

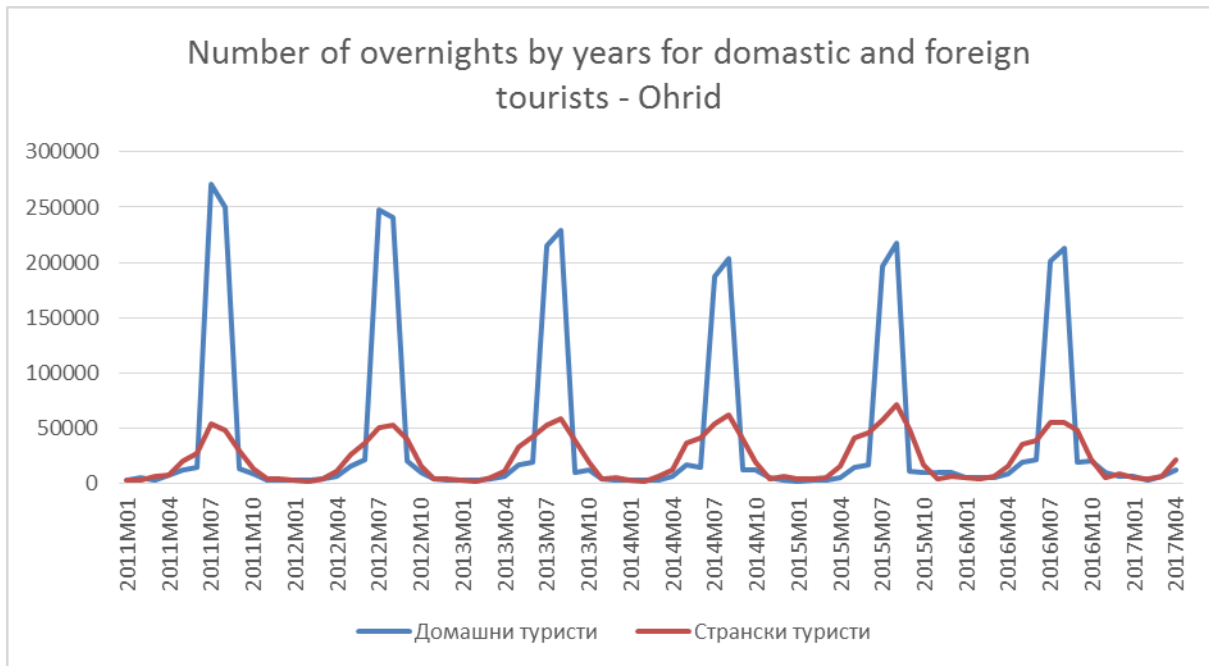
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1. Analysis on the condition of tourism development in Ohrid

The tourism analysis of Ohrid is made for the period for which exists monthly data by municipalities in Republic of Macedonia, and that is the period 2011-2017. From the data it can be concluded that the number of overnight can be directly linked to the income that has been made has a particular seasonal component. Graph 1 shows data about the number of domestic and foreign tourists arriving by months for the period that is taken under consideration.

Graph 1.

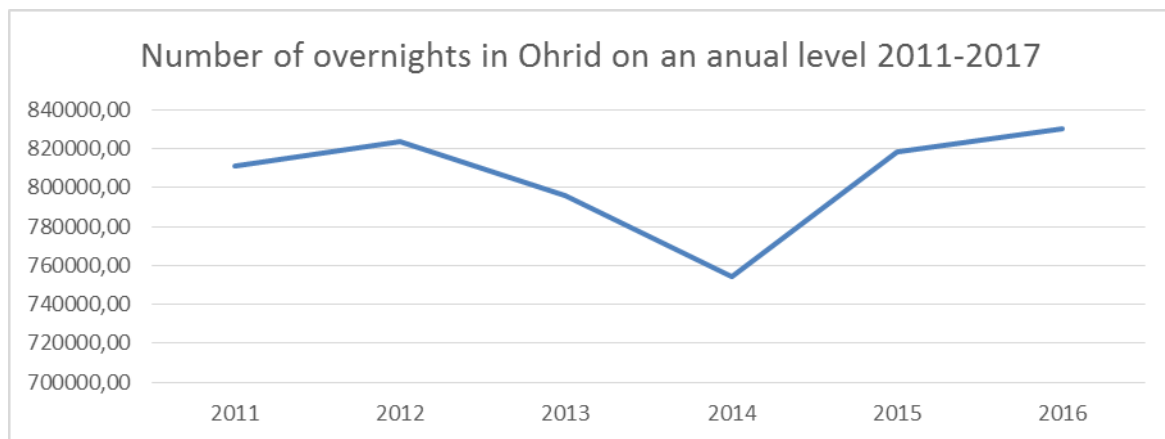


Source: State Statistical Office of the Republic of Macedonia

The number of overnights in the reviewed period has no defined trend, a contrary it oscillates. About the domestic tourists can be said that a decrease is registered until 2014, and during the last two years there has been an increase, for foreign tourists there is an evident increase in their number, for the last year can be noticed a decrease. Graph 2 shows the number of overnight stays in Ohrid by years.

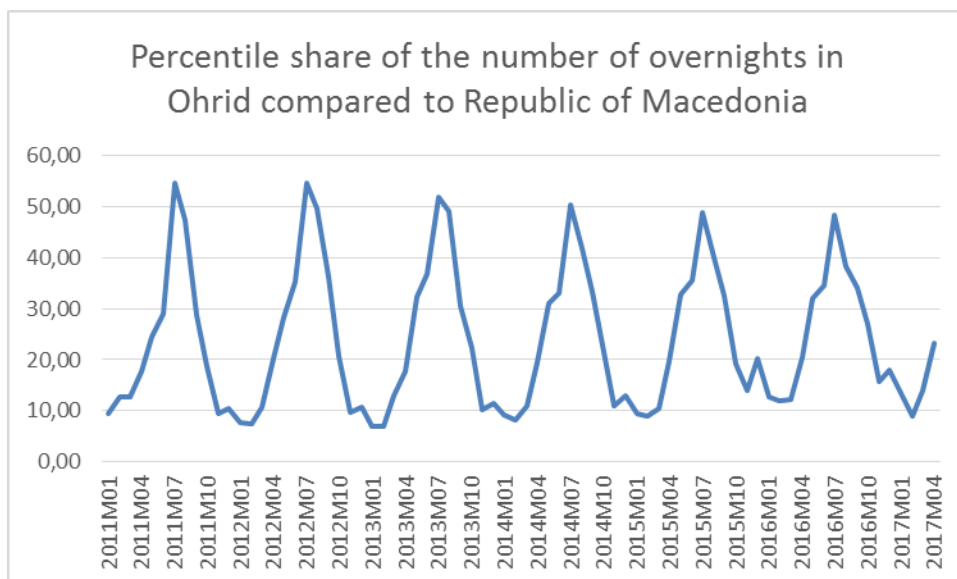
Since the number of overnights by domestic tourists is significantly higher compared to the foreign ones, the total number of overnights is influenced by the overnight stays by domestic tourists. The average number of overnights in the reviewed period is around 800 000 (or more precisely 805 511) per year.

Graph 2.



The seasonal character of tourism in Ohrid, as one of the most developed tourist destinations in the Republic of Macedonia, affects the development of tourism in the whole country. For the purpose of this research, the percentage share of the number of overnight stays in Ohrid was calculated in relation to the total number of overnights in Republic of Macedonia. It can be noted that during certain years, in the summer period, the number of overnights in Ohrid participated with more than 50% of the total number of overnights, for the winter period that percentage should be less than 10% of the total number of overnights. This can be seen from the data in Chart 3.

Graph 3.



From the above it can be concluded that one of the biggest problems is the seasonal character of tourism that gives the best results in the months of July, August and September. In the rest of the period, the share of overnight stays in Ohrid in relation to the total number of overnight stays is less than 30%, for that percentage in the winter period it should be less than 10%. The seasonal character of tourism creates a number of development problems and tourism planning such as: financial, organizational, problems with lack of capacity in the summer, problems with other service activities that support tourism development.

In the past there were many attempts to reduce the seasonality of tourism or mitigate this situation. Some of them resulted in a decrease of the seasonality; others did not produce results, while some were not realized at all. For example, congress tourism is an example of extending the season beyond the high season, while the construction of a winter tourist complex on Mount Galicica is not at all realized as a planned project for the development of tourism in the winter period. Attempts were made to organize events outside of the main season in order to attract a certain number of visitors. Events such as the New Year's celebration, as well as some religious events - Epiphany, had little effect on the increase in the number of nights spent outside the main season.

The idea of this research is to examine the needs and requirements of the seniors as a targeted tourist group and to create tourist products that will allow this group of tourists to visit Ohrid outside the main season. For this purpose, a survey of primary data was made by conducting a survey of a representative sample of tourists, and the results of the research were used to create tourism products.

