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## PROGRAMMING OF ANIMATION OF VISITORS DURING THEIR TOURIST STAY IN THE BASIN OF BLACK RIVER IN THE REPUBLIC OF MACEDONIA

### Abstract

This research has scientific and practical purpose. The scientific objective refers to certain theoretical knowledge of animation visitors during the tourist stay in the basin of Black River in the Republic of Macedonia, a practical goal is related to particular implementation of theoretical knowledge in practice.

The subject of this research is: „The animation of visitors during the tourist stay in the basin of Black River in the Republic of Macedonia“. In the subject of this research analyzed the terms to be operational: animation in tourism, animation programming in the basin of Black River in the Republic of Macedonia

In this research on the defined research subject we used the following methodological techniques: a survey, the scaling method and statistical method.

**Key words:** tourism, tourism offer, programming of the animation content, international tourism market.

**JEL classification:** Z32

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## **Introduction**

Nowadays conditions that can be found in the Republic of Macedonia, also in the basin of Black River in the Republic of Macedonia, can be characterized as unfavourable in terms of the economic development. Each country, so as ours too needs to use its comparative advantages, and their potentials to experience economic expansion. Our country as nonsufficient economically developed country should strengthen the development of tourism.

Thus it can be included into more equitable international economic relations. Will Republic of Macedonia succeed or not, it will depend on whether we will know how to use our comparative advantages. The undisputed fact is that tourism has a polyvalent meaning and is a multiplier of the economic development.

Given that our country has a natural, material and human factors for the development of tourism, which are not used, it is considered that this issue should be given special attention. Tourism as a phenomenon of the 20<sup>th</sup> and 21<sup>st</sup> centuries has social and economic significance. Of course, each country is interested in the economic impact of tourism on its development.

Visitors should therefore be given appropriate services by which they will be satisfied and their needs fulfilled.

This paper will first look at the theoretical aspects of animation in tourism, which will focus on the concept and definition of animation in tourism and meaning and purpose of animation of tourism, and then practical aspects of animation of tourism.

## **1. THEORETICAL ASPECTS OF ANIMATION IN TOURISM**

### **1.1. Concept and definition of animation in tourism**

Traveling is one of the iconic features of the human being. Tourist travels are entering in the context of organized migration movements. Tourism is relatively new socio - economic phenomenon. It occurs to some extent with the development of the main factors that do condition and are results of socio - economic development<sup>4</sup>. Especially true when the number of people engaged in leisure travel received such dimensions that began influence the formation of certain other phenomena and relationships, which in turn contributed to tour-

<sup>4</sup> Neykov, D.,(1983).Politics of tourism development in Yugoslavia, University of Bitola, Faculty of Tourism and Hospitality – Ohrid, Bitola, 7.

ism becomes especially important factor in social and economic terms.<sup>1</sup> It is a complex and multidimensional social phenomenon which bears scars and determinants of overall social structure.<sup>2</sup> In fact, it can rightly be said that tourism is a specific phenomenon that multiplier effect on various aspects of socio-economic life of specific regions, countries and even continents.<sup>3</sup>

In other words tourism is not a classic industry branch, but does include more commercial activities (catering, transport, travel agents, trade, crafts, community activities, etc.). It also is not a medical branch, but rather does includes activities of medicine (health tourism). Although it may be considered as a branch of culture, because it is covering many fields of cultural activity (cultural - historical heritage, cultural events, music, folklore, etc.). It covers many sporting activities, and also it is a branch of sport (sport recreation, sports events, etc.). Tourism is not a political phenomenon, but is repeated tourism interdependence with the political climate in the country. Tourism is not considered a natural phenomenon, but is repeated interdependence of natural phenomena (climate, hydrography, fauna, flora and so on).<sup>4</sup> There are numerous definitions of tourism, but it is considered that the most acceptable definition gave Swiss theoreticians Hunziker and Krapf in 1942.

Definition is: **“Tourism is a sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.”**<sup>5</sup>

The need for people to travel temporarily out of their residence derives from the fact that they live in urban and health unfavourable environment and under conditions that are harmful to their mental and physical health. It is true that this fact has become the main motive of the mass tourist movements that are getting larger scale. Acceleration of urbanization, and hence the popularization

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<sup>1</sup> Avramoski, M., (1997). Economics in the tourism and catering - script. University “St. Kliment Ohridski” - Bitola, Faculty of Tourism and Hospitality - Ohrid, Ohrid; 9.

