

University "St. Kliment Ohridski" Bitola
Faculty of tourism and hospitality Ohrid



XI INTERNATIONAL CONFERENCE

***"SERVICE SECTOR IN TERMS OF
CHANGING ENVIRONMENT"***

27-29.10.2011, Hotel Metropol, Ohrid.



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XI INTERNATIONAL CONFERENCE

SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

CONFERENCE PROCEEDINGS

27-29 October 2011, Hotel Metropol, Ohrid.



SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

Conference topics:

Competition in tourism in terms of changing environment
Development of insurance in terms of changing environment
Current trends in customs and freight forwarding
Current tendencies in gastronomy and nutrition
Financial services in terms of changing environment

Round table:

- Scientific research experiences and possibilities for cooperation

Organizing Committee

Dr. Saso Korunovski
Dr. Lidija Simonceska
Dr. Cvetko Andreeski
Dr. Gordana Reckoska
Dr. Naume Marinoski
Dr. Liljana Batkoska
Dr. Jagotka Strezovska
Dr. Ivanka Nestoroska
Dr. Angela Vasilevska
Dr. Ivica Smilkovski

Conference dates:

October 27-29, 2011 Ohrid

Conference information:

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Scientific Committee:

Dr. Marijana Curak - Croatia
Dr. Vladimir Njegomir - Serbia
Dr. Borisav Marovic - Serbia
Dr. Thomas Aiuppa - USA
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Dr. Klime Poposki - Macedonia
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Dr. Hartmut Rein - Germany
Dr. Tome Nenovski - Macedonia
Dr. Zorka Grandov - Bosnia and Hercegovina
Dr. Ilija Iliev - Bulgaria
Dr. Marija Petrovic - Serbia



Conference Program

Plenary session

Time: 27.10.2011, 10.30-12.00h		
Hall: Biljana		
Chair: Irina Petrovska, PhD		
No	Speaker	Title
1.	Ksenija Vodeb, PhD	Competition in tourism in terms of changing environment
2.	Thomas Aiuppa, PhD	Enterprise Risk Management: Opportunities for Providers of Financial Services
3.	Wieslaw "Wes" Czyzowicz, PhD	Current trends in customs policy - challenges and future
4.	Vladimir Njegomir, PhD	Contemporary trends in the insurance industry

Session 1A

Time: 27.10.2011, 12.30-14.30h		
Session title: <i>Competitiveness in tourism in terms of changing environment</i>		
Hall: Ohrid		
Chair: Zdenko Cerović, PhD; Lidija Simonceska, PhD; Liljana Batkoska, PhD		
No	Speaker	Title
1.	Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid Saso Korunovski, PhD Faculty of Tourism and Hospitality – Ohrid Sofronija Miladinoski, PhD Faculty of Tourism and Hospitality – Ohrid	Tourism in Macedonia in changing environment
2.	Lidija Simonceska, PhD Faculty of Tourism and Hospitality - Ohrid	The changes and the innovation as a factor of competitiveness of the tourist offer (the case of Ohrid)
3.	Mirjana Knežević, PhD Faculty of Economics, University of Kragujevac, Serbia	The contract on time-share in a new business environment
4.	Fotis Kilipiris, PhD Alexander TEI of Thessaloniki, Dept. of Tourism Management, Thessaloniki, Greece Stella Zardava University of Macedonia, Dept. of Economics, Thessaloniki, Greece	Developing sustainable tourism in a changing environment: issues for the tourism enterprises (travel agencies and hospitality enterprises)
5.	Tea Baldigara, PhD Faculty of Tourism and Hospitality Management - Opatija Maja Mamula, MSc	Tourism statistics in Croatia: present status and future challenges



	Faculty of Tourism and Hospitality Management - Opatija	
6.	Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid Raman Ismaili, PhD	Leisure tourist offer as a component of competitive advantage in the situation of changing environment (Case of Ohrid tourist region)
7.	Zdenko Cerović, PhD Faculty of Tourism and Hospitality Management - Opatija Sanda Grudić - Kvasić Faculty of Tourism and Hospitality Management - Opatija Ivana Ivančić Faculty of Tourism and Hospitality Management - Opatija	Offer management of trading goods in tourist spending
8.	Liljana Batkoska, PhD Faculty of Tourism and Hospitality - Ohrid	The impact of cognitive learning on consumer behaviour
9.	Marija Petrović - Randelović, PhD University of Nis, Faculty of Economics, Serbia Dalibor Miletić, MSc MEGATREND University Belgrade, High School for Management and Business, Zaječar, Serbia	(No) Competitiveness and sustainable development of serbian tourism
10.	Biljana Petrevska, PhD Faculty of Tourism and Business Logistics - Gevgelija	Projecting accommodation capacities in Macedonia
11.	Ivanka Nestoroska, PhD Faculty of Tourism and Hospitality - Ohrid	Identifying tourism potentials of Macedonia through regional approach
12.	Saso Korunovski, PhD Faculty of Tourism and Hospitality - Ohrid Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid	Cultural tourism in Ohrid as a selective form of the tourism development
13.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	Uniform System of Accounts in the Lodging Industry (USALI) in creating a Responsibility Accounting in the hotel enterprises in Republic of Macedonia
14.	Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Tatjana Dzaleva, MA Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski, MA Faculty of Tourism and Business Logistics - Gevgelija Oliver Filiposki, MA Faculty of Tourism and Business Logistics - Gevgelija	Innovation at tourism business: challenges and creativity for development