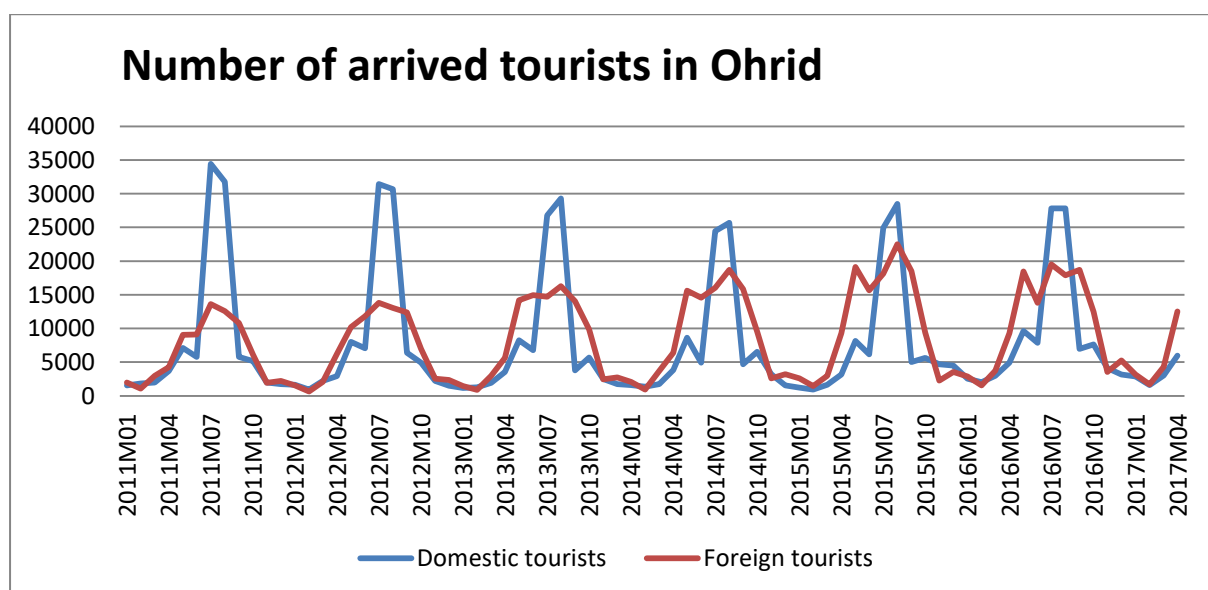
Seniors as a target group were taken on the following assumptions that could influence the de-seasonality of the number of overnights in Ohrid:

- They are a more capable group of visitors and the offered prices in Ohrid are acceptable to them
- They have more free time and can visit Ohrid even after the vacation period (part of them are pensioners, without work responsibilities)
- Their number is large enough to influence the process of seasonality

1.1. Number of arrived tourist during past six years and average stay

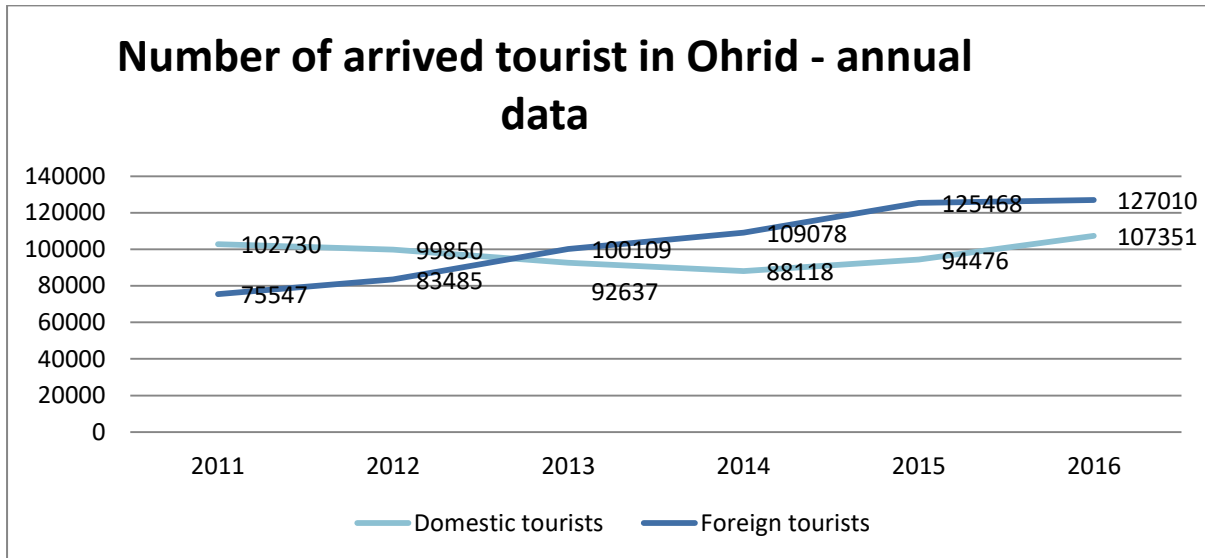
Besides the analysis of the number of overnights, we have available data for number of arrived tourists in Ohrid, for domestic and also foreign tourists. In Graph 4 we have presented monthly data of arrived tourists in Ohrid.

Graph 4.



WE can consider the seasonal characteristics of the series of arrived domestic and foreign tourists, but most important is the decrease of the number of domestic tourists, and in the same time increase of the number of foreign tourists. In order to have more conclusive information during the years we have presented annual series of the number of arrived tourists in Ohrid – Graph 5.

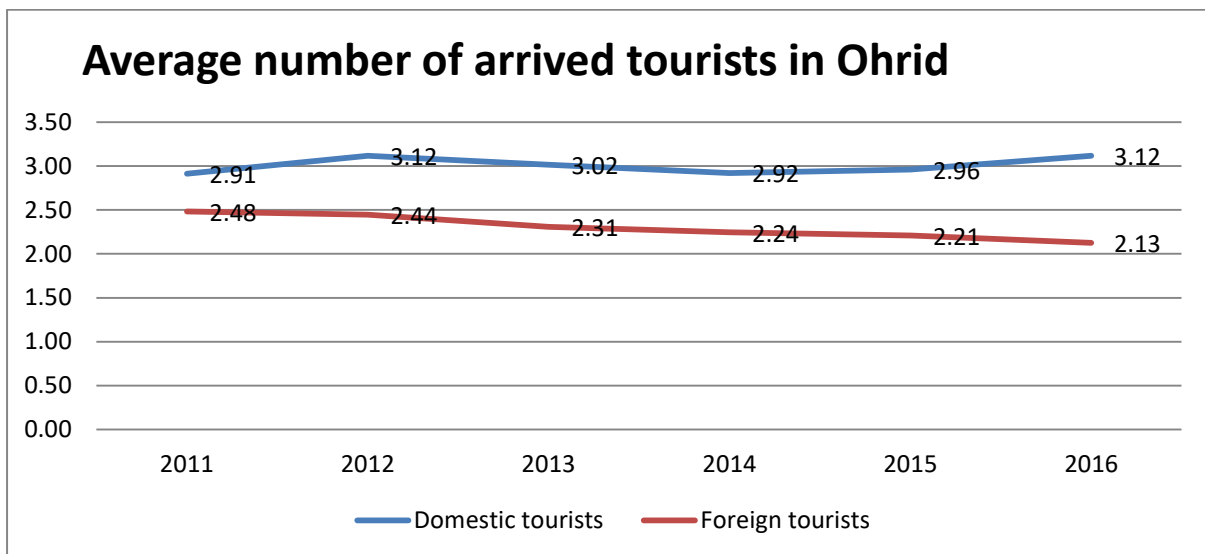
Graph 5.



From the presented data, we can conclude that until 2013, the number of arrived domestic tourists is greater than the number of arrived foreign tourists. During the last three years, the number of the foreign tourists is greater in compare with domestic and their number is increasing. We cannot see trend in the series of domestic tourists. There are oscillations from the average value of 97527.

It's important to realize that the average number of overnights during the years is greater for domestic in compare with foreign tourists. The series of average overnights for domestic and foreign tourists are given in Graph 6.

Graph 6.



The average number of overnights for domestic tourists is 3, and for the foreign tourists it's 2,3 overnights by tourist. In the series of foreign tourists we can detect decrease of the average number of overnights during the analyzed years. The decrease is more than 14%. Possible increment of the average overnights for the tourists could significantly improve the number of total overnights and the income from the tourism as well. The special strategy for working with domestic and foreign tourists is needed, but also we need a strategy for increasing the average number of overnights by enriching the tourist offer.

1.2. Creation of a survey questionnaire

Due to the lack of data on the number, needs and attitudes of seniors as a targeted tourist group, a questionnaire of 17 questions was created, aimed at obtaining information on the aforementioned parameters related to this target group.

The questionnaire that was the subject of the survey is composed of 17 questions that are divided into three groups. The first group of questions (four questions) are general questions, the second group of eight questions are questions about the interests of the respondents and the third group of questions (the other five) are questions related to the quality of the services they received in Ohrid during their stay. The survey questionnaire was completed in May 2017 by 305 respondents. This is a sufficient number of respondents in order to be able to make relevant research. Questions related to examining the quality of services received by tourists are offered according to the Likert scale. The results of the answers to these questions are crossed by the distribution of respondents across different age groups in order to distinguish the opinions of younger persons and seniors who are divided into three age groups.

In addition to this document is given as an attached survey questionnaire.

2. Analysis of the questionnaire for examining the opinions of seniors

At the beginning of the analysis the basic characteristics of this research will be presented, as well as the purpose of this research

This research has been conducted as a sub-project of the *Cosme* project in which the Municipality of Ohrid participates, with other five municipalities from Europe, which are municipalities with lakes. The main idea of the research is to examine the opinions of the tourists for various aspects of the tourist offer in Ohrid, and on the basis of the results of the research to create tourist products that will be aimed towards improving the tourist offer in Ohrid, according to the needs of this group of respondents

Seniors are persons who have at least 55 years of age or older.

Out of the total number of respondents, 154 were male (50.5%), while 151 were female (49.5%). The equal distribution of respondents according to the gender ensures that gender differences do not affect the answers to the other questions.

The second question concerns the age of the respondents. Given that the target group of respondents consists of persons older than 54 years, adequate answers were offered about this question. The results are given in Table 1.

Table 1. Respondents according to their age

Select the range of your age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	till 55	180	59.0	59.0	59.0
	55-65	47	15.4	15.4	74.4
	65-75	57	18.7	18.7	93.1
	75+	21	6.9	6.9	100.0
	Total	305	100.0	100.0	

Out of the total number of respondents, 59% were persons under 55 years old, while the remaining 41% were seniors. In the total number, these were 125 respondents. Based on this table, cross-references to answers of other questions will be made in order to determine the interests of different groups of respondents according to their age.