<sup>2</sup> Tonoski, G., (1993). Sociology of tourism. University of Bitola, Faculty of Tourism and Hospitality - Ohrid, Bitola, 49.

<sup>3</sup> Tourism furthermore strongly influence economic development, acts on the development of human consciousness not only of direct participants in tourism, but also indirectly to other social categories. After all, he has an impact on the overall development of society.

<sup>4</sup> Jakovlev, Z., (2000). The animation in tourism - the most important segment of the tourist offer. Economy and Business magazine for theory and practice, Euro - Mac - Company, Skopje, April, 21.

<sup>5</sup> Hunziker, Krapf, quote according Ackovski, N., (1995). Policy for development of tourism. Authorized lectures, University “St. Kliment Ohridski” - Bitola, Faculty of Tourism and Hospitality - Ohrid, Ohrid, 45.

of tourism specifically is affected by the following factors: Economic factors (raising living standard), Technical factors (improvement of traffic), Social factors (population increase), Factors of institutional character (leisure, social policy, etc.), Other factors psychological and irrational nature (fashion, snobbery, etc.).<sup>6</sup>

Starting from the modern way of life and work in today's industrialized and urbanized civilization, the workers today have an increasing present need for change of place of residence in environments that are still clean and unpolluted to restore physical and mental fitness of man.<sup>7</sup> Each participant in tourist movements, though it wants to meet the basic needs: housing and food, showing interest to other circumstances, such as: getting to the end, object, people, customs, habits, and more. Therefore, it needs carriers of tourist offers to pay special attention to leisure visitors that the time should be filled with various activities. These activities must be related to sports and recreation, cultural - entertaining activities, picnics and walks, and many other activities that would lead to enriching the content of the tourist stay. By organizing activities enabling fulfillment of the contents of tourist stays, making it active and more content. All this is done by organizing the contents of the animation, which play a significant role in today's operating environment in tourism. Animation stems from the needs of visitors during the tourist stay. The contents of the animation are varying from one country to motivate visitors to an active holiday, and on the other hand they by introducing new and varied content to meet their needs.<sup>8</sup>

The very notion of animation is derived from the Latin word "anima" which means soul and "animare", which means *to live, to breathe with life*.<sup>9</sup> here are a number of authors who have dealt with this issue and have given according to the etymological origin of the word animation activity is aimed to live up the tourist offer with new content that will motivate visitors to participate in them.

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<sup>6</sup> Mojsoski, V., Suklev, B., (1995). Planning and policies across the enterprise. Research Institute of Tourism - Ohrid, Ohrid, 24.

<sup>7</sup> Stojmilov, A., (1992). Fundamentals of tourism. Enlightenment - Skopje, Skopje, 5.

<sup>8</sup> Buntašeski, B., (2001). The animation in the tourist offer. Research Institute of Tourism - Ohrid, Ohrid, 37.

<sup>9</sup> Cickovski, A., (1985). The hotel industry as a carrier of tourist offer of Socialist Republic of Macedonia. Doctoral dissertation, University Centre for Economics and Organizational Sciences in Rijeka, 193.

So a group of German authors have given a definition of animation which states: "Animation is a mix of stimulating activities during the tourist stay."<sup>10</sup>

According to the etymological origin of the word animation activity is aimed to liven up the tourist offer with new content that will motivate visitors to participate in them. There are a number of authors who have dealt with this issue and have given their definitions. So a group of German authors have given a definition of animation which reads: "Animation is a mix of stimulating activities during the tourist stay."<sup>11</sup>

Phd Zdenko Cerovik defines animation as: "Promoting tourist offer that is enriched in range of the new content to ensure the satisfaction of the needs and wishes of customers, in the form and content which will certainly satisfy the segment of the consumers's wishes. Motivation of the customers is at full as a totally that they use the offered content, to include massively in the offered activities in the tourist destination, in order to achieve economic and other benefits "<sup>12</sup>

According to Professor Branko Buntasheski: "animation is an individual or group sports - recreational, cultural - entertaining and picnic activity of visitors, which encourages an active and dynamic relationship during the tourist residence"<sup>13</sup>.

