

SERVICE DESIGN RESEARCH ANALYSIS IN UTENA DISTRICT (LITHUANIA) TOURIST ATTRACTIONS

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ABSTRACT

Motives: Utena District (Lithuania), with its rich cultural and natural heritage, holds significant potential for tourism development. However, to compete successfully with other regions, continuous improvement of services is essential. *The decision to conduct service design research* was driven by its ability to uncover deficiencies in service provision and pinpoint avenues for improvement, ultimately leading to the development of services that perfectly align with customer needs and expectations.

Aim: The purpose of the research is to conduct a service design research analysis in tourist attractions of the Utena district (Lithuania).

Results: It is concluded that the respondents were most encouraged to visit the Utena district by entertainment / relaxation near lakes and other water bodies, cultural and entertainment events taking place in the district, holidays, visiting relatives and friends, cultural and architectural-historical objects.

Keywords: tourism, service design, tourist attractions, Utena district, Lithuania

INTRODUCTION

Tourism, a dynamic and growing industry, requires continuous innovation. The modern traveler, seeking authentic experiences and high-quality services, has raised the bar for tourism providers. Service design has emerged as a strategic approach to meet these demands. By enabling the creation of unique and memorable travel experiences, service design attracts more tourists, fosters loyalty, and enhances a destination's reputation.

Relevance of the topic

Fundamentally, service design in tourism is about delivering value to the consumer. In the travel industry, it means creating services that are user-friendly, easy to access and fun for travelers. While the creation of services designed to deliver memorable and satisfying customer experiences has long been a focus, particularly within the tourism sector, the intentional *design* of service experiences as a distinct management discipline with its own principles, methods, and tools

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constitutes a relatively recent approach. Service design is an emerging discipline with significant potential within the tourism sector. The inherent service and customer focus of tourism businesses, coupled with a growing body of academic research in both tourism and service design, presents a mutually beneficial opportunity for both fields. Utena District, with its rich cultural and natural heritage, holds significant potential for tourism development. However, to compete successfully with other regions, continuous improvement of services is essential. The decision to conduct service design research was driven by its ability to uncover deficiencies in service provision and pinpoint avenues for improvement, ultimately leading to the development of services that perfectly align with customer needs and expectations.

The scientific problem of this research is formulated as a question – what is the service design of Utena district tourist attractions?

The service design research analysis in tourist attractions was analyzed by Lithuanian and foreign researchers, as Jamieson and Hassan (2023), Ying et al. (2022), Morelli et al. (2021), Stickdorn et al. (2018), Hara et al. (2016), Grauslund and Justenlund (2015), Juozulynas (2014), Untersteiner (2015), Stickdorn and Schneider (2012), Nisula (2012), Meroni Sangiorgi (2011), Stickdorn and Zehrer (2009), Holmlid and Evenson (2008), Moritz (2005), Storbacka and Lehtinen (2001) and others.

The object of the research is service design at tourist attractions.

The purpose of the research is to analyze and evaluate the service design at tourist attractions in the Utena district and propose measures for its improvement.

Research tasks are:

1. Analyze the theoretical aspects of service design in tourist attractions.
2. Examine the service design at tourist attractions in the Utena district.

METHODOLOGY

During the research, a quantitative survey (questionnaire survey) was conducted. Data were collected using two primary methods: a comprehensive analysis of scientific literature and sources (undertaken to analyze the theoretical aspects of service design in tourist attractions) and a quantitative questionnaire survey. Recent scientific literature and articles in Lithuanian and foreign languages were analyzed. The research is considered exploratory.

The questionnaire survey was conducted between October and November 2024. The survey targeted residents of the Utena district. The survey link was distributed online via the portal www.apklausa.lt and social networks. A total of 209 respondents participated in the survey.

LITERATURE REVIEW

Tourism is a dynamic sector where travelers are constantly seeking new, exciting and authentic experiences. They actively choose their destinations, considering various factors such as attractions, opportunities for active leisure, accommodation options, and overall travel experience. Grauslund and Justenlund (2015) defines a destination as a geographic area (community, region, country, or continent) that the respective visitor (or a visitor segment) selects as a travel destination. It encompasses all necessary amenities for a stay, including accommodation, catering, entertainment, and activities. It is therefore the actual competitive unit within incoming tourism, which must be run as a strategic business unit.

