

**TEAMWORK: TOURISM AND SPORT SERVICE
ADVERTISING CREATION ASPECTS****BIRUTA, SVAGZDIENE¹
KRISTINA, BRADAUSKIENE²
NATALJA, BOJARCIENE³****Abstract**

Relevance and novelty. Teams are now everywhere, in many areas of science, work and the arts – teams predominate in aviation, the military, business, space, academia and healthcare. In today's competitive job market, good teamwork skills are an essential requirement for many jobs, from academic work to industry, healthcare, sports and tourism organizations, and more. Scientists have been writing about teamwork and researching its benefits for many decades, it is not a short-term process, but it is still heavily researched. Teams are now everywhere, in many areas of science, work and the arts – teams predominate in aviation, the military, business, space, academia and healthcare. Teamwork is an advantage for the organization, as productivity increases, activities become better, employees – team members – can be more exposed, and the organization can adapt more easily to change. The main goal of every organization is to get the highest possible profit, to occupy the largest possible market share or to provide the best possible services. Aspects of teamwork were analyzed by Lithuanian researchers Gražulis (2014), Marmienė et al. (2015), Dromantas (2008). (2014), Dromantas and Merkys (2004), Grigonienė (2017), Basevičiūtė (2020), Genutienė (2022) and others. And foreign researchers: Driskell, Salas Driskell (2018), Prada, Mareque & Pino-Juste (2022), Davidson & Sanderson (2022), Godin et al. (2017) and others. In sports and tourism organizations, a trend is increasingly being used to address important issues, whether for the implementation of projects, not by individuals but by their teams. The result of the activities of a group of people, rather than the individual, is becoming increasingly important as the need for group decisions increases (Seilius, (2000). Teamwork is an advantage for the organization, as productivity increases, activities become better, employees – team members – can be more exposed, and the organization can adapt more easily to change. A well-functioning team is more than a group and more than the sum of its individuals (Szalados, 2021). Ability to adapt and knowledge of teamwork methods, ensures the efficiency of sports and tourism organizations and adaptation to the changing needs of society. Dromantas (2008). explains that human resources and teamwork are the main drivers of an organization. It can be said that human resources are a key factor in the success of an organization, achieving the set goals, they create greater added value for the organization. One of the methods for the competitiveness and efficiency of an organization is teamwork. Researchers have been writing and researching the benefits of teamwork in sports and tourism organizations for many decades, it is not a short-term process, but it is still heavily researched. Advertising contributes to the change of such processes. Advertising creativity has been studied by Raghavan, Cafeo (2009), but these authors have only provided guidance on how to measure advertising creativity. Haberland, Dacin (1992). Mercanti-Guerin (2008) have examined the creativity of television advertising. However, no one has examined the creativity of print advertising and has not tried to assess it from the point of view of the organization of sports and tourism, but only provided general recommendations. Scientific problem. How is teamwork understood: in terms of creating advertising for tourism and sports services? The aim of the article. Reveal teamwork in the aspect of creating advertising for tourism and sports services. Object: teamwork in the development of service advertising. Tasks. Peculiarities of human resource management in a modern organization are revealed. Discuss teamwork and the organizational climate. To reveal the concepts of advertising in sports and tourism organizations. Methods: analysis, systematization, and interpretation of scientific literature.

Keywords: team work, tourism, sports, advertising of services, creation.

**Peculiarities of human resource management
in a modern organization**

Modern human resource management process in a modern sports and tourism organization, Gražulis et al. [18] is considered to be a key factor in successful competition in a global economy. In order to make their activities more efficient, these organizations pay special attention to the problems of human resource development. The concept and examples of human resources are presented in Figure 1.

Corresponding author:

¹ Lithuanian Sports University (Kaunas, Lithuania)

E-mail: biruta.svagzdiene@lsu.lt

ORCID ID: <https://orcid.org/0000-0001-6016-6019>

² Lithuanian Sports University (Kaunas, Lithuania)

E-mail: kristina.bradauskiene@lsu.lt

ORCID ID: <https://orcid.org/0000-0003-2363-2679>

³ Lithuanian Sports University (Kaunas, Lithuania)

E-mail: natalija.bojarciene@stud.lsu.lt

ORCID ID: <https://orcid.org/0000-0003-3514-770X>



Fig. 1. What is a human resource? The balance careers [19]

A human resource is one person within a company's overall workforce, with each person lending their skills and talents to the organization to help it succeed. Any person willing to trade their labor, knowledge, or time for compensation in an effort to improve the organization is a human resource. It doesn't matter if they're part-time, full-time, freelance, or contract employees (Frasch, Shadovitz and Shelly (2009).

