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Faculty of tourism and business logistics -
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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

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ANIMATION OF VISITORS DURING THEIR TOURIST STAY IN THE EAST REGION OF R. MACEDONIA

Zlatko Jakovlev¹, Marija Takovska², Neda Petroska Angelovska³

Abstract

This research has scientific and practical purpose. The scientific objective refers to certain theoretical knowledge of animation visitors during the tourist stay in East Region of R. Macedonia, a practical goal is related to particular implementation of the theoretical knowledge in practice.

The subject of this research is: „The animation of visitors during the tourist stay in East Region of R. Macedonia “. In the subject of this research three terms are analyzed in order to become operational: animation in tourism, animation programming and East Region of R. Macedonia.

In this research we used the following methodological techniques: a survey, the scaling method and statistical method.

Key words: *tourism, tourism offer, programming of the animation content, international tourism market*

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Introduction

Today's situation in the Republic of Macedonia including the East Region of R. Macedonia, can be characterized as unfavourable in terms of the economic development. Each country including ours needs to use its comparative advantages, and their potentials to experience economic expansion. Our country as insufficiently economically developed, should strengthen the development of tourism so that it can be included into more equitable international economic relations. Will R. Macedonia succeed or not, it will depend on whether we will know how to use our comparative advantages. It is an undisputed fact that tourism has a polyvalent meaning and is a multiplier of the economic development. Given that our country has a natural, material and human factors for the development of tourism, which are not used, it is considered that this issue should be given special attention. Tourism as a phenomenon

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of the 20th and 21st centuries has social and economic significance. Of course, each country is interested in the economic impact of tourism on their development. Visitors should therefore be given appropriate services by which they will be satisfied and their needs fulfilled.

This paper will first look at the theoretical aspects of animation in tourism, which will focus on the concept and definition of animation in tourism and meaning and purpose of animation of tourism, and then practical aspects of animation of tourism.

Theoretical aspects of animation in tourism

Concept and definition of animation in tourism

Traveling is one of the iconic features of the human being. Tourist travels are entering in the context of organized migration movements. Tourism is relatively new socio - economic phenomenon. It occurs to some extent with the development of the main factors that do condition and are results of socio - economic development.¹ Especially true when the number of people engaged in leisure travel received such dimensions that began to influence the formation of certain other phenomena and relationships, which in turn contributed to tourism becomes especially important factor in social and economic terms.² It is a complex and multidimensional social phenomenon which bears scars and determinants of overall social structure.³ In fact, it can rightly be said that tourism is a specific phenomenon with a multiple effect on various aspects of socio - economic life of specific regions, countries and even continents.⁴

In other words, tourism is not a classic industry branch, but does include more commercial activities (catering, transport, travel agents, trade, crafts, community activities, etc.). It also is not a medical branch, but rather does includes activities of medicine (health tourism). Although it may be considered as a branch of culture, because it covers many fields of cultural activity (cultural - historical heritage, cultural events, music, folklore, etc.). It covers many sporting activities, and also it is a branch of sport (sport recreation, sports events, etc.). Tourism is not a political phenomenon, but there is a constant tourism interdependence with the political climate in the country. Tourism is not considered a natural phenomenon, but there is a repeated interdependence with the natural phenomena (climate, hydrography, fauna,

¹ Neykov, D. (1983), Politics of tourism development in Yugoslavia. University of Bitola, Faculty of Tourism and Hospitality - Ohrid, Bitola, 7.

² Avramoski, M., (1997), Economics in the tourism and catering - script. University "Ss. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality - Ohrid, Ohrid; 9.

³ Tonoski, G. (1993) Sociology of tourism. University of Bitola, Faculty of Tourism and Hospitality - Ohrid, Bitola, 49.

⁴ Tourism furthermore strongly influence economic development, acts on the development of human consciousness not only of direct participants in tourism, but also indirectly to other social categories. After all, he has an impact on the overall development of society.

flora and so on).¹ There are numerous definitions of tourism, but it is considered that the most acceptable definition was given by the Swiss theoreticians Hunziker and Krapf in 1942: "Tourism is a sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."²

The need for people to travel temporarily out of their residence derives from the fact that they live in urban and health unfavourable environment and under conditions that are harmful to their mental and physical health. It is true that this fact has become the main motive of the mass tourist movements that are reaching a larger scale. Acceleration of urbanization, and hence the popularization of tourism is specifically affected by the following factors: Economic factors (raising living standard), Technical factors (improvement of traffic), Social factors (population increase), Factors of institutional character (leisure, social policy, etc.), other factors include psychological and irrational nature (fashion, snobbery, etc.).³

