisions to optimize the relationship between recreational entities (recreants, recreational enterprises, government officials and the public). At the stage “investment”, the optimization model, built on the basis of the conceptual scheme presented above, by introducing a dual function that allows to identify investment-attractive recreational and tourist destinations.

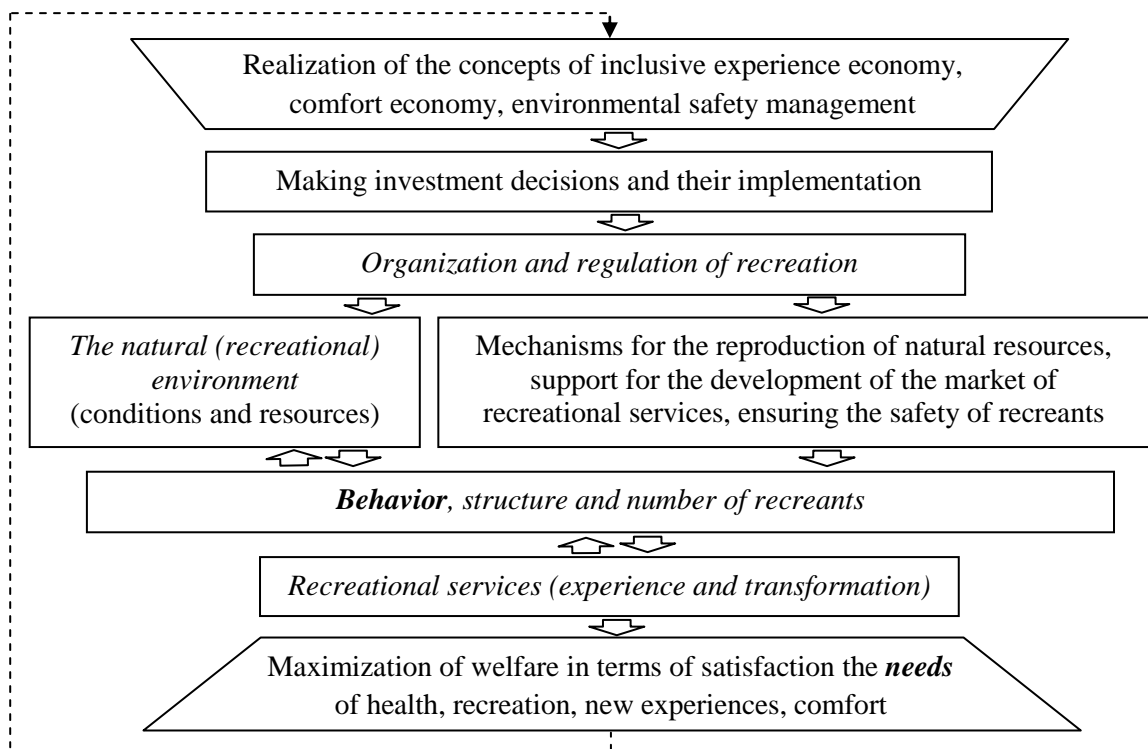


Fig. 2. The scheme of management of recreants’ economic behavior in the process of organization and provision of recreational services

Source: developed by the author

A special role in shaping the behavior of recreants belongs to the process of meeting their needs: “... the formation of a system of recreational nature management is an objective consequence of the growing needs of society in recreation” [22, p. 6].

Thus, the dominant functional significance of the needs that are realized in free time and aimed primarily at restoring physical and nervous energy spent during working hours, allows us to define this area of needs satisfaction as recreational [23, p. 6-9]. Recreational needs come out from the necessary conditions of normal human life, by satisfying them the stress is compensated and human efficiency is restored, production itself continues. By origin (genetic trait) recreational needs belong to the group of physiological (biogenic), vital needs of physical life, but in the process of development the conditions and the ways to meet recreational needs are becoming increasingly complex. Together with the relatively basic, new, socially conditioned (sociogenic) recreational needs are formed.

Studying the dynamics of social needs, it is necessary to consider them in a single socio-economic process of production and consumption [22, p. 11].

The formation and development of recreational needs are influenced by the increase in the duration of free time, a qualitative change in its structure and a significant change in the nature of human life in the scientific-technological revolution.

Satisfaction of recreational needs depends on the possibilities of producing recreational services due to a number of factors. The material factor influencing the recreational process are recreational resources - components of the geographical environment and objects of anthropogenic activity, which due to such properties as uniqueness, historical or artistic value, aesthetic appeal and healing value, can be used to organize various types and forms of satisfaction of recreational needs [24, p. 6-9].