According to Stickdorn and Zehrer (2009) successful destinations combine diverse services, which can be structured as the 6 A's of tourism destinations: 1) Attractions can be natural (e.g., mountains, lakes, beaches), artificial (e.g., landmark buildings, amusement parks) or cultural (e.g., ritual places/events); 2) Accessibility encompasses both the ease of reaching a destination (transport to) and navigating within it (transport within); 3) Amenities encompass all services that facilitate a convenient stay, including accom-

modation, dining, and leisure activities; 4) Available packages refer to bundled services designed to highlight specific, unique features of a destination to tourists; 5) Activities encompass the motivations for travel within a destination, including both active pursuits (e.g., hiking, swimming, skiing) and passive ones (e.g., sunbathing, wellness); 6) Ancillary services are those essential services of daily use that are not directly related to tourism, such as healthcare, postal services, and telecommunications.

Understanding these elements – attractions, accessibility, amenities, available packages, activities, and ancillary services – is crucial for successful destination development. However, simply providing these components is not enough. Service design focuses on how these elements are integrated and presented to create a cohesive and enjoyable visitor experience. It is important to note that, at the destination level, the delivery of quality visitor services and experiences is complex, given that different stakeholders deliver these six attributes.

The origins of the term “design” are debated. While the concept of deliberate planning and creation predates the printing press, its modern usage is often traced to the rise of industrial production in the 19th and 20th centuries. Early design movements, such as the Arts and Crafts movement, emphasized craftsmanship and functionality, aligning with the broader social and intellectual currents of the time. However, in the mid-20th century, design became increasingly associated with aesthetic considerations, particularly in fields like graphic design and industrial design. This emphasis on form and visual appeal, while significant, led to a narrowing of the discipline’s scope. In recent decades, there has been a growing movement to re-emphasize the user-centered and problem-solving aspects of design, emphasizing its role in creating innovative and meaningful solutions that address human needs and improve quality of life (Economic Research Centre, 2014).

Moritz (2005) suggests that design helps to innovate (create new) or improve (existing) services to make them more useful, desirable for clients, as well as efficient and practical for organizations. Service

design is a human-centered and holistic process that involves a continuous and collaborative approach prioritizing user needs. The term *service design* emerged when the relevance of services in economic activities became evident and the need to properly organize the activities in a service emerged.

One of the earliest descriptions of service design defined it as the planning and shaping of useful, usable, desirable, effective and efficient service experiences’ (Moritz, 2005). However, more recently, service design has increasingly been considered an ‘attitude’ or ‘way of thinking’ related to providing services that meet customer needs (Stickdorn & Schneider, 2012).

Service design assumes the customer/user as the starting point or lens into a specific service and through the use of creative, human-centered and user-participatory methods, models how the service can be performed. At the same time, service design integrates the possibilities and means to perform a service with the desired qualities, within the economic and strategic intent of an organization (Holmlid & Evenson, 2008). Service design is not a homogeneous, clearly defined concept. It emerges from the confluence of diverse disciplines and elements, emphasizing its interdisciplinary nature. Service design links the logic of design thinking, the increasing importance of services, and entrepreneurial aspects to create a set of holistic experiences that satisfy both consumer and organizational needs (Nisula, 2012).

Service design is a human-centred, creative approach to services and service innovation (Meroni & Sangiorgi, 2011). It is a service development method that balances the needs of users and businesses to create seamless, high-quality services and ensure business sustainability. Users encounter design before, during, and after the service (Bernytė & Tutlytė, 2020). Service design can be used to innovate or improve existing services, making them more useful, convenient and desirable for customers and more efficient and effective for organisations (Moritz, 2005). Thus, service design is not a homogeneous, clearly defined concept; rather, it is an interdisciplinary combination of design, management, marketing and research. According to Juozulynas (2014), service design incorporates design

thinking, service dominance and entrepreneurship to create holistic experiences that meet the needs of users and organisations.

