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# Business of the Tourism Economy Enterprise in the Light of Socio-Economic Conditions

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## Abstract

The aim of the research was to examine the correlation between the socioeconomic variables of employees (gender, age, level of education, monthly personal income of the respondents and monthly personal income of the respondent household, number of household members and number of household members who generate income) and opinion of respondents on the impact of activity assumed on their work and the work of other employees in their company, opinions on clients' satisfaction with the work of their company, as well as opinions on the rational use of natural resources by their company.

The survey involved a total of 188 respondents from 11 companies, of which 120 were male (63.8%) male and 68 female (36.2%) female. The T-test shows that respondents differ in terms of the kind of service they provide to clients and whether they meet their expectations. On the basis of the obtained results it is concluded that the linear combination of predictors used is shown to be significant for predicting all the dependent variables we have examined the opinion of the respondents.

**Keywords:** Tourism experience; Special interest tourism; Service quality; Satisfaction

## Introduction

The effects of the sociological and economic conditions of the employees on the business of the company are enormous. Differences in social conditions, religious and material culture affect the impressions that buyers have about the company's products or services, as well as on purchase patterns. At the same time, the socioeconomic conditions and situations determine the employees' opinion on the business of the tourism industry in Serbia. It is precisely this area that determines the degree to which customers around the world are similar or different to each other and determine the potential of the global brand and standardization. The social environment includes all the factors and trends that are related to given groups of people, including number, characteristics, behavior and development projections. As markets have specific needs and problems, changes in the social environment can have a different effect on them. Trends in the social environment can increase some markets, reduce others, or help create new ones. Factors of the intangible culture, including values, ideas, attitudes, beliefs and activities of specific subgroups of the population, greatly influence patterns of people's behavior when buying. Marketing experts therefore need to know important cultural characteristics and trends in different markets. Cultural differences are important in both domestic and international markets. The characteristics of groups of different cultural background affect the types of products that are sought and how they are bought and used. Different cultural groups often look for specially designed market-targeting strategies. Namely, different cultural groups retain most of their habits, attitudes, interests and behaviors. Successful marketing experts have noted that there must be a sensitive balance between important cultural differences and similarities that unite different cultures. According to the elements of culture, societies, peoples and entire civilizations differ. In an analogous way, society and organizations have their own culture by which they are recognizable and by which they differ from one another [1].

Interpersonal relations and factors relate to the size, distribution and development of certain groups of people with different

characteristics. Sociodemographic characteristics are related in some way to purchasing decisions because people from different countries, cultures, age groups, or households often exhibit different patterns of behavior. A global demographic survey requires marketing professionals to become familiar with demographic trends around the world as well as at the national level. Country statistics are very important, but most marketing departments target specific subgroups of the total population. Therefore, trends in certain subgroups are of the greatest benefit to marketing employees. An important trend in many countries is an increase in the number of inhabitants. In general, the largest cities and the highest rate of increase occur in developing countries, such as Mexico, Brazil, India. However, the increase in the urban population is also evident in many developed countries.

Another interesting trend is the aging of the population in many countries. Population aging is particularly noticeable in Italy, Japan, Britain, the United States and Serbia. At the same time, the relatively young population is emerging in developing countries, such as Nigeria, Mexico, Brazil and China. In the European Union, in the coming period there will be a significant increase in the participation of people over 45 years in the total population and a decrease in the share of the younger age group, which will significantly affect the demand for products and services [2]. The age structure and population mobility form a real and potential demand in the market, or form a demographic profile of consumers. Demographic factors are: population, age, population, birth, sex, marital status, education, etc.

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Serbia, for example, started the transition in 2000 when the basic preconditions for its implementation were acquired [3]. Liberalization of trade relations and capital balance enabled the integration of Serbia's economic system into international financial and commodity flows. The changes in the domain of economy have started, although under the influence of many factors that have depreciation effect on them, they have assumed the character of irreversible processes. According to the same source, the reform of the economic system is difficult to return to the starting position, but rather about its hectic pace and macroeconomic policy instruments that often need to strike a balance between the diametrically opposed economic goals. Nevertheless, Serbia portrays many economic paradoxes, inconsistencies and illogical laws. The Serbian economy today has high public spending, an unfavorable relationship between exports and repayment of government debt, and a low level of industrial production. However, the barriers to competitiveness are, above all, in the domain of institutions, infrastructure and interpersonal relationships. Accordingly, the paper examines the correlation between the socioeconomic variables and the opinion of the respondents on the influence of the activities assumed on their work and the work of other employees in their company, the opinion employees on thinking about customer satisfaction with the work of their company, as well as an opinion on the rational use of natural resources by their company.

Considering the fact that tourism as an economic activity enables the invisible export of various goods and services of a number of economic activities, or exports at home, for Serbia as a country with the dominant agricultural sector, the business of tourism economy is of great importance [4].