The third question concerns the reason for the visit of the respondents in Ohrid. The results are given in Table 2.

Table 2. Results from the survey on the interest for visiting Ohrid

What are the main reasons for your visit to this tourist destination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest and relaxation	139	45.6	45.6	45.6
	Visiting relatives and friends	21	6.9	6.9	52.5
	Business reasons	10	3.3	3.3	55.7

Attending a conference, congress, seminar, and other forms of education	24	7.9	7.9	63.6
Culture	74	24.3	24.3	87.9
Fun	13	4.3	4.3	92.1
Sports and recreation	9	3.0	3.0	95.1
Health	7	2.3	2.3	97.4
Religious reasons	8	2.6	2.6	100.0
Total	305	100.0	100.0	

According to the interest of the respondents to visit Ohrid as a destination in the first place with 45.6% is the reason "rest and relaxation". In second place is culture and cultural heritage that Ohrid offers. For business reasons only 3.3% of respondents came to Ohrid. That points to the fact that the majority of the respondents are tourists according to the definition of tourists provided by the World Tourism Organization

Although MICE tourism was present in the period when the survey was conducted, the reason "conference, congress, etc." for visiting Ohrid was chosen by 7.9% of the respondents

The following question concerns the number of previous visits to Ohrid as a destination. The results are given in Table 3

Table 3. Number of repeated visits in Ohrid

In Macedonia you are for				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1.0	1.0	1.0
The first time	255	83.6	83.6	84.6
The second time	27	8.9	8.9	93.4
Three or more times	20	6.6	6.6	100.0
Total	305	100.0	100.0	

Most of the respondents - 83.6% came to Ohrid for the first time. For the second time came 8.9%, or 27 respondents, and 6.6% came three or more times. One percent of the respondents did not answer this question.

The next two questions concern the use of different sources of information through which they received information about Ohrid as a tourist destination, but also whether they use booking systems when choosing a destination. The first question concerns the source of information about the tourist destination. The results are given in Table 4

Table 4. Source of information about the tourism destination

How did you find info out about the destination and specific arrangement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By word of mouth	92	30.2	30.2	30.2
	Inernet	56	18.4	18.4	48.5
	Fairs/festival in the area	4	1.3	1.3	49.8
	Travel agency	101	33.1	33.1	83.0
	Leisure time association	18	5.9	5.9	88.9
	Other	34	11.1	11.1	100.0
	Total	305	100.0	100.0	

The majority of the respondents answered that the source of information about the destination, as well as about the package tour, was a travel agency. Their number is 33.1% of the total number of respondents. In second place according to the number of given answers, is information from friends who provided them with information and their experiences. Their share is slightly above 30%. This indicates that a positive experience has been conveyed, which contributed to the arrival of new tourists in Ohrid. In third place is Internet as a medium of information

The next question is related to the means of reservation (booking) of the package tour. The results are given in Table 5

Table 5. Preferred type of booking accommodation

Do you make online reservation of accommodation abroad					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes it's my preferred way of reservation	128	42.0	42.0	42.0
	Sometimes, when I need to make such a reservation	58	19.0	19.0	61.0
	In rear occasions	26	8.5	8.5	69.5
	Never, I prefer reservation by travel agencies	93	30.5	30.5	100.0
	Total	305	100.0	100.0	

From the results it can be concluded that 42% of the respondents chose online reservation as a desired way of booking accommodation. 30.5% of the respondents would never choose this way of booking. They exclusively use travel agencies for choosing package tours and for booking their accommodation

In order to examine the attitudes of different age groups, we made a cross-sectional analysis of the data from the age groups as well as the views about the ways of booking accommodation. The results are given in Table 6.

From the results it can be seen that as the age increases, so does the percentage of people who always book reservations through travel agencies. This suggests that as time passes, it can be expected that the number of tourists will use booking systems for booking accommodation. They are an important segment for which efforts should be made in order to improve the presentation of Ohrid as a tourist destination, but also accommodation facilities should pay attention to the

assessments provided for the services they offer. Periodical analyses should be made in order to determine how the scores are changing regarding different aspects of the operation of the facility. Does this affect the number of guests arrived from year to year? Does it affect the prices of the offered services? An aggregate score should be done for 3-star hotels, 4-star hotels, etc. Afterwards they should be compared with other accommodation facilities of competitive tourist destinations

Table 6.

Select the range of your age * Do you make online reservation of accommodation abroad
Crosstabulation

			Do you make online reservation of accommodation abroad				Total	
			Yes it's my preferred way of reservation	Sometimes, when I need to make such a reservation	In rear occasions	Never, I prefer reservation by touris agencies		
Select the range of your age	till 55	Count	102	36	17	25	180	
		% within Select the range of your age	56.7%	20.0%	9.4%	13.9%		
	55-65	Count	12	13	3	19		47
		% within Select the range of your age	25.5%	27.7%	6.4%	40.4%		
65-75	Count	12	8	5	32	57		
	% within Select the range of your age	21.1%	14.0%	8.8%	56.1%			
75+	Count	2	1	1	17	21		
	% within Select the range of your age	9.5%	4.8%	4.8%	81.0%			
Total		Count	128	58	26	93	305	
		% within Select the range of your age	42.0%	19.0%	8.5%	30.5%		

The next question concerns the preferred period of visiting Ohrid. The results are given in Table 7.

Table 7.

What is your preferred period of the year for travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Summer	205	67.2	67.2	67.2
	Autumn	41	13.4	13.4	80.7
	Christmas and New Year holidays	10	3.3	3.3	83.9
	In winter	14	4.6	4.6	88.5
	Spring	35	11.5	11.5	100.0
	Total	305	100.0	100.0	

The majority of the respondents, 67.2% responded that they would like to visit Ohrid in the summer. In the second place is the period in autumn with 13.4% of the respondents. Despite the fact that the questionnaire was conducted in spring, the respondents chose the summer as a desired period for visiting Ohrid. One of the purposes of this research was to find ways and directions for de-seasoning the number of arrived tourists. Given the fact that tourists choose the summer to visit Ohrid, this

does not allow any significant de-seasoning in the off-season. For these reasons also for this question an inter-tabular analysis was made between the age of the respondents and the desired period for visiting Ohrid. The results are given in Table 8.

Table 8.

Select the range of your age * What is your preferred period of the year for travel Crosstabulation

			What is your preferred period of the year for travel					Total
			Summer	Autumn	Christmas and New Year holidays	In winter	Spring	
Select the range of your age	till 55	Count	141	22	8	4	5	180
		% within Select the range of your age	78.3%	12.2%	4.4%	2.2%	2.8%	100.0%
	55-65	Count	32	6	0	2	7	47
		% within Select the range of your age	68.1%	12.8%	.0%	4.3%	14.9%	100.0%
	65-75	Count	24	10	1	7	15	57
		% within Select the range of your age	42.1%	17.5%	1.8%	12.3%	26.3%	100.0%
	75+	Count	8	3	1	1	8	21
		% within Select the range of your age	38.1%	14.3%	4.8%	4.8%	38.1%	100.0%
Total		Count	205	41	10	14	35	305
		% within Select the range of your age	67.2%	13.4%	3.3%	4.6%	11.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.892 ^a	12	.000
Likelihood Ratio	59.019	12	.000
N of Valid Cases	305		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .69.

Also for this question differences in the views of the respondents from different age groups can be noticed. This can be deducted in a formal statistical way from the results of the chi-square test. As we are moving towards the older age groups, the percentage of respondents who chose the summer as a desired period decreases. For people older than 75 years old, the percentage of respondents who chose summer is identical to the percentage that chose spring as a desired period for visiting. However, their number is lower compared to other age groups. Generally, some of the seniors chose the spring period as the second most important for visiting Ohrid, and in the third place was autumn. This knowledge can be used to extend the tourist season in Ohrid also during these two periods if appropriate tourism products are created and offered that would be attractive for the periods of the year in the off-season. Some of the seniors had more free time than younger people. They are not limited by annual vacations so they can plan a visit to Ohrid.

The next question refers to the number of hours that tourists needed in order to arrive in Ohrid. The results are given in Table 9.

Table 9.

How long (in hours) did you travel to reach your destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	.7	.7	.7
2.30	1	.3	.3	1.0
3.00	9	3.0	3.0	3.9
3.50	2	.7	.7	4.6
4.00	13	4.3	4.3	8.9
4.50	2	.7	.7	9.5
5.00	14	4.6	4.6	14.1
6.00	16	5.2	5.2	19.3
7.00	33	10.8	10.8	30.2
8.00	40	13.1	13.1	43.3
9.00	47	15.4	15.4	58.7
10.00	41	13.4	13.4	72.1
11.00	24	7.9	7.9	80.0
12.00	11	3.6	3.6	83.6
13.00	5	1.6	1.6	85.2
14.00	16	5.2	5.2	90.5
15.00	7	2.3	2.3	92.8
16.00	11	3.6	3.6	96.4
17.00	5	1.6	1.6	98.0
18.00	3	1.0	1.0	99.0
19.00	1	.3	.3	99.3
20.00	2	.7	.7	100.0
Total	305	100.0	100.0	

The shortest arrival time was 2 hours, while the longest was 20 hours. The average value is 9.2 hours, and this can be seen from the frequency of responses around the number 9. It is a long period for travelling and the motive for visiting such a tourist destination must be very high.

The next question concerns the mode of transportation. Considering the long period of transport of great importance are the results from this question.

Table 10.

Are the used transportation and the travelling time appropriate for your health?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	296	97.0	97.0	97.0
No	9	3.0	3.0	100.0
Total	305	100.0	100.0	

From the results in Table 10 it can be concluded that the majority of the respondents consider that the chosen mode of transport is appropriate to their health. Only three percent chose a negative response. This means that tourists have available transportation that allows them a desirable way to reach Ohrid.