Human resource development theorists Swanson (2001), Swart, et al. (2012). sees human resource development as a process in which employee competence is developed through measures such as organizational development and staff training and development, while at the same time improving performance. According to this author, the three main areas of application in human resource development are human resource management, career development, and quality improvement.

One of the main reasons for human importance is the development of resources in the current competitive arena to see how human resources have changed over time. Major changes over time are presented across six styles of emotional leadership (Castillo, Fernandez & Sallan, 2018).

1. The Authoritative (Visionary) Leader. People using the Authoritative leadership style are inspiring, and they move people toward a common goal.

2. The Coaching Leader. The Coaching leadership style connects people's personal goals with the organization's goals.

3. The Affiliative Leader. The Affiliative leadership style promotes harmony within the team. This style connects people together, encouraging inclusion and resolving conflict.

4. The Democratic Leader. The Democratic leadership style focuses on collaboration. Leaders using this leadership style actively seek input from their teams, and they rely more on listening than directing.

5. The Pacesetter Leader. The Pacesetter leadership style focuses on performance and meeting goals. Leaders using this leadership style expect excellence from their teams, and often the leader will jump in him or herself to make sure that goals are met.

6. The Coercive (Commanding) Leader. Coercive leaders use an autocratic approach to leadership. This style often depends on orders, the (often unspoken) threat of punishment, and tight control. People in modern, democratic countries are used to having a level of control over their lives and their work, and this approach deprives them of his. What's more, because this leadership style is so often misused, it can have a profoundly negative effect on a team.

Theoretical concept of team work organization

Cerneciene (2005) argues that the pace of life is very fast, so in order to remain competitive and innovative, organizations must not only expand, but also change the internal structure of the organization itself. The challenges facing the world and organizations are so complex that collaboration between people with common goals is essential. Salas and al. (2015) strengths to improve team performance, this is called teamwork. Teamwork is important, effective teamwork is about innovation, safety, fewer mistakes and saving lives (Hughes et al., 2016; Hülshager et al., 2009). The efficiency of the organization's work and the achievement of the set goals depend on a perfectly assembled team, which is increasingly understood by the leaders of the organizations.

Effective teamwork is, on the one hand, the articulation of actions in different fields from the recognition of their interdependence and, in addition, the need for complementarity between instrumental and communicative action (Cucolo et al, 2021). Teamwork is described very similarly by other researchers, who argue that effective teamwork depends on accurate, frequent, timely, and problem-solving communication based on shared goals, shared knowledge, and mutual respect (Nembhard et al, 2020). It could be concluded that in teamwork, as in all other areas of life, communication is important, it provides clarity and facilitates the success and achievement of common goals. Finally, there is an increasing need for various organizations to cooperate and collaborate to achieve desired goals. Dromantas (2007) states that so far researchers have been more interested in team building than practitioners. For most organizations, teamwork was just an attractive idea, but did not play a significant role in the success of the organization. The role of teamwork in work organizations is complicated and unexplored. If an organization does not have a precise teamwork practice and does not have a clear organizational plan, then teamwork will not succeed as well as it is described and praised in many scientific articles. To date, teamwork, or more precisely, effective teamwork, is being explored more and more "deeply", so it is seen that the team is a means of organizing work in such a way that individuals can do more than one person at a time (Bell et al, 2018).

People who influence each other for a common goal and are related to each other are called a team. Teams are now everywhere, in many areas of science, work and the arts – teams predominate in aviation,

the military, business, space, academia and healthcare. Finally, teamwork is one form of interprofessional work combined with interprofessional collaboration and collaborative practices, and this collaboration can take place in a team or in collaboration with users and the community (Peduzzi et al. 2020).

Teams that perform their tasks successfully are effective. Teamwork involves performing the exact tasks that team members must perform to achieve team goals. As I began to search for information, I saw that there are many reviews designed to highlight the different conditions and processes that can affect teamwork.