## Literature Review

Creation and transfer of knowledge is an extremely important aspect of modern society, because new knowledge helps to restore forms of production and management [5]. Such a trend is reflected in the increased focus on economy, expertise and education management. Many companies, especially in highly educated sectors, have introduced or introduced new management models that support perfection, quality management, creativity in terms of knowledge and organizational education. The driving forces of development and business success stem from continuing learning and improving managerial skills and skills.

However, the general characteristic of the state of training of our company's management can be referred to as transition management and implies the following: 1) Managed functions do not include trained managers, but highly qualified personnel, trained to deal with basic business activities; 2) Existing managers have insufficient prior training for management functions; 3) Relatively quickly came to the leadership position and stayed on it for a long time; 4) Insufficient motivation for further education and training; 5) There is no human resource development policy, nor a human resources department; 6) Managers do not have a sufficiently developed awareness of the need for further permanent training; 7) There is no organized training in the company or outside it, both for management functions, and for improving the technological capabilities of managers and employees [6].

The results of the previous research coincide with the findings of international projects that had an analysis of management training for the subject, which is another proof of the slowed transition in Serbia. It seems that the long-standing stagnation and decline of enterprises in the framework of infrastructure, salaries and interpersonal relations resulted in a general demotivation of both employees and management.

The long-standing crisis of the domestic economy has led to a decrease in the accumulated capacity of the company. In such a situation, there is no critical mass of resources needed to organize the research process, nor are willingness to take on the financial risks that these processes carry. Stands out that a large number company have a dilemma whether or not there should be a strong organizational unit dealing with research and development [7]. The modest profitability of the company is due to the reduced investment in research development activity and the improvement of human resources. Bearing in mind the aforementioned state of the management of our companies in the first years of transition, it is important to consider today's influence of the activities assumed on the work of employees in enterprises in Serbia. This is a time if we recall the impossibility of a classical theory of organization to achieve a lasting impact on productivity growth and harmony within the organization. First of all, it is about interpersonal relations that represent a special approach to studying the relationship of people at work [8].

The most famous research in the domain of human relations was carried out in the period 1924-1933. year. at the Western Electric company in Hawthorne near Chicago [9]. These studies are known as the "Hawthorn Effect". E. Mayo, a Harvard Business School expert, found that, in addition to financial compensation, other factors are also affected by productivity growth. Namely, Mayo came to the conclusion that productivity growth was a consequence of the attention that employees were exposed to. One of the main conclusions was that informal groups had a positive impact on productivity, and the concept of a "rational man" was opposed to the concept of a "social man".

In such conditions, the satisfaction of customers (customers) with the work of the company is also important. An easy way to track the level of customer satisfaction and success is to observe market share and to conduct occasional market research. Stable and growing market share is considered a measure of success, and therefore, indirectly and with the satisfaction of users. The principle of interactions and networks in business marketing and modern principles of service marketing, especially those from the Nordic School, clearly show marketing as an interactive process in a social context, where relationship building and management are essential marketing basics [10]. Marketing relations continue to develop as the mainstream of the marketing concept, although it has already become a fundamental idea in modern commercial marketing and service marketing. Its importance is understood and accepted in an increasing degree. Philip Kotler points out that "firms must move from a short-term transaction-oriented goal to a long-term goal of creating a relationship" [11]. The satisfaction of customers with the work of the company is also significant from the dioptr of monitoring and measuring the performance of the company. Namely, the approach of the balanced system of criteria enables the long-term strategic goals and short-term actions of the company to be connected in an adequate manner. Robert Kaplan and David Norton developed it in the nineties in order to help businesses to more accurately plan and measure business performance.

Namely, they developed, firstly, the concept by which they wanted to supplement traditional financial indicators with measures that would show the realization of the mission of the company from three additional perspectives, from the angle of: (a) consumers, (b) internal business processes, and (c) learning and growth [12]. The authors noted that for modern business management, a more comprehensive understanding of the challenges and consequences of strategic decisions is necessary, and especially short-sightedness relies solely on financial criteria [13]. Reliance on one criterion can not provide a clear idea of the performance target, or focus on the critical area of the business.

In the end, the issue of rationality of spending of natural resources by the company, as well as adherence to ecological norms, is no less important. The ecological factor is gaining in importance, creating a demand for special consulting services related to the design and installation of equipment for pollution reduction/prevention [14]. After the Earth Planet Summit held in Rio de Janeiro in 1992, one concept was imposed as one that should be widely applied (although it was not unilaterally accepted). It is a new conceptual framework for evaluating not only business activities in particular, but also industrial and social development in general. This concept is the concept of sustainability. Sustainability has become a common term in rhetoric that relates to business ethics, and is widely used by corporations, governments, consultants, scientists, and others. Despite this widespread use, sustainability is a term used and interpreted in various ways [15]. It is probably the most common use of sustainable sustainability terms, which is usually defined as follows: Sustainable development is a development that meets the needs of today without compromising the ability of future generations to meet their needs (World Commission for the Protection of Environment and Development, 1987).

