

TOURIST DEMAND AND THE MAKING OF MANAGEMENT DECISIONS BY DECISION MAKERS

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Abstract: *Tourist demand usually means the ability of a consumer to absorb a certain amount of products or services in a certain time and at certain prices. That postulate should be the basis or base of thinking of decision-makers in the business of tourist companies. In the domain of tourism statistics, demand is most often defined as the total number of people who participate in tourist movements, or want to be involved in tourist movements, in order to use different tourist services in places outside their usual environment where they live and/or work. The consideration of tourist demand for making management decisions is connected with the processes of control in the company, audit, control of state authorities, especially at the end of the observation of business, that is, the business period of tourist companies.*

Key words: *tourist destination, tourist trends, management.*

1. INTRODUCTION

According to numerous authors, there are four forms of tourism demand: ideal, potential, real and effective.

Ideal demand consists of all residents of a country who have an objective need to participate in tourism.

At the same time, this does not mean that all of them can be involved in tourism. Potential demand refers to all persons who have the need, but also the possibility, to satisfy their touristic needs, but who have not yet made a final decision about getting involved in touristic movements.

This kind of observation implies the entirety of observation in the process of making valid management decisions by the decision-maker in the tourism company [1-8].

Real demand takes into account all those who have made the decision to spend all or part of their free funds and free time on satisfying their tourist needs, which should be taken

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into account in making business decisions at all levels of companies, parts of companies that organize tourism activities [9-15].

In the end, effective demand represents that part of real demand, which, from the aspect of different levels of tourist offer, is used for services in that destination, that is, with a specific service provider, with a note that it is necessary to establish all forms of business control in companies with the aim of optimizing business [16-21].

2. RESPECTING THE CHARACTERISTICS OF TOURIST DEMAND IN THE MANAGEMENT OF TOURIST ENTERPRISES

Which type of tourist demand will be represented depends on the characteristics of tourist demand. According the most important characteristics of modern tourist demand are:

- elasticity,
- mobility,
- time concentration,
- dispersion and
- heterogeneity.

A high degree of elasticity of tourist demand is manifested in relation to the effect of economic and non-economic factors. Among the economic factors that influence the movement of tourist demand, the size of the population's income and the price of tourist services stand out.

The availability of certain incomes, along with the existence of tourist needs, is also the primary condition for the appearance of tourism demand itself. Mobility, that is, physical mobility, is an important characteristic of tourist demand.

This was influenced by the accelerated development of certain types of traffic, which directly affected people's ability to satisfy their tourist needs.

Seasonal concentration in most areas during the summer or winter season is characteristic of the temporal distribution of tourist demand. This is also contributed by the action of certain factors that are not directly related to the climatic characteristics of certain climates, such as the schedule of annual vacations, school vacations, and acquired habits of the population regarding the way of spending vacations.

When it comes to dispersivity it should be known that the tourist demand is made up of numerous individual users of tourist services who can be spatially very far apart in the

market. Zoo means that it is a matter of a high degree of depressiveness of demand with the simultaneous existence of the interest of the participants on the side of the tourist offer to activate the widest possible market, i.e. the largest possible mass of potential consumers.

In the end, the heterogeneity of demand on the tourist market manifests itself in the existence of different groups of consumers who differ from each other in their needs and requirements.

In modern global conditions, tourist needs, available financial resources and free time have the greatest influence on the formation of the characteristics of tourist demand? In other words, tourist needs can be met if tourists have certain free funds, free time and desire to travel. These three factors generate tourism demand, which is influenced by numerous factors that are most often divided into objective and subjective. Objective factors are factors that are not under the direct control of the individual, while by subjective factors we mean the behavior of the individual.

3. RESPECTING THE FACTOR OF TOURIST DEMAND IN THE BUSINESS DECISION-MAKING PROCEDURES OF THE TOP MANAGEMENT OF TOURIST ENTERPRISES

There are eight groups of factors that determine and influence tourism demand.

1) economic factors that represent the level of economic development of a society (national income per capita, economic cycle of society's development, prices of tourist products and the like);

2) demographic factors that change significantly slower than economic factors and include the age structure of the population, household income, size and structure of households, marital status and changes within it, level of education and degree of urbanization;

3) geographical factors that, through natural resources and their characteristics, largely determine tourist demand and the choice of destinations, and where the size and location of tourists' residences play a significant role;

4) social attitudes about tourism, which are an integral part of a broader vision in a society and represent common beliefs and ideas with which the population (usually within a certain state or nation) has been familiar from the first days and brought up in accordance with them;

5) mobility, which is identified with the ability and possibility of tourists to use their own or public transport, and the types of transport they use when traveling;

6) state regulation that refers to state intervention in order to ensure three basic principles that have a significant impact on tourism:

- a) fair competition among service providers;
- b) the existence of certain rights of tourists that are guaranteed by law;
- c) the right of the state to influence the movement of tourists and the preservation of the environment through administrative decisions;

7) media that are increasingly used to create the image of tourist destinations, which affects the formation of tourist demand;

8) information and communication technology that enabled greater promotion, accessibility and distribution of tourist services and greater application of direct marketing as well as monitoring of tourist demand requirements.

