

Hvizdová E., Mokrišová V.

TOURISM IN THE PREŠOV REGION AND ITS SOCIAL CONSEQUENCES IN TERMS OF EMPLOYMENT OPPORTUNITIES

One of the objectives of tourism is increasing its competitiveness to better use of the potential, following the elimination of regional disparities and the creation of new jobs. In this paper we analyze and compare services in tourism in the Prešov region and Slovakia. We point out to disparities in employment opportunities, average wages, the development in the number of visitors, changes in prices and sales of accommodation and catering services. At the same time, we think about the higher quality and more credible advertising focused on current trends in Internet marketing, which would approach visitors at home and abroad following the use of the latest information technologies. For the knowledge society and knowledge economy, it is a prerequisite for progress. Obtained, processed and statistically analyzed secondary data provide valuable information framework through which we can confront the selected indicators of tourism in relation to the potential development of economic growth.

Key words: business ethics, entrepreneurship, tourism, communication, hotel and catering services.

Introduction. The aim of tourism is increasing its competitiveness to better use of the potential, following the elimination of regional disparities and the creation of new jobs.

In the strategy of tourism development till 2020, there are important strategic objectives such as empowerment of the tourism industry in the national economy, increasing the attractiveness of Slovakia as a holiday destination, increasing the volume of services in tourism, improving the structure of foreign visitors to Slovakia by increased quality of service and supporting the creation of new jobs, particularly in regions with significant potential for tourism.

Growing trends in tourism in recent years have pointed out new forms of leisure as adventure, environmental change, leisure in order to strengthen the physical and mental predisposition, learning about new cultures as well as recreation. By the use of all services, through which visitors can realize their needs, tourism has become a source of income for many people and also a source of economic development of various regions and the country as a whole.

The Prešov region has a strategic location on the border of three countries and bordering zone of the European Union. Its advantage is also a multicultural population with knowledge of different environments and thus the ability to provide services in international trade. But it is still lagging behind in

economic development level of the Slovak Republic. It does not show the desired level in statistics for gross domestic product, unemployment and income of residents. On the other hand, it should be noted that it is the area with considerable natural potential, rich history and many cultural monuments, folk architecture and folklore, and those are all prerequisites for the development of tourism in all its forms and types. Potential, which has the area, is attractive, differentiated and comprehensive for tourism, recreation and spas.

From the vision of the World Tourism Organization (UNWTO) in 2020 on the further dynamic development of tourism, it is reasonable to assume the growth of foreign visitors and thus foreign exchange income of Slovakia. However, it is necessary to take into account the fact that visiting Slovakia will not increase automatically, but it assumes systematic and coordinated activities of all entities operating in the tourism market. In an increasingly competitive environment for the growing international tourism market, it is necessary to improve and strengthen the functioning of the National Agency for the implementation of state advertising, and to intensify the promotion and advertising of all businesses providing tourism services. All activities leading to increased promotion are directly related to the use of information technology and the digital economy.

The concept of tourism

"The basic premise of tourism development is human freedom to travel. Additional assumptions include leisure and sufficient available funds" (Jakubíková 2009, p.16).

"Tourism has become an indispensable part of today's modern society. Within the tourism annually a huge number of people worldwide move in their free time temporarily from their place of permanent residence for purposes of recreation, knowledge,

© Hvizdová Eva, Department of Economics, Management and Marketing, College of International Business ISM Slovakia in Prešov, e-mail: hvizdova@ismpo.sk
Mokrišová Viera, Department of Economics, Management and Marketing, College of International Business ISM Slovakia in Prešov, e-mail: mokrisova@ismpo.sk

human contact and from many other reasons” (Indrová 2007, p.7).

Tourism is perceived by most visitors through the quality of provided services. Tourism services are complex services. They are provided by many businesses or individuals not only within the recreation area, but also in place of demand. To ensure that visitors are satisfied, there is a need for cooperation among different entities, and also coordination of activities in the recreation area at the same time and coordination of their functions.

Tourism is always bound to a particular place, town, city, region or state, which offer is largely related to the quality and capabilities of local government (Jakubíková 2009, p. 23).

Tourism service puts several requirements, such as adapting the structure of the primary offer of destination, alignment capacity, structure and quality of services to the requirements of target customer groups, ensure the capacity of subsequent services at the target site, emergency, flexible service offerings depending on the dynamics and time schedule of demand, affordability of services depending on the demand of target customer groups (Gúčík 2006, p.166).

