

TITLE OF THE PAPER:

“Financing effects and animation in tourism“

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Abstract

[The effects of animation on the demand side are also reflected in increasing contacts, intensifying communicability intensification of tourist movements, increase mood and more. Effects animation by offering side are multifaceted. Indirect effects presents us in increasing the visit, gaining reputation and so on. Direct economic effects are also reflected in increasing outboard consumption.]

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Introduction

The main objective of each activity is achieving positive financial result. Effects of animation in tourism demand side are also reflected in the increase of contacts, intensifying communication dynamics of tourist movements, increase mood and more. Animation effects in the tourism side of the tourist offer multifaceted. Indirect effects present us in increasing attendance, gaining reputation and so on. While the direct economic effects are also reflected in the increasing outboard consumption. Thus, the effects of animation in tourism can be classified in three groups: direct (economic) effects, indirect effects (effects of anticipated pleasure) and social effects (reputation of the destination).¹

¹Cerovic, Z, (1999), "Forms valuation effects animation in tourism, animation in hotel and tourist offer", Croatian Association of Hoteliers and Restaurateurs, Opatija, 140

1. Direct (economic) effects

Direct effects such effects are translated into the amount of money, ie as a financial result. It should be noted that any activity that is undertaken should be financially worthwhile, because otherwise it would not be realized. In this connotation in the animation, the creator of the program should be conceived program in such a way, it could be profitable. Effects expected in the general management are grouped into two groups:

- Revenue from the sale of tickets for sports and recreation, cultural and entertainment animation activities and outings and walks like animation activities and
- Revenue from the provision of catering and other services.²

Besides the direct economic effects, can often be realized and indirect effects. In this context, may be mentioned the following:

- Animation activities that are free, and whose goal is attracting visitors for a future content that will contribute to the immediate economic effects;
- Animation contents that are charged directly
- Animation activities that are not charged, but the financial effects are expected in payment of other services.

Characteristics of these economic effects according to PhD. ZdenkoCerovic:

- Their easy quantification;
- Measurability;

²Cetinski, V., (1988), "Animation - Quality that pays off", Economic Journal Zagreb, no. 6/88, Zagreb, 65.

- Quick Control
- Records of results³

2. Indirect effects (effects of expected pleasure)

As it is mentioned above, one of the objectives of the holders of the tourism offer is the satisfaction of desires, interests, preferences and needs of the visitors. Tourists need to achieve this goal, because it is the reason that visitors traveled to a facility, resort or country, ie because they choose its Animation program, among numerous and similar programs that are offered to the tourist market. The main feature of these effects is that economically measurable, but are the result of successful organization and professionally created Animation program that increases the pleasure of visitors and direct manner:

- Motivation of visitors in the selection of the tourist destination;
- Again coming to the visitors in the resort;
- Arrival of new guests;
- Extension of the tourist season;
- Better occupancy capacity and after the main season
- Better occupancy of tourist content, changing the structure of your visitors and tourist consumption.⁴

Meet the wishes and needs of visitors care makers animation programs. This order is very important because satisfied guest will certainly use other services, plans to re-arrival at the facility, resort and tourist country, and the most important thing is that the client will make a positive personal tourist propaganda. Developers animation, you must always take into account

³Cerović,Z., (1999), Ibid, 141.

⁴Ravkin,R., (1989), "Animation in tourism", Založba, Ljubljana – Zagreb, 70.

the quality of the programs, ie must be guided by the principle of "value for money", which means that its quality and value must be equivalent to the money that the visitor has paid. Namely, there should be a correlation between these two categories. If the ratio breaks down, in which case the effects of the animation would be certainly negative.

3. Social effects (reputation of the destination)

Effects of animation, to a greater or lesser extent have their impact on the wider community ie societies the state as a whole. That is the reason that satisfied visitor back again in the tourism object, place and country. State economic effects animation in tourism should be viewed from a direct aspect, ie through effects that are realized through increased taxes, tourist taxes, utility taxes and other financial instruments that are measurable.