We have found that there are five specific phases to the performance of these teams driving the strategy that enables them to perform and scale as the company grows; thus, our model acronym helps us to describe these five phases (Mason, 2020).

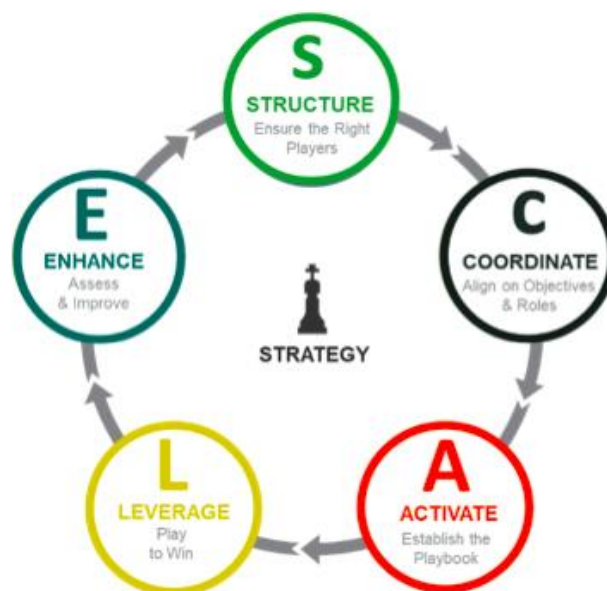


Fig. 2. Five phases of team performance activities (Mason, 2020)

Structure – in the first phase, teams must be sure that they have the right players on the team. Do you have the right team members with the right skills and the right attitudes in the right roles? Do you have a reason to exist as a team, other than just an organization reporting structure? Are you aligned with the strategy for growth?

Coordinate – You need to confirm the understanding of the business strategy across the team and then focus on shaping the team priorities and how they relate and support the business strategy. Using Summit's proprietary Executive Team

Diagnostic, we see on average that 60% of executives buy into their company's strategy, but only 33% believe they are aligned on how to execute it. Once the direction and priorities are clear, the team needs to work on ensuring that they have a clear operating model. In other words, are they clear on the alignment of deliverables, operating protocols, and each member's role and responsibility within the context of the plan?

Activate – To unlock the potential in the team and discover synergies, members must agree on how to work together as a team. This means that they have designed the best communication channels, determined the culture of the team, and ultimately increased the trust. Our research shows that high trust in teams is the catalyst to creating flow and reducing dissonance while fostering candor. Ultimately this leads to better decision making, innovation, and performance.

Leverage – Once the teams are running the business, interacting with each other regularly and mobilizing the organization around the growth agenda, they must find a way to sustain what they have over time. They should regularly provide peer feedback and hold each other accountable. Our research shows average management teams expect the CEO to hold the team accountable. However, the highest performing teams can hold each other accountable at the peer group level. Productive conflict is essential to growth, yet only 15% of executive teams surveyed say that conflict is addressed in an open and direct manner within their teams.

Enhance – In many ways, what we choose to measure and track shapes what we do as people and as a team. In the enhance phase, members set up how they will continuously measure the team's contribution to the business strategy based on their agreements from the prior phases. To remain agile, adapting to the needs of the business, and sustain momentum, teams should consistently check themselves against the critical outcomes that focus on results and behaviors and adjust accordingly. In our proprietary assessment, the lowest rating is usually the team's assessment of how well they are working together, and this requires continuous maintenance.

The concept of advertising in sports and tourism organizations

In recent years, sports activity has been gaining in popularity all over the world. The same concerns sports tourism, especially if it takes the form

of participating in large sporting events (Mokras-Grabowska, 2016). Interest in sports tourism is the result of a growing need for intense emotions and impressions as well as an increasing amount of leisure time and higher incomes. This can be observed in the development of a range of active ways of spending free time, as well as the growth of leisure itself which has led to the development of many new forms of active tourism and sports disciplines, as well as their continuous modification.

Nji, (2011) contend that the relationship between sport and tourism in modern times is symbiotic, indicating that it is not only sport that furthers tourism by offering an everincreasing range of valued visitor experiences, but tourism also acts upon sport. As globalization advances, the interdependence fosters new and exciting possibilities for enriching tourist experiences through sport and for enhancing sport development through tourism.