The role of customers in producing products and services has clearly changed as a result of the development of information and internet technologies (Hara et al., 2016). The customer, also known as the producing consumer, may not only be a payer and a consumer, but also a quality controller, co-producer and/or co-markete (Storbacka & Lehtinen, 2001).

Service design, originally defined as planning and shaping useful, usable, desirable, effective, and efficient service experiences, has evolved into an attitude or way of thinking focused on meeting customer needs. It's a human-centered, creative approach to service innovation, balancing user and business needs to create seamless, high-quality, and sustainable services. Service design is interdisciplinary, blending design, management, marketing, and research to improve or innovate existing services, making them more useful and desirable for customers and more efficient for organizations. The rise of information technology has also transformed the customer's role; they are now often co-producers, quality controllers, and co-markete, not just consumers.

Service design is a human-centered approach to creating and improving services. It balances user needs with business goals to ensure seamless, high-quality service delivery and long-term business viability. Users are actively involved in the design process throughout the service lifecycle, from initial concept development to service delivery and ongoing improvement (Morelli et al., 2021). Service design is defined as a structured service development process that is shaped in accordance with the needs and expectations of the customer (Ying et al., 2022). Service design involves the orchestration of clues, places, processes, and interactions that together create holistic service experiences for customers, clients, employees, business partners, or citizens (Untersteiner, 2015).

In essence, service design is a human-centered approach that focuses on improving services by understanding and meeting user needs. It integrates design

thinking, user participation, and business objectives to create seamless and valuable experiences. Service design emphasizes a holistic perspective, considering all aspects of the service delivery process, from the customer's viewpoint to organizational efficiency. This interdisciplinary field aims to innovate and enhance services by making them more useful, desirable, and efficient for both users and organizations.

According to Untersteiner (2015) the management of a tourism destination encompasses (1) planning (strategy, development, implementation and controlling of all activities) (2) coordination of products (information, design and/or support of products and service quality), players (participating actively to enhance the destinations' attractiveness), processes (as interface between companies to enhance cooperation); and pricing, (3) marketing (promotion) as well as (4) representation of interests (touristic, population, local and regional policy). Jamieson and Hassan (2023) state that service design can help solve some important challenges faced by destinations. Services design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and efficient, as well as effective for destinations. The competitiveness of a tourist destination is not only determined by political and strategic factors or marketing skills but is also based on the ability of product development, packaging and innovation (Jamieson & Hassan, 2023).

Service design is based on a series of five principles, best articulated by Stickdorn and Schneider (2012). The five principles are user-centered, co-creative (ensuring all stakeholders are involved in the process), sequencing (dividing service systems into processes), evidencing (looking at service experiences with clearly identified impacts and results), and holistic. These principles drive the service design process, which can involve a series of steps, including understanding the vision and goals of the client, brainstorming, assessing the market, understanding the challenges, understanding the user through a range of techniques, including personas, and developing and testing prototypes.

Stickdorn et al. (2018) collect 6 core principles of service design: 1) **Human-Centered**: the service is designed with the end user in mind, considering the experiences and perspectives of all individuals involved. This includes understanding customer needs, expectations, and behaviors, as well as taking into account the viewpoints of other stakeholders, such as employees; 2) **Collaborative**: service design is a team effort involving professionals from various disciplines. All stakeholders are actively engaged throughout the design process, fostering a collaborative environment; 3) **Iterative**: service design is an ongoing process of exploration, adaptation, and experimentation. Designers create prototypes, test them with users, and refine the service based on feedback; 4) **Sequential**: services are viewed as a series of interconnected actions. Visualizing and understanding how these actions relate to one another is crucial for creating a seamless user experience; 5) **Reality-Based**: service design is grounded in real-world data and insights. Designers conduct research, create prototypes, and test them in real-life settings; 6) **Holistic**: services are designed to meet the needs of all stakeholders, ensuring sustainability and long-term success. This includes considering the needs of customers, employees, and the business as a whole.

