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Study Article:

Catering Product in Hotel Practice at the Ohrid Riviera

The modern tourism is developing very fast, so today there is no need to show its position on the world’s social scene.

Although in its recent growth, tourism was tightly connected with the entire social prosperity, comparing it to the other sectors its reaction was smaller to the problems caused by the recession in the world’s society. As a consequence to that tourism is the only sector with a quantitative continued growth in the last 30 years. This definitely confirms the thesis that this is an issue of strong cultural and civilizational need, which by its scope and implications is ready without precedent in the modern human development.

**1. The conceptual assignation of the tourist product**

The tourist product in its content is a complex totality, composed of more products and services intended to satisfy the needs of tourism.

On this topic in literature there are different theoretical views. However, the different opinions on this issue, among the authors are not strictly divergent. The different shades of similar points and similarities give possibility for construction of groups for these theories. We can put these theories in the so-called traditional consideration in defining the product of tourism.

However, the tourist industry is in the so-called crisis – crisis of changes and uncertainties. The changes that have occurred in the world’s economy in the beginning of the eight-decade had a great influence upon the transformation of the tourist flows. It refers more on the transformation in the sense of quality, and not so much in the sense of quantity because it still notes a continuing growth.

The pressure for changes comes from the internal part of the tourist industry (from itself) and out of it. The key forces for shaping the tourism could be internal (the new customers and technologies) and external (limited growth and appearance of a new global practice). The new tourism is a flexible tourism, and oriented towards the individual. Considering this, our attention will be focused on redefining the tourist product in accordance with the new needs and desires of the tourist clientele.

**1.1. Traditional accesses**

“Ski, hairdressing, Rolling Stones’concert or holiday on the Hawaii, all these are products…” In this way P. Kotler begins his presentation on defining the product. Immediately we can note that he states a lot of specific services defining them as products.

For an example: a holiday on the Hawaii. We can imagine what that holiday contains: service for transport and the hotel’s service (accommodation and food). In it a meal in a restaurant outside the hotel could be included too, a match in a mini golf, a hired boat, car, a bought souvenir or a postcard, a ticket for the theatre or concert. He converts the stay and the holiday in objects of exchange and the sandy beaches, the warm sea, and the kindness of the local population.

This kind of a holiday on the Hawaii is a complex tourist product whose contents consists of the offer of the concrete carriers of the tourist offer and choice that is made by the tourist himself, initiated from his desires, needs and mood. The possibilities for combinations that are available are enormous. The travelling to Hawaii is a different tourist product in every concrete case.

This kind of understanding of the tourist product is in context with the theoretical attitudes that understand the tourism product as a structure of different elements, as its constituent parts.

Its consuming spreads from buying the services, through travelling and staying up to returning into the domicile.

The tourist product could be considered from the aspect of individual carriers of the offers: the hotels, the transporters, etc. Everyone composes a complex product whose structure, quality, differenciality depends on the demand on the market but also on the business policy of the offer carrier. In the building of its product the hotels are trying to offer a lot of attractive elements through which they will communicate with the focused market segments.

There are authors (J.C. Hollowax, d. Hebestrait) who equalize the concepts tourist product and flat rate travelling. Defining the package services that are offered by flat rate price could make the defining of the tourist product according to them.

The tourist product could be studied from the example of the flat rate arrangements, however we consider that this two concepts can not be regarded as identical, because the tourists buy these “packages”of services even without the involvement of the agencies.

These theoretical simplifications of the tourism product compose the group of theories whose authors concentrate on better analysis on the individual elements of the composition-tourist product.

A separate group of theoretical opinions for the tourist product compose the attitudes of the authors who start from the basic factors of the tourist offer. “Since the tourist offer is composed of three basic sums of attractive factors, receptive and communicative so that the tourist product could be formed, it is important to have even one representative of the elements to participate in each of the three totalities of factors”.

In the literature there are groupings on the factors of the offer, on factors of the source offer and factors of the realized offer. Factors of the source offer are factors of productivity, basic factors of the human existing, behavior and infrastructure, whereas factor of the realized offer is the tourist equipment.

