

## PROMOTIONAL ACTIVITIES DURING THE TOURIST STAY

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### Abstract

The application of promotion in tourism has a special meaning and its specificities. It results from the specificities of tourism, which includes a large number of commercial and non-commercial activities in varying scope and intensity. However, from the economic activities in tourism, catering is the most represented, and within that, the hotel industry with its accommodation recipe. That is the reason that here the emphasis is placed on the practical application of certain promotional activities in these activities, in accordance with their specificities. Quite a significant issue is the promotional aspect of satisfaction and dissatisfaction of visitors during the tourist stay.

**Key words:** *tourism, hospitality, hospitality, tourism promotion, visitors*

JEL Classification: L83

### Introduction

The daily growth of the tourist market and the increasing competition between service providers leads to an increase in the need to create new, recognizable and authentic tourist products that will be attractive to visitors by themselves, and the tourist destination through promotional activities will get a "mark" by which visitors will recognize her in the market. The new methods of formation of tourist supply and demand, creation of a new, flexible and quickly acceptable tourist product is another step towards the movement of tourism forward ie. towards the stage of "new" tourism. This phase involves taking control over the factors that can be influenced. Those factors on the side of the tourist demand indicate a transition from mass to postmodern tourism, during which the transition is made from meeting needs at any cost, to meeting needs that bear the characteristics of a built tourist culture. This means that mass tourism, without clearly defined consumer segments, turns into individual, highly sophisticated tourism with clearly differentiated consumers. According to WTO research, five mega trends in tourism stand out the most: eco-tourism, cultural tourism, thematic tourism, adventure tourism and cruises, which means that there is a modification of the old ones and the creation of new demands of tourists for still "unseen" destinations and "unknown" tourism products. According to the WTO, 37% of international travel involves some form of cultural tourism, and it is predicted that by 2030, this percentage will grow by 15% annually.

### 1. Theoretical - methodological approach in research

For the efficient implementation of any empirical research, it is necessary to first create a research project. The research project includes several basic phases:

- Determining the purpose and subject of the research;
- Setting up hypotheses;
- Making the sample (selection of the sample);
- Development of methodological instruments for data collection in the field;
- Data collection in the field;
- Data processing;
- Interpretation of the data, i.e. preparation of the study.

## **1.1. Objectives of the research**

This research has a scientific and practical purpose. The scientific goal refers to certain theoretical knowledge about the promotional activities during the tourist stay, and the practical goal is related to a certain implementation of the theoretical knowledge in practice.

### **1.1.1. Scientific objective**

The scientific objective refers to the discovery of certain theoretical knowledge about the promotional activities during the tourist stay. The scientific goal of this research is to discover new knowledge that if promotional activities are represented in the tourist offer, rapid tourist development will be ensured. Namely, through the method of analysis, by means of a survey with the visitors, we determined the representation of the promotional activities during the tourist stay in the enterprises in the field of tourism.

### **1.1.2. Practical purpose**

This research also has a practical purpose, which is closely related to the scientific purpose. It is related to a specific implementation of theoretical knowledge in practice. The practical goal of the research is to implement the discovered theoretical knowledge for enriching the tourist offer with promotional activities that will contribute to the dynamic development of tourist enterprises, and thus tourism. Accordingly, the practical goal of this research has broad dimensions, as it should mobilize all factors that are directly and indirectly involved in tourism, ie. are interested in this issue.