The following four questions relate to the wishes of tourists. Which aspect of Ohrid's general offer is the biggest attraction for tourists? The offered general attractions were: natural heritage, cultural heritage, gastronomic products and sports and recreational activities. The results are given below.

Table 11.

Please evaluate natural heritage as your interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	10	3.3	3.4	3.7
	3	30	9.8	10.1	13.8
	4	94	30.8	31.6	45.5
	5	162	53.1	54.5	100.0
	Total	297	97.4	100.0	
Missing	System	8	2.6		
Total		305	100.0		

The average score for the natural heritage was 4.37 with a value for dispersion of 0.824. This points to a high score for Ohrid's natural heritage with a relatively small deviation from the high average score. Eight respondents did not answer this question.

The results of the evaluation of the cultural heritage of Ohrid are presented in Table 12.

Table 12.

Please evaluate cultural heritage as your interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	4	1.3	1.3	1.7
	3.00	41	13.4	13.6	15.3
	4.00	80	26.2	26.6	41.9
	5.00	175	57.4	58.1	100.0
	Total	301	98.7	100.0	
Missing	System	4	1.3		
Total		305	100.0		

The average value for the evaluation of the cultural heritage was 4.41 with a dispersion value of 0.798. From these results it can be concluded that the cultural heritage was assessed with a higher score than the natural heritage, with a lower dispersion. This means that this heritage is an even greater attraction for Ohrid compared to the natural heritage.

Table 13 provides the results of the evaluation of sports and recreational activities as an attraction in Ohrid.

The average value for these activities was 3.81, while the value for the dispersion was 1.23. This points out to the conclusion that these activities are considerably lower scored than the natural and cultural heritage, while the dispersion is higher, and the number of respondents who did not provide an answer for this question was 30, which is significantly higher than the number of respondents who did not respond to the natural and cultural heritage.

Table 13.

Please evaluate sports and recreation as your interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.9	4.4	4.4
	2.00	36	11.8	13.1	17.5
	3.00	58	19.0	21.1	38.5
	4.00	54	17.7	19.6	58.2
	5.00	115	37.7	41.8	100.0
	Total	275	90.2	100.0	
Missing	System	30	9.8		
Total		305	100.0		

The results of the evaluation of gastronomic products as a motive for visiting a particular tourist destination are presented in Table 14.

Table 14.

Please evaluate gastronomy presentation as your interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	2.3	2.4	2.4
	2.00	22	7.2	7.5	9.9
	3.00	35	11.5	11.9	21.8
	4.00	84	27.5	28.6	50.3
	5.00	146	47.9	49.7	100.0
	Total	294	96.4	100.0	
Missing	System	11	3.6		
Total		305	100.0		

The average value for this question was 4.16, while the dispersion was 1.05. After cultural and natural heritage, gastronomic products were assessed as the third most important attractive factor among the respondents. This points out to the direction in which the promotional activities for Ohrid as a tourist destination should be undertaken.

The following questions are questions from the third group through which the level of quality of services was examined. Analyzed were several aspects of the services that tourists had the opportunity to receive during their stay in Ohrid.

The first question concerns the price of the package tour. For all the questions that follow, the degree of satisfaction with the services provided, i.e. the cost of the services based on the received services was evaluated.

Table 14.

How do you consider the overall price of the journey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beneficial	89	29,2	29,2	29,2
	quite reasonable	51	16,7	16,7	45,9
	Reasonable	84	27,5	27,5	73,4
	High	27	8,9	8,9	82,3
	Far too high	54	17,7	17,7	100,0
	Total	305	100,0	100,0	

From the results in Table 14 it can be concluded that more than 29% of the respondents considered the price received to be lower than expected. However, 8.9% said that the prices were high, and even 17.7% answered that the prices are too high for the services that they received. The results of this question will be intercrossed with the table for the age of the respondents. The aim of this research is to determine the attitude of the seniors regarding the price of the package tour that they paid for visiting Ohrid as a tourist destination.

Table 15.

Select the range of your age * How do you consider the overall price of the journey Crosstabulation

		How do you consider the overall price of the journey					Total
		Beneficial	quite reasonable	Reasonable	High	Far too high	
Select the range of your age	till 55	Count 46 25,6%	Count 23 12,8%	Count 40 22,2%	Count 23 12,8%	Count 48 26,7%	180 100,0%
	55-65	Count 10 21,3%	Count 15 31,9%	Count 18 38,3%	Count 2 4,3%	Count 2 4,3%	47 100,0%
	65-75	Count 19 33,3%	Count 10 17,5%	Count 22 38,6%	Count 2 3,5%	Count 4 7,0%	57 100,0%
	75+	Count 14 66,7%	Count 3 14,3%	Count 4 19,0%	Count 0 0,0%	Count 0 0,0%	21 100,0%
	Total	Count 89 29,2%	Count 51 16,7%	Count 84 27,5%	Count 27 8,9%	Count 54 17,7%	305 100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55,745 ^a	12	,000
Likelihood Ratio	59,771	12	,000
N of Valid Cases	305		

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 1,86.

From the results it can be concluded that as we move towards higher age intervals, also increases the percentage of respondents that thought that the price they paid was lower than expected. Most of the people under the age of 55 answered that the prices were significantly above expectations (48 out of 54 or 88.9% of all answers for a too high price). The same results were gained also for the answer that the prices are high. This confirms the thesis that the seniors as a tourists' group have at disposal more financial means and that they are ready to pay the price of the package tour for visiting Ohrid, while their attitude is that the prices are not too high for the services they received. An indicator for the diverse distribution of responses according to the age groups is the value of the Pearson chi square.

The next question of the last group refers to the level of satisfaction from the prices in the restaurants in Ohrid compared to the received services. The results are given in Table 16.

Table 16

What is your level of satisfaction of prices in the restaurants at the destination					
	Frequency	Percent	Valid Percent	Cumulative Percent	
	7	2,3	2,3	2,3	
Valid	Very satisfied	150	49,2	49,2	51,5
	Satisfied	95	31,1	31,1	82,6
	Neutral	47	15,4	15,4	98,0
	Unsatisfied	2	,7	,7	98,7
	Very unsatisfied	4	1,3	1,3	100,0
	Total	305	100,0	100,0	

From the results it can be concluded that the majority of the respondents, slightly less than 50%, were very satisfied with the prices in the restaurants, while an additional 31% were satisfied. Only 2% were dissatisfied or very dissatisfied, indicating that the prices in the restaurants are favorable for the majority of the respondents. Seven respondents did not provide an answer for this question.

The next question refers to the level of satisfaction from the accommodation. The results are given in Table 17.

Table 17. Level of satisfaction from the accommodation

What is your level of satisfaction at accommodation					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Very satisfied	154	50,5	50,5	50,5
	Satisfied	89	29,2	29,2	79,7
	Neutral	53	17,4	17,4	97,0
	Unsatisfied	8	2,6	2,6	99,7
	Very unsatisfied	1	,3	,3	100,0
	Total	305	100,0	100,0	

Also for this question the offered answers were according to the Likert scale, from very satisfied to very dissatisfied. The distribution of responses is similar to the previous question. More than 50% of the respondents were very satisfied with the accommodation, while an additional 29% were satisfied. Dissatisfied or very dissatisfied with the accommodation were less than 3% of the respondents, i.e. only one respondent was very dissatisfied or 0.3%. This indicates the existence of a very high level of satisfaction from the accommodation in Ohrid.

Table 18.

		What is your level of satisfaction at accommodation					Total
		Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied	
Select the range of your age	Count	103	44	29	4	0	180
	till 55 % within Select the range of your age	57,2%	24,4%	16,1%	2,2%	0,0%	100,0%
	Count	19	16	12	0	0	47
	55-65 % within Select the range of your age	40,4%	34,0%	25,5%	0,0%	0,0%	100,0%
	Count	24	17	11	4	1	57
	65-75 % within Select the range of your age	42,1%	29,8%	19,3%	7,0%	1,8%	100,0%
	Count	8	12	1	0	0	21
75+ % within Select the range of your age	38,1%	57,1%	4,8%	0,0%	0,0%	100,0%	
Total	Count	154	89	53	8	1	305
	% within Select the range of your age	50,5%	29,2%	17,4%	2,6%	0,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25,841 ^a	12	,011
Likelihood Ratio	24,788	12	,016
N of Valid Cases	305		

a. 9 cells (45,0%) have expected count less than 5. The minimum expected count is ,07.

The results show that there are smaller differences in different age groups compared to other inter-crossings. However, it can be noted that seniors are more modest in providing high scores "Very satisfied", unlike the younger respondents. This generally applies to all the answers regarding the degree of satisfaction of products or services. Many of the respondents in the age range of 55-65 and 65-75 gave a neutral response. In general, the estimate remains that most of the respondents - more than 70%, were satisfied from the accommodation in Ohrid.

The next question concerns the level of satisfaction from the services that the respondents generally received in the destination. The results are given in Table 19.

Table 19.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	163	53,4	53,4
	Satisfied	90	29,5	83,0
	Neutral	43	14,1	97,0
	Unsatisfied	8	2,6	99,7
	Very unsatisfied	1	,3	100,0
	Total	305	100,0	100,0

The results were better even from the previous two questions. Again, only about 3% were dissatisfied from the services, while 14% had a neutral position for this question. All other respondents were satisfied or very satisfied (53.4%).

The next question concerns the quality of food and drinks that were consumed and which were offered to the respondents during their stay in Ohrid. The results are given in Table 20.

Table 20.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	169	55,4	55,4
	Satisfied	80	26,2	81,6
	Neutral	45	14,8	96,4
	Unsatisfied	10	3,3	99,7
	Very unsatisfied	1	,3	100,0
	Total	305	100,0	100,0

Out of the total number of respondents, 3.3% were dissatisfied, and only one respondent, or 0.3%, was very dissatisfied. 55.4% of the respondents were very satisfied, while 26.2% were satisfied. Also the results from this question will be inter-crossed with the results of the age groups in order to examine the position of the seniors regarding this question.