This kind of classification of the offer factors from which the author starts from in constructing the tourist product actually is a modification of the basic factors of the tourist offer.

These factors have to be elements for building the tourist product by the carriers of the tourist offer. Their application in tourist product allows their converting into object of exchange and economical valorizing on the tourist market.

We consider that this group of theories for the tourist product tightly corresponds with the already stated attitudes, which understand it as a mixture of different elements.

There are even those kinds of attitudes, which stand upon the opinions and points of view that understand the tourist product as partial and integrated.

We could point out that this kind of consideration of the tourist product could be made of different aspects. For an example, the hotel’s product, as a last product that is looked upon in its entirety, formed of basic, helping and accompanying services and products is an integrated product. However, built in some tourist arrangement, it is a partial tourist product.

On the other hand, the tourist arrangement from its own aspect is a relative example of integrated tourist product that contains more partial elements: hotel, transport, excursions, etc. However, very often and nearly always it is not the last product for the tourist consuming whose desires and mood have no borders. It always forms this product over and over with new elements. The product mixed in this way is the genuine example of an integrated tourist product, and what it will contain in the final form could not be known ahead because the alternatives are numberless.The universal tourist offer that in all fields would satisfy the tourist’s needs does not exist.

However this does not mean that the carriers of the tourist offer do not have to be interested in its possible forms. By examining the desires of the consumers the final tourist product could be assumed. With the knowledge of those additive desires and moods of the tourist consumers that always are different, new realization of partial tourist products could be achieved. That actually means satisfying the needs of the tourists, and not some average tourist needs.

**1.2. NEW TOURISM**

The tourist industry has begun to change radically. Actually, the five key forces that have put the tourism on the first position have started to change.

In figure 1 it could be seen that the new conditions such as, the freedom in the air transport, the restructure in the economy, the protection of the background, the protection to the consumers, the increased number of holidays, the greater flexibility in their use give tourism a new characteristic, placing it on a higher level. If management and giving products/services are analyzed it could be noted that the competition in prizes is exchanged with the competition in quality. The producers, that is, the offer leave the production strategy (to sell what has been produced), and orient themselves towards the consumers - they begin to listen to the consumers, placing them on the highest position. All that begins to flash the end of the enormous tourism.

Already there are some obvious signs of the new tourism:

* + the demand of individual holidays is increasing;
  + the demand off free choice and flexibility is higher:
  + the informational technology is rapidly spreading;
  + the rate of the traditional “sunny”arrangements is decreasing.

|  |  |  |
| --- | --- | --- |
|  | **Old Tourism** | **New Tourism** |
| **Consumers** | Get sunburnt  Inexperienced  Security in numbers | Keep clothes on  Mature  Want to be different |
| **Technology** | Unfriendly  Users limited  Stand alone | Talk to each other  All players are users  Many integrated technologies |
| **Production** | Composition through price  Economics of scale  Vertical & Horizontal integration | Competition through innovation  Economics of scale & scope  Diagonal integration |
| **Management** | Labour is a cost of production  Maximize capacity  Sell what is produced | Labour is key to quality  Manage yield  Listen to consumers |
| **Frame conditions** | Regulation  Economic growth  Uncontrolled growth | Deregulation  Restructuring  Limits to growth |

Figure 1. Comparison of the old tourism with the new tourism

* + the interest for the protection of nature is greater through the control of tourism
  + the behavior of the consumers and the motivation for travelling changes.

Some signals are very slight and are placed at the beginning (decreasing of the interest for package arrangements): others are more obvious (the new technology); and some are still not visible (the power of the new green consumers).

**The new tourism exists where and when the following conditions exist:**

1. Flexible holiday and prices that are competitive with the offers for group traveling;
2. The offer depends on the consumers’ demand
3. Holidays are offered to individuals of different needs, different income, of different interests and different time of spending the holidays;
4. Holidays are used from different types of tourists who now are more experienced passengers, more educated, oriented towards the destination, more independent, more flexible and more “green”;
5. Tourists care for the surrounding and are interested in the culture of the destination that they visit, regarding them both as a key part of their experience that they achieve during their holiday.