## **1.2. Subject of the research**

The subject of the research of this paper is the promotional aspect of the satisfaction and dissatisfaction of the visitors during the tourist stay. The subject of this research analyzes three terms that need to be operationalized:

- promotion and
- visitors

### **1.2.1. Promotion**

The very word promotion associates the purpose and content of the activities. It is of Latin origin and means promotion. In this case, it is about the activities aimed at promoting business and business success. In everyday speech, it is also used to denote the ceremony, that is, the way to advance the subject or his work in terms of social recognition. So, for example, we have the promotion of the student to the title "graduate", the doctoral student to the title "doctor", the officer to a higher rank, the scientific or literary work to a socially recognized work, etc. And here the promotion has an identical meaning - advancement. In the first case, it is about communicative activities for the promotion of the activity, and in the others for the promotion of the subject or his work. In economic life, promotion is gaining more and more importance in treatment and application, which is in line with the dynamics of market relations. The modern market is characterized by greater diversification and complexity of supply and demand relations, where communicative activity is increasingly necessary. This need is more emphasized in the tourist market, especially in the tourist-hospitality offer that is characterized by stiffness and static, so the activity of communicating with the market and more broadly with society is even more necessary.

### **1.2.2. Visitors**

Some theorists believe that a true tourist is only one who travels to satisfy a cultural or recreational need. However, there is a category of theorists who advocate a purely economic concept of defining tourism, i.e. that a tourist is any visitor who spends a certain amount of money outside the place of residence, such as: students at various congresses, professional sports competitions where recreation is placed in the second plan, various manifestations, participation in various fairs and trade meetings. In this case, we face the problem of the true

definition of this term because all the above elements represent consumers, and their stay is not primarily tied to satisfying cultural or recreational needs. It is precisely for this reason that the term visitor was introduced at the United Nations Conference held in Rome in 1963, which was dedicated to international travel and tourism. It represents the definition of the term tourist in the broader sense of the word, that is: "a visitor is any tourist who visits a place and spends a certain amount of money, regardless of the purpose of his visit". On the contrary, "a tourist in the true sense of the word is considered a person who visits a place and spends a certain amount of money, but it is most closely related to satisfying his recreational or cultural need." And this definition is relatively persistent, because in a large number of cases there are situations in which a visitor appears in a double role and can be defined as a tourist in a broader, and at the same time, in a narrower sense of the word. Through the introduction of the term visitor, the work of the statistical services is practically facilitated in monitoring the number of tourists, the character and structure of their visits, etc., for which indicators these services previously had certain problems in their records, which resulted precisely from the inappropriate treatment of this visitor category. By introducing a double definition for the term tourist, i.e. tourist in the narrower and broader sense of the word visitor, the theoretical and empirical requirements of an adequate definition of the increasingly common term and phenomenon - tourist are met. Some authors also mention the term excursionist, which they consider any temporary visitor who stays in a country for less than 24 hours. This interpretation is somewhat inappropriate, because the tourist, despite the fact that his stay may be limited to less than 24 hours, is still a consumer, that is, for that period he can spend one night.

### **1.3. Hypotheses**

One of the most important issues in empirical research is the establishment and verification of hypotheses. "It is a claim that can be put to the test to prove its worth." A hypothesis may appear to be contrary to or consistent with common understanding. It can be proved whether it is correct or incorrect. In any case, it leads to empirical examination. Whatever the result, a hypothesis is a question, posed in such a way that some answer can be obtained. It is an example of an organized skepticism of science, a refusal to accept any claim without empirical verification." Each hypothesis shows the relationship between the independent and dependent variables.

#### **1.3.1. General hypothesis**

If promotional activities are represented in the tourist offer, tourist and catering enterprises will work successfully and contribute to the development of tourism.

##### **1.3.1.1. A special hypothesis**

The special hypothesis reads: it is assumed that promotional activities are partially represented in the offer of tourist-catering enterprises during the tourist stay.

### **1.4. Research methods and organization**

#### **1.4.1. Research methods**

When researching social phenomena, general and special methods are used. "All social sciences, in addition to general methods, apply and use special and specific methods that are appropriate for collecting data in the respective field." Hence, this research is also based on a certain methodology. When processing the data obtained from the research, we applied the method of analysis and the method of synthesis.