Table 21.

Select the range of your age * What is your level of satisfaction on quality of food and drinks?
Crosstabulation

		What is your level of satisfaction on quality of food and drinks?					Total
		Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied	
Select the range of your age	Count	118	38	18	6	0	180
	till 55 % within Select the range of your age	65,6%	21,1%	10,0%	3,3%	0,0%	100,0%
	Count	19	16	10	2	0	47
	55-65 % within Select the range of your age	40,4%	34,0%	21,3%	4,3%	0,0%	100,0%
	Count	20	20	14	2	1	57
	65-75 % within Select the range of your age	35,1%	35,1%	24,6%	3,5%	1,8%	100,0%
	Count	12	6	3	0	0	21
	75+ % within Select the range of your age	57,1%	28,6%	14,3%	0,0%	0,0%	100,0%
	Count	169	80	45	10	1	305
	Total % within Select the range of your age	55,4%	26,2%	14,8%	3,3%	0,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27,168 ^a	12	,007
Likelihood Ratio	26,936	12	,008
N of Valid Cases	305		

a. 8 cells (40,0%) have expected count less than 5. The minimum expected count is ,07.

On the results in Table 21, we can make several conclusions:

- The level of satisfaction on quality of food and beverage for the group of seniors is lower than the level of satisfaction for the younger respondents,
- In general, number of “Very satisfied” and “Satisfied” respondents in senior groups is lower than the number of “Very satisfied” and “Satisfied” respondents of group with younger respondents
- The distribution of the answers for the group of age interval 65-75 is almost even for the offered answers “Very satisfied”, “Satisfied” and “Neutral”, which is not a case for younger groups,
- Seniors have a higher expectations on the quality of food and beverage, so the caterers should have another survey on the needs and demands of these groups of respondents
- The result of chi-square distribution shows different attitudes of different groups of respondents according to their age interval

The next question is dealing with the level of satisfaction about the whole journey, and their visit and experience of Ohrid as a tourist destination. Results are given in Table 22.

How satisfied are you with the whole journey?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	164	53,8	53,8
	Satisfied	86	28,2	82,0
	Neutral	52	17,0	99,0
	Unsatisfied	2	,7	99,7
	Very unsatisfied	1	,3	100,0
	Total	305	100,0	100,0

Most of the respondents are very satisfied (53.8%), and satisfied are another 28.2%. Unsatisfied or very unsatisfied are only 1% of the respondents, which shows the high level of satisfaction and good experience during their stay in Ohrid. Results of this question are cross tabulated with the results of the question about age of the respondents.

Table 23.

Select the range of your age * How satisfied are you with the whole journey? Crosstabulation

		How satisfied are you with the whole journey?					Total	
		Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied		
Select the range of your age	Count	110	46	22	2	0	180	
	till 55	% within Select the range of your age	61,1%	25,6%	12,2%	1,1%	0,0%	100,0%
	Count	19	15	13	0	0	47	
	55-65	% within Select the range of your age	40,4%	31,9%	27,7%	0,0%	0,0%	100,0%
	Count	22	22	12	0	1	57	
	65-75	% within Select the range of your age	38,6%	38,6%	21,1%	0,0%	1,8%	100,0%
	Count	13	3	5	0	0	21	
	75+	% within Select the range of your age	61,9%	14,3%	23,8%	0,0%	0,0%	100,0%
	Count	164	86	52	2	1	305	
	Total	% within Select the range of your age	53,8%	28,2%	17,0%	0,7%	0,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22,765 ^a	12	,030
Likelihood Ratio	22,590	12	,031
N of Valid Cases	305		

a. 9 cells (45,0%) have expected count less than 5. The minimum expected count is ,07.

From the results in Table 23, we can conclude differences between different groups of respondents according to their age interval. For the senior groups, we can see that there are no very unsatisfied respondents, but the percent of the respondents which gave the answer "neutral" is much higher than the percent for the same answer of the younger respondents. Besides the fact that the level of satisfaction for the seniors is higher than 70%, there is possibility further to be improved their level of satisfaction by increasing the quality of products and services according to their answers on previous questions.

The last question is about their opinion if they would like to visit Ohrid again. Results are given in Table 24.

Table 24.

Would you ever visit this region again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes with pleasure	177	58,0	58,0	58,0
	Maybe	108	35,4	35,4	93,4
	Probably not	19	6,2	6,2	99,7
	Never again	1	,3	,3	100,0
	Total	305	100,0	100,0	

Most of the respondents, 58% would like to visit Ohrid again. Negative attitude have 6.5%, and answer “Maybe” is given by 35.4%. We made cross tabulation for this question with different groups of respondents according to their age. Results are given in Table 25.

Table 25.

Select the range of your age * Would you ever visit this region again Crosstabulation

		Would you ever visit this region again				Total
		Yes with pleasure	Maybe	Probably not	Never again	
Select the range of your age	till 55	Count 122	47	10	1	180
		% within Select the range of your age 67,8%	26,1%	5,6%	0,6%	100,0%
	55-65	Count 25	21	1	0	47
		% within Select the range of your age 53,2%	44,7%	2,1%	0,0%	100,0%
	65-75	Count 19	30	8	0	57
		% within Select the range of your age 33,3%	52,6%	14,0%	0,0%	100,0%
	75+	Count 11	10	0	0	21
		% within Select the range of your age 52,4%	47,6%	0,0%	0,0%	100,0%
	Total	Count 177	108	19	1	305
		% within Select the range of your age 58,0%	35,4%	6,2%	0,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,416 ^a	9	,001
Likelihood Ratio	30,645	9	,000
N of Valid Cases	305		

a. 7 cells (43,8%) have expected count less than 5. The minimum expected count is ,07.

We can make several conclusions:

- Seniors have given lower percentage of positive answers in compare with the group of younger respondents
- The answer “Maybe” is option for significantly more seniors than younger people
- No one of the seniors have given negative answer, and few of them have chosen answer “Probably not”. This option is significant only for the group of older seniors 65-75.

3. DEVELOPMENT OF TOURISM PRODUCTS

Abstract

In order to meet the changing needs of tourism demand, tourism is assessed through creating interesting contents. A tourism product is a set of services that, when tourists travel and stay in some place, they allow to meet their tourism needs. According to numerous criteria, a diversification of tourism products can be made. The process of creating tourism products encompasses more interdependent activities that are combined, promoted and placed on the tourism market for particular target groups. In these activities, tourism stakeholders play an important role, whose activities are based on achieving profitability through the process of completely satisfying the needs of tourists

Keywords: *tourism product, target market, travel agency, tourist offer, tourist demand.*

3.1. General characteristics of tourism products

In the tourism theory and practice there are different views about the precise determining tourism products. They have general or distinct characteristics.

This generality is present when the products are defined as a differentiated part of the tourist offer in a certain tourist destination of spatial character. Thus, the tourism products of the Republic of Macedonia are often highlighted, or in this particular case Ohrid as part of the lake regions in the country. The most frequently defined types of tourism, whose resource base originates from the potentials of the tourist destination, are considered as its indigenous tourism products.

The particularity in the treatment of tourism products is present when individual resources are reaching branched character. In this sense catering, traffic, entertainment, sports, recreational, health and MICE individual services are regarded as tourism products, although they are not. This arises from the fact that they belong to specific branches or other activities.

Combined tourism products encompass both the attractive and the receptive base with the number of goods and services. The services are diverse, according to their characteristics, as well as to whom they belong or who provides them directly. Often they are grouped and arranged, combined with each other and as such they are offered as services by travel agencies. Such arranged services that are combined are regarded as service packages or package tours.

Given that in this project an emphasis is placed on creating combined tourism products precisely this form should be of benefit to the travel agency in terms of innovation and creativity.

During the travel agency's business activities it deals with the sale of tourist services on the tourist market. Different types of tourism products and services are being combined and precisely targeted towards a particular market segment and their needs.

3.2. Preliminary creative elements of tourism products

Tourism products created within this project have standard character. This is based on previously performed primary and secondary research. On the basis of these researches, preliminary creative elements are known. Thus, the following assumptions are known:

- **Specified consumers;**
- **Determined are their affinities and priorities;**
- **Time-based and spatial framework of activities and**
- **The resources used.**

The specified consumers of services are the senior population. It is such a population that is characterized by the relatively high level of situativeness, i.e. the relatively good payment capabilities, with experience in travel and stay, sophistication of their requirements, precision in the realization of tourist programs as well as stability in tourism activities.

With the research the affinities of this senior population are identified. It is a clientele with a propensity for cultural challenges and a higher level of tourist culture and sociability and who are investigated during their stay. The knowledge of this population is oriented towards relatively good awareness about the elements of the tourism product even before its acceptance and involvement in such activities.

Bearing in mind that the project refers to the lake and lake tourism, the basic spatial framework are the lakes themselves. This means that tourists should experience the values of Lake Ohrid as the dominant resource, the lake formation Ostrovoas well as Globochica and Debar Lake as artificial lakes, which are part of the common hydrological system of the Ohrid Lake. The spatial coverage implies a combination of hydrographic values with the rich cultural heritage on the shores of these lakes

The satisfaction of tourists during their stay should be one of the dominant goals of the defined tourism products. In order to achieve this, it is necessary to systematize the available resources. This relates primarily to the attractive base, their location and connectivity as well as the inventory of services and goods that should be an integral part of the tourism product.

3.3. Essential elements of tourism products

Tourism products, like any creative and innovative activity, have a cycle of development. This implies that it is created in a process starting from the point of forming an idea, while ending with its implementation. The tourism product is a content unit and as such is comprised by some essential elements:

- Explanations about the content;
- Itinerary;
- Terms of use and
- Price.