The old tourist industry for which the basic marketing (marketing for all), standardization, the limited choice and the inflexible holidays were characteristic, now have no sense. Tourism achieves “greener”, more flexible, more independent and segmented character. The participants in the tourist industry (on the side of the offer), diagonally integrate in order to be able to control the new process of creating values. Winners will be the leaders of this new tourist practice.

**2. Hotel Management in the Composition of the tourist product**

The totality of the tourist product in its contents very rarely could avoid the presence of the hotel service. Without any concern whether it is about the transit tourism, stationary tourism, summer or winter tourism, congress, etc the consuming of the services and products that are the subject of exchange in their practice, could not be imagined without the hotel service.

**2.1. Specifications of the hotel’s product**

The emphasized participation of the hotel product in the frames of the tourist product could be noticed in the already written theories for the tourist product. The hotel product is an element of the contents of different ingredients that make up the hotel product.

The defining of the tourist product is allowed only from the aspect of the hotel product (even that we completely do not agree with this).

Hotel management is a part of the tourist equipment as a receptive factor from which it is proceeded when creating the tourist product.

One of the partial aspects of the tourist product is the hotel product, but for itself it is an integrated product, synergetic in its nature.

P.Kotler in his presentation on the services as product talks about four basic features of the services: intangibility, indivisibility, instability and impossibility for keeping. We could find these features in the character of the hotel services, considered as products.

The hotel product is intangible, the consumer can not perceive, until he begins to use it. The guest tourist does not know exactly what he is going to be offered and serviced in the hotel until he arrives and accommodates himself in it.

Some kind of tangibility could be achieved through the promotion (for an example: the tourist brochure and the tourist film).

Trust in its own services could be achieved by having information of the favorable effects of the usage of those services (complete relaxation, recreation and holiday, the release of the pressure and everyday problems, unforgettable fun etc.)

By introducing of adequate titles to the hotel product the interest and the trust of the consumer could be increased when making a choice. Marriot Hotel in Stamford, Connecticut, USA, in its attempt to change the trend of the dramatically decrease of the capacity during the weekends, had created weekend programs (products) whose services had been placed under the names “Escape Weekend,” “Fall Foliage Weekend”, “Windjammer Weekend”).

The hotel product is indivisible from its source, in contrast to the physical product that exists independently from its source. The visit to a certain hotel and the value of consuming its services is an indivisible from itself. This causes the impossibility for its exchange. The service would not be the same for the client who regularly stays at Savoy Hotel (London) if he is told on the arrival that there are no vacant rooms and for substitution Richmond House (London) is recommended. The substitution does not at all protect the product that the consumer had asked for whether it is quality, rating, popularity, fashion, etc.

The hotel products are very inconsistent, because they depend of who, where and when are given. The services of the weekend program “Fall Foliage Weekend”, that invite the guests to live in the colours of autumn, are limited only in autumn in Marriot Hotel in Stamford (USA) and in the mountainous parts of New England.

The product could not be achieved beyond this time of the year, the given space and object. It is connected and exists within them.

The impossibility of keeping the hotel product exists because of the impossibility to be put into storage. The unused bed or the unconsummated meal in the hotel could not be kept for the future. The expiration of the hotel product, becomes a bigger problem because of the high flexibility of the demand and the inflexibility of the offer.

The term product means “…everything that could be offered on the market and to cause attention, purchase, usage or consumption and to satisfy some need or desire.” In this context the hotel products are the services, the goods, the conveniences that are offered by the tourist management to the tourist market and this could get the attention of the potential tourists whose consuming satisfies certain desires and needs.

In conditions of market economy and strong competition among the similar hotel products it is needed an adequate shaping. The shaping should separate the hotel product, to make it recognizable and original for the tourist consumer.