##### **1.4.1.1. Method of analysis**

The term "analysis" comes from the Greek word >>analysis<< which means the breakdown of a whole into its component parts. Therefore, disaggregation is a fundamental feature of the analysis method. In fact, dissection means dividing a complex object into parts of which it consists in order to perceive their qualities, determine the quality of the complex object and

indicate their effect on it. Namely, on the tabulated data, we applied a breakdown of their content and gave an explicit explanation.

#### **1.4.1.2. Synthesis method**

The synthesis method is a procedure of scientific research and explanation of reality by way of synthesis of simple judgments into more complex ones. Synthesis is a process of generalization in which all more abstract concepts arise compared to previous concepts. Synthesis is a way of systematizing knowledge according to the legality of formal logic, as a process of creating theoretical knowledge in the direction from the particular to the general, that is, from species to genus. All findings obtained through the method of analysis, by applying the method of synthesis, we translated them into conclusions from which we further gave recommendations for improving the promotional activities in the tourist offer.

#### **1.4.2. Methodological techniques of research**

In the defined research subject, we used the following as methodological techniques:

- survey
- scaling method and
- statistical method.

##### **1.4.2.1. Survey**

We applied the survey to visitors in several enterprises in the field of tourism, randomly selected. It aimed to get a clear idea of their views, regarding the representation of promotional activities in the tourist offer.

##### **1.4.2.2. Scaling method**

This method is used to obtain data from multiple questions in a survey. We applied the scaling to activate the possibilities for the representation of the promotional activities in the tourist offer. During the formulation of the degrees, the statistical processing of the data was taken into account, which was the next step.

##### **1.4.2.3. Statistical method**

In this research, this method was applied because it achieves greater accuracy in the study of phenomena. In doing so, we used the following statistical technique: calculation of percentages and calculation of statistical significance  $X^2$  (XI - square). The statistical processing of the data was performed by computer.

##### **1.4.2.4. Sample making and selection**

During the creation and selection of the sample, its representativeness was taken into account. The representativeness depends on the size and the method of obtaining it. The sample size depends on the number of respondents taken for the study. Moreover, the sample should contain at least 100 members of the population so that reliable statistical conclusions can be made. In that context, 150 domestic and foreign visitors are included in this research by means of a survey.

##### **1.4.2.5. Realization of the research**

This phase of the research had an operational character. The research was carried out in the period from June 2021 to September 2021 in a larger number of enterprises in the field of tourism. We found full understanding and help from the management team of the tourist companies.

## **2. Analysis of the obtained research data**

This part is the most important part of the paper and is actually the final stage of the research. As we pointed out, using the analysis method, we also analyzed the empirical data obtained

from the survey of visitors in several tourist enterprises, after systematizing them, tabulating them, determining the number of respondents, calculating a percentage according to the number of respondents and calculating statistical significance  $X^2$  (XI - square).

### 2.1. Respondents' views on the representation of promotional activities in the tourist offer

As we pointed out earlier, the foundation of this research is the analysis of the empirical data obtained from the survey of visitors in several tourist enterprises, after we systematized them, tabulated them, determined the number of respondents, calculated a percentage according to the number of respondents and calculated statistical significance  $X^2$  (XI - square). In that connotation, we applied a breakdown of their content to the tabulated data, and based on the respondents' answers, and gave a precise explanation. Therefore, the special hypothesis reads: "it is assumed that the promotional activities are partially represented in the offer of tourist - hospitality enterprises during the tourist stay."

In Table 1, the views of the respondents on the representation of promotional activities in the offer of tourism and catering enterprises, according to whether they are domestic or foreign visitors, and which were realized through a survey, are presented:

Table 1. The views of the respondents on the representation of promotional activities in the offer of tourist and catering enterprises according to whether they are domestic or foreign visitors

A Serial Numb er	Do you think that the promotional activities in the offer of the tourist - catering company are represented?				
	Respondent s according to whether they are domestic or foreign	Yes	Partially	No	Total:
1.	Homemade	9 (11,25%)	71 (88,75%)	-	80 (100,00%)
2.	Foreign	14 (20,00%)	51 (72,86%)	5 (7,14%)	70 (100,00%)
Total:		23 (15,33%)	122 (81,33%)	5 (3,34%)	150 (100,00%)

