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## THEORETICAL AND METHODOLOGICAL APPROACHES TO THE STUDY OF CUSTOMER SERVICE GEOGRAPHY

*The article reviews and analyzes the theoretical and methodological approaches to the study of the customer service sector such as: anthropogeographical, statistical-industrial, integrated and territorial, historical-geographical, social, demographic, sociological, economic-geographical, informational, synergetic, systematical and spacial (horological). It reveals the main features of these scientific approaches and their significance in studying the customer service industry. The highlight is made on the systematic approach as the priority one in the research of the customer service industry.*

**Keywords:** *theoretical and methodological approach, the geography of the customer service industry, customer service.*

**Олеся Корнус. ТЕОРЕТИКО-МЕТОДОЛОГІЧНІ ПІДХОДИ ДО ВИВЧЕННЯ ГЕОГРАФІЇ СФЕРИ ОБСЛУГОВУВАННЯ.** У статті розглянуто та проаналізовано теоретико-методологічні підходи до вивчення сфери обслуговування: антропогеографічний, галузево-статистичний, комплексно-територіальний, історико-географічний, соціальний, демографічний, соціологічний, економіко-географічний, інформаційний, синергетичний, системний, просторовий (хорологічний). Охарактеризовано особливості цих наукових підходів та їх значення при вивченні сфери обслуговування. Виділено системний підхід, як пріоритетний підхід до дослідження сфери обслуговування.

**Ключові слова:** *теоретико-методологічний підхід, географія сфери обслуговування, сфера обслуговування.*

**Олеся Корнус. ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКИЕ ПОДХОДЫ К ИЗУЧЕНИЮ ГЕОГРАФИИ СФЕРЫ ОБСЛУЖИВАНИЯ.** В статье рассмотрены и проанализированы теоретико-методологические подходы к изучению сферы обслуживания: антропогеографический, статистико-отраслевой, комплексно-территориальный, историко-географический, социальный, демографический, социологический, экономико-географический, информационный, синергетический, системный, пространственный (хорологический). Охарактеризованы особенности этих научных подходов и их значение при изучении сферы обслуживания. Выделен системный подход, как приоритетный подход к исследованию сферы обслуживания.

**Ключевые слова:** *теоретико-методологический подход, география сферы обслуживания, сфера обслуживания.*

**Relevance of the study.** The problems of social development in the regions of Ukraine are becoming more important nowadays and as a result require a scientific study of territorial characteristics of a local social service's functioning. Assuming the decline of social services in many Ukrainian regions, these studies are becoming very essential. Being a part of the social sphere, the service industry attracts the attention of the government and requires qualitative changes in accordance with the social needs of the population and their new realities. Peculiarities and optimization of effective structurally - functional and territorial organization of the customer service industry directly or indirectly impact the population reproduction, the development of younger generation, the improvement of productive capacities and in general they provide updated living conditions of the society and are considered to be the foundation for a further stable social development. Therefore, the problems of the customer service industry attract the attention of specialists of different scientific fields: economists, sociologists, geographers and others. Existing studies in this field are different in their approaches, the level of spreading and taxonomic study of territorial units and more. The scientific approaches formed by geographical sciences, define the features of the customer service industry which is a fundamental component of the regional social geo-system in aspects of its territorial and industrial organizations. Everything mentioned above causes the topical interest of our research and the necessity for analyzing the existing theoretical and methodological approaches to the study of geography of the service industry for their generalization and systematization.

**Analysis of recent research and publications.** Contemporary geographic sources contain a big number of scientific approaches to the study of the service

industry. The authors of the first studies published in the 1960's were S. Kovalev, V. Pokshyshevsky [11] Yu. Saushkin and etc. These early works defined the subject of science, its place in economic and geographic branches, its purpose and objectives. The theoretical studies of the service industry are revealed in the works of such scientists as: M. Abramov, M. Bagrov, L. Merkusheva, L. Nemets [7], K. Nemets [6], Y. Oliynyk [8], M. Palamarchuk, O. Palamarchuk [9], M. Pistun, M. Fashevsky, O. Topchiev [12, 13], A. Shablii [14], T. Shparaha, V. Yurkovskaya et al.

