Service sector in terms of changing environment

Leisure tourist offer as a component of competitive advantage in the situation of changing environment

Case of Ohrid tourist region

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Abstract

In the changing environment the leisure tourist offer of each holder of tourist offer and in the destination as a whole, is a critical component in achieving the proper competitive advantage over other carriers and destinations. In recent years, it become increasingly evident that the requirements of travel consumers are increasingly larger and more diverse. In the market of tourist demand there is increasingly growing demand of tourists for specific types of tourism. For a country or destination to be attractive to modern tourists, the development of high quality accommodation, a wide range of entertainment content and superior service, arises. This paper elaborates the results of a survey on the situation with leisure tourist offer in Ohrid tourist area and performs an analysis of the same. Analysis show that the tourists during their stay in Ohrid are generally satisfied with the leisure offer. But, there is different degree of satisfaction with different types of leisure offer. Based on the analysis in this work are given appropriate conclusions and recommendations to improve the situation with this offer in the Ohrid tourist area. In this connection should be borne in mind that tourism offer should not be static but a dynamic category that constantly need to adapt to increasingly newer and newer demands, desires and needs that occur on the side of the tourist demand. It is important for tourism offer to adapt to the requirements of leisure demand as a complex (integral) supply of resort or destination. On the degree of the adaptability of tourist offer to specific characteristics of the demand will depend the survival on the tourism market in terms of changing environment.

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1. Introduction

In the situation of changing environment the leisure tourist offer of each holder and the destination as a whole, is an important component for achieving the proper competitive advantage over other carriers and destinations.

The aim of this paper is through a survey of the opinions of tourists for the leisure tourist offer of the city of Ohrid, to ascertain the current situation with pleasure from the offer of the city with services and leisure tourist offer, simultaneously observed differences in relation to a previous state before the five years ago when a similar survey was conducted by the authors Buntasheski B. and Avramoski. M.. Actually, the goal is to see whether the Ohrid tourist place has build something in the last five years in terms of enrichment the content of its offer to tourists.

For this purpose during the summer 2011 survey was conducted of 109 respondents tourists from 80 domestic and 29 foreign.

In this sense, the participants were asked 11 questions about all aspects of leisure tourist offer. The results are presented individual issues in the lower tables and graphs.

2. Leisure tourist offer in Ohrid town

As asked whether they are satisfied with the leisure offer, general look at the data to the expressed opinions of the respondents indicate that over 78% are satisfied with pointing to the fact that tourism offer is in pretty much regulated according to the needs of the tourist clientele.

Table. 1. Domestic and foreign tourists and leisure offer in Ohrid

| tourists | I am satisfied | I am partially satisfied | I am not satisfied | total |
|----------|----------------|-------------------------|-------------------|-------|
| domestic | 63             | 13                      | 4                 | 80    |
|          | 78,75%         | 16,25%                  | (5%)              | 100%  |
| foreign  | 22             | 5                       | 2                 | 29    |
|          | 75,86%         | 17,24%                  | (6,89%)           | 100%  |
| total    | 85             | 18                      | 6                 | 109   |
|          | 77,98%         | 16,51%                  | 5,5%              | 100%  |

Graph. 1. Tourists and leisure offer in Ohrid
The percentage of the partially satisfied is 16.25% and 5.5% dissatisfied or in total partially satisfied and dissatisfied. 21.75% In contrast to previous research conducted in summer 2006. percentage of partially satisfied and dissatisfied is 31%, which is difference of 10% in favor of satisfied.[3]

What are the estimates about the prices for tourists services?

The total data in the table 2 show that the largest percentage of respondents (59.63%) believe that prices for services are average. In second place (34.86%) respondents reported that prices are high and the third place (5.50%) those who believe that prices are low. Compared to the previous research on this relationship has some major differences in the opinions. In the previous research. 34.28% said that prices are high, 58.64% that the prices are average, and 7.8% that prices are low.[3]

Table 2. Tourists and the prices of the services in the city

|         | the prices are high | the prices are averages | the prices are low | total |
|---------|---------------------|------------------------|-------------------|-------|
| domestic| 34                  | 43                     | 3                 | 80    |
|         | 42.5%               | 53.75%                 | 3.75%             | 100%  |
| foreign | 4                   | 22                     | 3                 | 29    |
|         | 13.79%              | 75.86%                 | 10.34%            | 100%  |
| total   | 38                  | 65                     | 6                 | 109   |
|         | 34.86%              | 59.63%                 | 5.5%              | 100%  |

Graph 2. Tourists and prices of other services

Participants at the resort as the most common (62.38%) and separately domestic (57.5%) and foreign (75.86%) felt satisfied with the programs offered to organize outings and visits.