15.	Kresimir Znidar, BSc Prizma istrazivanja plc, Zagreb, Croatia Niksa Alfirević, PhD University of Split, Faculty of Economics, Croatia Jurica Pavičić, PhD University of Zagreb, Faculty of Economics and Business, Croatia	Service management and marketing in nautical tourism: a source of competitive advantage for the changing environment?
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Session 1B

Time: 27.10.2011, 12.30-14.30h Session title: - <i>Development of insurance in terms of changing environment</i> - <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Vladimir Njegomir, PhD; Cvetko Andreeski, PhD; Evelina Bazini, PhD		
No	Speaker	Title
1.	Goran Petrevski, PhD Faculty of Economics - Skopje Jane Bogoev National Bank of the Republic of Macedonia, Skopje, Macedonia	Interest rate pass-through in a small open economy with fixed exchange rate - the case of Macedonia
2.	Vladimir Njegomir, PhD Faculty for Legal and Business Studies, Novi Sad Boris Marović, PhD Faculty of Technical Sciences, Novi Sad	Contemporary trends in the global insurance industry
3.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid	Global financial crisis - determination for development of life insurance in the Republic of Macedonia
4.	Evelina Bazini University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania	Importance of relationship management in the insurance business in Albania
5.	Mirjana Sekulovska, PhD University "St. Kliment Ohridski" - Bitola	Internet business models for e-insurance and conditions in Republic of Macedonia
6.	Cvetko Andreeski, PhD Faculty of tourism and hospitality - Ohrid	Analysis of mortality tables in R. Macedonia
7.	Petar Taleski Marketing and Sales Department, NLB Nov Penziski Fond AD, Skopje Nako Tashkov, PhD Faculty of Tourism and Business Logistic - Gevgelija	Insurance in tourism industry

8.	Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Risk management during work interruptions
9.	Jordan Kjosevski, PhD Stopanska Banka AD - Skopje	Challenges for insurance industry in the 21st century
10.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid Stevco Meceski, MSc Faculty of Tourism and Hospitality - Ohrid Bojan Srbinoski Faculty of Tourism and Hospitality - Ohrid	Municipal bonds as an investment opportunity for life insurance companies on capital market in Macedonia
11.	Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality - Ohrid Kliment Arnaudov, BA in Tourism Faculty of Tourism and Hospitality - Ohrid	Negotiation skills a guideline for insurance development in conditions of a changeable surrounding
12.	Boban Tomeski	Development of motor third party liability insurance market in terms of variable regulation

Session 2A

Time: 27.10.2011, 16.00-19.00h Session title: <i>Competitiveness in tourism in terms of changing environment</i> Hall: Ohrid Chair: Ksenija Vodeb, PhD; Elena Cickovska, MSc; Ivanka Nestoroska, PhD		
No	Speaker	Title
1.	Katerina Angelevska - Najdeska, PhD Faculty of Tourism and Hospitality - Ohrid Gabriela Rakicevik, PhD Faculty of Tourism and Hospitality - Ohrid	Planning of sustainable tourism development
2.	Branislava Ilic, MSc University of Nis, Dept. of Geography, Faculty of Science and mathematics, Serbia Aleksandar Radivojevic, PhD University of Nis, Dept. of Geography, Faculty of Science and mathematics, Serbia	Regional and international cooperation as a factor in increasing influx of tourists in Pirot
3.	Tanja Angelkova, MSc Faculty of Tourism and Business Logistic - Gevgelija Cane Koteski, PhD Faculty of Tourism and Business Logistic - Gevgelija	Sustainability and competitiveness of tourism