Focusing on the sustainable development and the potential of future generations to meet their needs, sustainability also faces considerations of intergenerational capital, that is, equality between one generation and the other. For a long time, the concept of sustainability has largely remained synonymous with sustainability of the human environment. Recently, it has been expanded not only to consider the environment, but also to economic and social development [16]. Namely, the allocation of resources allows for the respect of the “triple bottom line” criteria (economic development, social development, responsible attitude towards the environment). Maintaining a thin balance between industrial development and environmental conservation leads to the redefinition of existing resource combinations due to new costs of switching to environmentally friendly technologies [14].

The assumption of the CSR concept is the voluntary adoption of measures that contribute to resolving social and environmental problems. It is a strategic approach to society and a partnership with other companies in the surrounding area [17]. Another question about this is the issue of marketing ethics. Ethics is a set of moral values and principles that govern the procedures and decisions of individuals or groups [18]. It points to the principles of right and wrong behavior. Ethics, therefore, deals with personal moral principles and values, while the law reflects social principles and standards. Numerous ethical dilemmas are exactly the result of a conflict between profits and business actions. Therefore, there can be significant differences between legality and ethics, which has a particular impact on employees in enterprises [19].

## Research Methodology

This research was of a quantitative nature and was carried out through a questionnaire in which the first part of the question related to the socio-economic characteristics of the respondent, while in the second part of the groups of dependent variables it was operationalized through the Likert scale of assessment within which the respondents evaluated in to the extent they agree with the statements we have examined their opinion on the impact of the activities assumed on their work and the work of other employees in their company, the opinion on clients' satisfaction with the work of their company, and the opinion on the rational use of natural resources by their company. For the analysis of data we used: descriptive analysis (frequencies, percentages, arithmetic mean), t-test, multiple linear regression, and Pearson's correlation coefficient. The statistical significance level was set

to  $p < 0.05$ , and all the obtained data were processed in the SPSS version 19 version.

## Independent variables

The independent variables in this survey were the gender, age, level of professional qualification of respondents, monthly personal income of the respondents, monthly income of the household, the number of members living in the household and the number of household members who earn income.

## Dependent variables

Dependent variables examined the respondents' opinion on the impact of the activities assumed on their work and the work of other employees in their company, the opinion on clients' satisfaction with the work of their company, as well as the opinion on the rational use of natural resources by their company. On the five-step scale of the Likert type, the respondents assessed the extent to which they agreed with the arguments examined, where 1 signified 1 do not agree fully and 5 agree completely.

**Sample:** The survey involved a total of 188 respondents, of which 120 were male (63.8%) male and 68 female (36.2%) female. Observed by age group, respondents were divided into six groups: 2.1% of subjects were under the age of 20 years; in the age range between 20 and 30, 6.5% of respondents found themselves, then 34% of respondents found themselves in the category of ages between 31 and 40 years, in the category between 41 and 50, 46.8% of the respondents found themselves, then in the group from 51 to 65, 8.5% of the respondents, and 2.1% of the respondents were over 65 years of age.

Regarding the acquired education, 31.9% of the respondents with completed secondary school, 55.3% of those with completed university or higher education were found in this sample, while only 12.8% of the respondents have completed a master or doctorate. Then, the respondents were divided into the following categories according to the amount of personal monthly income: 6.4% of respondents state that they do not earn personal income, 40.4% of respondents earn up to 500 euros, 31.8% achieves between 501 and 1000 euros, 12, 8% achieves between 1001 and 1500 euros, 4.3% of respondents earn between 1501 and 2000 euros, and over 2000 euros per month account for 4.3% of respondents.

In addition to personal income, respondents were asked for the monthly income of households and accordingly divided into several groups, 21.2% of respondents live in a household with income up to 500 euros per month, 27.7% of respondents state that they live in the household in which revenues from 501 to 1000 euros per month, in the income category between 1001 and 1500 euros per month, there are 21.3% of respondents, in the category between 1501 and 2000 euros, monthly 12.8% of respondents are in the category, in the category between 2001 and 3000 Euros of monthly income is accounted for by 4.3% of respondents, while 10.6% of respondents live in households with revenues of more than 3000 euros, while 2.1% of respondents said they were not familiar with this information. Observing the number of household members, it was shown that 14.9% of the respondents live independently, with 34% of respondents demonstrating that they live in a two-member household, 19.2% live in three-member households, 23.4% in four-member households, 2.1% live in a five-member household while 6.4% of the respondents live in a household with over five members.

Regarding the division of respondents according to how many members of their households earn income, 34% of respondents show



that only one member earns income; in 57.5% of respondents two members earn income; in 6.4% of respondents, three members of the household earn income, in households in which four members earn income 2.1% of respondents live.