Presov region contains many natural beauties, landmarks and monuments which are attractive for the tourists. The area of underground tourism is relatively new field of tourism and can become an opportunity of potential domestic and foreign visitors (Sirá 2014).

Information technology in tourism as part of the offer of hotel and catering services

Currently, the phenomenon of the Internet has a great impact on the development of activities in different areas of business and turbulent environment is an important tool for obtaining the latest information and knowledge as well as customer acquisition.

Due to high competition in the business environment of the hotel and catering services, it is difficult to create an original and effective marketing, design compelling, effective, impressive and creative communication campaigns.

According to Slomski *“The issue of entrepreneur ethics is extremely important, chiefly because it is entrepreneurs who form the managerial staff in SMEs and, as such, who manage people / employees, finances, and relationships between the remaining stakeholders”*(Slomski 2015, p.38). This is crucial nowadays as the new generation Y is increasing their influence over the selection and consumption of services especially in catering and tourism.

This is due to the fact that consumers are much more informed than in the past, are more demanding, educated and more immune to communication tools. This time is the time of constant invention, especially for the young generation Y (born between 1980-2000), which says

that they are children of cyber revolution, their opinion has weight with parents, reflecting the fact that they have the opportunity to travel, sports and learning new things. All these items lead them to greater criticality, but also to cynicism and they are hard to be impressed or interested.

It is difficult to assess to what extent the young generation sees ethical abusiveness in the context of cynic behaviour, unethical enforcement, and excessive individualism and morality.

Technological advances, digital technology, which are well understood and the ability to connect from anywhere are changing social paradigm. The tradition no longer will grasp their attention, so marketing in tourism especially in the hotel and catering and social services must come up with new initiatives, which should be effective and efficient.

“These new social conditions have brought new issues in the development of social services like transfer of competences – decentralization, creation of conditions for private ownership and entrepreneurship in this area”(Balogová 2015).

The Internet is a very promising means of electronic marketing communication. This is known as the world digital connector. E-mail marketing is a practical and cost-effective communication tool in the hotel marketing ideal to promote the sale of special offers and last minute stays.

Essential to the success of email campaigns is a quality database of e-mail contacts, efficient software and especially creative strategy. Quality database of e-mail contacts is composed of former guest’s addresses and from the form for the newsletter on the website. Excellent source of obtaining new contacts are also competitions on Facebook. Effective e-mail marketing software is used to manage databases of contacts, creating campaigns in graphical templates and analysis of their success based on opens and on clicks.

Entrepreneurs in the hotel and catering services for the purpose of obtaining clients should prefer:

Advertising on social networks, because the advantage of advertising on social networks is mainly targeting the various socio-economic and socio-demographic groups, reaching potential customers when they spend their free time on the internet. Establishment of a company profile on Facebook is now becoming an essential part of an advertising campaign. Social networking sites such as Facebook, twitter and other point to the possibility of spontaneous spread of ads between users and the formation of fan clubs, but they are also a means of identifying gaps in the provision of services by direct customers’ criticism of performed services, thereby contributing to the formation of negative ads. Very important in terms of the provision of services in tourism is reaching foreign customers.

Due to the virtually unlimited possibilities of the Internet, it is possible to form all Internet marketing worldwide in foreign languages and foreign servers. The best and most widely used for foreign purposes are PPC ads ("pay per click") in the search, which will bring potential customers to targeted products or services. Contextual advertising is related and connected to the keywords and associated websites. Advertising then operates on the basis of keywords entered in the search and click through to a web page there appears just contextual advertising on a particular website. Display advertising has the advantage of taking a client through a visual effect, size and diverse animations. There are included these types of adverts into display ads: banner ads, video ads, and Video In advertising, but this advertising is among the more expensive ones.

Through the Internet a new form of advertising – remarketing - is put to the forefront allowing to reach customers who do not order anything, but have only completed order or vice versa purchased and the company is therefore able to offer other products or services.

E-commerce can be represented in Models of B2B (business to business) transactions involving a business activities among firms themselves; Models of B2C (business to customer) this is the area of electronic commerce between businesses and final consumers, Web applications are used for selecting, ordering and payment services or goods; Models C2C (customer to customer) the business relationship arising between two consumers; Models B2P (business to partner) it is a trading and relationships with others, not with business partners; Models B2E (business to employee) comprises an

area of relations with staff, exchange of information via e-mail, e-learning and the like; model B2A (business to administration) and model B2G (business to government) is the relationship of companies with the authorities and the public sector.