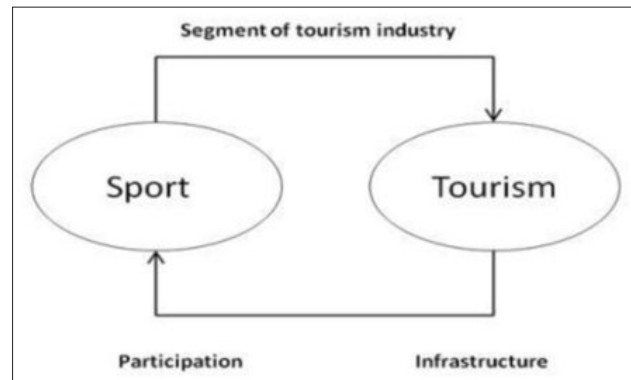


Fig. 3. Interdependence of sport and tourism (Nji, (2011))

According to the model, not only does tourism influence sport participation, but sport infrastructure has also followed examples established by the tourism industry.

A similar classification of sports tourism was presented by Mokras-Grabowska [36], who distinguished (Figure 3) outdoor and indoor sports tourism (active sports tourism, meaning various sports disciplines), fan tourism (watching sporting events), nostalgia sports tourism (visiting sports facilities, both modern and historical) and the tourism of sportsmen and women (competitors travelling to sporting events).

The concept and essence of advertising

Advertising is one of the most common and well-known elements of integrated marketing communication. Janoschka (2004) defines advertising

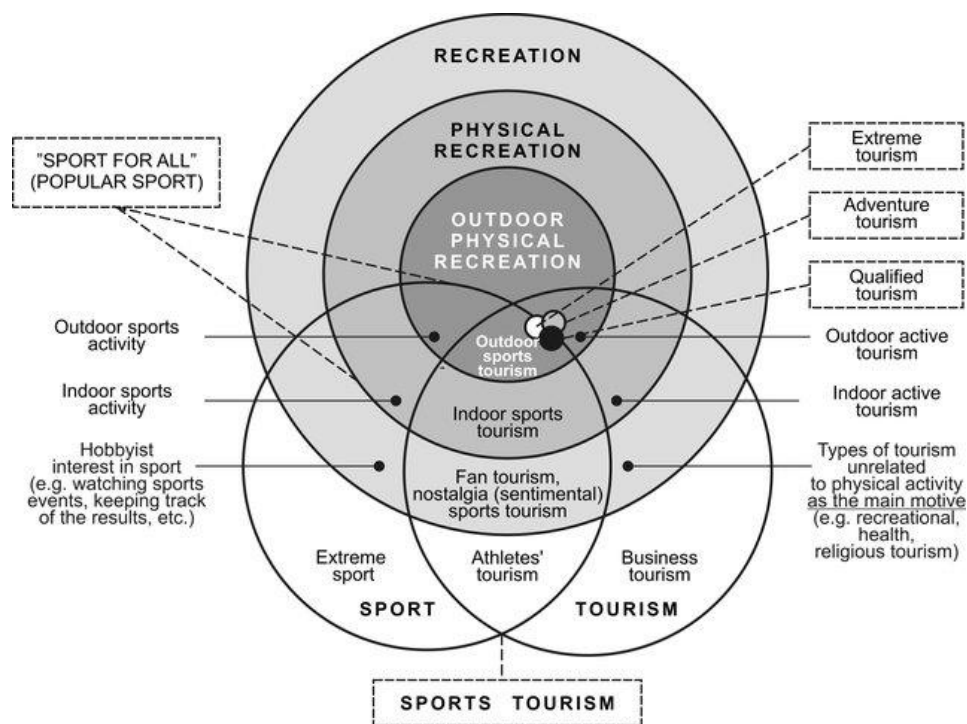


Fig. 4. Model of the relationships between recreation, sport and tourism (Mokras-Grabowska, 2016)

very briefly, but clearly, according to her advertising – the company’s external communication.

Kotler et al. (2009) describes advertising as the dissemination of non-personal information about goods or services in return for payment. Advertising can also be defined as non-personal communication about an organization and its products that is targeted at a selected segment through mass media such as radio, television, newspapers, magazines, emails, public transport, outdoor advertising or catalogs [39].