• Explanations about the content represent systematized information related to the essential characteristics of the product. They are related as to the general content as a whole, as well as to the particular content elements or services. The content of the tourism product changes depending on the expansion of the tourist needs. The diversity of services which are mutually arranged and harmonized expresses the quality of the tourism product.

• The itinerary contains the time-based and spatial determination of the use of services. In it the time and place of departure and arrival are defined as well as the dynamics of the use of all the services contained in the product. The itinerary is one of the most important elements of the content of the product, because in the combined form and its spatial and time-based synchronization it covers the overall combination of services.

• The terms of use of the product are such a content element that details the affirming and limiting components of the product's implementation. These terms usually are: the time of starting the product's implementation, legal obligations related to the package-tour, the administrative and customs conditions, health obligations, conditions regarding the banking and monetary affairs, and so on.

• The price of a product is a very important element. It is a basic data for the product because it allows comparison with other products which are same or similar, offered by competitive travel agencies. The price depends on the duration of the product as well as the number of services and their exclusivity or value. An important feature of the tourism product is the lump-sum price. The price covers the value of the individual services, but they do not appear individually. They are comprised in the single price of the product. Selling multiple items is almost always at a lower price relative to the sale of individual elements.

3.4. Criterion basis for classification of tourism products

In order to have precision in the creation, and thus a successful placement on the tourism market, tourism products should be classified because numerous and different types of products may occur. They are differentiated on the basis of multiple criteria. Standardized criteria for the classification of tourism products are as follows:

- sphere of tourism activity;
- origin;
- dynamics of their implementation;
- number of participants;
- nationality of participants;
- seasonality and
- types of transport being used.

- Tourism products which are created by the travel agency (T.A.) "VIS POJ" according to the criterion of the sphere of tourism activity to which they belong are part of receptive arrangements. This means that these tours are incoming tours.

- According to the criterion of origin, the tourism product is a published type. Namely, the travel agency creates these package tours according to their visions and professionalism without the direct participation or ordering by the consumers. They are published types because they are opened and free for the market and can be used by a wide range of tourist clientele. This means that they have public character and are available for the wider public.

- The dynamics of implementation is evident and it coincides with relatively short visits to different sites. Therefore, there is a low level of stationarity with an emphasized mobility. The action-based tourism products represent the coordination of services located in multiple locations. The duration of using the service in one place is relatively short. This means that the itinerary is quite large, because it contains a plan of the detailed movement through several tourist sites.

- Group products such as these are such a combination of services that meet the needs of particular groups of tourists. Groups can be different in number and structure. Within this project, the grouping was done according to the criterion of the tourists' age.

- These tourism products are intended primarily for foreign tourists. The product should include contents from the tourist offer of the country in which the tourism product is formed by the T.A. "VIS POJ" as a local travel agency

- Tourism products can be differentiated based on the seasonal concentration of the tourism clientele. These can be products offered during the parts of the year when the

tourist demand is particularly noticeable or during the parts of the year when it is reduced and the services in the destination are used only minimally.

- According to the criterion of the used means of transport, the proposed tours are combined tours. Thus, for their implementation there are several different types of transport offered to the tourists. This means that it covers the use of at least two different means of transport in certain stages of the journey.

3.5. Forming the tourism product

A properly formed tourism product can easier be placed on the tourism market and enables achieving positive economic result

When designing tourism products, the aforementioned elements that they consist should be taken into account. Targeting the adequate market segment contributes to differences in the creation of individual products. However, it can be concluded that there are certain generally accepted phases in any process of creating a tourism product:

- preparing the product;
- compiling the product;
- calculation and
- determining conditions (terms).

3.5.1 Preparing the tourism product

Preparing the tourism product is closely related to the research on the tourism market. Based on the indicators and requirements of the tourist clientele, the travel agency performs segmentation and systematization.

At this stage of formation of the tourism product, the demand and supply are compared. The travel agency determines the needs of the tourists with the possibilities provided by the direct service providers

Based on this, the travel agency is able to isolate those services that can be included in certain tourism products, and are also part of the performed inventory of the services.

Studies on the tourism market provide an opportunity to establish:

- duration of the product;
- aspirations and opportunities of tourists in terms of the volume and quality of services;
- volume and structure of the users of the tourism product;

- means of transport and
- creating an itinerary.

The duration of the use of the tourism product depends on the free time and the free financial resources available to tourists. On the other hand, the duration is a factor that affects the price of the tourism product.

During the phase of preparing the tourism product, relations with hoteliers and food and beverage service providers should be established as part of the tourist offer.

The means of transport used by tourists indicates the need to establish relations with transport companies regarding the tourism product. The travel agency hires appropriate means of transport.

3.5.1.1 Itinerary as the most important component in the preparation of tourism product

Preparing the itinerary implies providing a time-based and spatial separation in the realization of the tourism product. At this stage, information is provided about the optimal time of departure and return as well as the duration of the phases of the route and tourism activities.

1. Itinerary of the tourism product „Jablanica – coastal tour“

Characteristics of the tour:

Location: Struga, Kalishta, Elenkamen, Radozhda, Vevcani.

Duration: 1 day

Time: months September-October, March-April-May

Size of the group (pax): 50

Place of departure: accommodation facility

Means of transport: bus

In the tour is included: transport, wine tasting in a restaurant in Vevcani, lunch, refreshments during the journey, escort by professional tour guides, entrances for all the sites and localities

Required equipment: clothes suitable for hiking

Program:

09:00 **Departure from the accommodation facility**

The group will be traveling from Ohrid to Struga, along a branch line of one of the most important ancient trade routes Via Egnatia

09:30-11:30 Sightseeing of Struga

- Outflow of the Black Drim river of the Ohrid lake
- Memorial House of the brother Miladinovci
- natural-science museum “D-r Nikola Nezlobinski”
- church St. George

11:30-12:00 free time in one of the coffee shops on the bank of the river Black Drim

12:15 arrival in Kalishta in the monastery complex Holy Mother of God

12:15-12:45 sightseeing of the monastery complex

13:00 arrival in ElenKamen settlement and organized lunch

15:00 arrival in Radozhda

15:00-15:30 sightseeing of rural ambient forms in Radozhda– optional climbing to the cave churches

16:00 arrival in Vevcani

16:00-17:30 sightseeing of Vevcani

- visiting the Memorial House of Mihajlo Pupin
- visiting the Vevcani Springs and the traditional architecture
- visiting the church St. Nicholas

17:30-18:30 wine tasting and snacks in a restaurant with autochthonous architectural style

19:00 arrival in Ohrid

2. Itinerary of the tourism product „Drim – lake tour“

Characteristics of the tour:

Location: Along the river Black Drim, bank of |Black Drim river near Tashmarunishta, dam of the hydropower plant “Globochica”, dam on the Debar lake, monastery Rajchica, restaurant “House of the Miyaks”, monastery St. John Bigorski, Mavrovo lake, MavroviAnovi.

Duration: 1 day

Time: months September-October, March-April-May

Size of the group (pax): 50

Place of departure: accommodation facility

Means of transport: bus

In the tour is included: transport, lunch, refreshments during the journey, escort by professional tour guides, entrances for all the sites and localities

Required equipment: clothes suitable for hiking

Program:

09:00 Departure from the accommodation facility

The group will travel from Ohrid to the bank of the river Black Drim on the branch line of one of the most important ancient trade routes Via Egnatia

09:30-11:00 Panoramic sightseeing of the valley of the river Black Drim

- artificial lake Globochica
- stopping at the dam of the hydropower plant "Globochica"
- Debar lake
- stopping at the dam of the hydropower plant "Shpilje"

11:00-12:00 sightseeing of the monastery „St. George the Victorious“ in Rajchica

12:15 arrival at the spa Kosovrasti

12:15-13:15 sightseeing of the spa complex and free time

13:45-16:00 arrival at the restaurant "House of the Miyaks" and organized lunch

16:15-17:30 sightseeing of the monastery complex St. John Bigorski

19:00 arrival in Ohrid

3. Itinerary of the tourism product „boat – lake tour“

Characteristics of the tour:

Location: Square – port of Ohrid – catamarans, complex St. Naum, monastery Holy Mother of God Zahumska, Neolithic pillar settlement “Bay of Bones”, Biljana Springs.

Duration: 1 day

Time: months September-October, March-April-May

Size of the group (pax): 50

Place of departure: accommodation facility

Means of transport: bus, catamarans and rowing boats

In the tour is included: transport, lunch, refreshments during the journey, escort by professional tour guides, entrances for all the sites and localities

Required equipment: clothes suitable for hiking

Program:

09:00 Departure from the accommodation facility

The group will travel to the shores of the Ohrid lake from where they will continue by boat (catamarans) for panoramic sightseeing of one of the most important and oldest lakes in Europe and the world.

09:30-11:30 Panoramic sightseeing during the boat trip on the Ohrid lake

11:30-12:00 sightseeing of the monastery complex St. Naum

12:00 – 12:30 sightseeing of the small lake and the natural complex “Ostrovo” and the springs “St. Naum” – by rowing boats

12:30 -14:00 Organized lunch in the restaurant “Ostrovo”

14:00-14:30 Boat trip to the monastery Holy Mother of God Zahumska

14:30-15:00 sightseeing of the monastery complex

15:00-15:45 boat trip to the Neolithic pillar settlement “Bay of Bones”

15:45-16:30 sightseeing of the museum complex

16:30-17:00 boat trip to the Biljana Springs

17:00-17:30 sightseeing of the complex and the hydro-biological institute

17:30-19:00 Wine tasting and snacks with national and traditional music

3.5.2 Compiling the tourism product

Compiling a tourism product is an activity that involves determining combination of services that can be used by the tourist clientele. This means that the systematization and spatial and time-based synchronization are carried out

Based on the defined duration of the product in the preparatory phase, which determines the time of beginning the journey and the time of its completion, it is incorporated in its preparation. Other elements of the product depend on its defined time frame. Therefore the time frame has a priority.