Comparison of selected indicators of hospitality – the Presov region and the Slovak Republic

The basic tourism services include catering and accommodation services, which in this paper are analyzed and compared well within the Prešov region and the Slovak Republic and which affect the economic growth of the country.

Catering services in tourism allow satisfaction of the basic needs of nutrition and tourism contributes to the overall comfort, and ultimately tourists save free time for other activities, which would be given to the preparation of meals.

"Gastronomy can be attraction in itself."

The largest share of catering establishments is in form of small operating units and hotel chains that offer standardized products. Chains tend to be part mostly of international companies. Among the hospitality establishments are rated restaurants, self-service canteens, pizzerias, diners, cafes, taverns, pubs, pastry shops, bistros, cafeterias, fast food outlets, daily bars. In order to provide accommodation and food services at a level a visitor asks, it is necessary to provide the required number of staff to the various functional positions who are willing to work for a wage that is offered to them for that work by employers. Employment in accommodation and catering facilities in the Prešov Region in % is demonstrated in Table 1.

Table 1

Employment in the hospitality industry*

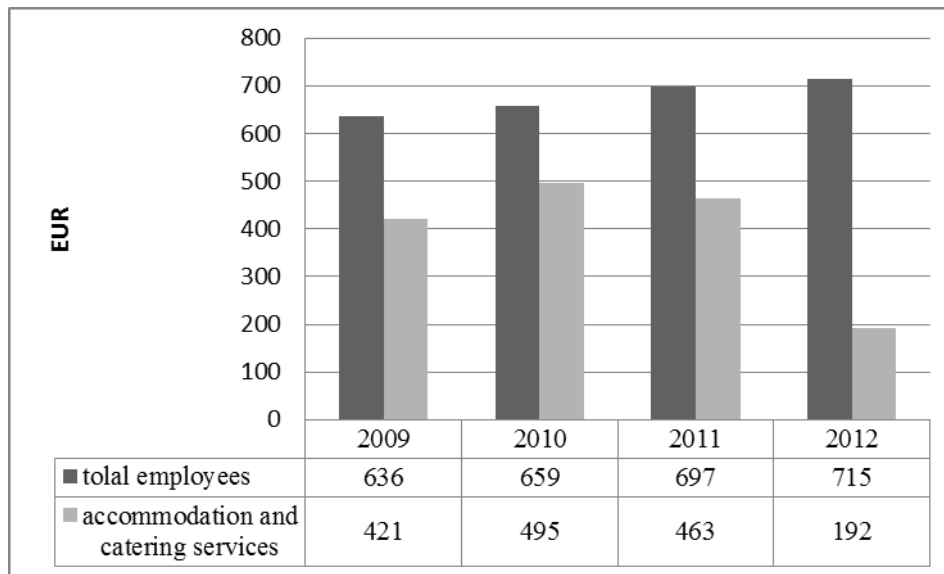
Year	Total staff	Of which: accommodation and catering services
2009	132, 355	1.5
2010	131, 889	1.6
2011	136, 576	2.3
2012	137, 901	2.1

* Own processing, according to the Slovak Statistical Office

Willingness to work in the hotel and catering services according to specified numbers appear to be creative, confirmed by an annual increase of employees for the years 2009 -2011. Noticeable increase in interest in the work was recorded in 2011, where there was a 0.7% increase, a slight decrease of 0.2% was recorded in 2012, but there still remains questionable a wage with which employees are not satisfied.

A comparative analysis of average wages in other sectors, and in accommodation and food services for

the years 2009 - 2012 is shown in Chart 1. From the graph it is evident that the staff in the analyzed services are inadequately evaluated, hence the primary problem of turnover and labour shortages. Skilled workers in the hospitality and catering use an opportunity for employment in neighbouring Austria or Germany for an unrivaled remuneration for the work. The average monthly wage in these facilities in Slovakia is only almost half of the average monthly wage of the national economy.



Graph 1: Average wages in other sectors, and accommodation and food services *

* Own processing, according to the Slovak Statistical Office

"Accommodation services are related to the stay at the place of drawing ordered and secured services of tourism, especially long-term tourism" (Němčanský 1995, p.11).

"The function of accommodation is to provide accommodation outside the place of habitual residence of the participant in tourism, including the satisfaction of other needs that are related to overnight or temporary residence" (Jakubíková et al. 1997, p.195).