According to the research carried out by a group of American experts (Reuland, Choudry, Fegel, 1985:141) the mixing of the hotel product is made with three basic groups of elements:

* P (product), the material product or the product in a closer sense: bed for the tired guest, a meal for the hungry guest and beer for the thirsty;
* B (behavior), behavior and attitude of the hotel’s staff (receptionists, waiters, and maids….)
* E (environment), the surroundings such as: the buildings, the arrangements of the rooms, furniture, lighting etc.

The combination of these elements (P, B, E) forms the total hotel product. It could be different depending of the offer bearer’s type and category. The combination in the “family hotels” is different from the transit hotels or the boarding house.

No matter what kind of formula of P, B, E, would be used in the production of the hotel product it is nearly always included in the complete integrated tourist product and significantly determines its quality.

**2.2 Review on the changed needs of the “new consumers”**

|  |  |  |
| --- | --- | --- |
|  | **Old Tourists** | **New Tourists** |
| **The Tourists** | Homogeneous,predictable  Security in numbers  Everything prepaid, pre-arranged | Spontaneous, unpredictable, hybrid  Want to be different from the crowd  Want to be in control |
| **Motivation** | Travel is a novelty  Destination did not matter  Quality of services not important  Search for the sun  Escape from home and work  Just to show that you have been | Travel is a chore  Destination is Travel’sraison d’etre  Quality,value for money and premium  Experience something different  Vacation as an extension of life  “Just for the fun of it” |
| **Attitudes** | Here today,gone tomorrow  West is the best  Superiority  Impose western values on hosts | See and enjoy but do not destroy  Appreciation for the different  Understanding, better informed  Know how to behave |
| **Interests** | Lie in the sun  Get sunburnt  Like attractions  No special interests  Eat in hotel dining room | Get up and get active  Keep clothes on  Like sports  Special interests  Try out the local fare |

Figure 2. The new tourists fundamentally are different from the old tourists

The changes that had occurred in the frame of the working and free time have affected the further expansion of tourism. For an example, the number of holidays is higher and the working week is reduced, the working time is shortened, and that brings for increasing of the free time.

The changes of the consumers’attitude and the new values that are demanded are the critical moving force for the new tourism. The new tourists fundamentally are different from the “old” tourists. The comparison between the old and the new tourists is shown in figure 2.

The new tourists are more experienced, “greener”, more flexible, and more independent and could appreciate the quality more.

The motives for travelling of the old tourists are different from the motives of the new tourists. For an example, for the old tourists travelling meant something new, no matter where they traveled. For them it was important to go to some warm destination so later on they could say that they have been there. The quality of the service was relatively unimportant and the holiday for them was a get a way from work and home. Differently from them, for the new tourists the holiday means prolonging of their life. The new tourists go on holidays so they can experience something new, something different. The new tourists appreciate the quality, and they are ready to pay for the good service.

The old tourists are homogenous and predictable. If they travel first class they would travel like that all the time. They feel safe if they travel in-groups. They go on holidays if everything has been pre paid and pre arranged. On the other hand, the new tourists are spontaneous and unpredictable. The new tourists are hybrid in that sense that they look for different tourist services in different prizes and category in the time of one same traveling (for an example, to travel tourist class but to stay in a five stars hotel.).Actually the new tourists like to be different from the rest, with that they confirm their individuality. The characteristics of the new tourist clientele are shown more precise in figure 3.

As we have already mentioned, the new tourists are one of the most important moving forces that bring about for the structural transformation in tourism to be made. It is very important to be stressed that the consumers not the tenders are those who lead the new tourism. From figure 3 it could be concluded that the new tourists have six main characteristics such as: they are more experienced, the system of values has been changed, the life style has been changed, they are a result of the demographic changes they are more flexible and more independent.