On the basis of recreational needs, the demand of recreants is formed, which is expressed not so much in their desire as in the ability to receive recreational services. "The needs become the demand when they are followed by the purchasing power of man" [25, p. 38]. Therefore, at the present stage of development of the domestic recreational industry, the task of the enterprises is, on the one hand, to strategically focus their efforts on innovative and high-quality development of recreational services in accordance with global standards, and on the other – to make a real impact on demand by offering necessary, attractive and at the same time recreational services available to most citizens.

The relationship of environmental / ecological, recreational and other human needs is presented in Fig. 3. Herewith, a parallel is drawn between the priorities of social development and meeting the needs of the individual. It is emphasized that the highest in the hierarchy of secondary human needs are environmental / ecological, recreational and cultural (in particular, in accordance with the principles of statistical data collection) needs. Thus, the harmonious existence of man, society and nature is possible only in the case of identification of individual and social problems aimed at preserving the environment and the interests of future generations.

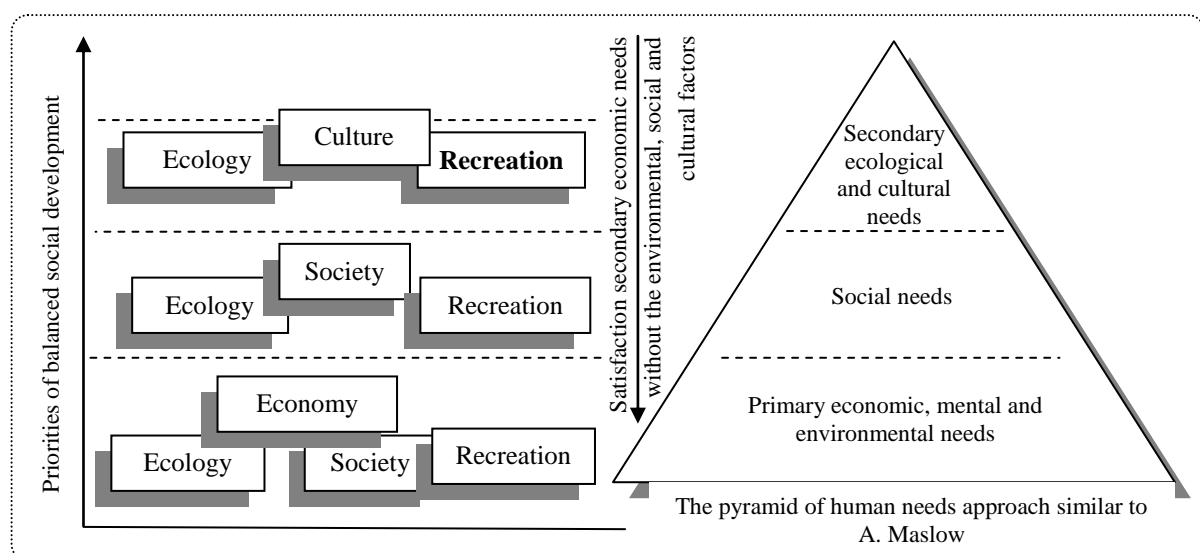


Fig. 3. The relationship of ecological, recreational and other human needs

Source: developed by the author considering the recommendations in [20]

Socio-economic reflection of the minimum satisfaction of human needs is formalized in the consumer basket (Fig. 4-6).

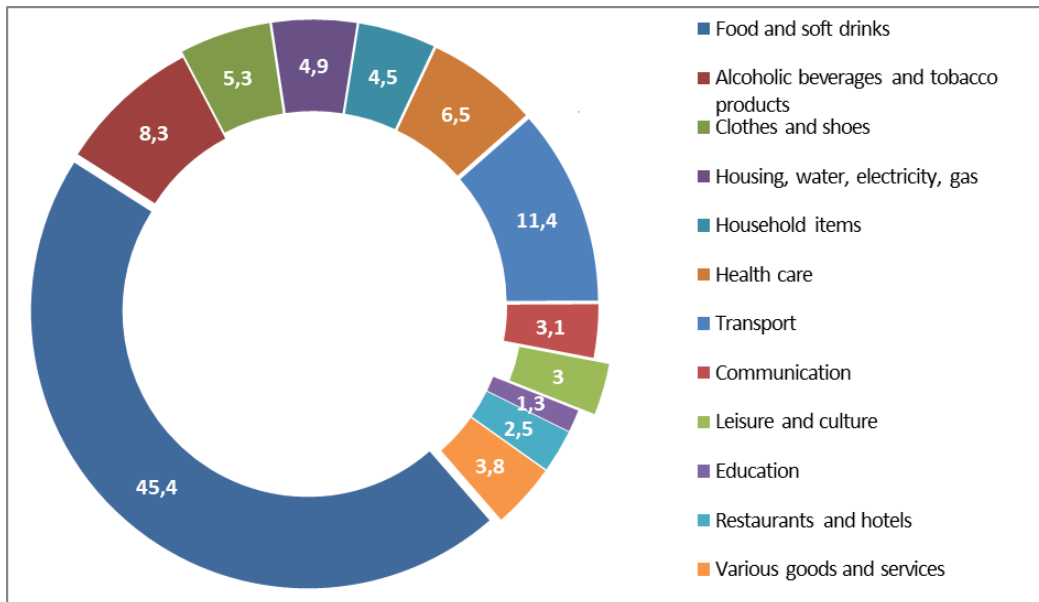


Fig. 4. The structure of the consumer basket of expenditures in Ukraine in 2019

Source: constructed by the author based on [26]