Another definition of advertising was provided by Hisrich [40]. He interprets the concept of advertising as not a personal sale or as one of the elements of a company’s sponsorship package – a means of informing the public that includes all corporate advertising. Advertising is a means of helping to present goods or services to the public.

Summarizing the presented advertising concepts, it can be stated that many authors refer to advertising as a certain communication of the organization to consumers. When examining advertising, its functions can also be distinguished. Lee and Johnson (2005) distinguish the following main advertising functions:

- Information function. It disseminates information about the product, its features and point of sale, as well as information to consumers about new products;

- Persuasion function. The purpose of this function is to persuade consumers to purchase a product or to change their attitude towards an organization or product;

- Reminder function. The purpose of this feature is to remind consumers about the product and its benefits and to encourage them to choose the product being promoted over a similar one offered by competitors.

In his book, Tayal, Gupta (2005) distinguishes slightly different functions and purposes of advertising:

1. Create a need. Advertising seeks to stimulate demand from businesses by introducing them to new products or services. It attracts attention, creates interest, and increases the desire (desire) of the product for the consumer. Advertising seems to expand the market for a product, influencing the buying behavior of future consumers. It encourages prospective consumers to buy the product.

2. Look at the competition. Advertising is designed to beat competitors. The aim is to develop consumer loyalty to the advertised product and to attract long-term (regular) users of that product. Advertising helps maintain a created need by building consumer confidence in the product being promoted.

3. Reputation building. A well-planned advertising program (campaign) creates a good

reputation for the entire organization and its products. Advertising increases the prestige of an advertising organization by highlighting the benefits that a consumer will receive when purchasing a product or service. Advertising creates a brand image.

4. Help the seller. Advertising facilitates the sale of products because it creates product awareness and demand, making it easier to sell goods.

5. Introduce new products. Advertising is useful in launching new products and promoting them. It helps to convince consumers of the advantages of a new product over similar products already on the market.

Sport and tourism is the most prevalent leisure time activity (Reihani & Khatibzadeh, 2021) and it has become a growing phenomenon in recent decades. Hence, many countries pay attention to research, planning, investment and marketing in this industry (Abbasi, 2011). Paying attention to marketing would lead to sport tourism development. Tourism marketing is a special issue (Ehsani, 2010) and it's considered as the most important factor in sport tourism development in Iran (Moein Fard, M (2008). Marketing is an administrative process that includes planning activities, providing Sport and tourism products and attracting

Conclusions and practical recommendations

1. Organizational teamwork and climate are defined in the scientific literature as significant parameters of human resource management. Nevertheless, not only "teamwork" but also the "climate" of the organization is not characterized by an unambiguous interpretation of concepts. So far, there is no unified structure of the concept of "climate" in organizational psychology and human resource management, with some authors emphasizing one interpretation and another. This suggests that research examining the organizational structure of an organization is relevant to science and management practice.

2. Many authors define "team" and "group" as a homogeneous concept. However, the "team" more than the "group" reflects the higher quality of organizational interaction between employees, i. y. every team is a group, but not every group can be treated as a team (in a qualitative sense). Quantitatively, the size of the team (volume) is limited to two to fifteen employees.

3. The analysis of literature sources has shown that there is a scientific and didactic literature in Lithuania, in which teamwork and organizational climate are shed light on theory. Teamwork is relatively more widely disclosed. However, there is a great lack of scientific literature on how teamwork and the organizational climate should and could be diagnosed in human resource management. There are many tests of teamwork and organizational climate in the West, they are missing in our country or they are still being developed. The arguments presented show that the construction and adaptation of diagnostic tools for human resource management is a relevant scientific task.

4. Advertising can be divided into product and organization advertising. Or it can be further subdivided into channels that "carry" advertising. Each type of advertisement is different and has different advantages and disadvantages, so when choosing an advertisement, you need to think about which type it belongs to and use it correctly without misleading the consumer. As sports and tourism activities become increasingly commercialized and operate in the same way as other organizations. In these organizations, one of the main management functions is marketing. Sports and tourism-oriented sports and tourism organizations need to have a significant connection to the entire marketing mix. This means that the activities of preparing the service include the plan and time itself, the processes of purchasing services, the processes of going to a sports or tourism destination. The price of services is another factor influencing the combination of sports and tourism marketing. This suggests that the prices of goods and services should be attractive to consumers (tourists). An important factor influencing the combination of sports and tourism marketing is location. This means that the availability and quality of services are very important for consumers and tourists of sports services. This result confirms that if tourists can easily travel to different places, they will experience a higher quality of service. Access to sports venues should also be considered. Convenient access to the sports venue reduces the time and cost of the sports service and creates a pleasant experience for them. In summary, all the components of advertising are important and have a significant connection with the sports and tourism marketing complex.