However, even these “new tourists” with new needs, could not come around the hotel service, which by its content should adapt to the new needs.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **New Tourism** | | | | | |
| More Experienced | Changed values | Changed Lifestyles | Changed Demographics | More Flexible | More Independent |
| More travel experience    Quality conscious    Better educated    New comers quick to learn    More fun and adventure    More variety    Special Interests | From having to being    “Just for the fun of it”    Sensitive to environment    Appreciate the different    High touch    Search for the real & natural | Flexible work hours    More income    More free time    Healthy living    More frequent short breaks    Travel is a way of life | Empty nesters    Ageing of population    Smaller households    More singles and couples    Nestification    DRINKS  YUPPIES  MILKIES | Spontaneous    Hybrid consumers    Unpredictable    Less holiday planning    Changed booking behaviour | Consumers want to be “ In charge during their free time    Risk taking    Want to be different from the crowd |

**Figure 3. Characteristic of the new tourist clientele**

1. **Analysis of the experiences of tourists in the hotel practice in the**

**Ohrid Region**

The Ohrid Region extends on the northeast side of the Ohrid Lake, one of the most beautiful Lakes in the Balkan.

The maximal depth is 288,70.m and limped water is more than 25m. In summer time, the temperature reaches 25 degrees C that makes swimming suitable. The Blue Balkan Pearl” is the most sustained lakes with unique flora and fauna and recognized as own endemic world. Lake of Ohrid is a real natural museum and one of the most significant lake in Europe and in the world as well,

On the shore of the Ohrid lake lies the city of Ohrid with population of around 50 000 inhabitants. Ohrid is considered as the most famous tourist resorts in Macedonia.

The tourist season in Ohrid starts in the early spring and ends late in autumn. Crystal clear water is used mainly for swimming but also for various sports and recreation activities (sport fishing, water polo, and sailing). The number of more than 30 000 beds are set on disposal in the modern hotels, motels, various resorts and camps as well as in private houses and boarding houses. Ohrid has its own airport (for domestic and international flights) besides the exellent connections (airport/bus/minibus) with Skopje – capital of the country.

Among the macedonian lake coast, the old town of Ohrid is dominant with its own millenium history, valuable archeological remains dating from the 20century BC., several Early Christian basilicas, great number of churches which can not be found anywhere in the world on such a small place like Ohrid. Being one of the oldest Balkan cities it gives alive evidence of the cultural competitions of the civilizations, of ever lasting signs of their existence in this territory. It is said that Ohrid has 365 churches – one for each day of the year.

The permanent inhabitants of this ecological and cultural environment jealously have structured their life with centuries with old traditions and great natural and cultural heritage. This has been kept for generations as something very valuable. Tourists have been offered all these with human warmth and great hospitality.

UNESCO has protected the city since 1980 as a universal cultural and natural value of the world.

In order to get a better view of the situations of some of the segments of the hotel product in this tourist territory, we have carried out a research on the visitors of the bigger hotel objects on the Ohrid region. We will report only a part of the gathered results.

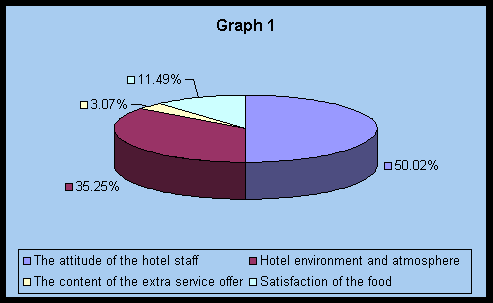
**3.1. Analysis and interpretation on the gathered data**

The research and analysis have to indicate in what stage the separate segments of the catering product motivates the visitors of the Ohrid Region, to come again in the same hotel object.

**3.1.1. The opinion of the visitors for the segment of the hotel product that would motivate them to visit the hotel again.**

The research and analysis of the data for the segments of the hotel product for which the visitors would visit the same hotel again, has to indicate to what degree the specific types of promotions motivate the visitors of the Ohrid region and have influence on them in order to come again in the same object.

By examining the total data (figure 1 and 2) it was concluded that the most efficient specific types of promotions in the hotels of the Ohrid Riviera are: the attitude of the hotel’s staff, that is the role of the subjective factor and the interpersonal communication on relation caterers – quests and the hotel’s environment and atmosphere as a surrounding, mood and situation. An encouraging fact is the realization that none of the surveyed visitors has stated that he or she would not visit the hotel again.

 The number of segments of the hotel products in conferred action of the specific types of promotion is shown in the graph 1.