Based on the analysis of the data in table 1, which refer to the views of the respondents on the representation of promotional activities in the offer of the tourist-catering company according to whether they are domestic and foreign visitors, two tendencies are characteristic. The first tendency refers to domestic respondents. The second tendency refers to foreign respondents and the total number of respondents. Namely, the first tendency refers to the attitudes of domestic respondents. As a matter of fact, the largest number of them pointed out that the promotional activities are partially represented in the offer of the tourist-catering enterprise (88.75%). In second place are the views of the respondents who pointed out that promotional activities are partially represented in the offer of the tourist-catering enterprise with a percentage of 11.25. While none of the respondents from the domestic visitors pointed out that the promotional activities are not represented in the offer of the tourist-catering enterprise in the offer of the tourist-catering enterprise.

The second refers to the attitudes of foreign respondents to the total number of respondents. In fact, according to the second tendency, to the question in the survey: "Do you think that promotional activities are represented in the offer of the tourist-catering enterprise?", the

largest number of foreign respondents or 72.86% and the total number of respondents or 81.33% pointed out that promotional activities are partially represented in the offer of the tourist-catering enterprise. In second place are the views of the respondents that promotional activities are represented in the offer of the tourist - catering company, among foreign visitors with 20.00%, and among the total number of respondents with 15.33%. And in third place are the views of the respondents who pointed out that promotional activities are not represented in the offer of the tourist-catering company, among foreign respondents with 7.14%, while among the total number of respondents with 3.34%. The differences in the responses of domestic and foreign respondents, based on the calculated  $X^2$  (XI - square), are statistically significant at the 0.01% level.

According to the answers of the respondents, we can conclude that the visitors emphasized that the promotional activities are partially represented in the offer of the tourist-catering enterprise.

### **Findings, conclusions and proposals**

The topic that is dealt with in this paper is "Promotional activities during the tourist stay". The fact of the great importance of promotional activities during the tourist stay was the motivation for processing this topic. It is also worth noting that there is a small amount of research in this area, within our space, so it should continue to be studied from a scientific and practical point of view, considering its actuality.

Tourist goals refer to promotional activities during the tourist stay. According to the conducted research, and based on the analysis of the data presented in table 1, we came to certain conclusions. Namely, based on the analysis of the data in table 1, which refer to the views of the respondents on the representation of promotional activities in the offer of the tourist-catering company according to whether they are domestic and foreign visitors, two tendencies are characteristic. The first tendency refers to domestic respondents. The second tendency refers to foreign respondents and the total number of respondents. Namely, the first tendency refers to the attitudes of domestic respondents. As a matter of fact, the largest number of them pointed out that the promotional activities are partially represented in the offer of the tourist-catering enterprise (88.75%). In second place are the views of the respondents who pointed out that promotional activities are partially represented in the offer of the tourist-catering enterprise with a percentage of 11.25. While none of the respondents from the domestic visitors pointed out that the promotional activities are not represented in the offer of the tourist-catering enterprise in the offer of the tourist-catering enterprise.

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Based on the findings, we can draw the following conclusion:

- promotional activities are partially represented in the offer of the tourist-catering enterprise and
- to overcome the unfavorable conditions in which the tourism economy of R. Macedonia it is necessary:
- to take all necessary measures by the tourist managers and employees to fully implement the promotional activities during the tourist stay and
- to create a unique tourist product that will be different from the competition.

Unfortunately, we come to the conclusion that not enough attention is paid to this problem in the tourism and catering companies in our country, and it is high time to make fundamental changes in the attitudes of managers and employees who are involved in tourism and catering towards full implementation of promotional activities during the tourist stay. Only in that way R. Macedonia will get closer to developed tourist countries.

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