"Set of downstream activities related to the provision of temporary accommodation usually for larger number of guests outside their place of permanent residence. These activities include booking accommodation, guest arrival and registration, the guest stay connected with the provision of services, clearing and guests leave. The operator of accommodation and guest participate in their provision. The services are provided for the payment by different categories (types) and classes of accommodation" (Gučík 2006, p.192).

We can conclude that a common feature of accommodation comes from its temporary origin, while expansion of the services offered according to customer requirements is in regards with material and technical conditions of service providers. The current client has got far more information than in the past, is aware, is focused on quality, so hoteliers must respond flexibly to customer needs, otherwise

they lose a customer. Competition is also growing with the growing requirements of customers.

According to categories of accommodation, we distinguish facilities offering traditional accommodation such as hotels, boarding houses, motels, additional cottages, bungalows, camping, and others like accommodation in schools, on college campuses.

Accommodation facilities are divided into categories by type (hotel, guesthouse, motel) and according to the facilities, the quality and range of services in classes marked from one to five stars.

The resorts provide guests services in addition to transitional housing and a variety of other ancillary services, paid and unpaid.

For the target sites there are critical basic services and supplementary nutrition, social services and entertainment.

Development trend of providing accommodation services according to Tab. 2 in the Prešov region follows the trend of Slovakia in the years 2009 – 2013. The significant increase in accommodation establishments was recorded in 2012 in the Prešov region, the region with high unemployment rate reached the level of 131.4%, compared to Slovakia of more than 11.4%. In the year 2013 it came to an average of the years 2009 – 2011. Totally in Slovakia there was recorded the largest decline in accommodation facilities in 2010 and in the Prešov region in 2011.

Table 2

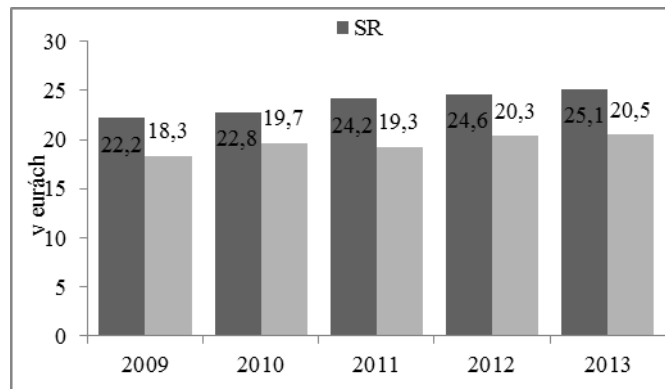
Evolution of the number of facilities providing accommodation services*

Index MR = 100	2009	2010	2011	2012	2013
Slovak Republic	95.9	95.0	96.3	121.0	95.7
Prešov Region	96.8	96.7	94.2	131.4	96.8
Share of the region to	18.4	18.7	18.3	19.9	20.1

* Own processing, according to the Slovak Statistical Office

Average nightly rates shown in Chart 2 are permanently for the entire analyzed period 2009-2013 in the Prešov region lower than average prices in Slovakia, but from 2011 they have grown and it was a year with the most significant increase, where

the difference was 4.9 €, another year 4.3 € and in 2013 € 4.6. This situation may be due to the low purchasing power of the population of the Prešov region, which is determined by high unemployment.

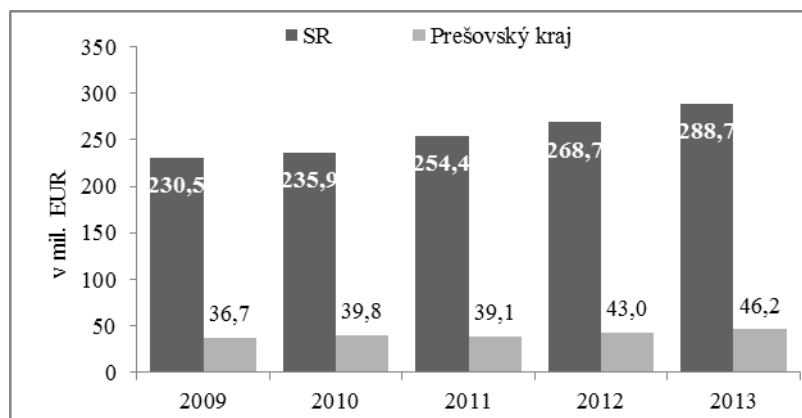


Graph 2. Development of average prices of accommodation from 2009 to 2013 (comparison of the SR and Prešov region)*

* Own processing, according to the Slovak Statistical Office

Chart 3 and Tab. 2 demonstrate the evolution of revenues from accommodation for the years 2009 – 2013. The Prešov region reached the highest level of sales in 2012, where it led the average high in Slovakia, sales volume, according to the marketing strategy of the Slovak Agency for Tourism for the year 2012 stood at about one billion (€1.13 billion).