**Problem.** Among a great number of publications, they describe some individual approaches to the study of social and geographical phenomena, including the service industry. So the aim of our research is to make a complex analysis of theoretical and methodological approaches in studying the geography of the service industry, revealing their basic features.

**The main results of the study.** The general approach in all scientific researches devoted to the geography of the service industry is considered to be an *anthropogenic-geographical approach*. According to this approach, a human being with his needs, interests, and abilities is determined to be the core in the functioning of the socio-geographical complexes. That's why the focus of attention is concentrated on a human geography in which economic geography is established as its part. The founders of this trend in Ukrainian geography were S. Rudnitsky and V. Kubiiovych, partially O. Dibrova. Geography of the customer service industry is oriented on a person and as a result becomes an increasingly important component within the complex of scientific disciplines of social geography that study the territorial organization of society's living. Since the middle of the 1990's the geography of the service industry again takes its place, which was "lost" in early 90's of the 20th century, when the system of different types of customer ser-

vices was almost destroyed by social and economic collapse in the country.

K. Vobliy and V. Sadowski established the foundations of the *industrial-statistic approach* which examines the economy and the developing of brand new industrial branches, less connected and related to each other.

M. Palamarchuk, F. Zastavny, and M. Pistun represent a *complex-territorial approach*. Territoriality assumes the study of an area of differentiation of the objects. The cost of living always depends on a territory which is defined as the combination or complex of living conditions for a population. Among them are: natural, social, economic, logistical etc. This approach is necessary to optimize the organization of areas for human living and regional development.

Territoriality foresees the study of all factors of regional development, general knowledge for establishing productive industries, and the development of principles of regional policy that helps the forming of rational territorial proportions [8]. As we see, territorial aspect is dominant and essential for a complex approach, as that is the place where the processes of interaction in social and geographical space start. According to beliefs of some scientists, complexity consists of the aims that can be connected and influence each other in the development of regions. Regional complexity is considered as a certain connection among different elements of the region, which in many ways provides the rational use of its natural resources, established infrastructure, labor resources and highly-skilled personnel, historical and cultural heritage, scientific and technological potential. Being realized in the system of territorial division and integration of labor, complexity promotes the rational amalgamation of industries and efficient use of local resources [9, 87-89].

In the study of the service industry geography, the scientists also used a *historical-geographical approach*. According to it, all social and geographic phenomena and processes are considered to happen dynamically. Besides, it helps to show the dependences and tendencies in functioning of the socio-geographical complexes and determines the way for their further development. This approach is considered to be the motive in understanding the concepts of social and geographical time, mobility, inertia, stages and cycles of objects' development. The purpose of using the historical-geographical approach in studying the service industry resumes the formation of socio-geographical component.

O. Topchiev suggests considering the service industry from the viewpoint of *social approach* [13]. The institutions and enterprises of the service industry are called social infrastructure, which creates the conditions for a normal social life, updating and modernization of human and labor resources, consumer and educational services of a population. As a result of all mentioned above, the author requires analyzing and evaluating the level of the service industry in accordance with the level of customer service development. The object of economic-geographical researches of a service industry sector is the regional differences in the amount of providing or in data of developing the network of customer services.

Important place in this research is taken by the *demographic approach* that characterizes society through the study of population, especially in such questions as the birth and death rate, migration and its related activities.

The core point of *sociological approach* is to identify the needs of population in services. Sociological methods, especially the method of questioning, are widely used in geographical scientific researches. Sociological approach is defined as the analysis of processes and phenomena in the system of social connections [10].

The basis of the *economical-geographical approach* is in analysis of different industrial branches and different districts. This approach studies the problems in establishing networks and branches of service and amount of providing the service in accordance with the peculiarities of examined area such as its local natural, demographic and economic characteristics. The disadvantage of this approach is that it doesn't take into consideration the impact of service industry on economical and territorial structure of the region (district), efficient labor in the material production in this district and the state of the service industry in other areas.

The place of the most effective approach in contemporary geography is given to *systematic approach* (system analysis and synthesis). Scientific contribution and principles of systematic study of customer service industry were made by S. Kovalev, V. Pokshyshevskyy [2, 11], L. Merkusheva [3, 4]. Further development of this approach was found in the concept of socialgeosystem [7], where service industry is considered as its subsystem. There are many works of modern scientists who emphasize the utilization of systematic approach in scientific researches [6, 13, and etc].