## Results and Discussion

With the assertion “*Supposing me, our case encourages and encourages*” the majority of respondents (48.9%) pointed out their disagreement, while the “*Supposed accepts the suggestions we give*” most of them agree (55.3%). 42.5% of the respondents consider. That the “*Superior with their activities promotes team work*”, while 42.6% disagreed with the above, and the majority of those surveyed (46.8%) think that their superiors create a good working atmosphere. With the assertion “*We have good relations between different organizational units of the company*”, the majority of respondents agreed (46.8%), and 44.7% of them think that the management takes care of the regular maintenance of fixed assets.

Most respondents (63.8%) agree with the statement “*We are honest with business partners and we adhere to all agreements*”, and most of them (63.9%) agreed with the statement “*Clients are satisfied with work with us and their expectations are fulfilled*”. 44.7% of the respondents consider that their company rational uses energy, saving water, electricity, oil, gas, and similarly 44.6% of respondents agree that their company takes care of the environment and adheres to environmental standards.

The respondents mostly disagree (42.5%) with the statement “*In order to perform activities in our job, we have precisely written instructions*”, and 40.4% of the respondents consider that they periodically check whether they perform the jobs according to the established rules. With the statement “*Our company conducting measurements and analyzes of business partner satisfaction*”, 36.2% disagree, while 36.1% of respondents agreed with the mentioned. More than half of those surveyed (55.3%) think that their company has a good image with clients, partners and the public, while 49% agree that their company regularly meets the goals of improving the quality of products and services (Table 1 and Figure 1).

### T test

The T test examined whether there was a difference between respondents of different sexes in responses to dependent variables in

which the opinion of the respondents was assessed about the impact of the activities assumed on their work and the work of other employees in their company, the opinion on clients’ satisfaction with the work of their company, as well as the opinion on the rational use of natural resources by their company. The T-test shows that respondents differ in terms of the kind of service they provide to clients and whether they meet their expectations,  $t(109,538)=2.23, p<0.05$ . It is shown that men ( $M=3.77$ ) are more satisfied than women ( $M=3.35$ ) in terms of the opinion that clients are satisfied with their work. No statistically significant differences were found for the evaluation of other dependent variables.

### Multiple regression

Multiple regression was examined whether, based on the combination of the predictor, which includes gender, age, level of education, monthly personal income, monthly income of the household, number of household members and the number of household members who generate income, can predict the degree of opinion of the respondents on the influence of the activities assumed on their work and the work of other employees in their company, the opinion on clients’ satisfaction with the work of their company, as well as the opinion on the rational use of natural resources by their company.

The results show that the opinion of the respondents that the superiors, encouraged by their example, encourage and stimulate can statistically significantly predict this combination of predictors:

$$R^2=0.272, F(7.176)=9.409, p<0.01 \quad (1)$$

and as individual predictors, monthly personal income is calculated  $\beta=0.644, t=5.832, p<0.01$  and the number of household members  $\beta=0.182, t=2.080, p<0.05$ . The results show that respondents with higher incomes and a larger number of household members are more likely to agree that they are encouraged and encouraged by their superiors.

When it comes to the assumed acceptance of employee suggestions, the results show that this combination of predictors can be foreseen as follows:

$$R^2=0.253, F(7.180)=8.689, p<0.01 \quad (2)$$

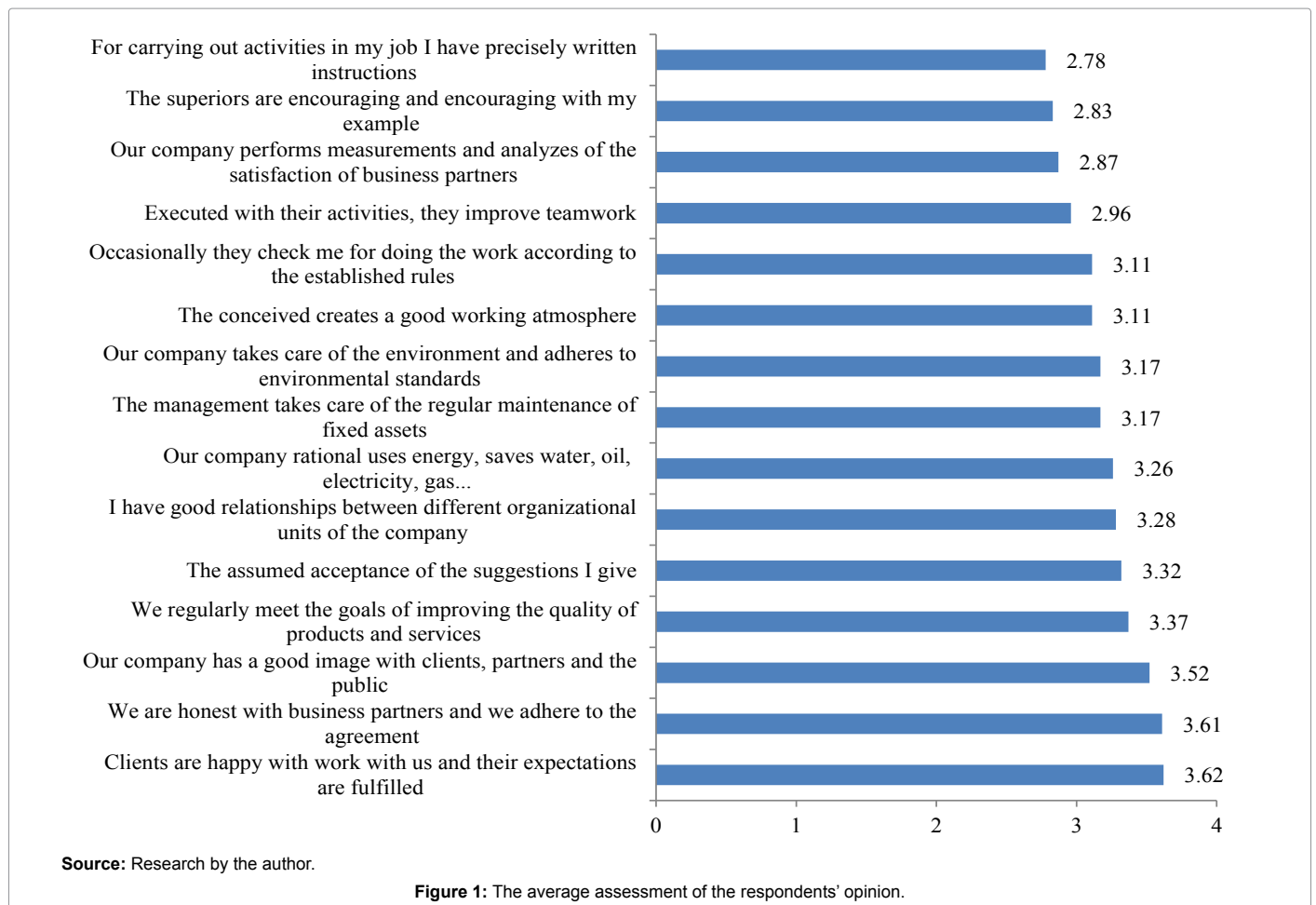
and as a single significant predictor, the monthly personal income is determined  $\beta=0.463, t=4.242, p<0.01$ . Based on the results, it can be concluded that respondents with higher personal income are more likely to think that the superiors accept the suggestions they give.

	1	2	3	4	5	NA
1. The superiors are encouraging and encouraging with my example	19.10%	29.80%	12.80%	21.30%	14.90%	2.10%
2. The assumed acceptance of the suggestions I give	14.90%	14.90%	14.90%	34.00%	21.30%	/
3. Executed by his activities, he improves teamwork	21.30%	21.30%	12.80%	25.50%	17.00%	2.10%
4. Superior creates a good working atmosphere	19.10%	19.10%	12.80%	25.50%	21.30%	2.10%
5. We have good relationships between different organizational units of the company	8.50%	17.00%	27.70%	31.90%	14.90%	/
6. The management takes care of the regular maintenance of fixed assets	14.90%	21.30%	19.10%	21.30%	23.40%	/
7. We are honest with business partners and we adhere to all agreements	10.60%	12.80%	10.60%	34.00%	29.80%	2.10%
8. Clients are happy with work with us and their expectations are fulfilled	8.50%	6.40%	21.30%	42.60%	21.30%	/
9. Our company rational uses energy, saves water, electricity, oil, gas and the like	8.50%	19.10%	27.70%	27.70%	17.00%	/
10. Our company takes care of the environment and adheres to environmental standards	12.80%	21.30%	21.30%	25.50%	19.10%	/
11. For carrying out activities in my job I have precisely written instructions	19.10%	23.40%	23.40%	23.40%	8.50%	2.10%
12. Occasionally they check me for doing the work according to the established rules	12.80%	19.10%	25.50%	25.50%	14.90%	2.10%
13. Our company performs measurements and analyzes of the satisfaction of business partners	23.40%	12.80%	25.50%	25.50%	10.60%	2.10%
14. Our company has a good image with clients, partners and the public	12.80%	4.30%	25.50%	29.80%	25.50%	2.10%
15. We regularly meet the goals of improving the quality of products and services	12.80%	8.50%	27.70%	27.70%	21.30%	2.10%

1: I do not agree completely, 2: I do not agree, 3: I'm not sure, 4: I agree, 5: I agree completely, NA: No Answer

Source: Research by the author.

Table 1: Opinion of the respondents on the business of the company - five-step scale of Likert type.