The lowest volume of sales for Slovakia as well as for the Prešov region was in 2009, in 2013 the average of Slovakia reached the same level of the Prešov region. Average share of the Prešov region in development of sales for the reporting period 2009 - 2013 is 16.04.



Graph 3: Evolution of receipts for lodging 2009-2013 *

* Own processing, according to the Slovak Statistical Office

Promotion of domestic tourism should be positively assessed in the individual regions of Slovakia, as well as it must rise the interest of residents of Slovakia just to spend holidays in the home country or region. Launching campaign to promote tourism in Slovakia as a country should be operated via government support in the form of marketing communication. At the same time, there should be a space for destinations that implement campaigns to promote a product, the season or target

groups. Foreign tourism is equally important, however, a competitive factor plays an important role in it. Slovakia has a strong competitive environment in surrounding countries, which is important from the perspective of progressive development of tourism. An example would be the number of nights spent by residents per capita: Austria 4.3; Germany 4.2; Czech Republic 1.8; Hungary 1 and Slovakia 1.3.

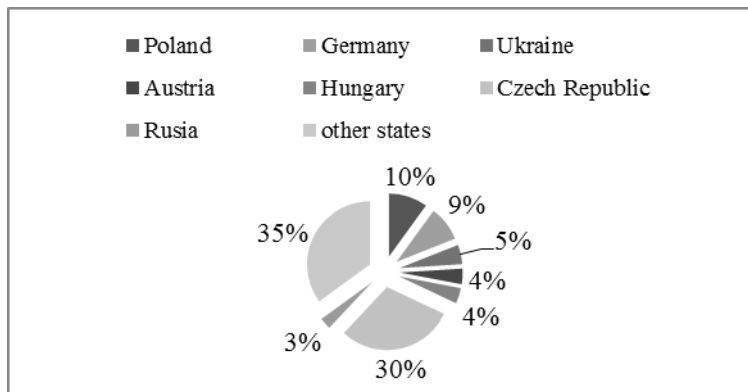


Figure 4. Domestic and foreign visitors in 2013 in Slovakia*

* Own processing, according to the Slovak Statistical Office

Graph 4 shows the percentage of domestic and foreign tourism in 2013, where domestic tourism represents 59%. The largest share in foreign tourism

occupy other states with 17%, the Czech Republic with 12%, 4% of the shares belong to Poland and Germany and 2% to Ukraine and Austria.

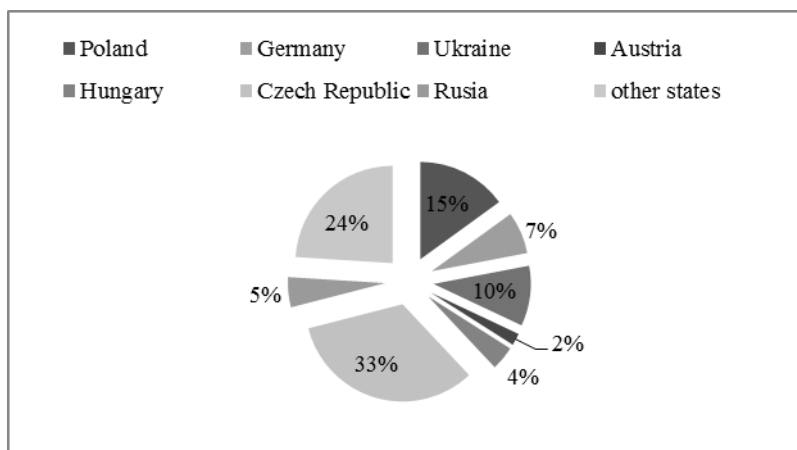


Figure 5. Domestic and foreign visitors in 2013 in the Prešov Region*

* Own processing, according to the Slovak Statistical Office

As shown in Chart 5, the Prešov region is dominated by domestic visitors 66%, which may be due to lower prices of accommodation and catering services, and natural and cultural circumstances that the region has. Foreign visitors make up 34% of which the largest share of visitors is from the Czech Republic 11% , 1% less are visitors from other states, Poles represent 5%, 4% Ukrainians, and Hungarians 2% like the Germans.