According to PhD. Mato Bartoluchi factors that affect the economic effects of the offered animation programs offered visitors to the area a tourist destination or through various forms of manifestations that are performed in facilities narrower or wider area, place, city or country :

- Motivation;
- Retention of visitors during bad climatic conditions;
- Extension of the tourist season;
- Expansion and segmentation of the tourism market;
- Tourist consumption caused by the greater physical effort and physiological loads;
- Raising the level of satisfaction and emotional urge to return to the same tourist destination

- Personal tourist propaganda.⁵

The previous can be pointed out that the need to support not only those animation programs that are profitable, but those programs that currently do not carry the financial result, but the results are expected in the future. The need to foster an awareness of local government and the state as a whole to assist management activities of the holders of tourist offer in realization animation programs, through various forms of activities. It is known that the benefits of animation programs directly has the tourist offer, but also the resort and the state as a whole. This is because satisfied visitors will return again in the same tourist destination, thereby creating a positive image for the country. The main objective is to increase tourism demand and consumption, as well as the economic effects of all subjects participating in the creation of the tourism product of a particular country.⁶

4. Funding animation in tourism

Like any activity, and the creation and implementation of animation programs is related to costs. For this purpose, it is good to know management costs arising for the successful implementation of the programs, income, ie sources for financing of animation and overall financial result. In terms of cost, I can distinguish the fixed and variable costs. Fixed costs is characteristic that they do not change depending on the volume of activity, and performance per unit program shrink. Management of these costs can not directly act. In the group of fixed costs include the following:

- Salaries animation organization;

⁵Bartoluci, M., (1984), "Evaluation of medical program and early active holiday aimed at improving the health and humanization of life and work," Faculty of Physical Education - Zagreb, Zagreb, 196

⁶Čavlek,N., (1997), "Germans wary of traveling", Croatian Tourism Magazine no. 4/97, Zagreb, 30.

- Depreciation costs of stationery and equipment;
- The cost of a permanent tourist propaganda;
- The cost of renting space or equipment;
- Depreciation;
- Costs for lighting, heating, cooling;
- Transportation costs and
- Other costs.⁷

Variable costs are those costs that vary depending on the rise and decline of visitors. After guest these costs are constant and price animation service will be tied to the relationship between instrumental realization and variable costs. In the interest of management is to engage more visitors, fixed costs per unit to be smaller, while variable costs are not tied to the number of agents but have a strong influence on the price. In animation programs often suffer from the following variable costs:

- The cost of equipment that is spent per visitor;
- Salaries animators engaged in the execution of programs;
- Costs of Kahlo, smashing, scattering over the planned and related animation programs;
- The cost of decoration;
- The cost of specific goods and souvenirs;
- Transportation costs for the program and
- Other variable costs.⁸

⁷Peršić, M., (1990), "Elements of the economic evaluation of results achieved animation in tourism", Animator, UAT Bulletin no. 1, Opatija, 14

⁸Cerović, Z., (1999), Ibid, 146.

Full cost recovery and achieving positive financial result, ie profit, it is necessary holder touristic offer to provide adequate income. Financing of animation can be from a variety of sources including:

- The assets of the investments;
- By means of tourist propaganda;
- Calculate the selling price of services (accommodation and other arrangements);
- By direct charging while using the contents of the animation and
- Other sources (eg, grants, gifts, etc.).⁹

Efficient cost management, financial experts say that the best method is broke - Ivan - Analysis (Break-Even-Analysis), i.e for each Animation program to determine the threshold of viability. That is actually the point of covering the costs (breaking point), which equate total revenue and total cost, which management gets information about the transition from a program of area loss in the profit zone. According to PhD. Zdenko Cerovic by this method is determined:

- Minimum number of visitors, ie, minimum turnover to be achieved to cover costs;
- Optimal operations to cover all costs of animation;
- It is possible to determine the total and limit costs and
- Planned profit, ie financial results which will stay for tourists.¹⁰

Concluding Remarks

⁹Cickovski, A., (1987), " Promotional activities in the hotel, catering and tourism", University of Bitola, Faculty of Tourism and Hospitality - Ohrid, Bitola, 214.

¹⁰Cerović,Z., Ibid, 148.

In order to meet the interests of the visitors first need to motivate them to visit a particular country, place, object or to use a particular service. In this context, the process of animation consists of three phases. The first stage is preparation. It covers everything that precedes an activity through information, tourist propaganda initiative, demonstration and so on. This phase has its effect before the performance of the tourism trip. Affect the decision to place the tourist stay. The second phase is the content and the need to match the desires, needs and preferences of visitors. Animation program itself should have sports and recreational, cultural and entertainment content and picnic. The third phase covers the effects. The effects of animation on the demand side are also reflected in increasing contacts, intensifying communicability intensification of tourist movements, increase mood and more. Effects of animation are by offering multifaceted. Indirect effects present us in increasing the visit, gaining reputation and so on. Direct economic effects are also reflected in increasing outboard consumption. But the success of the animation, its management, primarily depends on the work of professionals - animators. The animation must be run specialized animators with specific character traits and solid pedagogical education.

Accordingly, it can be concluded that the management in animation should always have information on the relation between costs and revenues, ie need to send the item ROI, because only thus can't speak for the effective and efficient implementation of animation programs.

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