At the same time in Ukraine the subsistence level for able-bodied persons is 2,102 UAH or 77.42 euros, in Germany – 646 euros, Great Britain – 1,223 euros, France – 1,080 euros. In almost all countries there is a concept of minimum salary. If in Ukraine at the beginning of 2020 the minimum salary is at the level of 174.82 euros (4,723 UAH), then in Germany – 1,557 euros, in Great Britain – 1,525 euros, in France – 1,521 euros, the United States – 1,098 euros or 1,218 US dollars. As for Ukraine's closest neighbor, Poland, the minimum salary there is now 523 euros. In Slovakia – 520 euros, in Albania – 210 euros. Based on these indicators, each country calculates its composition of the consumer basket [27].

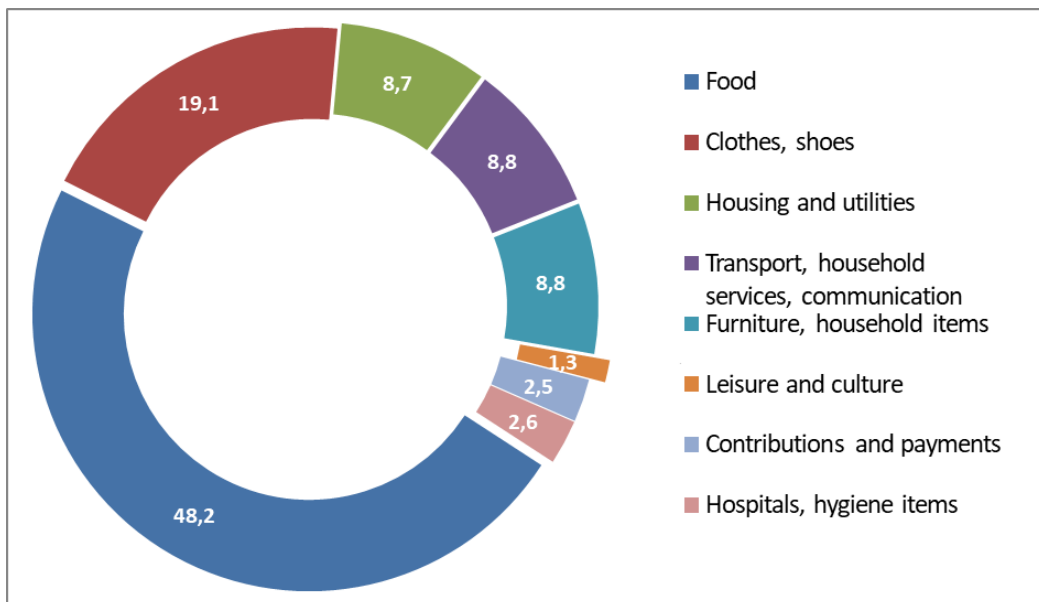


Fig. 5. The structure of the consumer basket of expenditures in Belarus, 2020

Source: constructed by the author based on [28]

The Belarusian consumer basket has a similar structure: “buying and maintaining a private car, building a house and buying real estate, as well as the presence of bad habits (alcohol or smoking) that require constant treatment of diseases are not expected. Expenditures on education, defense, maintenance of infrastructure, everything that is financed by citizens indirectly, and not by direct payments are not included... The minimum consumer budget does not reflect the actual costs of the people of Belarus, but those that are expected to be sufficient to maintain health, normal socio-cultural status and reproduction of the population” [28].

Significantly different from the previous is the structure of the Swiss basket. In particular, the costs on recreation and culture are: in Ukraine – 3%, Belarus – 1.3%, Switzerland – 9.2% (+ 9.2% – for restaurants and hotels).