Statistically significant forecasting was also obtained for the opinion that the superiors by their activities improve team work:

$$R^2=0.230, F(7.176)=7.523, p<0.01 \quad (3)$$

As individual significant predictors, monthly personal income is determined:  $\beta=0.325, t=2.753, p<0.01$  and the number of household members  $\beta=0.195, t=2.083, p<0.05$ , which means that respondents with higher incomes and a larger number of household members, to a greater extent think that the superiors, by their activities, improve teamwork.

When it comes to the opinion that the superior creates a good working atmosphere, the results obtained show that it can also be predicted by this combination of predictors:

$$R^2=0.189, F(7.176)=5.851, p<0.01 \quad (4)$$

As a single significant predictor, the monthly personal income was calculated  $\beta=0.464, t=3.770, p<0.01$ , which means that respondents with higher incomes more believe that the superior creates a good working atmosphere.

It is shown that statistically significant can also be anticipated and the opinion of the respondents on the good relations between different organizational units of the company:

$$R^2=0.202, F(7.180)=6.495, p<0.01 \quad (5)$$

and as significant individual predictors, the sex  $\beta=0.372, t=2.142,$

$p<0.05$ , the age of the respondent  $\beta=0.160, t=2.012, p<0.05$ , monthly personal income  $\beta=0.204, t=2.106, p<0.05$ , monthly household income  $\beta=0.191, t=2.551, p<0.05$  and the number of household members  $\beta=0.178, t=2.313, p<0.05$ . Based on the results, it can be concluded that older women with higher monthly personal income and household income and a larger number of household members consider that there are good relationships between different organizational units of the company in which they are employed in relation to other categories of respondents.

A statistically significant forecast was also obtained for the opinion that the management takes care of the regular maintenance of fixed assets:

$$R^2=0.253, F(7.180)=8.725, p<0.01 \quad (6)$$

and as a single significant predetermined monthly personal income  $\beta=0.447, t=3.999, p<0.01$ , which means that respondents with larger personal income consider that the management is taking care of the regular maintenance of the mentioned funds.

This combination of predictors proved to be statistically significant for predicting the sincerity towards business partners and adhering to all arrangements:

$$R^2=0.178, F(7.176)=5.456, p<0.01 \quad (7)$$

and as a single significant predetermined monthly personal income  $\beta=0.453, t=3.995, p<0.01$ . Based on the results, we can conclude that

respondents with higher monthly personal income, in relation to other categories of respondents, consider that their company is honest with business partners and that they comply with all agreements.

When it comes to thinking about customer satisfaction by working with their company and meeting their expectations, the obtained results show that it can also be predicted by this combination of predictors:

$$R^2=0.306, F(7.180)=11.313, p<0.01 \quad (8)$$

and as individual significant predictors, half of the subjects were selected  $\beta=-0.527$ ,  $t=-3.318$ ,  $p<0.01$ , age of subjects  $\beta=0.250$ ,  $t=3.443$ ,  $p<0.01$ , degree of professional change  $\beta=0.276$ ,  $t=2.357$ ,  $p<0.05$  and monthly personal income  $\beta=0.300$ ,  $t=3.384$ ,  $p<0.01$ . Based on the results, it can be concluded that older educated men with higher personal income are more likely to think that clients are satisfied with work with their company and that they meet all the expectations of clients, as is the case with other categories of respondents.

The opinion that the company rationally consumes energy, saves water, electricity, oil, gas ... can also be predicted with this combination of predictors:

$$R^2=0.255, F(7.180)=8.816, p<0.01 \quad (9)$$

As individual significant predictors, half of the respondents are selected.  $\beta=0.359$ ,  $t=2.082$ ,  $p<0.05$ , age of subjects  $\beta=0.250$ ,  $t=3.170$ ,  $p<0.01$ , monthly personal income  $\beta=0.323$ ,  $t=3.364$ ,  $p<0.01$ , monthly household income  $\beta=0.161$ ,  $t=2.173$ ,  $p<0.05$  and the number of household members  $\beta=0.185$ ,  $t=2.425$ ,  $p<0.05$ . Based on the results, it can be concluded that older women, with higher personal income and household income and a larger number of household members, consider that their enterprise rationally consumes natural resources, as is the case with other groups of respondents.

When it comes to thinking that the company in which they work is taking care of the environment and adhering to environmental norms, the results show that it can also be predicted by this combination of predictors:

$$R^2=0.341, F(7.180)=13.315, p<0.01 \quad (10)$$

and as individual significant predictors, the age of the respondents is  $\beta=0.352$ ,  $t=4.334$ ,  $p<0.01$ , monthly personal income  $\beta=0.383$ ,  $t=3.864$ ,  $p<0.01$  and monthly household income  $\beta=0.176$ ,  $t=2.293$ ,  $p<0.05$ . The obtained results show that older respondents with higher monthly personal income and household income consider that their company takes care of the environment and adheres to environmental norms, rather than other categories of respondents.