When it comes to contemporary tourist demand, practice shows that short and round trips are increasingly popular.

The reason for this change in the perception of tourists lies in the increase in living standards, thanks to which people have more and more money and less and less free time, which are two basic prerequisites for inclusion in tourist flows.

Given that an increasing percentage of the population lives in urban areas, the demand for untouched, ecologically clean areas is also growing, as a reaction to the fast pace of the modern urban lifestyle.

Personal safety is also one of the main criteria for a modern tourist's decision to choose a destination, and the trend of taking care of one's own health is also growing. The specificity of modern tourist demand is certainly increased differentiation and individualization.

Namely, in recent years there has been a shift in demand from mass travel to individual travel, with an emphasis on the demand for non-standard products and services, with a special emphasis on quality.

A modern tourist, in most cases, is a tourist with significant tourist experience. His experience is one of the most important factors influencing the change in tourist demand. Quality experience, flexibility, adaptability and independence of tourists generate a demand aimed at better quality with a special emphasis on the element of value for money. Modern tourists no longer practice multi-week vacations, but are more oriented towards shorter and more frequent vacations.

The increasing number of shorter vacations is due to the spontaneity of modern tourists who are usually not tied to one destination. Among modern tourists, the emphasis is on gaining first-hand experience, active participation in events at destinations, getting closer to nature and the need to learn and get to know new cultures. Spontaneous vacations arranged at the last minute are also increasingly popular.

That model makes a significant contribution to the creation of a new view of tourism activity and initiates a new modern tourism demand.

4. COMPLETE OBSERVATION OF BUSINESS DECISION-MAKING BY TOURIST ENTERPRISES

The presentation of the decision-making process regarding the application of accounting is presented by the authors in Figure 1.

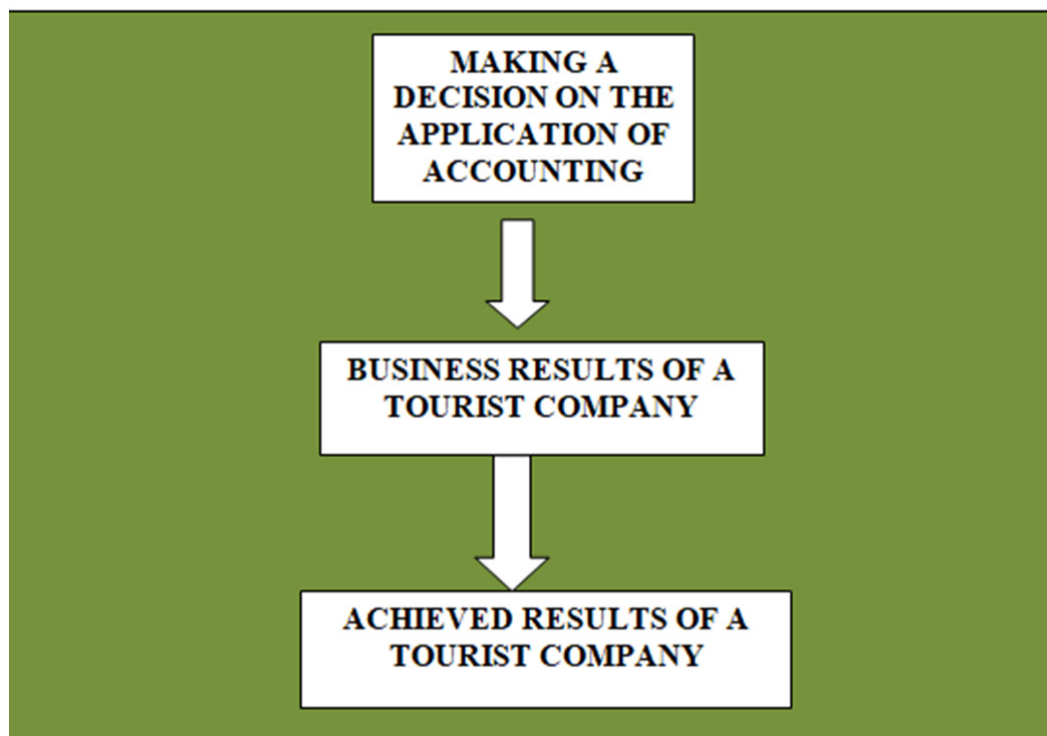


Figure 1: Presentation of accounting decision-making in the tourist sector.

5. CONCLUSION

The business decision-making process in tourism companies should take into account the totality of tourist demand to a large extent. That is, it should observe, respect and react to observed conditions related to the behavior of a consumer's ability to absorb a certain amount of products or services in a certain time and at certain prices. It is the basis for making future management decisions in the business of tourist companies. The consideration of tourist demand for making management decisions is connected with the processes of control in the company, audit, control of state authorities, especially at the end of the observation of business, that is, the business period of tourist companies. Essential control is carried out within the company, i.e. internal control and internal audit, financial management and control, but also externally through the engagement of external audit, control of state authorities, banks and other valid decision-makers in the processes of controlling the operations of tourist companies.

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