The percentage of partially satisfied or dissatisfied together accounted for 37.6% while the same set of previous research is 43.62%.[3] It shows that the number of satisfied tourists from this offer in the city is increased, which was an indication that something is done in the city in terms of enrichment of this offer.
Table 3. Tourists and supply of animation content for outings and visits

| tourists     | Are you satisfied from picnics and visits organized at the city? |         |         |         |         |
|--------------|---------------------------------------------------------------|---------|---------|---------|---------|
|              | I am satisfied                                               | I am partially satisfied | I am not satisfied | total   |
| domestic     | 46                                                             | 19      | 15      | 80      |
|              | 57,50 %                                                       | 23,75   | 18,75 % | 100 %   |
| foreign      | 22                                                             | 5       | 2       | 29      |
|              | 75,86 %                                                       | 17,24 % | 6,89 %  | 100 %   |
| total        | 68                                                             | 24      | 17      | 109     |
|              | 62,38 %                                                       | 22,01 % | 15,59 % | 100 %   |

From the data in the table 4, it is evident that the attitudes of respondents had no significant difference. In general the respondents (81.65%) and separately between domestic (82.5%) and foreign (79.3%) the largest percentage are satisfied. Only an insignificant number (13.76%) are fairly satisfied and very few (4.58%) are dissatisfied. In connection with this fact in relation to the previous mentioned study, there is an increase in the number of respondents who are satisfied with the whole 8%.[3]

Table 4. Tourists and satisfaction with the supply of consumer goods in trade?

| tourists     | Are you satisfied with the supply of consumer goods in trade? |         |         |         |         |
|--------------|---------------------------------------------------------------|---------|---------|---------|---------|
|              | I am satisfied                                               | I am partially satisfied | I'm not satisfied | total   |
| domestic     | 66                                                             | 10      | 4       | 80      |
|              | 82,5 %                                                       | 12,50 % | 5,0 %   | 100 %   |
| foreign      | 23                                                             | 5       | 1       | 29      |
|              | 79,3 %                                                       | 17,24 % | 3,44 %  | 100 %   |
| total        | 89                                                             | 15      | 5       | 109     |
|              | 81,65 %                                                       | 13,76 % | 4,58 %  | 100 %   |

Table 5. Tourists and satisfaction with the hygiene of streets, buildings and beach in Ohrid

| tourists     | Are you satisfied with the hygiene of streets, buildings and beaches in the city? |         |         |         |         |
|--------------|---------------------------------------------------------------------------------|---------|---------|---------|---------|
|              | I'm satisfied                                                                   | I'm partially satisfied | I'm not satisfied | total   |
| domestic     | 56                                                                              | 12      | 12      | 80      |
|              | 70 %                                                                            | 14 %    | 14 %    | 100 %   |
| foreign      | 18                                                                              | 7       | 4       | 29      |
|              | 62,06 %                                                                        | 24,13   | 13,79   | 100 %   |
| total        | 74                                                                              | 19      | 16      | 109     |
|              | 67,88                                                                          | 17,43 % | 14,67 % | 100 %   |
If there is a difference in the attitudes of tourists in relation to previous research then that is in this question. Really drastic change in the attitudes of tourists in terms of thinking about the hygiene of streets, buildings and beaches in the city. Only 67.88% have a high regard for hygiene of the city unlike previous research when they thought only 46.46% of the respondents. [3]

