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TOURISM ECONOMY

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RESEARCH OF THE INFLUENCE OF SOCIO-ECONOMIC CONDITIONS OF WORK ON RESULTS OF BUSINESS OPERATIONS OF HOTEL ENTERPRISES

***Abstract.** The aim of the research is to examine the correlation between the socioeconomic variables of employees (gender, age, level of education, monthly personal income of respondents and monthly personal income of the respondent household, number of members in the household and number of household members who generate income) and opinion of the respondents on the influence of the activities of the presumed on their work and the work of other employees in their hotel, opinions on the satisfaction of dense services, and opinions on the rational use of natural resources by their hotel companies.*

A total of 205 respondents participated in the survey, out of which 17 questionnaires did not meet the criteria for further analysis, while 188 questionnaires were further analyzed, 120 of them (63.8%) male and 68 respondents (36.2%) female sex. The T-test shows that respondents have different opinions about the services provided to guests and whether they meet their expectations. Namely, men are more satisfied than women in terms of the opinion that guests are satisfied with their work. Also, the obtained results show that more educated men with higher personal monthly income consider that their hotel has a good image of guests, partners and the public, but other groups of respondents. 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 that were examined by the respondents' opinion.

***Key words:** tourism, economics, employees, hotel business, management.*

JEL Z3, Z22, Z13.

INTRODUCTION

Given that examples in practice indicate that the business of business entities in the tourism industry is exposed to the influence of various factors. The authors have decided to do research, which, or which, group of factors have significant effects on the business of the company. The decision of the research on this topic was influenced by the frequencies of researchers in the world about the importance of

catering and hotel companies, and the wider tourism industry as real and potential employers (Koenig, A., Wood, C.R., 2017).

In the doctoral dissertation *"It's All About Motivation: Factors That Influence Employee Motivation In Organizations"*, Abby M. Brooks (2007) notes, that communication variables are statistically and practically important motivators of motivation in the workplace, that age and mandate are not statistically significant predictors of motivation at work or job satisfaction, and third, *motivation at work and satisfaction with work are prerequisites to each other*.

Based on similar, previously done research in Serbia and the world, it can be concluded that socioeconomic conditions and situations define the employees' opinion on the business of tourism companies in Serbia. Analogously to society, and enterprises (organizations) have their own culture by which they are recognizable and by which they differ from one another (Janićević, 1997).

The latest statistics for the period I-VII show the current position of the most important tourist sites in Serbia, measured by the number of overnights of foreign and domestic tourists. Tourism economies of countries in transition, such as Serbia, should be export-oriented. In particular, when it comes to Serbia, the importance of the export orientation of the tourism industry is reflected above all in the fact that there are tourism potentials for this, contributing to the growth of exports of the entire economy. In this way, the foreign trade and foreign exchange balance would be supported by the development of the tourism industry.

In table no. 1. the position of tourist places with over 100,000 overnight stays in Serbia is shown, where out of a total of 34 tourist places (according to the statistical report of the Republic Institute for Statistics) only 9 had more than 100,000 overnight stays in the period I-VII 2018.

Table 1

Tourist places in Serbia with more than 100,000 overnight stays in the period I-VII / 2018

Se. Nu.	City	In Total	% of Total	Domestic	% of Total	Foreign	% of Total
1.	Belgrade	1.347.887	25,05	258.390	7,67	1.089.497	54,15
2.	Zlatibor	483.328	8,98	400.244	11,88	83.084	4,13
3.	Vrnjacka Banja	415.491	7,72	350.870	10,42	64.621	3,21
4.	Kopaonik	391.252	7,27	303.263	9,00	87.989	4,37
5.	Soko banja	293.090	5,45	273.803	8,13	19.287	0,96
6.	Novi Sad	256.347	4,76	87.207	2,59	169.140	8,41
7.	Tara	176.925	3,29	169.845	5,04	7.080	0,35
8.	Divcibare	136.643	2,54	132.909	3,95	3.734	0,19
9.	Nis	111.350	2,07	56.705	1,68	54.645	2,72
	Total-Serbia	5.380.642	/	3.368.738	/	2.011.904	/

Source: Statistical Office of the Republic of Serbia - Release No. 235, Vol. LXVIII, August 31, 2018, Statistics of catering and tourism, ISSN 0353-9555