Statistically significant this combination of predictors has also been shown when it comes to respondents' opinion that there are precisely written instructions for carrying out activities in their work:

$$R^2=0.148, F(7.176)=4.367, p<0.01 \quad (11)$$

and as individual significant predictors, half of the respondents were selected:  $\beta=-0.473$ ,  $t=-2.422$ ,  $p<0.05$  and the degree of professional behavior of the respondents  $\beta=0.563$ ,  $t=3.921$ ,  $p<0.01$ . Based on the results, it can be concluded that more educated women are more likely to think that they have precisely written instructions for carrying out activities in their work, than with other categories of respondents.

This combination of predictors proved to be statistically significant and when it comes to respondents' opinion that they periodically check whether they perform tasks according to established rules:

$$R^2=0.176, F(7.176)=5.382, p<0.01 \quad (12)$$

and as individual significant predictors, the age of the respondents was determined  $\beta=0.377$ ,  $t=4.283$ ,  $p<0.01$ , the professional preparation of the respondents  $\beta=-0.305$ ,  $t=-2.150$ ,  $p<0.05$ , monthly personal income  $\beta=-0.216$ ,  $t=-2.011$ ,  $p<0.05$  and monthly household income  $\beta=0.167$ ,  $t=2.010$ ,  $p<0.05$ . The results show that older respondents, lower education, lower personal income and higher household income are more likely to consider them periodically to check whether they perform jobs according to established rules, than other groups of respondents.

It is shown that statistically significant can also be anticipated and the opinion of the respondents on whether their company performs measurements and analyzes of the satisfaction of business partners:

$$R^2=0.272, F(7.176)=9.375, p<0.01 \quad (13)$$

and as individual significant predictors, the age of the respondents was selected  $\beta=0.238$ ,  $t=2.713$ ,  $p<0.01$ , the professional qualification of the respondents  $\beta=0.686$ ,  $t=4.859$ ,  $p<0.01$  and monthly personal income  $\beta=0.262$ ,  $t=2.448$ ,  $p<0.05$ . Based on the results, it can be concluded that older, more educated respondents with higher monthly personal income are more likely to agree that their company performs measurements and analyzes of the satisfaction of business partners, than with other categories of respondents. When it comes to the opinion of the respondents that their company has a good image with clients, partners and the public, the results show that it can also be predicted by this combination of predictors:

$$R^2=0.267, F(7.176)=9.171, p<0.01 \quad (14)$$

and as individual significant predictors, half of the respondents were selected  $\beta=-0.382$ ,  $t=-2.061$ ,  $p<0.05$ , the professional qualification of the respondents  $\beta=0.526$ ,  $t=3.857$ ,  $p<0.01$  and monthly personal income  $\beta=0.326$ ,  $t=3.154$ ,  $p<0.01$ . The obtained results show that more educated men with higher personal monthly income more believe that their company has a good image with clients, partners and the public, than other groups of respondents. The aforementioned combination of predictors proved to be statistically significant and for predicting the opinion of the respondents on the regular fulfillment of the goals of improving the quality of products and services of their company:

$$R^2=0.263, F(7.176)=8.984, p<0.01 \quad (15)$$

As individual significant predictors, half of the respondents were selected:  $\beta=-0.437$ ,  $t=-2.359$ ,  $p<0.05$ , the professional qualification of the respondents  $\beta=0.532$ ,  $t=3.910$ ,  $p<0.01$  and monthly personal income  $\beta=0.209$ ,  $t=2.029$ ,  $p<0.05$ , which means that more educated men with higher personal income are more likely to agree that their company regularly meets the objectives of improving the quality of products and services, than other categories of respondents.

On the basis of the obtained results, it is concluded that this linear combination of predictors proves to be significant for predicting all the dependent variables by which we examined the opinion of the respondents about the impact of the activities assumed on their work and the work of other employees in their company, the opinion of the respondents on customer satisfaction with the work of their company, and an opinion on the rational use of natural resources by their company.

## Correlation

Using Pearson's linear correlation coefficient, the interrelation between the dependent variables was examined to examine the opinion