These principles of service design, emphasizing user-centricity, collaboration, and a holistic approach, offer valuable frameworks for enhancing the tourist experience at attractions. By understanding visitor needs, involving stakeholders like local communities and businesses, and considering the entire visitor journey, attractions can create more memorable and satisfying experiences. This can involve optimizing visitor flow, improving accessibility, enhancing storytelling, and developing sustainable practices that benefit both tourists and the local environment. By applying these principles, tourist attractions can differentiate themselves, increase visitor satisfaction, and contribute to the overall success of the tourism industry.

Service design is a multidisciplinary, human-centered approach that focuses on creating and improving services to meet the needs and expectations

of users while achieving organizational goals. In the tourism sector, service design plays a crucial role in enhancing the quality and appeal of tourist destinations by integrating attractions, accessibility, amenities, and activities into cohesive and memorable visitor experiences. Its significance lies in the ability to foster innovation, improve service delivery, and ensure user satisfaction by involving stakeholders in the design process. By applying service design principles, tourist attractions can not only increase their competitiveness but also contribute to sustainable tourism development and long-term destination success.

MATERIALS AND METHODS

Research sample

The survey targeted residents of the Utena district. The questionnaire survey was conducted between October and November 2024. A total of 209 respondents participated in the survey. According to data from the Lithuanian Department of Statistics, the Utena district had 37,555 residents in 2023. To determine a sufficient sample size for representativeness, the Paniotto formula was applied: $n = 1/(\Delta^2 + 1/N)$, where: n – sample size; Δ – permissible error; N – population size. Based on the Paniotto formula, a sufficient sample size to ensure representativeness was calculated to be $n = 204$. The achieved sample size of 209 exceeds the required size.

Research methodology and tools

The research employed a quantitative approach, utilizing a questionnaire survey as the primary data collection tool. A questionnaire consisting of 21 questions was designed for this purpose. The introductory section of the questionnaire informed respondents about the study's purpose, how the collected data would be used, and ensured anonymity. The questionnaire was structured into the following thematic blocks: questions concerning the purpose and frequency of visiting the Utena district tourist

attractions; questions evaluating the natural and cultural resources and historical objects of the Utena district; questions related to the attractiveness of visited tourist objects and the factors influencing their attractiveness; and a block of demographic questions. The data collected from the questionnaires were processed and analyzed using Microsoft Excel software.

Research ethics

The distribution of the questionnaires was carried out in accordance with ethical principles (privacy, confidentiality, free choice, etc.). Each respondent was free to decide whether or not to participate in the study. The data will be used to summarize the results, while maintaining the anonymity of the respondents.

RESULTS

Demographic and social characteristics of the respondents

The survey included 209 respondents. The gender distribution of the participants was as follows: 13% were men and 87% were women. The age structure of the respondents is presented by the following groups: 18–25 years: 41%, 26–35 years: 9%, 36–45 years: 11%, 46–55 years: 17%, 56–65 years: 13%, Over 65 years: 9%. Regarding education level, a significant proportion of respondents (37%) reported having higher university education. Other education levels included: higher non-university education (17%), secondary education (21%), basic education (17%), and vocational education (8%).

The occupational status of the respondents was distributed as follows: pupils (23%), students and employees (21%), civil servants (13%), senior citizens (9%), entrepreneurs (6%), housewives and civil servants (2%), and those who selected “other” (2%).

Respondents were asked about their motivations for traveling within the Utena district. The reported motivations and their respective percentages were as follows: entertainment and recreation near lakes

and other water bodies – 31%, cultural (museums, galleries, expositions, cultural heritage, art objects) and entertainment events or festivals held in the district – 30%, visiting relatives and friends – 14%, cultural, architectural, and historical objects – 10%, other reasons – 15%.

The findings indicate that entertainment and recreation near lakes and other water bodies are the most significant drivers for local travel, cited by 31% of respondents. Given that the Utena district is widely known for its abundant water resources and beautiful natural landscapes, these results suggest that these natural assets are a primary factor encouraging residents, particularly during the warmer seasons, to travel within the district for leisure.