Table 6. Tourists and satisfaction by offering the postcards, brochures and other informative material

| tourists | Are you satisfied with the offer of postcards, brochures and other informative material |
|----------|-------------------------------------------------------------------------------------|
|          | I'm satisfied | I'm partially satisfied | I'm not satisfied | total   |
| domestic | 58            | 14                      | 8                 | 80      |
|          | 72.5 %        | 17.5 %                  | 10.0 %            | 100 %   |
| foreign  | 21            | 7                       | 1                 | 29      |
|          | 72.41 %       | 24.13 %                 | 3.44 %            | 100 %   |
| total    | 79            | 21                      | 9                 | 109     |
|          | 72.47 %       | 19.26 %                 | 8.25 %            | 100 %   |

And about this question there is improvement in the tourists' impressions of whether Ohrid has postcards, brochures and other informative material. In the previous survey partially satisfied were 22.66% and now 19.26%, while dissatisfied in the previous study were 12.46% and now only 8.25%. [3]

Tourists in this summer season have been satisfied with the supply and quality of agricultural products on the green market. The number of satisfied grew by 6% and decreased the number of approximately satisfied for 3%, and also the number of dissatisfied for 3%.

If we compare the data in table 8 with data from the survey of five years ago, we will see that the supply of national gastronomy specialties in hospitality in Ohrid is built on a higher level. Decreased the number of partially satisfied by 19.83% to 14.67% and remain almost the same percentage of the discontent which was previously 4.25% and now 4.58%. [3]
Table. 7. Tourists and satisfaction with the quality of agricultural green products to market in Ohrid

| tourists  | Are you satisfied with the quality of agricultural green products to market in Ohrid? |
|-----------|------------------------------------------------------------------------------------|
|           | I'm satisfied | I'm partially satisfied | I'm not satisfied | total  |
| domestic  |               |                         |                  |        |
|           | 69            | 7                        | 4                | 80     |
|           | 86,25 %       | 8,75 %                   | 5,0%             | 100 %  |
| foreign   |               |                          |                  |        |
|           | 25            | 4                        | 0                | 29     |
|           | 86,20 %       | 13,79 %                  | 0 %              | 100 %  |
| total     |               |                          |                  |        |
|           | 94            | 11                       | 4                | 109    |
|           | 86,23 %       | 10,09 %                  | 3,66 %           | 100 %  |

Table. 8. Tourists and satisfaction by offering the national specialties in hospitality in Ohrid

| tourists  | Are you satisfied with the offer of gastronomic specialties in hospitality in Ohrid? |
|-----------|------------------------------------------------------------------------------------|
|           | I'm satisfied | I'm partially satisfied | I'm not satisfied | total  |
| domestic  |               |                         |                  |        |
|           | 66            | 9                        | 5                | 80     |
|           | 82,50 %       | 11,25 %                  | 6,25 %           | 100 %  |
| foreign   |               |                          |                  |        |
|           | 22            | 7                        | 0                | 29     |
|           | 75,86 %       | 24,13 %                  | 0 %              | 100 %  |
| total     |               |                          |                  |        |
|           | 88            | 16                       | 5                | 109    |
|           | 80,73 %       | 14,67 %                  | 4,58 %           | 100 %  |

Enriched is offering souvenirs with motifs and symbols of Ohrid and Macedonia. Before they were fairly satisfied with 21.25% and 15.59% now, whereas before they were dissatisfied with 9.92% and now only 4.58%.[3]

Table. 9. . Tourists and satisfaction by offering souvenirs with motifs and symbols from Ohrid and Macedonia

| tourists  | Are you satisfied with the offer of souvenirs? |
|-----------|----------------------------------------------|
|           | I'm satisfied | I'm partially satisfied | I'm not satisfied | total  |
| domestic  |               |                         |                  |        |
|           | 63            | 12                       | 5                | 80     |
|           | 78,75 %       | 15 %                     | 6,25 %           | 100 %  |
| foreign   |               |                          |                  |        |
|           | 24            | 5                        | 0                | 29     |
|           | 82,75 %       | 17,24 %                  | 0 %              | 100 %  |
| total     |               |                          |                  |        |
|           | 87            | 17                       | 5                | 109    |
|           | 79,81 %       | 15,59 %                  | 4,58 %           | 100 %  |