	Zlatko Jakovlev, PhD Faculty of Tourism and Business Logistic - Gevgelija Elizabeta Mitrevska, PhD Faculty of Tourism and Business Logistic - Gevgelija	
4.	Marko Šostar Regional Development Agency of Pozega-Slavonia County Berislav Andrić Regional Development Agency of Pozega-Slavonia County Mario Hak Ministry of Finance, Tax Administration	Impact of funds on the rural tourism development in Croatia
5.	Arben Oda, PhD Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid	Strategic management and strategic positioning in the situation of changing environment - research on Struga tourist region
6.	Suzana Marković, PhD Faculty of Tourism and Hospitality Management - Opatija Sanja Raspor, MSc, PhD Student Faculty of Tourism and Hospitality Management - Opatija	Guests expectations in croatian hotel industry: factor and reliability analyses
7.	Irina Petrovska, PhD Faculty of Tourism and Hospitality - Ohrid	Teaching lexical patterns in english and macedonian tourism discourse
8.	Marija Milenkovic, MSc University of Nis, Republic of Serbia	Ecoregionalism - factor cross-border cooperation and tourism development
9.	Tatjana Petkovska – Mirchevska, PhD Institute of Economics, Skopje Diana Boshkovska, PhD Institute of Economics, Skopje	Importance of corporate and marketing communications for improving tourist offer
10.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	The main processes in the international financial reporting at the begining of 21st century
11.	Vjekoslav Bratić Institute of Public Finance, Zagreb, Croatia Predrag Bejaković Institute of Public Finance, Zagreb, Croatia Anton Devčić Regional Development agency of Pozega-Slavonia County, Croatia	Tax system as a factor of tourism competitiveness: the case of Croatia
12.	Elena Cickovska, MSc Faculty of Tourism and	Research of service sector needs for and in academic language learning



	Hospitality - Ohrid	
13.	Ana Vizjak, PhD Faculty of Tourism and Hospitality Management - Opatija Daniela Gračan, PhD Faculty of Tourism and Hospitality Management - Opatija Andreja Rudančić - Lugarić Faculty of Tourism and Hospitality Management - Opatija	Economic development of the Republic of Croatia encouraged by implementation of marketing system
14.	Elizabeta Mitreva, PhD Faculty of Technology - Probishitp Vesna Prodanovska, MA Faculty of Philology - Stip	Evaluation the customers/consumer's contentment - the competitive advantage of macedonian travel companies
15.	Iris Kazazi, PhD student Faculty of Economics, University of Tirana, Albania Bledi Hoxha, PhD student Faculty of Economics, University of Tirana, Albania	The role of human values of consumer' preferences for travel destinations and positioning of rural tourism offer of Albania
16.	Jagotka Strezovska, PhD Faculty of Tourism and Hospitality - Ohrid	German language tourist information in Macedonia and the translational activity
17.	Ines Milohnić Faculty of tourism and hospitality management, Department of management, Opatija, Croatia Marta Cerović Faculty of tourism and hospitality management, Department of work organization in hospitality industry, Opatija, Croatia	Management of culture contents offer in a tourist destination
18.	Anastas Dzurovski, PhD Faculty of Law - Kichevo Goran Tasevski Independent Free Lance Consultant	The establishment of synergy amont the competitiveness factors as a prerequisite for rural tourism development in Prespa region
19.	Ksenija Vodeb, PhD Univrersity of Primorska, Faculty of tourism studies - TURISTICA, Portorose, Slovenia	Coastal tourist's attitudes on sustainable tourist offers in Istrian countryside
20.	Blagoj Gjorgjievski, PhD Faculty of Law - Kichevo	Strategic approach of sustainable management of development of rural tourism - a case study of Macedonia
21.	Tatjana Dimoska, PhD Faculty of Tourism and Hospitality - Ohrid Boris Trimchev	Competitiveness strategies for supporting economic development of the touristic destination



Session 2B

Time: 27.10.2011, 16.00-19.00h Session title: - <i>Current trends in customs and freight forwarding</i> - <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Gordana Rechkoska, PhD; Jovanka Biljan, PhD; Zlate Dimovski, PhD		
No	Speaker	Title
1.	Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Transport of dangerous substances in the Republic of Macedonia
2.	Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid	Risk management and customs performance improvements: the case of the Republic of Macedonia
3.	Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid	Logistic services trade balance as indicator of macedonian logistic industry potential
4.	Miladin Krstanoski, PhD Faculty of Tourism and Hospitality - Ohrid Larisa Vasileska, MSc Faculty of Tourism and Hospitality - Ohrid	The new role of macedonian customs administration
5.	Robert Vodopivec, PhD University of Maribor, MEDIFAS: Mediterranean institute for advanced studies	Influence of political globalisation and global crisis on traditional marketing management theory and practice
6.	Tatjana Dzaleva, MSc Faculty of Tourism and Business Logistics - Gevgelija Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski Faculty of Tourism and Business Logistics - Gevgelija Aleksandar Ilievski Faculty of Tourism and Business Logistics - Gevgelija	Influence of trade facilitation in Republic of Macedonia
7.	Danijela Miloshoska, PhD Faculty of Tourism and Hospitality - Ohrid	Measures of the customs administration of the Republic of Macedonia for the protection of the intellectual property rights as part of the contemporary trends in customs
8.	Zlate Dimovski, PhD Faculty of Security-Skopje	The meaning of the customs service in the collaboration and the exchange of