When asked about their primary associations with the Utena district, respondents provided a range of perspectives. The most frequent association, cited by 28% of respondents, was the concept of the town of Utena as a “5-minute town,” highlighting its closeness and easy accessibility. Close behind, 25% of respondents associated the Utena region with its identity as a lakes region, while 22% linked it with very beautiful nature and perceived Utena as a “green town.” Other significant associations included strong industry and quality brands (10%), quality events and entertainment (6%), and rural tourism or recreation in the countryside (5%). A smaller proportion of respondents (1%) associated the district with sport and wellness. Additionally, 3% of respondents offered other associations, providing examples such as Utena College, studies, the company “Švyturys – Utenos alus,” childhood memories, the car market, the LKL basketball club, and the concept of homeland, among others.

Summarizing the answers of the respondents, it can be concluded that the Utena region is most associated with natural resources: a region of lakes, very beautiful nature, a green town, while the town of Utena is treated as a 5-minute town (everything is close, easily accessible).

Respondents were asked to identify attractive tourist objects within the Utena district. The overall responses indicated that cultural tourist objects were

mentioned most frequently (69.9%), followed by natural objects (26.8%), and other types of objects (3.3%). Among specific cultural sites, Utena Manor was the most often mentioned as attractive, cited by 15.4% of respondents. This site was particularly highlighted for its successful renovation and its attractive STEAM centre. Other cultural objects frequently mentioned included the Post Office building complex (13%), the Vytautas Valiušis Ceramics Museum (7.3%), Vestuvių Kalnelis (6.5%), and Užpaliai Manor (4.9%). Among natural sites, Dauniškis Park and Fountain, and Tauragnas Lake and its recreational area were mentioned most often, each by 7.3% of respondents. Beyond these primary mentions, a notable proportion of respondents (almost 23%) also identified other, less frequently cited objects, often providing qualitative feedback alongside their mentions. For example, the Ažuolija educational trail was appreciated for its beautiful nature and interesting, non-monotonous path, although issues with poor access were noted. The Utena Museum of Local History was highlighted for its diverse expositions, events, and exhibitions.

Other objects mentioned included the Riflemen's House, the Bank of Lithuania building (as an example of modernist architecture), the Lavender Paradise, the Museum of Freedom Struggles, the Krokulė spring, various city parks, and other district lakes. Furthermore, respondents provided important feedback regarding the tourism infrastructure, pointing out a lack of consistent signs and directions to points of interest, as well as errors in information stands (such as at the Krokulė spring). A significant concern raised by respondents was the perceived absence of "a solid and unified strategy for the management, presentation and popularization of valuable resources, integrating culture, tourism and leisure."

Respondents were asked to evaluate how well various characteristics, shaping the value of tourism services, describe the Utena district as a tourist destination. Participants rated 13 such characteristics using a scale ranging from strongly agree to strongly disagree (see Fig. 1 for detailed results). The findings indicate that respondents strongly associated Utena district with characteristics such as being Lithuanian,