A large percentage of change from the former period exists in the opinion of tourists for the supply of content for entertainment and amusement.
Table. 10. Tourists and supply of content for entertainment and amusement in Ohrid

| tourists   | Are you satisfied with the supply of content for entertainment and amusement in Ohrid? | I'm satisfied | I'm partially satisfied | I'm not satisfied | total |
|------------|--------------------------------------------------------------------------------------|---------------|------------------------|-------------------|-------|
| domestic   |                                                                                     | 62            | 12                     | 6                 | 80    |
|            |                                                                                     | 77,5 %        | 15,0 %                 | 7,5 %             | 100 % |
| foreign    |                                                                                     | 24            | 4                      | 1                 | 29    |
|            |                                                                                     | 82,75 %       | 13,79 %                | 3,44 %            | 100 % |
| total      |                                                                                     | 86            | 16                     | 7                 | 109   |
|            |                                                                                     | 78,89 %       | 14,67 %                | 6,42              | 100 % |

Before 66.85% which is also a good percentage thought that this offer is good and they are satisfied, while this percentage is now 78.89% which means the number of satisfied increased 12%. This in turn says that in Ohrid enriched the content of programs for fun and entertainment in the last five years. [3]

On the issue of local transport there is is a slight increase in the percentage of satisfied from 66.29% in 2006. to 69 72% this year. [3] However, it is some indication that the local transportation of tourists is resolved in appropriate manner.

Table. 11. Tourists and satisfaction by offering the services of local transport ( bus, taxi, car rental, etc.).

| tourists   | Are you satisfied with the offer of services from local transport in Ohrid? | I'm satisfied | I'm partially satisfied | I'm not satisfied | total |
|------------|--------------------------------------------------------------------------|---------------|------------------------|-------------------|-------|
| domestic   |                                                                                     | 56            | 15                     | 9                 | 80    |
|            |                                                                                     | 70,0 %        | 18,75 %                | 11,25 %           | 100 % |
| foreign    |                                                                                     | 20            | 7                      | 2                 | 29    |
|            |                                                                                     | 68,96 %       | 24,13 %                | 6,89 %            | 100 % |
| total      |                                                                                     | 76            | 22                     | 11                | 109   |
|            |                                                                                     | 69,72 %       | 20,1 %                 | 10,09 %           | 100 % |

3.Conclusion

From the collected data, their analysis and interpretation of the perceptions of respondents and the comparison with the previous research we can bring some observations and conclusions.

Based on estimates of tourists this year they looked generally more satisfied with leisure offer in Ohrid, generally and in all its aspects without exception. This immediately raises the fact that the last 5 years in Ohrid, a number of things are made by the holders of the tourism offer and other authorities within the organizational system of tourism to enrich the offer and raising its quality.

In regard to the level of improving of satisfaction, it is significant in the case of the satisfaction of hygiene of streets, buildings and beaches in the city where is a percentage of 21.42% increase in
satisfaction of hygiene. In the second place with the enhanced number of satisfied with 12.04% are the content for entertainment and amusement in the city, and the third with an increase of 10.98% is offering souvenirs with motifs and characters typical of Ohrid and Macedonia.

Then follows the supply of consumer goods in trade with an increase of 8%, the supply of postcards, brochures and other informative material with 7.59%, the supply of animation content for outings and visits with a 6% increase in satisfaction, and seventh satisfaction with the quality of agricultural products on the green market with 5.49% satisfied tourists from the former period.

The eighth place by increasing the satisfaction of 4.81% is the pleasure of offering national specialties in hospitality, the ninth is the satisfaction of the local transport services by increasing the satisfaction of 3.43%, and the last place with only 1.58% is the opinion of tourists on the amount of prices for services.

From this, however, it is clear in which areas to work engaged in the future by the holders of tourist offer and other stakeholders in the city and republic. These are primarily the prices of these services. But that does not mean that they should not continue to work continuously to change, enrich and adapt the offer to the newer and newer demands of tourists which will arise in the future.

Adaptibilities of the tourist offer to tourist consumption involves constant monitoring of changes in the environment and directions in contemporary domestic and international tourism and also examining the particular characteristics of the tourist clientele, which dominates in a particular resort. On the other hand adaptibilities of the offer to the needs of tourists will depend on overall economic effects to the individual holders of the tourism offer and in the city as a whole.

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