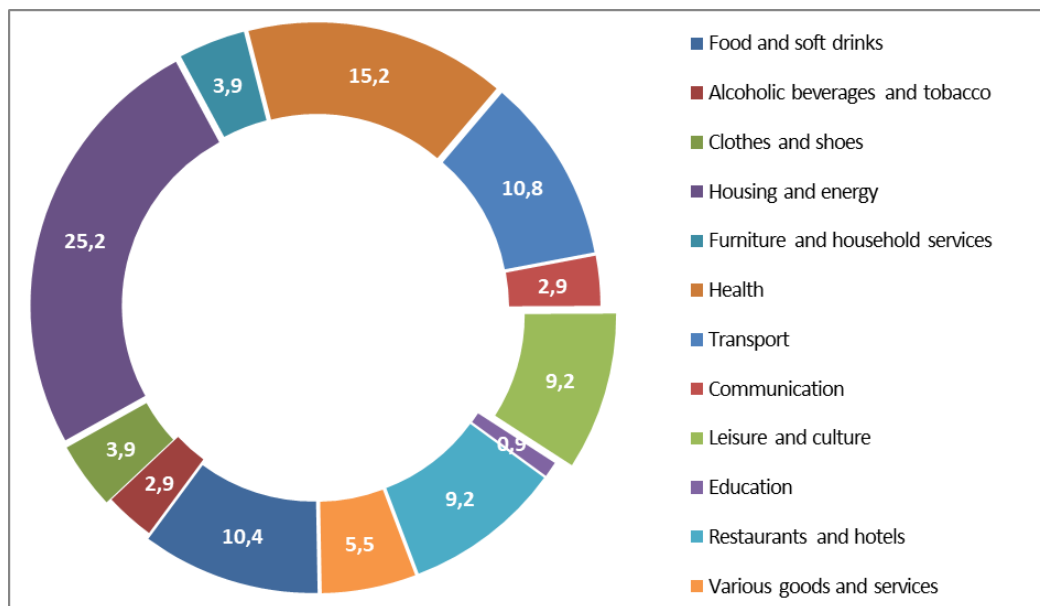


Fig. 6. The structure of the consumer basket of expenditures in Switzerland, 2017

Source: constructed by the author based on [29]

However, the real data on minimum provision of needs are limited by financial resources. What the population really needs can be learned through socio-psychological methods of assessment, in particular, subjective assessment through questionnaires and surveys of the needs of individuals. Herewith, the stages of ecopsychological research (based on the recommendations in [20]) are as follows:

- theoretic-methodological substantiation: the definition of conceptual and categorical apparatus (ecologically oriented activity – a set of actions aimed at comprehensive consideration of environmental factors, performance of ecological tasks, achievement of environmental goals; environmentally relevant behavior – the actions that are directly or indirectly related to environmental factors or aspects of the operation of the enterprise (organization). Unlike environmentally oriented activities, it does not have clearly defined target criteria for the implementation of any impact on the environment; ecopsychological approach in the field of economics / recreation – aimed at the study of environmental awareness, environmental culture, the creation and use of environmental needs of workers / recreants in the direction of improving economic-ecological efficiency); formation of methods of ecopsychological management research (observation – development of the program of revealing of deviations or repetition of actions in ecologically oriented or ecologically relevant activity; questionnaire – development of questionnaires that contain questions for a comprehensive assessment of environmental factors affecting the work and leisure of individuals; testing – development of tests to identify environmental and recreational needs; combining these methods – development of a comprehensive recreational ecopsychological study);

- formation of a group of persons with whom recreational ecopsychological research will be conducted (surveys, questionnaires, testing, etc.);

- formalization of indicators of ecologically oriented activity; combination of unit indicators in the integrated indicators. Calculation of a complex indicator of ecologically oriented behavior (expertly, based on the theoretical provisions of the recreational ecopsychological approach and the principles of ecological economy and experience economy, weights are set for each of the above indicators).

**Conclusions and perspectives of further research.** In the paper the behavior in the recreational socio-economic sphere based on the application of ecopsychological approach, which allows to integrate aspects of ecologically oriented and eco-recreational activities in a single natural / recreational environment is substantiated, and a conceptual approach to managing economic behavior of recreants is developed, in the process of organizing and providing recreational services in order to form a set of sound management decisions to optimize the relationship between recreational actors, taking into account the factors of inclusive experience economy. The essential interrelationships between ecological and recreational needs have been

improved, taking into account the criteria of primacy / secondariness; attitude to social, economic (material) and cultural needs; complexity – in the formation of the structure of welfare.

The situation with the wellness recreation does not differ in complexity from other socio-economic problems of regions and cities of Ukraine and needs to be addressed in the context of the Sustainable Development Goals, primarily in the direction of improving the welfare and health of the population.

In further developments the ecopsychological research of recreational needs of the population within specific territories will be carried out. In the research, in particular, when formulating questions for questionnaires and surveys, the specifics of the relationship between the inclusive development of the experience economy and the welfare economy will be taking into account- to optimize the processes of investment of recreation-tourism activity under the condition of rational and economical use of the components of the recreational environment.

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