From the perspective of Zlatko Jakovlev, **animation is a mix of sports - recreational, cultural - entertaining and picnic facilities and activities that motivate visitors to actively and dynamically participate in them during the tourist stay**. This medley includes preparation, content and effects of the action. Based on this definition it can be seen that it comprises three stages.

The first phase - preparation, covering everything preceding the particular activity through information, initiative, demonstration and so on. This phase has its impact and the performance of tourist travel. Influence on the decision to place the tourist stay.

The second phase - the content should match the desires, needs and preferences of visitors. The program of animation in tourism should have a sport - recreational, cultural - entertaining and picnic content.

The third phase covers the effects. The effects of animation in tourism demand side is reflected in increasing contacts, intensifying communication,

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<sup>10</sup> Group of authors., (1975). Animation in their Urlaub. Starnberg, 16.

<sup>11</sup> Ravkin, R., (1989). Animation in tourism. Založba, Youth book, Ljubljana - Zagreb, 15.

<sup>12</sup> Cerović, Z., (1999). Animation and tourism. Animation in the hotel and - tourist offer The Croatian Association of Hoteliers and Restaurateurs, Opatija, 11.

<sup>13</sup> Buntasheski, B., Ibid, 9.

intensification of tourist movements, increase mood and more. The effects of animation in tourism on the side of the tourist offer is multifaceted. Indirect effects are reflected in increasing attendance, gaining reputation and so on. While the direct economic effects are reflected in increased out of board consumption.

## **2. EMPIRICAL RESEARCH ON ANIMATION IN TOURISM**

In this section we will first perform the preparation and sampling, then we will realize the research, will process the data and will eventually perform the analysis and interpretation of data.

### **Preparation and sampling**

During the preparation and sampling, we consider on his representation. Representation depends on the size and manner of his getting. The sample size depends on the number of participants that are taken for examination. The sample should contain at least 100 members of the population to be able to make reliable statistical data. In this context, in this research were covered 200 domestic and 150 foreign tourists. During the sampling we applied the method of random selection. From all registered guests in register book until the 5th August we take ordinal numbers and we wrote them on special papers. Then from them was dragged required number. In this way on each guest was given an equal chance to be selected.

### **Completion of the survey**

This phase of the research had operational character. As pollsters we have used the heads of reception desk. They previously had a contract and were given important instructions for the survey. The implementation of the research was done in the summer tourist zone (July and August) 2014 in the hotels in the Black River basin in the Republic of Macedonia. By facilities managers, heads of reception and receptionists we had received the full understanding and support.

## **Processing of data**

After conducted research on the field, we make a plan for crossing data. Into the tabulation we intercrossed them the following questions: Question No. 1 (domestic and foreign visitors), with question number 5 (with which activities they deal in the leisure vacation, sports, picnics and walks and cultural - entertaining life).

## **Conclusion**

If animation is treated in regarding of the tourist demand, especially in the Black River basin in the Republic of Macedonia, the same should be treated as an integral part of the offer. It should be treated equally with other services, such as accommodation and food.

By organizing various programs, animation makes tourist demand more complex, richer and more competitive.

Based on our empirical research, we can conclude that a total of 200 domestic visitors 76 (38.00%) have a desire for water sports and land, 56 (28.00%) have a desire for cultural - entertaining activities and 68 (34.00%) desire for picnics and walks. As for foreign visitors, a total of 150 respondents, 44 (29.33%) have a desire for water sports and land, 51 (34.00%) have a desire for cultural - entertaining activities and 55 (36,67%) desire for picnics and walks. According to data in the table, we concluded that both, domestic and foreign visitors are willing for animation activities. With this our special hypothesis is confirmed.

Motivating visitors for their active participation involves communication and personal contact with them, insisting for the better meet their needs and desires as well as monitoring their satisfaction with the programs offered. On the relation between tourism supply and demand, the animation is a mediator who is perceived to enhance and improve the tourist offer in relation to the requirements of demand in informing visitors about the contents of the offer and in motivating their interest in such content. The main purpose of tourist demand, especially in the Black River basin in the Republic of Macedonia is creating profit, but must not neglect the exercise of its humanitarian functions. Through the realization of humanistic features contribute to achieving positive economic results, i.e. increases total tourist spending. It enables animation that meets the needs of visitors, are needs to change, friendship, affirmation and similar. Also through its programs acquire new knowledge and skills, increases

the level of tourist culture and acquire habits of active tourist stay in the Black River basin in the Republic of Macedonia.

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