* 1. The visitors opinion for the segment of the hotel product, for which they would visit the hotel same again according to sex.( male or female).

The hypothesis that we have taken for this analysis is: “We assume that among the female and male visitors there are no significant differences in their opinions for the segment of the hotel product, that would motivate to come again in the same hotel.”

The opinion of the surveyed for the segment of the hotel product, that would visit the hotel again according to sex.

**Table 1.**

Question: **Would you visit again the hotel in which you are staying now, because:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Surveyed visitors according to sex | The staff’s attitude towards You | Satisfaction of the food | The contents of the extra service offer | The hotel’s environment and atmoshp. | Won’t visit it again | Total |
| Male | 77 (50,00%) | 22  (14,29%) | 2  (1,30%) | 53  (34,41%) | \_ | 154  (100%) |
| Female | 54  (50,47%) | 8  (7,48%) | 6  (5,61%) | 39  (36,44%) | \_ | 107  (100%) |
| Total | 131  (50,19%) | 30  (11,49%) | 8  (3,07%) | 92  (35,25%) | \_ | 261  (100%) |

This kind of analysis of the gathered data, shows that 50,00% of the male surveyed are the most satisfied from the attitude of the hotel staff and 5,47% of the females. 34,41 of the male surveyed are satisfied from the hotel environment and atmosphere, and 36.44% females while 14,29% males were pleased of the food and 7,48% females. An insignificant number would come again for extra service boarding offer. This means that the extra service boarding offer has a small role in the specific types of promotion in the hotel management in the Ohrid Region. However, if look at it globally it could be concluded that the specific types of promotion as a segment in the total hotel product are carrying out their role in motivating the visitors for a visit again in the hotel in which they have once stayed.

In terms of statistic-mathematical confirmation of the theoretical assumption from which we have started when carrying out this analysis, we have gathered the following results:

The relation between the factorial and residential dispersion gives the following result: 0,32 which is lower than 5,99 for F1 ((0,05) and 13,74 for F1 (0,01) V1=1 and V2=6, with what definitely it has been concluded that there is no difference between the females and males regarding their motivation of the segments of the hotel product.

b) The educational background of the surveyed and their opinion for the segment of the hotel product, because of which they would visit the same hotel

The theoretical opinion for this analysis is: “We assume that between the visitors with different educational background there are no significant differences in their opinions regarding the segment of the hotel product that would motivate them to visit the hotel again.”

In Figure 2 it could be noted that the higher percentage of the surveyed that have secondary and higher education – 49,53% and 58,78% would visit the hotel again because of the hotel staff. On second position is the hotel environment and atmosphere with 34,58% (secondary education) and 31,30% (higher education). Since food as a specific type of promotion comes up with a lower percentage of 6,11%

(Higher education) and 14,02% (secondary education)

The opinion of the surveyed regarding the segment of the hotel product, for which they would visit the hotel the hotel again, according to their education

**Table 2.**

Question: **Would you visit again the hotel in which you are staying now, because:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Level of education | The staff’s attitude towards You | Satisfaction from the food | The content of the extra service offer | The hotel’s environm. & atmosph. | Would not visit it again | Total |
| primary | 1  (4,35%) | 7  (30,43%) | 1  (4,35%) | 14  (60,87%) | \_ | 23  (100%) |
| secondary | 53  (49,53%) | 15  (14,02%) | 2  (1,87%) | 37  (34,58%) | \_ | 107  (100%) |
| higher | 77  (58,78%) | 8  (6,11%) | 5  (3,81%) | 41  (31,30%) | \_ | 131  (100%) |
| total | 131  (50,19%) | 30  (11,49%) | 8  (3,07%) | 92  (35,25%) | \_ | 261  (100%) |

On he last position are the contents of the offer that excludes food that are a weak point of the hotels in the Ohrid Region. Regarding this only 1,87 %of the surveyed people with secondary educational background would visit the hotel again and 3,81% that are with higher educational background.