The services that the travel agency offers to tourists can be divided into:

- basic services

- programmatic services

As basic services usually are the following: transport services, accommodation services, services for providing food and beverages etc.

Programmatic services are related to other activities. Such are the visits of natural and anthropogenic values, performances and events etc.

Within these activities, the means of transport or the combination of several types of transport are incorporated in the tourism product.

During the preparation of the product an important element is the number of participants determined in the preparatory phase, which directly depends on the mobilizing of the capacities as well as the price of the product.

Based on all these elements the travel agency within the tourism product can compile an itinerary. In it the activities during the tour are specified with precisely defined places and times of retention.

3.5.3 Calculation of tourism products

Calculation of the tourism product means determining the parameters which allows defining its price. The price level should be optimal. This implies that the price should enable a successful placement on the tourism market, while the travel agency will achieve cost-effective operation. The price directly affects the competitiveness at the tourism market.

The price of the tourism product consists of three elements:

- price level of tourist services that the travel agency encompasses in its tourism products;

- fixed costs or costs of the travel agency for the creating, distribution and implementation of the tourism product;
- profit of the travel agency that derives from the successful implementation of the product or compensation for its operation.

Calculation of the tourism product's costs covers all the services that are its integral part. These are transportation costs, catering costs and costs for other tourist services.

Calculation of transportation costs covers both the basic as well as the supplementary types of transport. In this regard, the costs vary related to the use of certain types of transport. The price level of the public service transport is already determined so that its calculation is not a problem.

When renting a type of transport the calculation is determined by the total costs for renting which are divided with the number of travelers. This allows defining a price for transportation per consumer.

Calculation of the cost for catering services shows similar features. The price will depend on their quality, i.e. the category of accommodation, the tourist season and the number of consumers. The price level is negotiated so that the determined level can easily be calculated.

In this way, the prices of other tourist services are also calculated.

In the calculation of the product, the levels of the costs of individual services are placed in a net amount. The fees for the services which are approved by the carriers, providers of catering services and other creditors are not part of the calculation

The fixed-cost calculation covers all those costs to which the travel agency is exposed to and is related to the tourism product. The travel agency has several costs:

- costs for setting up the product;
- costs for providing product sales;
- costs for preparing the product and
- costs for implementing the product.

Setting up the tourism product is based on surveys of the tourism market. Thereby, an analysis of the market situation is being conducted, research on the motivation and consumer behavior as well as analysis and forecasting of the demand and the possibilities for sale.

The costs for setting up the product include:

- booking and postal costs;
- possible travel costs and diaries if needed due to the product being set up;
- possible representation which would be aimed at setting up the product

Costs for providing product sales include:

- promotional costs related to the commercial success of the tourism product;
- possible implementation related to the product placement and
- travel costs and diaries in this sense.

Costs for direct preparation of the product's implementation include:

- costs related to communicating and informing the tourists and
- costs derived from processing the travel documents and other similar charges such as passenger badges, brochures and other informative material related to the tourism product, and that are distributed to the consumers

Costs for implementing the tourism product are the following:

- travel costs and diaries for the tour guides;
- representation and
- costs of the guides during the implementation of the product and similar costs.

The calculation of the profit that derives from the successful realization of the product or compensation for its operation covers primarily the service fees. It ranges from 5% to 20%, but it can also be negotiated.

3.5.4 Determining the conditions of the tourism product

In order for a tourism product to exist, certain conditions must be met. They are determined so that neither the travel agency nor the tourist is endangered. Usually the conditions of the tourism product are the following:

- applying for the tour;

- form of paying the price of the tourism product;
- conditions and means for cancelling the tourism product;
- limiting the travel agency's liability;
- limiting the responsibility of the tourists;
- terms and means for changing the price of the tourism product;
- travel insurance for the traveler and the luggage during the trip and
- informing clause on the conditions of the tourism product.

Regarding the applying for the use of the tourism product, the travel agency determines the following conditions:

- place for applying;
- ways of applying and
- deadline for applying.

The payment method for the tourism product is determined by the travel agency. This means determining:

- the amount of advance payment and
- the number of installments and deadline for paying the total amount of the price of the tourism product. A tariff for paying several installments or the whole amount all at once can also be introduced.

The limited liability of the travel agency refers to those situations in which the travel agency has no fault. These are the following

- delays of the different means of transport;
- losing luggage;
- accidents during the trip;
- modification of the program due to extraordinary circumstances such as natural disasters, strikes, wars, etc. and

- delays by the tourists when departing and so on.

The limited liability of tourists relates also to situations where due to a set of justified circumstances they were not able to engage in the tourist activities.

The travel agency determines the conditions and the manner of changing the price of the tourism product. This can happen during:

- monetary insecurity and
- changes of the currency rates.

The conditions for implementing the tourism product is the insurance of the passengers and the luggage, both during the trip and during the stay.

The informing clause is applied in order the travelers to be informed about the conditions that derive from the tourism product

3.6. Placement (distribution) of the tourism product

The quality of the formed product is of great importance. This is particularly noticeable during its placement (distribution) on the tourism market, where competition is constantly strengthening. Therefore the type and quality of the tourism product determine the form of placement.

After creating the tourism product, through combining the individual products and services by the travel agency, the next step is its placement. The success of the product's placement on the market influences the position of the travel agency on the market and achieving long-lasting success.

The success of the tourism product's placement depends on the appropriate approach towards the following activities:

- equipping the agency network;
- promotion of the tourism product and
- registering the consumers of services.

3.6.1 Equipping the agency network

Tourism products are placed through the agency sales network. The travel agency can have its own sales network by involving its branch offices which are part of its organizational structure.

Additionally, the travel agency for the placement of tourism products can also use networks of other travel agencies. Because the travel agency sells its own products as well as products of other travel agencies, good information and communication equipment is needed.

By using modern information and communication equipment (tools), the eventual problems that may occur about the knowledge on the product's details by the operating employee in the travel agency are minimized.

Tourism products are being prepared in printed form, which also simplifies its sales.

In order for the sales network to be successful, it is necessary to equip the network with the necessary templates through which the sales are realized. They allow for registration of tourists and concluding contracts.

3.6.2 Promotion of the tourism product

The placement of the tourism product depends on the propaganda. The success of the placement is determined by the level of propaganda done by the travel agency, and even by the general tourist propaganda at the national level. But the placement will primarily depend on the promotional activities undertaken in connection with the tourism product itself.

It is therefore necessary firstly to devise the tourism propaganda and to select promotional distribution channels and tools. By using those, the interest of tourists can be attracted and maintained

Tourism products are offered in the form of flyers, handouts or brochures. Their content includes textual, numerical, schematic and graphic illustrative and photographic elements. The listed items should be adjusted and harmonized. They must be informative in order to be able to satisfy both the general and specific interests of its users

In this regard the accuracy of the information is particularly significant. Inaccuracies can be counterproductive. They will not only deter the tourists from using the tourism products, but will also put into question the reputation of the travel agency itself. In this way, the correctness of the other tourism products that are placed on the tourism market becomes also questionable. It is very important that the illustrative material, in particular the photographs, correspond to the content of the tourism product.

Furthermore, the itinerary should correspond to the cartographic overview, which is an indispensable element of the prepared material for the tourism product. The geographical map locates the tourist sites and destinations in global, continental, national and regional frames.

Individual tourism products are being printed as leaflets or brochures. Because the more luxurious editions would significantly increase the price of the product, they are printed with more modest means.

The more developed travel agencies, especially tour operators, are preparing numerous tourism products. They are being grouped according to the types of tourism products, based on the abovementioned criteria in the previous chapter. Thus, groups of tourism products can be created such as products for abroad or domestic; annual, seasonal, or out-of-season products; weekend programs, holiday related or New Year's products; children's, youth, senior and so on.

The increasing volume of service providers affects the diversity and quantity of tourism products. The placement of several tourism products is done through a published collection. These collections of tourism products are known as catalogues. Given the rationality that is achieved in the placement of tourism products, the catalogue is considered a dominant tool in the operation of travel agencies.

In terms of content, catalogues of tourism products can have general or thematic character.

The general catalogues contain various types of products that can be systematized or non-systematized

Systematized catalogues are those that have the types of products as the basis for systematization. Non-systematized catalogues do not contain such subordination.

It is evident that systematized catalogues can be assessed as more appropriate, since they provide easier navigation in the choice of tourists.

Thematic catalogues refer to only a particular type of tourism products

The catalogue of tourism products is issued by the travel agency with or without the participation of the direct service providers. Furthermore, travel agencies participate in the creation of catalogues of other travel agencies or tour operators.

But in practice, tour operators simply accept the already assembled tourism products of other travel agencies and as such include them into their catalogues. In doing so, the participants (travel agencies, hotel operators, transport enterprises) are responsible for part of the issuing costs of the catalogue. At the same time, they take into account the quality of the provided information, which has general significance.

The selection of the text and the illustrative material is being done by the tour operator. In doing so, a record is kept on the amount of funds for each individual product in the catalogue, primarily according to the principle of the size and space that is occupied.

The distribution of the catalogues should allow for an easier access by the consumers. Apart over the sales network, they can also be distributed in other ways.

One of the most sophisticated ways of distribution is by using the Internet. This type of distribution, besides the placement of the catalogue content, also allows the placement of even more detailed information. Thus the tourists have complete insight into the tourism products. It is possible by using the internet to negotiate and arrange with travel agencies about the offered programs in the catalogs.

However, the downside of using this type of distribution is that it becomes impossible to provide placement for the tourists and potential tourists that are not connected on the internet network.

One of the possible forms of distribution is the use of associate agents. They deliver the catalogues of tourism products directly to the homes and workplaces of the tourist clientele. These agents usually have a mailing list that covers primarily those tourists who have already used some services of the travel agency or had some type of cooperation before.