References

- Abbasi et al., 2011 Abbasi, A., Moein Fard, M.R., & Khabiri, M. (2011). *A survey of the product as a marketing mix element in Iran sport tourism*. Proceedings of the National Conference of Physical Education in Iran.
- Basevičiūtė, I. (2020). Darbuotojų nuomonės apie komandinį darbą N perinatologijos centre įvertinimas. Kaunas ; LSMU.
- Bell, S. T., Brown, S. G., Colaneri, A., & Outland, N. (2018). Team composition and the ABCs of teamwork. *American Psychologist*, 73(4), 349–362.
- Castillo, C., Fernandez, V., & Sallan, J. M. (2018). The six emotional stages of organizational change. *Journal of organizational change management*. *Journal of Organizational Change Management*, 31(3), 468–493.
- Černeckienė, I. (2005). *Organizacinio komandinio darbo ir klimato raiškos ypatumai reklamos agentūroje* (Doctoral dissertation). Šiauliai : Šiauliai University.
- Corinne Mason (2020). *High Performing Leadership Teams are able to SCALE their performance to drive business results*.
- Cucolo, D. F., Souza, P. G., de Miranda, F. M., Mininel, V. A., & da Silva, J. A. M. (2021). Clima de trabalho em equipe e qualidade do cuidado na atenção primária à saúde Teamwork climate and quality in primary health care. *Brazilian Journal of Health Review*, 4(3), 12618–12635.
- Davidson, T. J., & Sanderson, P. M. (2022). A review of the effects of head-worn displays on teamwork for emergency response. *Ergonomics*, 65(2), 188–218.
- Dibb, S., Simkin, L. (2001). *Marketing briefs— a revision and study guide*. Oxford: Boston : Butterworth-Heinemann
- Driskell, J. E., Salas, E., & Driskell, T. (2018). Foundations of teamwork and collaboration. *American Psychologist*, 73(4), 334.
- Dromantas, M. (2007). Komandinio darbo vaidmuo šiuolaikinėje darbo organizacijoje. *Viešoji Politika ir Administravimas* [Internet], 22, 29–40.
- Dromantas, M. (2008). Komandinis darbas Lietuvos organizacijose: diagnostinis aspektas. *Vadybos mokslas ir studijos-kaimo verslų ir jų infrastruktūros plėtrai*, 4, 50–57.
- Dromantas, M. (2014). Komandinio darbo vaidmuo šiuolaikinėje darbo organizacijoje. *Viešoji politika ir administravimas*, 22, 29–40.
- Dromantas, M., & Merkys, G. (2004). The Possibilities of Assessment Command Work by “Team Pulls ” Test in Small and Medium Business Organizations. *Public Policy and Administration*, 1(8), 89–98.
- Ehsani, M. Honarvar, A., Eftekhari, R., Honari, H., & Jordan, F. (2010). Determining important elements in quality of sport tourism packages in Iran, *Journal of Harakat (Sport management)*, 2(4), 5–25.
- Frasch, K. B., Shadovitz, D., & Shelly, J. (2009). There’s No Whining in HR. Human Resource Executive Online.
- Genutienė, G. (2022). *Slaugytojų suvokimas apie komandinį darbą slaugant COVID-19 liga sergančius pacientus* (Doctoral dissertation), Klaipėda : Klaipėdos universitetas.
- Godin, J., Leader, L., Gibson, N., Marshall, B., Poddar, A., Cardon, P.W. (2017). Virtual teamwork training: Factors influencing the acceptance of collaboration technology. *International Journal Informations. Communication. Technology*. 10, 5–23.
- Gražulis, V. (2014). *Komandinis darbas organizacijoje*. Vilnius : MRU.
- Gražulis, V., Račelytė, D., Dačiulytė, R., Valickas, A., Adamonienė, R., Sudnickas, T., & Raišienė, A. G. (2015). *Žmogiškųjų išteklių valdymas*. Vilnius : MRU.
- Grigonienė, J. (2017). *Neatliktų arba uždelstų standartinių slaugos veiksmų analizė ir sąsajos su slaugos personalo komandiniu darbu*. Kaunas : LSMU.
- Haberland, G. S., & Dacin, P. A. (1992). *The development of a measure to assess viewers’ judgments of the creativity of an advertisement: A preliminary study*. ACR North American Advances.
- Heathfield, S. M. (2019). Executive support and leadership in change management.
- Hisrich, R. D. (2000). *Marketing*. New York : Barron’s.
- Hughes, A. M., Gregory, M. E., Joseph, D. L., Sonesh, S. C., Marlow, S. L., Lacerenza, C. N., ... & Salas, E. (2016). Saving lives: A meta-analysis of team training in healthcare. *Journal of Applied Psychology*, 101(9), 1266.
- Hülshager, U. R., Anderson, N., & Salgado, J. F. (2009). Team-level predictors of innovationat work: A comprehensive meta-analysis spanning three decades of research. *Journal of Applied Psychology*, 94, 1128–1145
- Janoschka, A. (2004). Web advertising: new forms of communication on the Internet (Vol. 131). *John Benjamins Publishing*.
- Kotler Ph., Keller K. L., Brady M., Goodman M., & Hansen T.(2009). *Marketing Management*. Paris : Pearson Education France.
- Lee, M., & Johnson, C. (2005). *Principles of advertising— a global perspective*. New York : Haworth Press New York : Haworth Press.