Starting from the modern way of life and work in today's industrialized and urbanized civilization, the workers today have an increasing need for change of place of residence in environments that are still clean and unpolluted to restore their physical and mental fitness.⁴ Each participant in tourist movements, wants to fulfill the basic needs: housing and food, showing interest to other circumstances, such as: getting to the end, object, people, customs, habits, and more. Therefore, it needs carriers of tourist offers to pay special attention to leisure visitors whose time should be filled with various activities. These activities must be related to sports and recreation, cultural - entertaining activities, picnics and walks, and many other activities that would lead to enriching the content of the tourist stay. By organizing activities enabling fulfillment of the contents of the tourist stays, making it active and more diverse. All this is done by organizing the contents of the animation, which play a significant role in today's operating environment in tourism. Animation stems from the needs of visitors during the tourist stay. The contents of the animation are varying from country to country aiming at motivating visitors to an active holiday, and on the introducing new and varied content to meet their needs.⁵

The very notion of animation is derived from the Latin word "anima" which means soul and "animare", which means to live, to breathe with life.⁶ There is a

¹ Jakovlev, Z. (2000) The animation in tourism - the most important segment of the tourist offer. Economy and Business magazine for theory and practice, Euro - Mac - Company, Skopje, April, 21.

² Hunziker, Krapf, quote according Ackovski, N. (1995), Policy for development of tourism. Authorized lectures, University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality - Ohrid, Ohrid, 45.

³ Mojsoski, V., Suklev, B. (1995), Planning and policies across the enterprise. Research Institute of Tourism - Ohrid, Ohrid, 24.

⁴ Stojmilov, A. (1992), Fundamentals of tourism. Enlightenment - Skopje, Skopje, 5.

⁵ Buntašeski, B., (2001) The animation in the tourist offer. Research Institute of Tourism - Ohrid, Ohrid, 37.

⁶ Cickovski, A., (1985), The hotel industry as a carrier of tourist offer of Socialist Republic of Macedonia. Doctoral dissertation, University Centre for Economics and Organizational Sciences in Rijeka, 193.

number of authors who have dealt with this issue. According to the etymological origin of the word animation activity is aimed to liven up the tourist offer with new content that will motivate visitors to participate in them. A group of German authors have given a definition of animation which states: - "Animation is a mix of stimulating activities during the tourist stay."¹

Zdenko Cerovik PhD defines animation as: "Promoting tourist offer that is enriched in range of the new content to ensure the satisfaction of the needs and wishes of customers, in the form and content which will certainly satisfy the segment of the consumers's wishes. Motivation of the customers is biggest when they can completely use the offered content, to become part of the offered activities in the tourist destination, in order to achieve economic and other benefits ".²

According to Professor Branko Buntasheski: "animation is an individual or group sports - recreational, cultural - entertaining and picnic activity of visitors, which encourages an active and dynamic relationship during the tourist residence".³

According to Zlatko Jakovlev, animation is a mix of sports - recreational, cultural - entertaining and picnic facilities and activities that motivate visitors to actively and dynamically participate in them during the tourist stay. This mixture includes preparation, content and effects of the action.

Based on this definition it can be seen that it comprises three stages. The first phase - preparation, covering everything preceding the particular activity through information, initiative, demonstration etc. This phase has its impact and the performance of the tourist travel and influences on the decision to place the tourist stay. The second phase - the content should match the desires, needs and preferences of visitors. The program of animation in tourism should have a sport - recreational, cultural - entertaining and picnic content. The third phase covers the effects. The effects of animation in tourism demand side is reflected in increasing contacts, intensifying communication, intensification of tourist movements, mood increase etc. The effects of animation in tourism regarding the tourist offer is multifaceted. Indirect effects are reflected in increasing attendance, gaining reputation and so on. While the direct economic effects are reflected in increased board consumption.

Practical aspects of animation in tourism

Theoretical – metodological approach of research

Objectives of research

This research has scientific and practical purpose. The scientific objective refers to certain theoretical knowledge of animation visitors during the tourist stay in East Region of R. Macedonia, a practical goal is related to particular implementation of theoretical knowledge in practice.

¹ Group of authors (1975), Animation im their Urlaub. Starnberg, 16.

² Cerović, Z., (1999), Animation and tourism. Animation in the hotel and - tourist offer The Croatian Association of Hoteliers and Restaurateurs, Opatija, 11.

³ Buntašeski, B., Ibid, 9.

Scope of research

The subject of this research is: "The animation of visitors during the tourist stay in East Region of R. Macedonia". Three terms are analysed: animation in tourism, animation programming and East Region of R. Macedonia.