Deep and thoughtful study of systematic approach was done by O. Shabliy [14] where the scientist interprets this approach as the examining of geographical objects that are treated as complex and large systems. There are many definitions of this term, but all of them state that the system is a set of interconnected elements and creates certain integrity. The usage of systematic approach in studying the customer service industry is becoming one of the major scientific directions in now date's researches because the service industry is a compound multi-structural system that consists of separate and not replaceable institutions. Thus, each institution has its own purpose – to satisfy some needs of the population living in this area (district, region or community) that leads to forming a territorial customer service system. The main function of territorial customer service system is to establish suitable living conditions for a human being or a territorial community of people, their development and reproduction. In geography the utilization of systematic approach was taken place in the beginning of 1960s and resulted in formulation the fundamental geosystematical paradigm. Today the term "geographic system" is one of the most common in the system of geographical studies. As a part of systematic approach there have been developed some mathematical methods for studying the service industry. Their founders are L. Altman and B. Movchan (1971), N. Blazhko and K. Rozina (1972).

During the last decades in geography are often

used the ideas of *synergistic approach*. Synergetics, as a science of interaction, was originated in the second half of the last century and was quickly transformed into the science of systems' self-development. One of the founders of systems' theory L. von Bertalanfi noted that knowledge about different phenomena can be economically organized by using some concepts of system [1, 150]. Synergetic approach has the tendency to be some kind of continuation and improvement (generalization) of systematic approach, but it also has many differences from the last one. Unlike a systemic approach that used a systematic analysis, synergetic is based on a systematic synthesis. According to this, the service industry defines as an open system that organizes by itself.

With the usage of synergistic approach in natural sciences there was found and applied the so called *information approach*. Its roots begin from the science of management – cybernetics. According to the interpretation of cybernetics, the functioning of any system realizes by the process of management (in its broad meaning) where the information is provided through direct and reverse communication. The ideas of information geography were presented in Ukrainian scientific researches of M. Bagrov and K. Nemets [5].

Recent development of GIS technologies and geographical information systems increase the role of *spatial (chorological) approach* [12, 49-50]. The sense of this approach consists in understanding the regularities of spatial location of different material systems on the Earth surface. All phenomena have their own dynamics and spatial connection, that's why they require time

and historical researches. Implementing of chorological approach allows to analyze the spatial heterogeneity of the service industry's subsystems, their spatial regulation and organization. Chorological approach is directly related to the complex approach. In this case complexity means a comprehensive study of a specific area.

**Conclusions.** This research provided the opportunity to review and analyze different theoretical and methodological approaches to the study of service industry geography and revealing their basic features. Assuming the fact that service industry geography faces a number of challenges, among which are the study of regional differentiations in needs of peoples in different services and levels of satisfaction, level of customers' service, as well as analysis of the territorial organization of service industry, the characteristics of its formation, regularities of arranging the customer's service establishments and their spatial interactions, as the science, geography of service industry must be guided by a significant arsenal of scientific approaches. In our opinion, the most important approach to the study of service industry is the systematic approach that provides the opportunity to explore it as difficult multi-structural system with individual elements (subsystems) of service that do not replace each other. However, a comprehensive study of the service industry cannot be possible from the point of any one theoretical and methodological approach, so the complete use of above mentioned scientific approaches will be enable to determine space-time analysis of service industry, to identify existing problems and justify recommendations for the further optimal development.