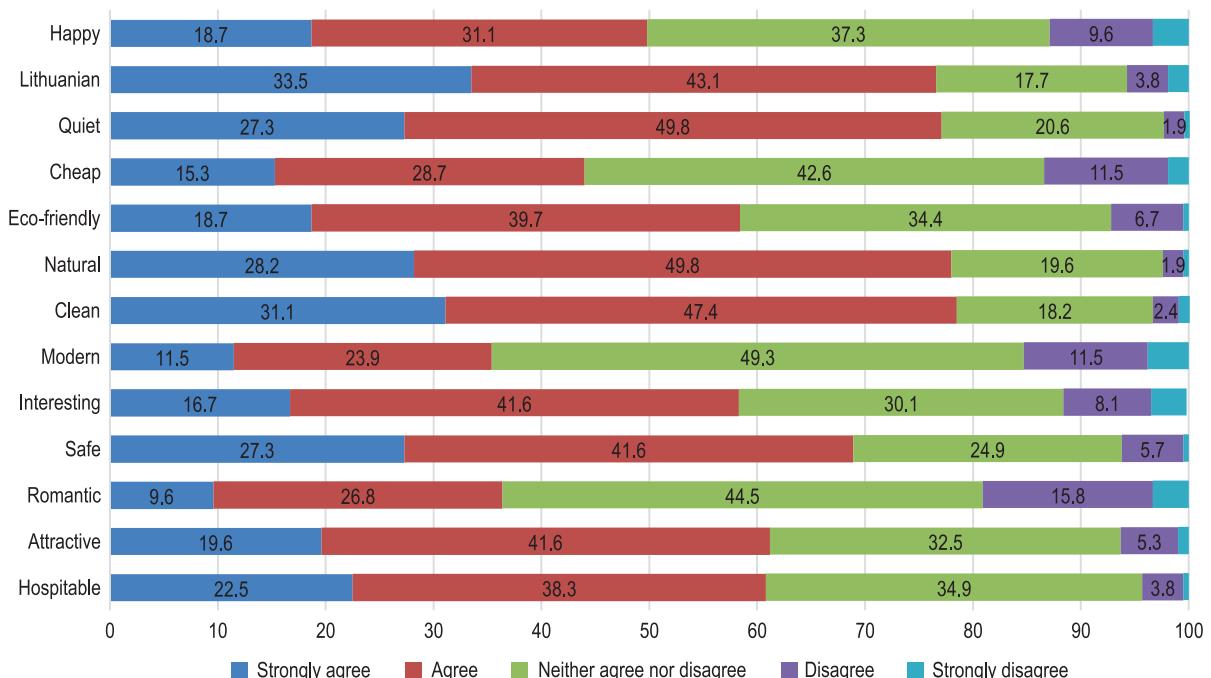


Fig. 1. Characteristics that determine the value of the tourist services associated with the Utena district as a tourist destination

Source: compiled by the authors based on the results of the research (2024).

quiet, natural, clean, and safe; approximately a third of respondents explicitly marked “strongly agree” for these attributes. Conversely, a majority of respondents tended to disagree with the district being characterized as inexpensive, romantic, modern, or interesting.

The research explored factors determining the attractiveness of visited tourist attractions and the difficulties respondents encountered, along with their suggestions for improvement.

Regarding attractiveness factors, respondents identified several key elements (see Table 1). The most important factors included a beautiful and well-maintained environment, well-maintained infrastructure, convenient access, the quality of services provided, and the adaptation of facilities to visitors of all ages. In contrast, respondents considered the constant updating of a facility to be the least important factor for attractiveness.

The study also aimed to identify the difficulties, problems, or disruptions respondents experienced when visiting tourist attractions in the Utena district. The issues mentioned most frequently related to the perceived lack of entertainment and catering services. Additionally, a notable proportion of respondents (13% or 65 individuals) reported significant difficulty in finding information about tourist attractions in the district and accessing some locations. Other problems mentioned by respondents, though less frequently (ranging from 5% to 7%), included a lack of camping

sites and recreation areas, outdated or unrenovated tourist attractions, the considerable distances between attractions, and insufficient accommodation services. Some respondents (between 2% and 4%) cited inappropriate opening hours and high prices as difficulties. Furthermore, issues such as untidy infrastructure and environment, lack of adaptation for disabled visitors, and unhelpful staff were each mentioned by 3% of respondents. A specific lack of toilets for children was also noted by some. Despite these various issues, 8% of respondents stated that they encountered no problems during their visits. Overall, while a range of issues were identified, the primary concerns highlighted by respondents were the limited availability of entertainment and catering services and the difficulties associated with finding information and accessing some attractions.

Finally, respondents were asked for their suggestions on how to enhance the Utena district's attractiveness as a tourist destination. Approximately half of the respondents proposed improvements such as a better flow of information, an increase in catering establishments, more active entertainment options, the organization of events like shows and concerts, and a generally wider range and supply of tourism services.