Animation in tourism

Each participant in tourist movements, though it wants to meet the basic needs: accommodation and food, shows interest and other circumstances, such as: getting late, object, people, customs, habits, and more. Therefore, it was awarded the tourism offer to pay special attention to leisure visitors that the time should be filled with a variety of activities. These activities must be related to sports and recreation, cultural - entertaining activities, outings and walks, and many other activities that would lead to enrich the content of tourist stay. By organizing activities enabling fulfillment of the content of tourist stay, making active. All this is done by organizing the contents of the animation, which has an important role in today's operating environment in tourism.

The very notion of animation comes from the Latin words: „anima“ meaning soul and „animare“, what it means to live, to breathe life.¹ According to the etymological origin of the word, animation is an activity whose aim is to revive the tourism offer with new content that will motivate people to participate in them.

There are a number of authors who have dealt with this issue and gave their definitions. Regarding Zlatko Jakovlev, PhD, the animation is a variety of sports - recreational, cultural - entertaining and picnic content and activities, that motivate visitors to actively and dynamically participate in them during the tourist stay.

This mix includes preparation, content and effects of the activity.

Programming of animation in tourism

To what extent will be met the needs of visitors primarily depends on the capabilities of hotels, resorts and camps and the programs for their animation.² Programs animation visitors can be varied. They depend on which criteria is considered and can be divided into several types.³ According to Mihovilovic there are three types of animation programs for visitors: programs suitable for all visitors, facility of residence and possible programs that can be used by each visitor depending on the permanent opportunities of the free tourist programs, according to the wishes of visitors. ⁴ Furthermore, the same author divides animation programs by duration.

¹ Cickovski, A., (1985), Ibid, 193.

² Buntašeski, B., (1996), Cultural - entertaining animation in the tourist offer. Culture and tourism offer – scientific Symposium, University "St. Kliment Ohridski" – Bitola, Faculty of tourism and hospitality – Ohrid, Ohrid, 22.

³ Buntašeski, B., (1996), Programming animation of visitors during the tourist stay. Proceedings of papers, University "St. Kliment Ohridski" – Bitola, Faculty of tourism and hospitality – Ohrid, Ohrid, 8.

⁴ Mihovilović, M., (1986), 24 hours of life in the tourist hotel companies ", paper presented at the Symposium "Comapny 86 ", Opatija.

In terms of the time dimension, the programs are divided into daily and weekly, as well as programs for a particular season.

The programs to animate the visitors, according to Branko Buntasheski, PhD, can be subdivided according to their content such as: sports - recreational animation programs, cultural - entertaining animation programs and animation programs for excursions and visits.¹

East Region in R. Macedonia

The eastern region of the Republic of Macedonia comprises the area of river Bregalnica, a total area of 3 537 km² or 14,2% of the total territory of the Republic of Macedonia. The eastern region consists of 11 municipalities (Berovo, Vinica, Delcevo, Zrnovci, Karbinici, Kocani, Makedonska Kamenica, Pehcevo, Probistip, Cesinovo-Oblesevo and Stip). This region consists of 217 populated places, 209 villages and 8 urban settlements.

Hypothesis

The issue of setting and verifying hypotheses (theoretical assumptions) is one of the most important issues in empirical research. Each hypothesis shows the relationship between the independent and dependent variables. In this empirical research independently, variable conditions are: domestic and foreign visitors, and depending on the changing conditions are the areas of tourism animation i.e. sports - recreational, cultural - entertaining activities, excursions and walks in the East Region of R. Macedonia.

During the preparation of this project we formulate general and specific hypotheses.

The general hypothesis

If animation is incorporated into the tourist offer of East Region of R. Macedonia, the tourist offer of the East Region of R. Macedonia will be more competitive on the international tourism market.

Special hypothesis

Domestic and foreign visitors during the tourist residence wish to engage in animation activities.

Methodological research techniques

In this research we used the following methodological techniques: a survey, the scaling method and statistical method.

Survey (questionnaire)

¹ Buntašeski, B., (2001), The animation in the tourist offer. Research Institute of Tourism - Ohrid, Ohrid, 48.

The survey was in a written form. According to the nature and character of the questions it can be concluded that we addressed the psychological and logical merits of the issues. To meet the psychological strategy, the respondents were first asked for general information. During the research they were given time to complete the questionnaire completely (in terms of its length), to avoid anxiety and resentment among the respondents. To meet the logical strategy, questions are formulated so that it starts from the general and to goes on to the special issues.¹

Method of scaling

This method is used to retrieve data from multiple survey questions. We used scaling to activate the possibilities for hotels to animate the tourists. During the formulation stages we addressed statistical data processing which was our next step.