The largest number of overnight stays in Belgrade is 1.347.887 or 25.05% of the total number of overnight stays in Serbia. With a much smaller number of overnight stays, Zlatibor is a mountain resort place with 483,328 nights or 8.98% of total overnight stays. Analysis of the structure of overnight stays by dividing into domestic and foreign tourists shows that Belgrade occupies the fifth place by the number of domestic overnight stays, but when it comes to overnight foreign tourists stays, Belgrade is convincingly in the first place with 1,089,497 foreign overnight

stays or 54.15% of the total number of foreign overnight stays in Serbia. Such a percentage, Belgrade as the capital of Serbia and the largest Balkan metropolis, qualifies as a relevant sample for the research of the issues listed in the title of the paper. This fact, as well as the fact of complete export domination, qualifies Belgrade as a representative sample for analyzing the correlation between socio-economic factors and the behavior of employees and their opinion on the impact of the assumptions on their work and the work of other employees as well as the opinions of employees on the satisfaction of the tourists with the services provided. Providing services to foreign tourists requires special qualifications (knowledge of foreign languages, high level of education, knowledge of the habits of foreign tourists, etc.) that are acquired through education and practice during work. Therefore, it is very important that factors such as: *sex, age, level of education, monthly personal income of respondents and monthly personal income of the respondent household, number of household members and number of household members that generate income* influence the behavior of employees and their opinion on the *impact of activities assumed on their work and the work of other employees in their company, opinions on the satisfaction of the tourists with services in their hotel, as well as opinions on the rational use of natural resources by their hotel-company.*

The authors chose hotels with four stars because these the hotels are the most suitable for the structure of demand that visits Belgrade, which is the largest number of arrivals and overnight stays in these hotels, and the latest data from the line ministry that hotels with 4* dominate Belgrade hotel offer (<http://mtt.gov.rs/sectors/sector-for-tourism/user-information-tourism-promet-serbia-categorization/> 24.10.2018).

It should be noted that based on the data of the line ministry in Belgrade, there are a total of 65 hotels of four-star hotels, of which 25 garni hotels with 1322 beds, and 40 classical hotels with 4936 beds, while in Serbia, in one and the other hotels there are 12113 beds There are 6258 bearings in Belgrade. Considering the dominant number of beds and previously mentioned participation in the realization of tourist nights, the authors focused on the classic hotels.

During the survey, respondents were interviewed and interviewed with employees in 22 classical hotels. A total of 205 questionnaires were processed, with 17 questionnaires failing to meet the criteria for further analysis, while the other 188 questionnaires were processed and based on them, statistical analyzes, determined and evaluated results, and conclusions were made.

Certain research confirms the importance of socioeconomic characteristics for the tourists themselves, in the sense that socio-demographic characteristics of tourists influence their decisions on buying and using tourist arrangements (Vujović et al., 2017), because people from different countries, cultures, age groups or households often express different patterns of behavior.

When it comes to companies in the tourism industry and working conditions of employees, the aging of the population in many countries is interesting. 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 (Jobber & Fahy, 2006). The age structure and population mobility form a real and potential demand in the market, or form a demographic profile of consumers. When it comes to employees in the tourism industry, important demographic factors are: population, age, population, birth, gender, marital status, education, etc.

However, the barriers to competitiveness are, above all, in the domain of institutions, infrastructure and interpersonal relationships. Accordingly, the paper examines the connection between the socioeconomic variables and 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, as well as the opinion on the rational use of natural resources by their company.

Research by other authors also confirms that "the founding support services and human resources related factors were found to be the primary determinants of destination competitiveness" (Sebastian, V., Felix, M., Yvette, R., 2013, p. 79).

Starting from the assumption that the employees are the basic factor of business, it can be concluded that the sociological and economic conditions of the work of the employees have a crucial influence on the business results of all the subjects of the tourist economy. Some of the authors, while evaluating the importance of employees, carried out research on the individual values of employees. "Individual values of employees in companies and local government units were analyzed in order to show how value profiles can be formed and how they can contribute to increase managers' awareness of human resources potentials and thereby increase the human capital of an organization" (Gashi, Požega, & Crnković, 2017, p.1057).

The significance of socioeconomic working conditions, in particular the attitude of managers to employees, respecting their attitudes and opinions, is also confirmed by the research *"Engaging or quit? The moderating role of abusive supervision between resilience, intention to leave and work engagement"* (Dai, Y-D., Zhuang, L-W., Juan, C-T., 2019). It is interesting that in the above research the authors investigate the abuse of supervision simultaneously, which significantly influences the determination of the opinions and decision-making of employees.

Considering the fact that tourism as an economic activity enables the invisible export of various goods and services of a number of economic activities (Vujović, Spajić, Vukosavljević, 2011), or export at home, for Serbia as a country with the dominant agricultural sector, the business of tourism industry is of great importance (Vujovic and Jovanovic, 2012).