- Marmienė, L., Kalėdienė, R., Kaselienė, S., & Vladičkienė, J. (2015). Gydytojų ir slaugytojų požiūris į komandinį darbą Lietuvos bendrojo pobūdžio ligoninėse. *Visuomenės sveikata*, 2(69), 48–55.
- Mercanti-Guérin, M. (2008). Consumers' perception of the creativity of advertisements: development of a valid measurement scale. *Recherche et Applications en Marketing (English Edition)*, 23(4), 97–118.
- Moein Fard, M. R. (2008). *A survey of the Situation of Sports Tourism and designing its development model*. Ph. D. thesis, Tehran Tarbiat Moallem University.
- Mokras-Grabowska, J. (2016). Sports tourism: terminological discussion. *TuryzTourism*, 26(1), 13–18.
- Mokras-Grabowska, J. (2016). Sports tourism: terminological discussion. *Tourism*, 26(1), 13–18.
- Nembhard, I. M., Burns, L. R., & Shortell, S. M. (2020). Responding to Covid-19: lessons from management research. *NEJM Catalyst Innovations in Care Delivery*, 1(2).
- Nji, B. H. K. (2011). Residents' perceptions Of The 2010 Fifa World Cup Three Months Prior To The Event: A Case Study Of A Suburb In Cape Town, South Africa (Doctoral dissertation). Cape Peninsula University of Technology.
- Peduzzi, M., Agreli, H. L. F., Silva, J. A. M. D., & Souza, H. S. D. (2020). Teamwork: revisiting the concept and its developments in inter-professional work. *Trabalho, educação e saúde*, 18, 1–20.
- Prada, E. D., Mareque, M., & Pino-Juste, M. (2022). Teamwork skills in higher education: is university training contributing to their mastery? *Psicologia: Reflexão e Crítica*, 35.
- Raghavan N. R. S., Cafeo J. A. (2009). The art of successful product launches. New York : Springer.
- Reihani, E., & Khatibzadeh, M. (2021). Marketing Mix in Sport Tourism Context. *Journal of New Studies in Sport Management*, 2(3), 247–255.
- Salas, E., Shuffler, M. L., Thayer, A. L., Bedwell, W. L., & Lazzara, E. H. (2015). Understanding and improving teamwork in organizations: A scientifically based practical guide. *Human resource management*, 54(4), 599–622.
- Seilius, A. (2000). Grupinio darbo principų analizė. *Tiltai*, 4, 1–10.
- Swanson, R. A. (2001). Human Resource Development and Its Underlying Theory. *Human Resource Development International*, 4(3), 299–312.
- Swart, J., Mann, C., Brown, S., & Price, A. (2012). Human resource development. Routledge.
- Szalados, J. E. (2021). The Science of Teamwork in Healthcare: Importance to Patient Outcome. In: Szalados J.E. (eds) *The Medical-Legal Aspects of Acute Care Medicine*. Springer, Cham.
- Tayal, B. B., Gupta, C. B. (2005). *Politics, Ethics and Social Responsibility of Business*. New Delhi : Sultan Chand & Sons.