Statistical method

In our study we applied this method because it achieves high accuracy in studying the phenomena. In this study we used the following statistical technique to calculate the percentage.

Empirical research on animation in tourism

In this section we will first perform the preparation and the sampling, then we will conduct the research, process the data and eventually perform the analysis and the interpretation of the data.

Preparation and sampling

During the preparation and sampling the representation which depends on the size and manner. The sample size depends on the number of participants that are taken for examination. The sample should contain at least 100 members of the population to be able to make reliable statistical data. In this context, in this research 200 domestic and 150 foreign tourists were covered. During the sampling we applied the method of random selection. From all registered guests in register book until the 5th August we took ordinal numbers and we wrote them on special papers. Then from them was dragged the required number. In this way, each guest was given an equal chance to be selected.

Completion of the survey

This phase of the research had operational character. We used the heads of reception as pollsters. They previously made a contract and were given important instructions for the survey. The research was carried out in the summer tourist season (July and August) 2014 in the hotels in East Region of R. Macedonia. We had full

¹ Buntašeski , B., (1994), Socio-psychological studies of visitors in the tourist place, Prosvetno Delo - Skopje, Skopje, 59.

understanding and support from facility managers, heads of reception and receptionists.

Processing of data

After the conducted research on the field, we made a plan for crossing the data. Into the tabulation we intercrossed them with the following questions: Question No. 1 (domestic and foreign visitors), with question number 5 (with which activities they

Domestic and foreign visitors	Types of animation activities			
	Sport-recreational activities on water and on land	Cultural - entertainment activities	Picnics and walks	Total
Domestic visitors	76	56	68	200 (100%)
	(38,00)	(28,00)	(34,00)	
Foreign visitors	44	51	55	150
	(29,33)	(34,00)	(36,67)	-100%

deal in the leisure vacation, sports, picnics and walks and cultural - entertainment activities).

Analysis and interpretation of data

Once we conducted the research and obtained the empirical data we systematized and tabulated them. We also determined their frequency and calculated the percentage of each activity by the total frequency. As noted previously, our special hypothesis is: domestic and foreign visitors during the tourist residence desire for animation activities. Thus, in this study we covered 200 domestic and 150 foreign participants. Based on the crossing plan we reached data that was systematized in the following table:

Table.1. Attitudes to domestic and foreign respondents in terms of the types of animation activities

From the table 1. it can be concluded that a total of 200 domestic visitors 76 (38, 00%) have a desire for water sports and land, 56 (28, 00%) have a desire for cultural - entertainment activities and 68 (34, 00%) a desire for picnics and walks.

As for foreign visitors, a total of 150 respondents, 44 (29, 33%) have a desire for water sports and land, 51 (34, 00%) have a desire for cultural - entertaining activities and 55 (36, 67%) desire for picnics and walks. According to the data in the table, we concluded that both, domestic and foreign visitors are willing for animation activities. With this our special hypothesis is confirmed.

CONCLUSION

If animation is treated in terms of the tourist demand, especially in the East Region of R. Macedonia, the same should be treated as an integral part of the offer. It should be treated equally with other services, such as accommodation and food. By organizing various programs, animation makes tourist demand more complex, richer and more competitive.

Based on our empirical research, we can conclude that a total of 200 domestic visitors 76 (38.00%) have a desire for water sports and land, 56 (28.00%) have a desire for cultural - entertaining activities and 68 (34.00%) desire for picnics and walks. As for foreign visitors, a total of 150 respondents, 44 (29.33%) have a desire for water sports and land, 51 (34.00%) have a desire for cultural - entertainment activities and 55 (36,67%) desire for picnics and walks. According to the data in the table, we concluded that both domestic and foreign visitors are willing for animation activities. With this our special hypothesis is confirmed.

Motivating visitors for their active participation involves communication and personal contact with them, insisting for the better meet their needs and desires as well as monitoring their satisfaction with the programs offered. On the relation between tourism supply and demand, the animation is a mediator who is perceived to enhance and improve the tourist offer in relation to the requirements of demand in informing visitors about the contents of the offer and in motivating their interest in such content. The main purpose of tourist demand, especially in the East Region of R. Macedonia is creating profit, but the exercise of its humanitarian functions must not be neglected. The realization of humanistic features contributes to achieving positive economic results, i.e. increases the total tourist spending. It enables animation that meets the needs of visitors for a change, friendship, affirmation and similar. Also, the programs make possible the acquisition of new knowledge and skills, increase the level of tourist culture and introduces habits of active tourist stay in the East Region of R. Macedonia.

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