Beyond the primary suggestions, some respondents also indicated that increasing the number of entertainment and tourism services specifically

Table 1. Factors that, according to the respondents, determine the attractiveness of the tourist attractions visited

Factors	I agree	I partially agree	I neither agree nor disagree	I strongly disagree	I disagree
Beautiful object	62.2	24.9	10.0	1.4	1.4
Beautiful and well-maintained environment	71.8	20.1	6.2	1.0	1.0
Well-organized infrastructure	71.8	15.3	10.5	1.4	1.0
Convenient access	69.9	18.2	10.0	1.4	0.5
Interesting, attractive object	62.2	17.7	17.2	1.4	1.9
Constantly updated object	48.3	30.1	16.3	3.3	1.9
Suitable for visitors of all ages	64.6	21.1	11.5	1.9	1.0
Variety of services provided	62.2	20.1	13.9	2.4	1.4
Quality of services provided	67.9	16.7	11.5	2.4	1.4

Source: compiled by the authors based on the results of the research (2024).

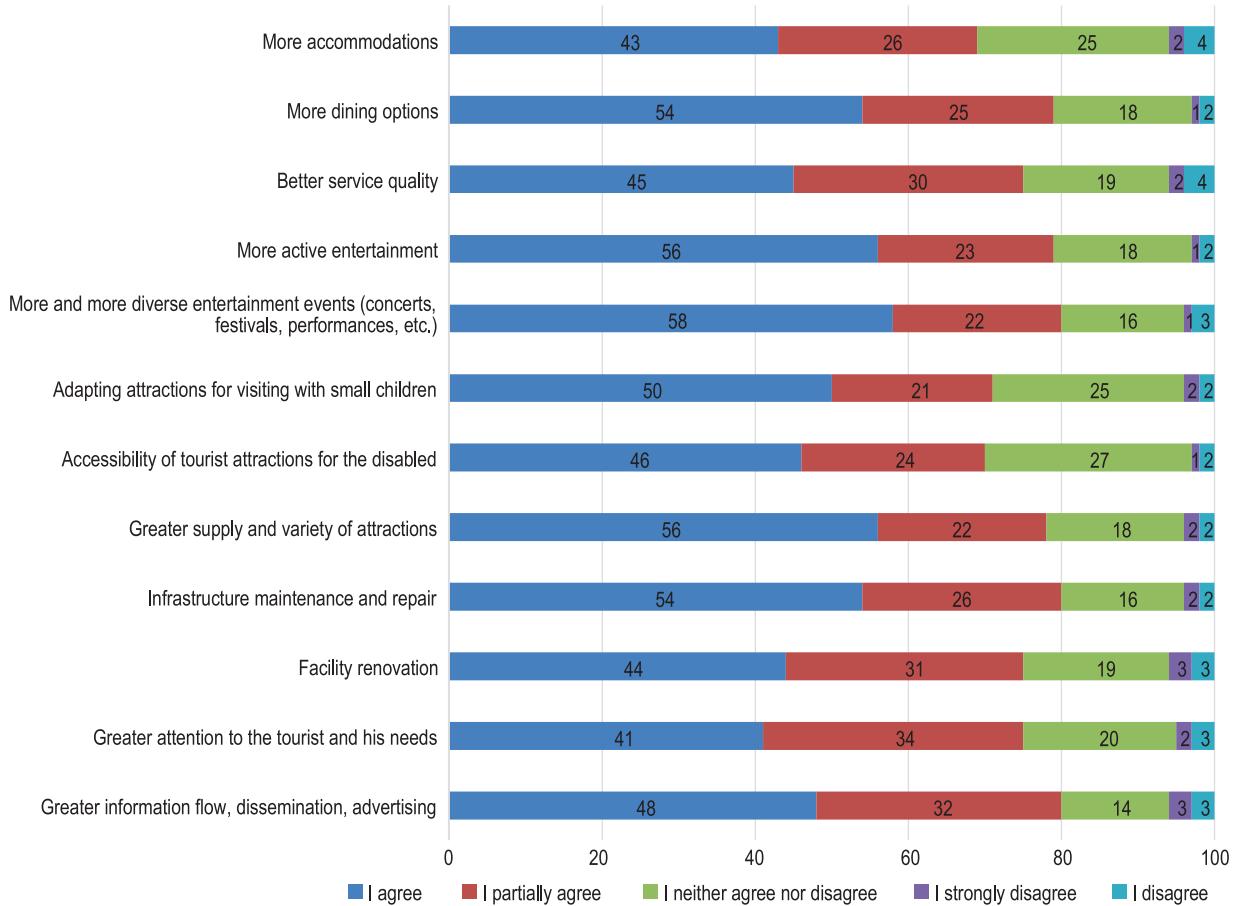


Fig. 2. Factors improving the tourist attractiveness of the Utena district

Source: compiled by the authors based on the results of the research (2024).

for children and youth would enhance the Utena district's tourism infrastructure and visitor numbers. Furthermore, several respondents highlighted that the renovation and maintenance of existing facilities, alongside the creation of new infrastructure, would significantly contribute to the development of the local tourism services market. These findings align with the observation that respondents who identified existing problems within the tourist services market in Utena often perceived the resolution of these issues as direct opportunities to improve the district's overall tourist attractiveness (see Fig. 2).

CONCLUSIONS

1. Service design is a multidisciplinary, human-centered approach that focuses on creating and improving services to meet the needs and expectations of users while achieving organizational goals. In the tourism sector, service design plays a crucial role in enhancing the quality and appeal of tourist destinations by integrating attractions, accessibility, amenities, and activities into cohesive and memorable visitor experiences. Its significance lies in the ability to foster innovation, improve service delivery, and

ensure user satisfaction by involving stakeholders in the design process. By applying service design principles, tourist attractions can not only increase their competitiveness but also contribute to sustainable tourism development and long-term destination success.