	Ice Ilijevski, MSc Faculty of Security-Skopje	data in the fight against the organized crime
9.	Tome Nenovski, PhD University American College - Skopje Evica Delova Jolevska, PhD University American College - Skopje Ilija Andovski, MSc National Bank of the Republic of Macedonia	Banking services in terms of changing environment
10.	Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania Evelina Bazini, PhD University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania	The relationship between marketing culture and marketing effectiveness & profitability in financial service organisations in Albania
11.	Elsa Gega Faculty of Economy, University "Aleksander Moisiu", Elbasan, Albania Ilir Elmaz Faculty of Economy, University of Vlora "Ismail Qemali", Albania	The impact of service quality on customer loyalty: A study of financial organizations in Tirana, Albania
12.	Zoran Mihanovic University of Split, Faculty of Economics, Split, Croatia	Service marketing management and reputation of service organizations: the case of adult education in Croatia

Session 3A

Time: 28.10.2011, 10.00-12.00h Session title: - Competitiveness in tourism in terms of changing environment - Current tendencies in gastronomy and nutrition Hall: Ohrid Chair: Pere Aslimoski, PhD; Angela Vasileska, PhD; Bayram Şahin, PhD		
No	Speaker	Title
1.	Pere Aslimoski, PhD Faculty of Tourism and Hospitality - Ohrid Sase Gerasimoski, PhD Faculty of Security-Skopje	Food and nutrition as tourist phenomenon
2.	Angela Vasileska, PhD Faculty of Tourism and Hospitality - Ohrid Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid	Global and regional food consumption patterns and trends
3.	Bayram Şahin, PhD Balıkesir University The School of Hotel and Tourism Management, Balıkesir, Turkey Seda Şahin, Research Assistant	Changing consumer tendency and effects of local kitchens on tourism movements



	<p>Balikesir University The School of Hotel and Tourism Management, Balikesir , Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p>	
4.	<p>Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski Faculty of Tourism and Business Logistics - Gevgelija Nikola V. Dimitrov, PhD Faculty of Tourism and Business Logistics - Gevgelija</p>	<p>Collecting - from hobby to profession, from private ownership to tourism offer, from balck market to legal activity</p>
5.	<p>Muhammad Irbaz Khan, Senior Research Associate Department of English Language and Literature, University of Management and Technology Lahore, Pakistan</p>	<p>Humor as an essential component in tourism education</p>
6.	<p>Vera P. Simovska, PhD Faculty of Technology and Technical Sciences-Veles Dragan Damjanovski, PhD Faculty of Technology and Technical Sciences-Veles MilaP. Vidin, MSc HEPA Macedonia National organization for the promotion of Health-EnhancingPhysical Activity Valentina Pavloska, PhD Faculty of Technology and Technical Sciences-Veles Sasko Martinovski, MSc Faculty of Technology and Technical Sciences-Veles</p>	<p>Evaluation of dietary habits and physical activity levelas basis for a new health promotion strategy of the Republic of Macedonia</p>
7.	<p>Seda Şahin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Bayram Şahin, PhD Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p>	<p>Culinary tourism and the role of tourist guides in presenting kitchen and food culture</p>
8.	<p>Michael Risteski, BA in tourism</p>	<p>Spatial planning and sustainable</p>