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### Summary

#### Olesya Kornus. THEORETICAL AND METHODOLOGICAL APPROACHES TO THE STUDY OF CUSTOMER SERVICE GEOGRAPHY.

The article outlines the theoretical and methodological approaches to the study of service industry. The essence and the main features of the scientific approaches are given. The idea of anthropo-geographical approach is based on determining a human being with his needs and capabilities as the center in functioning of socio-geographical complexes. Industrial-statistical approach studies economy and establishment of its industries. Complex-territorial approach helps to optimize the spatial organization of human life and regional development. Historical-geographical approach explores all social and geographic phenomena and processes in their dynamics. The idea of social approach is to assess the level of the customers' service according to more or less developed services industry. Demographic approach characterizes the society through the study of population while sociological approach identifies their needs for services. Economic-geographical approach observes the problems in forming the industries of customers service, as well as coordinates the providing of services in accordance with the peculiarities of local environmental, demographic and economic characteristics of the examined area. The research of service industry with the help of systemic approach is the most appropriate for its comprehensive analysis and establishing the regularities of growing. Synergetic approach defines the service industry as an open system that organizes by itself. According to information approach, functioning of any system realizes by the process of management (in its broad meaning) where the information is provided through direct and reverse communication. Horologic approach allows us to analyze the spatial heterogeneity of the service industry's subsystems, their spatial regulation and organization.

**Keywords:** theoretical and methodological approach, the geography of the customer service industry, customer service.

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#### ECONOMICAL-GEOGRAPHICAL INFORMATION ON TOPOGRAPHICAL PLANS OF XVIII-XIX CENTURY

*The paper presents the results of work with cartographic collection of the Putyvl local lore museum. The main part of above mentioned collection are consists the plans, was created in the XIX century. They show separately small parts of the former Putyvl County. The city plans of Putyvl are also considered. Some plans are copies of older, made in the eighteenth century during the General Land Survey. Most of them are inventory and created to resolve land issues that arose from the acquisition of state peasants of their land holdings according to the land reform of 1861.*

**Keywords:** Putyvl museum, topographical plan, cartographic collection.

**Анатолій Корнус. ЕКОНОМІКО-ГЕОГРАФІЧНІ ВІДОМОСТІ НА ТОПОГРАФІЧНИХ ПЛАНАХ XVIII-XIX СТОЛІТТЯ.** У статті викладено результати роботи з картографічною колекцією Путивльського краєзнавчого музею. Основну частину названої колекції складають геометричні плани XIX століття, складені на різні невеликі території колишнього Путивльського повіту, а також плани міста Путивля. Окремі плани є копіями більш давніх, виконаних у XVIII столітті у період генерального межування. Більшість із них є кадастровими і створені з метою урегулювання земельних питань, що виникали внаслідок надбання державними селянами земельних наділів згідно земельної реформи 1861 року.

**Ключові слова:** Путивльський краєзнавчий музей, топографічний план, картографічна колекція.

**Анатолій Корнус. ЭКОНОМИКО-ГЕОГРАФИЧЕСКИЕ СВЕДЕНИЯ НА ТОПОГРАФИЧЕСКИХ ПЛАНАХ XVIII-XIX ВЕКА.** В статье изложены результаты работы с картографической коллекцией Путивльського краєведческого музея. Основную часть указанной коллекции составляют геометрические планы XIX века, составленные на разные небольшие территории бывшего Путивльського уезда, а также планы города Путивля. Отдельные планы являются копиями более древних, выполненных в XVIII веке в период генерального межевания. Большинство из них являются кадастровыми и созданы с целью урегулирования земельных вопросов, которые возникли в результате приобретения государственными крестьянами земельных наделов согласно земельной реформе 1861 года.

**Ключевые слова:** Путивльський краєведческий музей, топографический план, картографическая коллекция.

**Introduction.** Geographical maps and plans are an integral part of the exhibits and foundations of museums. These cartographic documents are contain many economic, social, natural and other geographic data, identifying which in the geographical literature is not enough. In addition to geographical realities, topographical plans contains many another nominal realities (names of owners, surveyors, draftsmen, clerical employees, witnesses, adjacent land owners, local officials, etc.), giving valuable information for the study of local anthropology, history, administrative structure,

land use, economic relations. This makes the topographical plans as extremely valuable sources from economic and geographical viewpoint. In addition, they can show the development of a socio-economic mapping in a particular area. Also, it is possible to carry out historical and geographical analysis area as a whole. All this led to relevance of our work.

**Initial conditions of the study.** Publications that reveal the theme of economic-geographical data on old maps and plans that are stored in museums are not numerous [1, 2]. Although the research a role of maps from viewpoint of their use in the social- and economical geographical studies in these specific conditions is very in-