2. Analysis of the survey data revealed several key findings regarding tourism in the Utena district. The primary motivations for respondents traveling within the district included engagement in entertainment and relaxation near lakes and other water bodies, participation in cultural and entertainment events (such as those taking place in the district), holidays, visiting relatives and friends, and exploring cultural and architectural-historical objects. Respondents predominantly associated the Utena district with its natural resources, describing it as a land of lakes with very beautiful nature and perceiving the city itself as “green” and a “5-minute city” (characterized by closeness and easy accessibility). When evaluating the characteristics that form the value of tourist services, Utena district was strongly associated with attributes such as being Lithuanian, quiet, natural, clean, and safe. Furthermore, respondents identified several factors as most important in determining the attractiveness of visited tourist objects, including a beautiful and well-kept environment, well-maintained infrastructure, convenient access, the quality of services provided, and adaptation to visitors of different ages. Specific attractive cultural objects most frequently mentioned were Utena Manor, the Post Station building complex, and the Vytautas Valiušis Ceramics Museum. Among natural objects, Dauniškis Park, Tauragnas Lake, and a recreational area were most often cited. Despite these positive aspects, the main problems in the Utena district identified by respondents were the perceived lack of entertainment and catering services.

PROPOSALS

Drawing upon the identified challenges and visitor feedback, several key areas necessitate focused attention to optimize the tourism experience.

A critical imperative is to enhance the dissemination of information pertaining to regional attractions. This requires the strategic implementation of enhanced signage systems along roadways and within urban centers to facilitate clear navigation for visitors. Furthermore, targeted promotional strategies for the Utena district should underscore its unique characteristics, including its Lithuanian character, quiet atmosphere, natural beauty, cleanliness, and safety.

To broaden the appeal and cater to a more diverse range of visitor preferences, an expansion of service offerings is recommended. This includes a focus on developing a wider variety of catering establishments and enhancing the provision of events and entertainment. Moreover, specific consideration should be given to the creation of specialized entertainment and tourism services designed to attract and engage children and youth.

Finally, strategic investment in infrastructure is essential. This encompasses the renovation and maintenance of existing tourism facilities. Concurrently, addressing infrastructural limitations, such as site access, and ensuring the availability of essential amenities, including adequately maintained public restrooms, are crucial. Furthermore, measures to improve accessibility for visitors with disabilities across all tourism-related infrastructure and services are essential to foster an inclusive and welcoming environment.

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