	Faculty of Tourism and Hospitality - Ohrid Jordan Kocevski, MSc Faculty of Tourism and Hospitality - Ohrid	tourism as a basis for developing competitive tourism destinations
9.	Raman Ismaili, PhD State University - Tetovo Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid	Macedonian hotels in conditions of changing environment
10.	Vera Naumovska, PhD Faculty of Economics - Skopje	The meaning of web sites and web design in hotel's industry in R. Macedonia
11.	Kliment Arnaudov, BA in tourism Faculty of Tourism and Hospitality - Ohrid Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality- Ohrid	Business ethics and social responsibility in tourism organizations in terms of changing environment
12.	Jordan Kocevski, MSc Faculty of Tourism and Hospitality - Ohrid Michael Risteski, BA in tourism Faculty of Tourism and Hospitality - Ohrid	Eating out on vacations
13.	Elena Rudan, MSc Faculty of Tourism and Hospitality Management - Opatija	The role of carnival in the tourist offer of the county Primorsko-goranska
14.	Nikolina Srbakoska Trposka, postgraduate student Faculty of Biotechnological sciences - Bitola Igor Andreeski, PhD candidate Economic institute - Skopje	Nutrition in the hospitality industry

Session 3B

Time: 28.10.2011, 10.00-12.00h Session title: <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Klime Poposki, PhD; Snežana Dičevska, PhD; Marijana Ćurak, PhD		
No	Speaker	Title
1.	Marijana Ćurak, PhD University of Split, Faculty of Economics - Split, Croatia Klime Poposki, PhD Insurance Supervision Agency - Skopje Sandra Pepur, MSc University of Split, Faculty of Economics - Split, Croatia	Profitability of macedonian banking sector in changing environment
2.	Tome Nenovski, PhD University American College - Skopje Ivica Smilkovski, PhD Faculty of Tourism and Hospitality - Ohrid	Macedonian economy before and after the global economic crises
3.	Tamara Milenković - Kerković, PhD	Factoring in the changing



	University of Nis, Faculty of Economics, Serbia Ksenija Dencić - Mihajlov, PhD University of Nis, Faculty of Economics, Serbia	environment: legal and financial aspects
4.	Risto Gogoski, PhD Faculty of Tourism and Hospitality - Ohrid	Payment systems in economy - present and future
5.	Snezana Mojsoska, PhD Faculty of Security-Skopje Sase Gerasimoski, PhD Faculty of Security-Skopje	Functioning of investment funds in R.Macedonia in terms of changing environment
6.	Svetlana Nikoloska, PhD Faculty of Security - Skopje Ivica Simonovski, PhD Administration for preventing money laundering and financial terrorism-Skopje	Role of banks as entity in the system for prevention of money laundering in the Republic of Macedonia
7.	Snežana Dičevska, PhD Faculty of Tourism and Hospitality - Ohrid	Credit risk - creating system of credit risk management in changing economic conditions
8.	Vera Karadzova, PhD Faculty of Tourism and Hospitality-Ohrid	Country risk - conditions and trends in Macedonia, proposals for reduction in conditions of unstable environment
9.	Zorka Grandov, PhD Faculty of Economics and Engineering Management, University Business Academy, Novi Sad Radica Jovanović, PhD Faculty of entrepreneurial business, Union University, Belgrade Maja Djokic, MSc University Autonoma in Barcelona, Postgraduate course-Doctoral student in the field of Audiovisual communications and advertising Asturias, Barcelona	Banking services and consumer protection

Round table

Time: 28.10.2011, 12.30-13.30h

Title: *Scientific research experiences and opportunities for cooperation*

Hall: Labino

Chair: Jagotka Strezovska, PhD

INNOVATION AT TOURISM BUSINESS: CHALLENGES AND CREATIVITY FOR DEVELOPMENT

Nako Taskov¹, Tatjana Dzaleva¹, Oliver Filiposki¹

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Abstract:

Tourism firms operate in a business environment in which innovation is important for firm survival. In spite of this, there is an apparent lack of knowledge concerning innovation processes in tourism firms. This article combines considerations about tourism development, such a change in thinking about tourism can contribute to two important changes in the planning and management of tourism in regional destinations — the use of a different set of assessment criteria for evaluating tourism development proposals, and the development, and more extensive use, of sustainability monitoring systems.

Key words: tourism firms, innovation, tourism development, destination, investment

1. INTRODUCTION

Tourism is a factor for development. In this way, evidence confirmed that tourism can be a major player in the transformation of the economy and the promotion of sustainable development. Tourism prospects are closely tied to general economic prospect. The contact with the modern creation helps in the understanding and profound knowledge of habits, tendencies, ways of thinking of the indigenous, contributes in the spiritual uplift and in the conscience that the world is not limited to our only personal area of activity. Also it could be discussed how to develop tourism plans. It is important to formulate a plan and techniques how to use it, how to incorporate it, the importance of this plan and the influence of area

characteristics on planning. Therefore, it is taken a brief historical background of the country or region, existing national and regional development policies, plans and programmes, with evaluation of their influence on tourism development, and cultural patterns of traditions, religious and social values and other relevant characteristics, and effects of development on cultural traditions and values. Another important thing is underlining the essential meaning of tourist attractions and activities, and their improvements. These understand the survey and inventory of existing and potential attractions and activities, evaluation of the tourist attractions, recommended improvements (and conservation) required of the attractions.