The situation is similar with the surveyed visitors with only primary educational background. In their case the hotel environment and atmosphere has had a great deal of influence – 60,87%; on the second position are those who have been pleased by the food – 30,43%. With an equal percentage of 4,35% have expressed their satisfaction of the attitude of the hotel staff and the contents of the extra service-boarding offer.

Regarding the checking of the starting point of the hypothesis with the Snedeker’s arrangement, we have gathered the following results.

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The theoretical assumption has been confirmed totally.

**2.6.The opinions of the visitors regarding the extra service boarding offer in Ohrid Region especially of the hotel in which they are staying.**

Regarding the fact that the extra service-boarding offer as we have stated earlier, is a significant content in the tourist offer, especially in our research we had a special interest in it. We asked the surveyed visitors the following questions: “What is your opinion of the contents offered to you by the extra service boarding offer?” in a) Ohrid itself , b) The hotel in which you are staying at the moment.

Analyzing the total results (table9 and 10, the following could be concluded)

1. Ohrid as a whole, 94,25% of the total number of the surveyed visitors think that the extra service boarding offer is satisfactory and insufficient,
2. For the hotel in which they are staying, 100% of the surveyed visitors state the extra service-boarding offer is satisfactory and insufficient.

This data gives a total view of the insufficient and out of contents of the extra service-boarding offer, in Ohrid and its hotels. The illustration of these confirmations would be the following:



a) The opinion of the visitors for the extra service offer of Ohrid as whole and especially for the hotel in which they are staying, according to sex.

For this kind of analysis we have considered the following theoretical assumption: “We assume that there do not exist any significant differences between the male and female visitors regarding their opinions for the content of the extra service boarding offer in Ohrid as a whole and especially of the hotel in which they are staying”.

According to figure9, 57,94% of the female surveyed visitors and 55,20% of the male think that the extra service boarding offer in Ohrid as a whole is unsatisfactory; while 42,06% of the female surveyed visitors and 35,06 of the male state that the extra service boarding offer is satisfactory. Only 15%of the male surveyed visitors consider that Ohrid has an excellent extra service-boarding offer.

The sex of the surveyed visitors and their opinion for the extra service contents

**Table 9**

Question: **What is your opinion for the extra service contents that are offered to you by:**

* 1. Ohrid as a whole

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Surveyed according to sex | Excellent | Satisfied | Unsatisfied | Total |
| male | 15  (9,74%) | 54  (35,06%) | 85  (55,20%) | 154  (100%) |
| Female | \_ | 45  (42,06%) | 62  (57,94%) | 107  (100%) |
| Total: | 15  (5,75%) | 99  (37,93%) | 147  (56,32%) | 261  (100%) |

b) The hotel in which you are staying in now

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Surveyed according to sex | Excellent | Satisfied | Unsatisfied | Total |
| male | \_ | 62  (40,26%) | 92  (59,74%) | 154  (100%) |
| Female | \_ | 53  (49,53%) | 54  (50,47%) | 107  (100%) |
| Total: | \_ | 115  (44,06%) | 146  (55,94%) | 261  (100%) |

When it comes to the extra service boarding offer in the hotel where the visitors are staying, a high percentage of the surveyed 50,47% females and 59,74% male consider that the offer is insufficient, and 49,53% females and 40,26% males consider it satisfactory. None of the surveyed visitors has stated that the hotel in which they have stayed has an excellent extra service-boarding offer.

This kind of analysis states that even Ohrid as a tourist resort and the biggest part of its hotel offer (even the one that is the most renowned) does not have a good extra service boarding offer, which really is a big minus for the development of tourism in this region.

The use of the F-test considering the confirmation that there are no significant differences in the opinions between the male and female surveyed visitors for the extra service boarding offer in Ohrid and the hotels, we have gathered the following data:

For Fo we received a very low value of 0,006, while the theoretical are F1(0,05) =10,13 and F1(0,01) =34,12 for V1 = 1 and V2 = 3, which means Fo<<F1, when it comes to Ohrid as a whole and Fo = 1,38, while the theoretical values F1(0,05) = 18,57 and F1(0,01) = 98,50 for V1 = 1 and V2 = 2, which means F  F1 when it comes for the hotel.