The mailing list is especially used when submitting the catalogues of tourism products using postal services, although in this way the distribution costs increase the placement costs.

For the new catalogues of products tourists by using address books can also get informed via telephone. However, this reduces the possibilities in terms of presenting the content of the products as part of the catalogues.

The catalog's propaganda is achieved through public media such as the press, television and radio, film and diaprojection, billboards and other means that are otherwise used in tourism propaganda. Video recorders have a special place among them. Video cassettes (recordings) are able to cover a large part of the catalogues' contents. Audio-visual effects contribute this tool to have higher presence in the promotion of tourism products.

The promotion of tourism products and catalogues is also realized at press conferences. All the details about the tourism products presented to the journalists.

In this regard, public lectures on the tourism products are also very important. They are organized in places in which interested listeners can be attracted. For example, such places are: associations of retirees, foster homes, clubs for seniors, etc. They should also be held within the events and performances organized by associations of seniors.

It can be concluded that this is a wide promotional field which must not be neglected during the placement of tourism products.

3.6.3 Registering the consumers of services (Booking)

Booking is not only used in the agencies' operations but also in transport enterprises, hoteliers, organizing of events, visiting cultural and sports institutions etc.

Booking is understood as the procedure of registering the consumers of services and reservation of certain facilities. In the operation of travel agencies booking involves enrolling all the users of the product.

The procedure of enrollment begins with the applying of tourists and the total payment for the product or advanced payment of some amount.

The consumers apply for using a tourism products by filling out an application form. This application form consists of personal data, and also specifies the alternative conditions that are part of the tourism product (for example choosing the time of departure, the category of the room, eventually the user of the room, etc.).

By signing the application form, the user has accepted the conditions contained in the tourism product. This is considered to be the conclusion of the contract, for which the travel agency issues a confirmation. Thus, the tourist acquires the right to use the services of the tourism product.

The data in the application form is arranged in the booking list. The booking list is kept on a specially prepared template. It is customary for this template to contain three graphs.

The first graph consists of data about the user of the services provided in the application form for the tourism product.

In the second graph, the payments are registered (number of receipts, dates of payments and the amounts paid).

The third graph lists the alternative conditions and the special requirements of the consumers of services within the tourism product (double room, person to share the room with, room with a view, etc.).

Two basic systems for operating the booking can be mentioned. These are:

- system of allotment booking and
- system of centralized booking.

The system of allotment booking is used when the sales office disposes with its own rented and reserved facilities. In that case, the office or travel agency that has reserved the facilities is selling them freely without checking into the central booking system. Upon expiration of the time for selling the purchased facilities the agency sends the list of

consumers of services of the tourism product to the central booking system. Afterwards, the central booking system is continuing any further communication with the tourist. If the sales office manages to sell all the reserved facilities before the expiration of the appointed time, it may reserve additional facilities that will be approved by the central booking system. On the other hand, if it is estimated that the sales office will not be able to sell all the reserved capacities, but if there are conditions for this at other sales offices, then those capacities can be directed to them through the central booking system.

The central booking system is used when the offices or travel agencies that are sales places have no pre-reserved facilities. After confirming that the central booking system has sufficient capacities, in the sales place charging for the use of the tourism product can be made. The application for the product is sent to the central booking system which is run by the travel agency as the owner of the product or the tour operator.

Once the central booking system receives the application form, it takes over further communications with the consumer of the services.

We already mentioned that enrollment for the tourism product is done by using a booking list. Nowadays these lists are created by using modern technology, which provides an easier entry to the data in the central booking system by sales places and vice versa.

After verifying the booking list it is then closed which definitely completes the placement of the tourism product.

3.7. Implementing the tourism product

The implementation of the tourism product is a very important activity. The successful implementation largely affects the degree of satisfying the tourists' needs. The travel agency through the successful implementation of the product stems towards realizing a profit, but this also helps in the creation of its reputation. In doing so, the travel agency must take care of its reputation.

The implementation includes complex activities which, in an optimal way, should enable the tourist to get the expected services contained in the tourism product.

The travel agency appoints a professionally qualified person who will monitor the successful implementation of the product.

Based on the provided list of passengers that is formed by using the booking system, the travel agency is accommodating the tourists in the transport vehicle. In airlines there are flight lists which, besides the names of the passengers, include also the number of the ticket. This is done because it is important to ensure the normal operating of the transport. This encompasses the personal safety of passengers as well as the safety of the material assets used during the travel.

Furthermore, the travel agency protects the tourist by providing discretion during the travel and stay. This will prevent the occurrence of mistreatment of tourists when receiving services by the direct service providers.

The travel agency undertakes activities related to the presentation of the voucher, travelling papers, ordering additional services, possible transactions and so on.

Within the implementation of the product, the travel agency is taking care about the accommodation of tourists in the accommodation facilities. In doing so, the agency ensures that the tourist is accommodated according to the rooming list which is based on the booking list.

The rooming list serves for the correct arrangement of the users of accommodation services. In this way, the wishes and requirements of the tourists are fulfilled in terms of choosing the room, the floor, the orientation of the room, the view of certain tourist values, the size and category of the room, etc. The rooming-list is the basis for providing adequate accommodation when choosing with the user or the users of the room. If the tourists have not expressed some specific desire in this sense, or have not decided yet in the selection, this is being done by the travel agency within the limits of available possibilities. Thereby the gender, age, school preparation, professional engagement, hobby or some other category is taken into account.

The travel agency carries out quality control of the services that are being used by tourists in the accommodation facilities.

For providing tourist services that are included in the travel program, tourists receive information from an authorized person. This person makes a daily schedule of activities for which tourists are notified in an appropriate way, so that tourists will not miss anything from the content of the product.

The successful provision of tourist services is closely related to the hiring of tour guides, animators and other professionals. They should ensure that the tourist services have a higher quality and are complete.

Many times, the tour guide himself can have the role of an authorized person for the implementation of the product.

If there are sick passengers the provider of the tourism product ensures giving adequate health care, medical treatment and eventually accommodation in healthcare institutions.

In the event of a tourist's death, the appointed person informs the travel agency and diplomatic consular offices (embassies) and undertakes activities for transferring the posthumous remains to the appropriate place.

If any of the tourists arrives late for the tour, this should not affect the interests of the other tourists. But the authorized person must ensure his reinstatement in the tour.

After completion of the tour, the return of the tourists to their places of residence is being organized. Also when returning, the same principles apply as for traveling to the tourist destination.

Usually at the end of the realization of the product travel agencies perform surveys, in order to determine the degree of satisfaction among tourists. The survey should serve as a method for eliminating possible shortcomings and for introducing components that will allow more substantial and efficient tourism products to be created in the future.

Appendix

Customer satisfaction survey

1. Select the range of your age:
 - a. Till 55
 - b. 55-65
 - c. 65-75
 - d. Over 75

2. Your gender is:
 - a. Male
 - b. Female

3. In Macedonia you are for:
 - a. The first time
 - b. The second time
 - c. Three or more times

4. What are the main reasons for your visit to this tourism destination?
 - a. Rest and relaxation
 - b. Visiting relatives and friends
 - c. Business reasons
 - d. Attending a conference, congress, seminar, and other form of education
 - e. Culture
 - f. Fun
 - g. Sports and recreation
 - h. Health
 - i. Religious reasons
 - j. Other, what: _____

5. How did you find out about the package?
 - a. By word of mouth
 - b. Internet
 - c. Newspaper
 - d. Fairs/festival in the area
 - e. Travel agency
 - f. Leisure time association
 - g. Other _____

6. Do you make online reservation of accommodation abroad
 - a. Yes, it's my preferred way of reservation
 - b. Sometimes, when I need to make such a reservation
 - c. In rare occasions
 - d. Never, I prefer reservation by tourist agencies

7. What is your preferred period of the year for travel
 - a. Summer
 - b. Autumn
 - c. Christmas and New Year holidays
 - d. In winter
 - e. Spring

8. How long did you travel to reach your destination?
_____ hour

9. Are the used transportation and the travelling time appropriate to your health?
 - a. Yes
 - b. No (specify why) _____

10. Please evaluate the activities of your interest with grades (1 is lower grade, 5 is highest grade)
 - a. Visit of some natural heritage (mountain, springs, cave etc.) _____
 - b. Visit of cultural heritage (churches, monasteries, museums) _____
 - c. Sport or recreation (walking, hiking, biking, swimming) _____
 - d. Gastronomy presentation (food, wine) _____
 - e. Other (what) _____

11. Did you have the opportunity in participating to some conference / festival / activity organized to promote the area?
 - a. Yes
 - b. No

12. How do you consider the overall price of the journey (taking into account the quality of the experience)?
 - a. Beneficial
 - b. Quite reasonable
 - c. Reasonable
 - d. High
 - e. Far too high

13. What is your level of satisfaction of prices in the restaurants at the destination
 - a. Very satisfied
 - b. Satisfied
 - c. Neutral
 - d. Unsatisfied
 - a. Very unsatisfied

14. What is your level of satisfaction at accommodation
 - a. Very satisfied
 - b. Satisfied
 - c. Neutral
 - d. Unsatisfied
 - e. Very unsatisfied

15. What is your level of satisfaction on quality of service
 - a. Very satisfied
 - b. Satisfied
 - c. Neutral
 - d. Unsatisfied

e. Very unsatisfied

16. What is your level of satisfaction on quality of food and drinks

- a. Very satisfied
- b. Satisfied
- c. Neutral
- d. Unsatisfied
- e. Very unsatisfied

17. How satisfied are you with the whole journey?

- a. Very satisfied
- b. Satisfied
- c. Neutral
- d. Unsatisfied
- e. Very unsatisfied

18. Would you ever visit this region again

- a. Yes with pleasure
- b. Maybe
- c. Probably not
- d. Never again