Many studies suggest that cooperation programmes and high-profile projects will support the efforts of a destination to improve benefits for the development and implementation of sustainable tourism policies and programmes. But these activities are not enough for development in tourism.

In this way, the most of the discussion of innovation focuses on new products and technologies, but innovation is based on challenging existing assumptions and ways of thinking. One option to develop new ways of thinking and innovation in tourism is to argue that there is no such thing as sustainable tourism. Tourism may contribute to the sustainable development of some regions under some circumstances, then a number of new approaches to tourism development emerge. So, stronger links may emerge between tourism and other economic activities and development options. The existence of additional criteria could be used to evaluate different potential tourism developments and makes suggestions about the development of sustainability performance indicators.

So primarily, it is essential to highlight the importance of better knowledge management systems to support innovation in tourism.

Innovation can come in many forms but all of these share three common elements — creativity, a problem-solving approach and a new way of thinking. Current approaches to tourism and sustainable regional development have a number of problems. New solutions to these problems could come from using creative thinking methods. Challenging basic assumptions can lead to very simple but powerful new ideas. The role of tourism development concentrates on the resources, skills and infrastructure that a community offers to tourism developers. But now it is much important to be explored a number of ways in which regional communities can use tourism developers and tourists to achieve the destination region's broader goals and aspirations.

2. INNOVATION AND CREATIVITY FOR TOURISM DEVELOPMENT

Considering Hjalager (1997), he argues that there is a tendency to associate innovation only with invention or the creation of new products and this limits understanding of the potential for innovation in a sector. Also he goes on to argue that this product innovation is only one of several types of innovation. Other types include classic process innovations (where the production process is altered), information handling innovations (where new forms of knowledge management are adopted), management innovations (where the way in which a business is managed is changed) and institutional innovations (where the structure of the organisation is altered). Others provide a similar argument in their review of definitions of innovation. These authors concluded that innovation is best defined as a “dynamic capability” based on patterns of thinking and action that allows an organisation to regularly modify the way it operates to improve its effectiveness. The importance of patterns of thinking is stressed in this definition and these authors note that all innovation is based on new ways of thinking often associated with creative thinking techniques. Another paper offers a wide range of thinking techniques they are all connected by two common themes — challenging existing assumptions and looking at an existing situation from a different perspective.

The road towards sustainable development is inevitably a search for new ways of thinking and acting suggesting that innovation in considerations of tourism and sustainability will require changes in ways of thinking. An alternative way to view the role of tourism in development is to challenge the assumption that it can be sustainable in its own right and more explicitly

label it as a potential resource for communities seeking sustainable development options. Reconceptualizing tourism as just one among many possible development options is likely to result in a more direct comparison of tourism to other development options. The treatment of tourism as a development tool just like any other is also likely to encourage the application of concepts and processes from other activities to tourism, particularly ideas about building community capacity.

A consideration of tourism as a resource for communities might also encourage a discussion of wider and more innovative types of tourism development than are typically considered. Richards and Wilson (2006) refer to “serial reproduction” that raises the question of what sorts of resources tourism might be able to contribute to the sustainable development of a rural or peripheral region. Holmefjord (2000) suggests that there are three types of synergies between tourism and other activities that can be exploited by rural communities — product synergies, market synergies and marketing synergies.

Product synergies refer to the shared use of facilities and resources by tourism and other activities. A common benefit often claimed for tourism is that it relies upon and contributes to infrastructure that can then be used for other activities. Transport and communication systems are typically considered as such resources. If tourism becomes an end in itself, rural communities may find themselves having to fund the infrastructure that was meant to be provided by the tourism development. This is especially the case when the planning is based on developing the infrastructure for tourism and then finding other uses for it. The alternative is to determine the infrastructure already available and/or required by nontourism activities and then find the type of tourism that can utilise these resources.

The market synergies category recognises that tourists can be additional customers for other products and services. Thus, tourists can be a customer base for various specialist or niche agricultural, craft and other products [2;3;11]. The critical element again was to determine the needs of the nontourism activity and then seek to attract the appropriate type of tourism to support that.

Tourists can be seen also as human resources for regional development. Volunteer tourism is a form of tourism that has been given little attention in the literature on rural tourism development. Volunteer tourism refers to people paying to participate in various nature-based and community development projects on their holidays [22]. The volunteers exchange their labour for free accommodation and meals and the opportunity to access a destination.