* 1. The educational background of the visitors and their opinion for the extra service boarding offer in Ohrid as a whole and the hotel in which they are staying.

We will begin the analysis of this relation with the hypothesis “We assume that there are no significant differences between the visitors with different educational level regarding their opinions for the content of the extra service boarding offer in Ohrid as a whole, especially in the hotel in which they are staying.

The opinion of the surveyed visitors regarding the extra service boarding offer in Ohrid as a whole and the hotel in which they are staying, according to the level of education.

**Table.10**

Question: **What is your opinion of the extra service contents that are offered to you by:**

* 1. Ohrid as a whole

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Surveyed according to education | Excellent | Satisfied | Unsatisfied | Total |
| primary | 5  (21,74%) | 9  (39,13%) | 9  (39,13%) | 23  (100%) |
| secondary | 7  (6,55%) | 38  (55,51%) | 62  (57,94%) | 107  (100%) |
| higher | 3  (2,29%) | 52  (39,69%) | 76  (58,02%) | 131  (100%) |
| Total: | 15  (5,75%) | 92  (37,93%) | 147  (56,32%) | 261  (100%) |

1. The hotel in which you are staying now

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Surveyed according to education | Excellent | Satisfied | Unsatisfied | Total |
| primary | \_ | 14  (60,87%) | 9  (39,13%) | 23  (100%) |
| secondary | \_ | 46  (49,99%) | 61  (57,01%) | 107  (100%) |
| higher | \_ | 55  (41,98%) | 76  (58,02%) | 131  (100%) |
| Total: | \_ | 115  (44,06%) | 146  (55,94%) | 261  (100%) |

The results from figure 10 show partial satisfactions of the content of the extra service-boarding offer. When it comes to Ohrid as a whole –39,13% (with primary educational background), 57,94% (with secondary educational background) and 58,02% (with higher educational background) state that the extra service boarding offer is insufficient. 39,13% (primary educational background, 55,51% (with secondary educational background) and 39,69% (higher educational background) have stated that the extra service boarding offer in Ohrid is satisfactory. Only 21,74% (with primary educational background), 6,55% (with secondary educational background) and 2,29% (with higher educational background) consider that the extra service-boarding offer in Ohrid is excellent.

When it comes to the opinion for the hotel that they are staying in, again none of the surveyed visitors states that the hotel has an excellent extra service-boarding offer.60, 87% of the surveyed visitors with primary educational background, 49,99% with secondary and 41,98% with higher education consider that the hotel has a satisfactory extra service- boarding offer. While 39,13%(with primary education) 57,01% (with secondary education) and 58,02% (with higher education) consider that the hotel has an insufficient extra service-boarding offer.

The application of the F-test confirms the starting theoretical conclusion with the following results:

- For Ohrid as a whole:

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- For the hotel:

D:\Tour_Cult_Sustain_98\proceedings\martinoska\Image10.gif D:\Tour_Cult_Sustain_98\proceedings\martinoska\Image3.giffor D:\Tour_Cult_Sustain_98\proceedings\martinoska\Image11.gif & D:\Tour_Cult_Sustain_98\proceedings\martinoska\Image12.gif

This means that in both case Fo  F1, that is the hypothesis has been completely confirmed.

**SUMMARY**

The new tourism will change the boarders in the tourist industry and radically change the role and position of its participants (on the side of the offers).

The participants of the offer who are closer to the customers and those who offer the newest hotel services, are expected to prosper. This brings about new contents in the catering and hotel product, as a significant practice of the tourist product.

The research carried out on part of the segments of the hotel product in the Ohrid Region makes us consider the following conclusions: The most efficient segments are: the attitude of the hotel’s staff, the role of the subjective factor and the interpersonal communication in relation caterers – quests. While the satisfaction of the food and contents of the extra service boarding offer are segments which in the frames of making the hotel product better in this region a lot of attention should be dedicated in the future.

Key Words:

New tourism, tourist product, hotel product, tourist needs, segments of the hotel product.