of the respondents about the impact of the activities assumed on their work and the work of other employees in their company, the opinion on clients' satisfaction with the work of their company, and the opinion on the rational use of natural resources by the their company. The obtained results of the correlation matrix, indicated in Table 2, show that the highest degree of dependence is found between the assertions: *the Supporter, by his example, encourages and motivize me*, and *the Superior with its activities improves team work* ( $r=+0.928$ ,  $p<0.01$ ), which means that what respondents more agree with the statement that the superiors encouraged and encouraged them by their example; they agree more with the statement that the superiors, by their activities, improve teamwork and vice versa. The results show that a very high degree of dependence is also found between the following variables: *Superior creates a good working atmosphere*, and *Superior with its activities improves team work* ( $r=+0.894$ ,  $p<0.01$ ). *The Superior creates a good working atmosphere and the Superior me, by our example, encourages and* ( $r=+0.866$ ,  $p<0.01$ ), *the Superior creates a good working atmosphere, and the Presumed accepts the suggestions that we give* ( $r=+0.866$ ,  $p<0.01$ ), *the Supposed accepts the suggestions we give and the Superior with our activities improves team work* ( $r=+0.860$ ,  $p<0.01$ ), *The supporter, by our example, encourages and motivize me*, and *The Superior accepts the suggestions we give* ( $r=+0.851$ ,  $p<0.01$ ). We are honest with business partners and we abide by all the agreements and the Clients are satisfied with the work with us and their expectations are fulfilled ( $r=+0.832$ ,  $p<0.01$ ); The management takes care of the regular maintenance of fixed assets and we are honest with business partners and we adhere to all agreements ( $r=+0.830$ ,  $p<0.01$ ); We have good relationships between different organizational units of the company and the Management takes care of the regular maintenance of fixed assets ( $r=+0.828$ ,  $p<0.01$ ); Our company has a good image with clients, partners and the public. We regularly meet the goals of improving the quality of products and services ( $r=+0.827$ ,  $p<0.01$ ); Clients are satisfied with working with us, and their expectations are fulfilled and Our company has a good image with clients, partners and the public ( $r=+0.822$ ,  $p<0.01$ ) (Table 2).

### Conclusions

The lack of knowledge, underdeveloped managerial skills and managerial skills in companies in the tourism industry, as well as the

lack of experience in solving unstructured problems, are an additional problem that burdens the tourist and overall domestic economy in the final phase of transition, which should mark a radical turn and a real turning point in future development domestic economy and its stakeholders. In order for this turnaround to be achieved by domestic organizations and their management, professional assistance is needed in knowledge, information and the development of new skills and communication skills with employees in enterprises.

Under such circumstances sociological factors are of great importance because people have the same psychological needs that change under a strong influence-culture, subculture, social class, family, etc. The behavior of employees and their opinion on the business of a company is influenced by other personality formed through culture, subculture, social class, reference groups and family, as well as values that employees adopt and nurture through various activities, interests and opinions. At the same time, demographic factors relate to the size, distribution and development of certain groups of people with different characteristics.

The general conclusion of the research is that older respondents, more educated and with higher personal income, have more affirmative opinion on the business of the company viewed through the prism: the opinions of the respondents about the influence of the activities assumed on their work and the work of other employees in their company, opinions on customer satisfaction with the work of their company, and an opinion on the rational use of natural resources by their company. Also, as respondents more agree with the statement that the superiors encouraged and encouraged them by their example, they agree more with the assertion that the superiors enhance their teamwork and vice versa.

Changes in the socio-demographic environment can lead to the appearance of business opportunities or threats by direct impact on markets or market activities. The market is a group of people or organizations with common needs or problems, with money that can be used to meet their needs or solve problems and with sufficient authority to make decisions about spending the funds. Concrete markets can be defined at several different levels. Changes in the socio-demographic environment can reduce or increase some markets, and sometimes create new markets. Market opportunities usually arise

Sl. No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1	0.851**	0.928**	0.890**	0.649**	0.599**	0.523**	0.485**	0.461**	0.490**	0.472**	-0.229**	0.226**	0.435**	0.385**
2		1	0.866**	0.860**	0.715**	0.672**	0.654**	0.561**	0.410**	0.437**	0.450**	-0.173*	0.191**	0.520**	0.471**
3			1	0.894**	0.710**	0.611**	0.546**	0.459**	0.423**	0.414**	0.494**	-0.179*	0.134	0.392**	0.367**
4				1	0.724**	0.654**	0.578**	0.556**	0.348**	0.389**	0.450**	-0.236**	0.131	0.496**	0.455**
5					1	0.828**	0.755**	0.658**	0.410**	0.514**	0.462**	0.042	0.220**	0.641**	0.580**
6						1	0.830**	0.726**	0.423**	0.662**	0.421**	-0.033	0.390**	0.750**	0.666**
7							1	0.832**	0.510**	0.693**	0.483**	0.076	0.388**	0.754**	0.732**
8								1	0.494**	0.699**	0.596**	0.047	0.484**	0.822**	0.737**
9									1	0.762**	0.326**	0.269**	0.455**	0.517**	0.517**
10										1	0.420**	0.085	0.578**	0.666**	0.655**
11											1	0.071	0.350**	0.410**	0.378**
12												1	0.204**	-0.049	0.192**
13													1	0.679**	0.696**
14														1	0.827**
15															1

\* $p<0.05$ ; \*\* $p<0.01$

Source: Research by the author.

Table 2: Correlation matrix.



when markets are rising or when new markets appear. An increase in the number of residents, for example, an increase in average income and a lower interest rate represent business opportunities. Social changes, such as a larger number of employed women and a larger number of single mothers, can influence who makes purchasing decisions. These and other trends can also lead to the emergence of new business opportunities due to the need for different types of products and services.

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