ШВАГЖДЕНЕ, БИРУТА – професор, доктор наук
кафедри Менеджменту спорту і туризму,
Литовський Університет Спорту (Каунас, Литва)
E-mail: biruta.svagzdienne@lsu.lt
ORCID ID: <https://orcid.org/0000-0001-6016-6019>

БОЯРЧЕНЕ, НАТАЛІЯ – магістр програми менеджменту туризму і спорту,
Кафедра менеджменту туризму і спорту Литовського Університету Спорту,
Литовський Університет Спорту (Каунас, Литва)
E-mail: natalija.bojarciene@stud.lsu.lt
ORCID ID: <https://0000-0003-3514-770X>

БРАДАУСКЕНЕ, КРИСТІНА – доктор наук, доцент
кафедри наук тренування Литовського Університету Спорту,
Литовський Університет Спорту (Каунас, Литва)
E-mail: kristina.bradauskiene@lsu.lt
ORCID ID: <https://0000-0003-2363-2679>

КОМАНДНА РОБОТА: АСПЕКТИ СТВОРЕННЯ РЕКЛАМИ ПОСЛУГ ТУРИЗМУ ТА СПОРТУ

Анотація

Метою компаній, що надають спортивні та туристичні послуги, є продаж наданих послуг, тому особливо важливо правильно проводити організаційну діяльність. Виклики, які стоять перед світом і організаціями, настільки складні, що дуже важливою є співпраця між людьми зі спільними цілями. Команда – це засіб організації роботи,

щоб окремі особи могли виконувати одночасно більше ніж одну людину. Така робота важлива, ефективна та передбачає інновації, безпеку та менше помилок. За допомогою реклами помічаються нові культурні партнерства та форми, а історії стають різноманітнішими. З'являються змістовні твори мистецтва в публічних просторах, інноваційні ініціативи громад. Розвиток рекламних послуг у сфері спорту та туризму є невід'ємною частиною, оскільки ці сфери вважаються одними з найбільш перспективних та динамічних бізнесів у світі. Сформульовано проблему дослідження: Як організована командна робота у розвитку спортивно-туристичних послуг за допомогою реклами? Дослідники відзначають, що в організаціях, де професіонали з різних сфер працюють разом, команди досягають кращих результатів, витрачають менше витрат і часу, а також роблять організацію більш ефективною. Метою дослідження є проведення аналізу командної роботи в організації просування спортивних і туристичних послуг. Для досягнення мети обговорюється сутність командної роботи, особливості управління людськими ресурсами в сучасній організації, представлена реклама спортивно-туристичної організації та визначено ефективність застосування. Результат буде залежати від точного, частого, своєчасного спілкування та спілкування, яке вирішує проблеми, засноване на спільних цілях, знаннях та взаємній повазі. Наукова проблема. Як розуміти командну роботу: у плані створення реклами туристичних і спортивних послуг? Мета статті. Розкрити командну роботу в аспекті створення реклами туристичних і спортивних послуг. Об'єкт: командна робота при розробці сервісної реклами. Завдання: 1. Розкрито особливості управління людськими ресурсами в сучасній організації. 2. Обговоріть командну роботу та організаційний клімат. 3. Розкрити поняття реклами в спортивно-туристських організаціях. Методи: аналіз, систематизація та інтерпретація наукової літератури.

Ключові слова: командна робота, туризм, спорт, реклама послуг, створення.

The Author(s) 2022

This is an open access article under
the Creative Commons CC BY license

Received date 10.03.2022

Accepted date 01.04.2022

Published date 10.04.2022

How to cite: Biruta, Svagzdiene, Kristina, Bradauskiene, & Natalja, Bojarciene. Teamwork: tourism and sport service advertising creation aspects. *Humanities studies: Collection of Scientific Papers / Ed. V. Voronkova. Zaporozhzhia : Publishing house "Helvetica", 2022. 11 (88). P. 184–192.*
doi: <https://doi.org/10.26661/hst-2022-11-88-19>