Marketing synergies are ways of using tourism to create a broader awareness of other aspects of the region [12]. These marketing synergies can involve the joint use of marketing distribution systems, the use of tourists themselves as a promotion tool for regional products and the joint development of regional brands. The tourism development here is associated with growing interest from the “adopters” who act as promoters for the scheme.

3.COMPETITIVENESS AND DESTINATION

Competitiveness has become a central point of tourism policy. As competition increases and tourism activity intensifies, tourism policy focuses on improving competitiveness by creating a statutory framework to monitor, control and enhance quality and efficiency in the industry, and to protect resources. Competitiveness in tourism can be described as the elements that make a destination competitive as its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations.

Destination policy, planning and development (DPPD) and destination management (DM) are the other two categories in which innovation has crucial role for success. Innovation can help to build up strategies for tourism destination. These strategies include: build responsible tourism; foster a culture of conservation; develop an environmental focus; make tourism a lead sector; adapt strategies of development; develop the service sector; strengthen distribution channels; focus on product development at home; build a dynamic private sector- don't be afraid of new tourism, let quality be the guide and build public/private sector cooperation.

In addition, DPPD is essentially an intellectual process that uses information, judgement and monitoring to make macro-level decisions regarding the kind of destination that is desirable, the degree to which ongoing performance and related changes in the nature of visitation and the physical character of the destination are contributing to the achievement of the kind of destination that stakeholders want. Destination management is more a micro-level activity in which all the stakeholders carry out their individual and organizational responsibilities on a daily basis in efforts to realize the macro-level vision contained in policy, planning and development. Contemporary tourism policy focuses on competitiveness and sustainability, which are also the major parameters of tourism destination management (TDM). Successful TDM involves economic/business management skills

balanced with environmental management capabilities. Economic/business skills are those related to effective resource development and deployment. Strategic planning is the cornerstone of DPPD. For destination purposes, strategic planning may be defined as the process whereby an organization analyses the strengths and weaknesses with respect to the supply development and demand development, decides the position it seeks to attain, and defines strategies and programmes of activity to achieve the aims [18]. It describes the process of developing long-term plans for tourism development and marketing. It should provide a common structure and focus for all of the destination's management activities.

As addition, Ritchie-Crouch model focuses on those activities that implement the tasks prescribed by the DPPD. As such, it seeks to enhance the appeal of the core resources, strengthen the quality and effectiveness of the supplying factors and resources, and adapt best to the constraints or opportunities imposed or presented by the qualifying and amplifying determinants.

In the model, destination management consists of nine components and recognizes the innovation as need for accesses goals:

1. Organization
2. Marketing
3. Quality of service experiences
4. Information/research
5. Human resource development
6. Finance and venture capital
7. Visitor management
8. Resource stewardship
9. Crisis management.

The DPPD component creates the framework for a competitive destination. So this involve the means of new way of thinking to make a success development in tourism by all participants on their own way.

In addition to new ways to look at types of tourism development, such a change in thinking about tourism can contribute to two important changes in the planning and management of tourism in regional destinations — the use of a different set of assessment criteria for evaluating tourism development proposals, and the development, and more extensive use, of sustainability monitoring systems. The change in thinking about tourism and its potential role for development would change the focus of assessments of tourism development proposals to include audits of the value of the proposed tourist markets and the associated tourism distribution systems that would result from the proposed tourism development, for existing or desired nontourism products and services.

The second key change in tourism planning and management that would result from a focus on the potential role tourism can play in a broader sustainable

development framework for a destination region is that of supporting the need for comprehensive sustainability monitoring systems. Despite a widespread recognition that a core element of sustainable development is the monitoring of different areas or dimensions of sustainability [7], there has been little progress in the development and use of sustainability monitoring systems for tourism development [4;14;21].

Ko (2005) reviewed 12 studies where a sustainability assessment for tourism had been completed and concluded that the overall assessment was often based on the judgment of the author using a limited range of indicators with little discussion of how or why those indicators were chosen or how the indicators would be measured in a completed system. It can be further argued that few, if any, of the systems described in the tourism literature are based on the perspectives of the residents and / or other key stakeholders in the destination regions. In other studies, for example, are used tourism academics to determine a list of sustainability indicators to assess tourism development. Others looked at the perspectives of local tourism industry members on sustainability and tourism and found significant discrepancies between what the tourism industry respondents saw as the goals of sustainable tourism and the measures they selected as indicators [9]. The tourism industry respondents recognised the potential for tourism to contribute to a broad range of community development factors but selected mostly indicators of the economic success of tourism business.

