Changes in culture of living is a very important process today. With the change of the culture of living the demand for recreation services has changed as well. With the change of the culture of living it is necessary to introduce new services, because they are an important source of development of service organizations. In order to quickly adapt to the changing environmental conditions, attention should be concentrated on people, as the main resource of this motive power. The changing culture of living requires dynamic relations meaning the rapid reaction towards constant changes in the market. The dependence of the recreation service demand upon the human culture of living is substantiated in the article.

Key words: culture of living, recreation, work environment, demand, change.

Introduction

Culture of living changes have influence upon the choice of recreational services. Recreation services – is the restoration of person’s physical strength, psychical emotional condition and personality training. It is a process of socialization where an interaction between person and recreational environment takes place and the perspective of the nation’s development is being formed. The process of recreation is a process of interaction between the human being and social environment (work, accommodation and environment designed for recreation), conditioned both by human personal features and individual characteristics as well as internal and external factors characterizing the person-surrounding environment. (Vitkienė, 2002, Aleliūnaitė, 2000). Recreation is work and relaxation, entertainment and traditional, humanistic, philosophical scheme of the way of living process transferred from generation to generation and enabling to solve the problems of our time. With the change of time the attitude towards recreation services changes as well. Recreation demands should be constantly researched and revised. With the changing way of living it is important to introduce new recreation services because they are an important source of the development of service organizations.

The aim of the work is to substantiate the dependence of the demand for recreation services upon culture of living changes.

The object of the research is the demand for recreation services.

Research methods – the scientific literature on the subject of the creation and use of recreation services was analysed and evaluated when preparing this article. Investigation methods of comparison and logical abstraction, analysis and synthesis, induction and deduction were applied.

Research and results

Recreational demands can’t be properly met not knowing how much time person can allot for the use of appropriate service (Turizmas, 2002, Tribe, 1999).
The supplier or planner of recreational services must define as precise as possible the time that person, family or community can or want to allot for a particular recreational activity. Special researches are determined for this purpose with the help of which the structure of time fund and rest-day time amounts are determined as well as the time allotted for the recreation process for every day, in weekends, during holidays and during vacations is calculated.

When talking about the culture of living much attention should be paid to the cultural impact. Culture, fashion and other factors have influence upon the choice of recreational services. Due to the rapid processes of internationalisation and globalization it is necessary to evaluate the influence of different cultures upon the rendering of recreational services. It is important to both organizations, those serving foreign consumers and those preparing to overstep the local market limits. One can acknowledge that every nation has its own way of living and only after the knowing of its culture specific features in the field of service clear out.

The change of the culture of living has influence on the aging processes. Durability has influence on the development of recreational services. Demands of elderly people differ from those of the young people and children. Appropriate services are necessary for such groups of citizens (Vitkienė, 2002).

With the change of the culture of living it is necessary to introduce new services, because they are an important source of the development of service organizations. Novelties afford economical benefit as well as improve organization’s reputation. In order to quickly adapt to the changing environmental conditions, attention should be concentrated towards people as to the main resources of this motive power. The changing way of living requires dynamic relations meaning the rapid reaction towards constant changes in the market.

Traditions of service consumption reflect the present culture of living. The changes of the culture of living positively influence the consumption of recreation services. Varied traditions condition different customs and actions, the recognition of the importance of leisure and relaxation. Much attention should be paid to the family, which is a strongly and closely connected unit, making decisions with one accord. Traditions and valuables are transferred into the family and later children will enshrine them. The well-groomed in the family model of behaviour can vary subject to the circumstances. The behaviour of children can differ from parents’ in the context of service consumption. Consequently, their consumption will be influenced by parental example, however eventually they can change radically. The changing environment will condition decisions. The changing environment is not a bad thing. It allows market to be improved and developed. Changes in the market condition the use of services. Demand depends upon fashion, the prices of other services, incomes, number of citizens, purchases’ wishes.

We are used to look upon the culture as a static phenomenon but it isn’t so. During the long time constituents of the culture vary. They change in parallel with the human cognition and the changing environment. Cultural changes do not mean the loss of individual’s identity. Therefore, we can suggest that namely free market
encourages concentration above the cultural valuables of an individual, family or community (Dapkus, 2000).

The changes of the culture of living are reflected and in the business culture. The business culture of Lithuanian enterprises is improving and changing constantly. It is especially noticed in the largest towns of our country. The culture manifests in different ways, i.e. from the requirement to wear particular outfit to the attitude to always fly only business class and rest only in particular service enterprises.

Conclusions

1. Culture of life characterises human’s activity, his interests, hobbies as well as the already formed and still forming attitude towards recreation.

2. Due to rapid internationalisation and globalization processes it is necessary to evaluate the influence of different cultures upon the rendering of recreational services as well.

3. Within the change of the culture of life it is necessary to introduce new services because they are an important resource of service organization’s development.

4. The changes of the culture of life influence positively the consumption of recreation services. The varied traditions condition different customs and actions, conception of the importance of leisure time and relaxation.

References