Year 2015 recorded in the field of tourism in Slovakia significant increase in the whole country, the Prešov region, the number of tourists, overnight stays and receipts for accommodation. Prešov Region is consistently the third most visited province in the country. According to available statistics, there were in 2015 in the Prešov region recorded 740,701 visitor accommodation facilities, total number of overnight stays reached 2,362,386. It was not only surpassed in 2014 by almost 98,000 visitors (an annual increase of 15%). The region has also seen an increased number of foreign tourists. In 2015 there were registered 232,363 foreign visitors accommodation, which is more than 11% increase

compared to the previous year. Foreign visitors spent in the Prešov region 715, 081 nights.

Increase in the number of visitors has also been marked by the revenues from accommodation, those in 2015 amounted to € 50,367,506. Growth continued in January 2016 when the region of Presov was visited by 65,947 visitors, of which more than 19,000 foreigners were accounted. The last January there was an increase of 45%. Positive numbers show that the great tourist potential of the Prešov region is gradually due to arrival of more and more visitors from abroad as well as domestic ones. It also shows that the activities of regional organizations and regional tourism bring results. They conducted various activities in tourism, marketing campaigns, major events, it continues to build infrastructure. "Up to 93% of all visitors Prešov region were visitors from the territory of CR seven regional organizations that are members of the Regional Tourism Organization of northeastern Slovakia.

Summary. In conclusions it could be said that the promotion of tourism development in Slovakia and especially in regions with high unemployment and favourable conditions for tourism development are essential. This would strengthen the economic development of the regions, entrepreneurship should be expanded which would result in the creation of new job opportunities. Globalization, demographic change in population and pressure on resources require a new approach to the use of information and knowledge through information technologies and their active implementation in all areas of business activities.

According to Ambrozy “*The basis of successful enterprising of any enterprise is flexibility and*

readiness to changes. Flexibility of company is ensured by flexible staff prepared to changes, accepting them and supporting them”(Ambrozy 2009, p.21). Knowledge society requires information competence at all levels of governance. Rational use of all these facts then positively affects macroeconomic indicators, which will be reflected in country's economic growth and standard of living of its inhabitants. High quality of promoted services in tourism and implementation of ethical behaviour in all levels of management and public relations can positively influence enterprising and employment in all regions.

The article is an output from the project IG-KEMM-04/2015 Analysis of selected socio-economic aspects and their impact on entrepreneurial activities.

REFERENCES

1. Ambrozy, M., Dirgová, E., *Niektoré aspekty vplyvu vzdelania na nezamestnanosť*. Trenčín, Personálny manažment – trendy na trhu práce v kontexte hospodárskej krízy, 2009.
2. Balogová, B. et al., *Marketing sociálnych služieb s dôrazom na arteterapiu a výtvarné umenie*. Prešov 2015.
3. Gúčík, M. et al., *Tourism, hotel, catering - Glossary*, Slovak Academic Publishing - Young summers, Bratislava, 2006.
4. Indrová, J. et al., *Tourism (basics)*, Oeconomica Publishing, Prague, 2007.
5. Jakubíková, D., *Marketing in tourism*, Grada Publishing, Praha, 2009.
6. Jakubíková, D., Hedgehog, J., Pavlák, M., *Tourism*, Publishing UWB Pilsen 1997.
7. Němčanský, M., *Tourism Management 1, 2.*, Karviná OPF SU, Opava 1995.
8. Sira, E., *Possibilities of geotourism in Presov region in Slovakia*. Albena.Ecology, economics, education and legislation, Bulgaria 2014.
9. Staniewski, M., V., Slomski, W., Awruk, K., *Ethical aspects of entrepreneurship*, Filosofija. Sociologija, T. 26. Nr.1, p. 37- 45, Lietuvos mokslu akademija, 2015,
10. Vašítková, M., *Marketing services - efficient and modern*. Praha: Grada Publishing, Praha, 2008.
11. Statistical office of the Slovak republic. Available on: www.slovak.statistics.sk
12. Basic indicators of tourism. Available on: www7.statistics.sk/wps/portal/ext/themes/sectoral/tourism/
13. Hotel and restaurant management. Available on: www.tophoreca.sk/servis-sluzby/marketing/
14. World Tourism Organization UNWTO. Available on: <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>
15. European Commission. Enterprise and Industry. Available on: http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm
16. Tourism Development Strategy to 2020. Available on: http://www.telecom.gov.sk/index/open_file.php?file=cestovnyruch/AktualityInformacie/Strategia_materi_El.pdf

Одержано 15.03.2016 р.