Also, many attempts to assess tourism sustainability concentrate on measuring environmental and cultural heritage conservation to the exclusion of considering how and if, tourism can contribute to the enhancement of resident quality of life. Another point of view is to go on to outline an alternative approach to assessing tourism based on expanding the concept of yield to include a range of dimensions other than finance. Broader approaches provide a number of indicators that would allow tourism to be judged and compared to other development options in terms of its contribution to the improvement of a range of dimensions.

4.THE INFLUENCE OF SMEs

In the global economy small businesses are playing a critical role in reducing unemployment, penetrating new markets and generally growing national economies. It follows that small businesses represent an important vehicle for addressing the challenges of job creation, economic development and social

development. Tourism is an under-exploited sector with considerable potential for expansion, particularly given the high labour absorption capacity of small businesses. Most studies attempt to build on extant research which has attempted to identify the resources required to allow businesses to leverage generic information technologies (IT), such as the Internet, to enhance the businesses' returns. Also, the entrepreneur should have a vision of what the Internet can achieve, and a competency which implies that the ownermanager takes his vision further and actually acquires the technology and technical competencies to utilise this medium. For example, the owner-manager manages the Internet within the context of the overall business and marketing activities on a continuous basis, which means a high level of involvement on the part of the owner-manager.

Small businesses lack many of the resources typically available to larger businesses, and as a result find it difficult to compete with bigger enterprises in terms of reaching target markets using the conventional marketing techniques.

But, the advantages that issue from predominance of small and mediumsized enterprises (SMEs) in the tourism industry are that micro-businesses earned money and their money stay in the local community and they are vital element in job creation in rural areas and less developed regions in general.

That's why many studies of small tourism businesses within a locality are needed, focussing on their interconnectedness through networks and the wider benefits this brings to the industry as a whole. These studies underline the importance of entrepreneurial and marketing orientation in SMEs. An entrepreneurial orientation will provide a focus for the constructs of owner-manager involvement, owner-manager knowledge and owner-manager decision making. A marketing orientation will assist in obtaining the information on which the ownermanager can base decisions. This is because a market orientation will facilitate the acquisition of information on competitors, the appreciation of customer preferences and understanding the drivers of customer satisfaction.

The marketing practices of small businesses are influenced by factors as the traits of the owner-manager, the size of the small, medium and micro enterprise (SMME), and its stage of development, all of which impact on their marketing techniques. Also, technological tools, with their ability to reach broad and diverse markets at a very low marginal cost, have the potential to contribute to the growth of this sector.

5.CONCLUSION

It has already been noted that adherence to the idea of 'sustainable tourism' tends to be associated with a focus on ensuring the continuity of tourism [5;20] that limits consideration of the possibility that tourism may not be a sustainable option in some places [23]. This tendency to assume that there will always be some form of tourism that can be sustainable means that there has been almost no discussion in the academic or government policy literature on provisions or procedures for dismantling of tourism and tourists has been identified as a major barrier to effective community participation in, and control over, tourism development [17]. Residents of many rural and peripheral regions have limited experience of tourism themselves and lack an understanding of the full range of potential impacts and changes associated with tourism [15]. This lack of understanding can result in false expectations about the benefits of tourism, a lack of preparedness

Innovation in the form of creativity, a problem-solving approach and a new way of thinking, also brings benefits for small and medium-sized enterprises (SMEs) as another economic feature of tourism. These benefits are the money earned by micro-businesses tends to stay in the local community – they typically purchase locally and are part of the fabric of the local money circulation cycle. SMEs are a vital element in job creation in rural areas and less developed regions in general and they do not have the commercial rationale that dominates big enterprises. It should be recognized that in many developing countries tourism is a gateway to entrepreneurship, which recognizes leadership and innovation, and this is considered to be one of the positive points of tourism in the development process of many countries and regions. Put simply, all innovation is ultimately based on challenging existing assumptions and looking at things from an alternative viewpoint.

tourism or restoration of tourism areas. It is important to return to a consideration of innovation more generally. Perdomo-Ortiz et al. (2006) presented evidence that innovation was more likely to occur in organizations that pursued the principles of total quality management. In particular, they noted the importance of knowledge management for successful innovation. A major barrier to creating innovative approaches to regional tourism is a lack of knowledge. A lack of understanding and experience for the changes associated with tourism and an inability to benefit from tourism development opportunities [10].

The dual challenge for tourism researchers is to find ways to effectively transfer existing knowledge about tourism and tourists directly to regional communities and to further develop an understanding of tourism as a social and economic phenomenon.

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