LITERATURE REVIEW

Creation and transfer of knowledge is an extremely important aspect of modern society, which in the tourist and economy generally helps to restore forms of technical and technological processes of work, production and management (Ikujiro & Takeuchi, 1995). In countries with developed tourism economies (Spain, Italy, France), such a trend is reflected in the increased focus on economics, 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 derive from continuous learning and improvement of managerial skills and skills, in order to improve the technological capabilities of managers and employees (Semenčenko, 2003).

In the analysis of social capital, there is a particular importance of the findings of productivity effects spurred by social supplementation of personal resources (Gaag, M.V.D., Webber, M., 2008).

The importance of human factors and socioeconomic working conditions in the tourism industry, especially comes to light when innovation is in question, especially in catering companies. Their specificity is reflected in the diversity and complexity of the activities and processes, and their impact on performance (Ciobanu, T., Rios-Martin, C., 2019, p.218). "Human capital is the most important predictor of entrepreneurship in tourism" (Weibing Zhao, J.R. Brent Ritchie, Charlotte M. Echtner 2011, p. 1579).

There are numerous factors that make it difficult for employees in the hospitality industry to do their job efficiently. "These problems arise primarily from the nature of frontal work in the hospitality industry. Hours are long, and many operations are open 24 hours a day, 365 days a year. In addition, users can be uncertain and demanding. Moreover, the nature of work at many catering positions of frontal work is rather low in complexity, relatively stable and requires little or no formal education and training. Finally, the workforce is extremely diverse, which represents significant cultural and communication challenges. As such, a well-considered human resource strategy is essential, as you have to find people who can not only work in this context, but also those who are motivated to distinguish themselves "(Tracey, JB, Way, AS, 2011, p.2 -3).

It is precisely depending on the knowledge base that they have, that all large companies are trying to establish advantages in achieving innovation goals compared to small firms (M. J. Nieto, L. Santamaría 2010).

Some authors, regard the most important indicators of human capital as motivation, satisfaction and information literacy (Djordjevic Boljanovic, J., Dobrijevic, G., Cerovic, S., Alcakovic, S. and Djokovic, F., 2018). Motivation and satisfaction are very important performance (Albayrak & Caber, 2018, p.201). "Motivation and performance of employees are essential tools for the success of any organization in the long run" (Ovidiu-Iliuta Dobre 2013, p. 53). "Job motivation levels have a direct impact on employee productivity. Workers who motivated and excited because of their jobs, they exercise their responsibility to the best of their ability as well as the result of production. Motivation of employees has always been a central problem for leaders and managers "(Ganta, C.V., 2014, p.221).

Some studies show that favorable (good) socioeconomic working conditions affect employees' decision to extend their service life, to continue their work after retirement (Micheel, Roloff and Wickenheiser, 2010). Companies that implement human resource management practices, such as participation programs in work management, incentive plans and pre-employment tests, often have fewer turnover rates for employees who are not in some managerial positions (Cho, S., Woods, RH, Jang, SC (Shawn), Erdem, M., 2006). Organizational support and commitment to the organization are in direct correlation (Li, Z., Duverger, P., Yu, L., 2018). When hotel

companies are concerned, the differences can also be made in terms of the quality of services or the work of employees (Assaf, G.A., Tsionas, M., 2018, p.69).

By researching the socio-economic conditions of work of the employees and by analyzing performance performance, one can determine the hotline evolution of tourist organizations (Mellon, V., Bramwell, B., 2018, p.42). Employees in tourism companies are part of the social capital of the tourist destination and the whole tourism economy (Rodriguez-Giron, S., Vanneste, D., 2018). Motivation can lead to an increase in work performance, in less time, which contributes to efficiency, increasing productivity while cost reductions (Stephen A. Furlich, A. S., 2016). Research in the world shows that ethical management encourages innovative employee behavior, that the degree of innovative behavior is in proportion to the perception of job autonomy (Lochan Dhar, R., 2016, p.139).

The results of the previous research coincide with the findings of international projects that have had an analysis of management training, especially in the area of leadership and attitude towards employees, 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 in enterprises of the tourist and overall economy of Serbia. Some authors consider employment to be one of the basic factors of enterprise and economy (Vukadinović, 2014).

“It wasn’t so long ago that managing human resources (HR) was primarily an administrative function. Today, however, the effective management of human capital requires more complex and sophisticated policies, programs, and systems that have a direct impact on your hospitality” (Tracey, J.B., Way, A.S., 2011). Some authors, based on their own research, claim that companies that introduced formal training programs in the period from 1989 to 1986 had an increase in productivity by 20% (Bartel 1994, p.411).

The long-standing crisis of Serbia's 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. It is pointed out (Milisavljević, 2002) that a large number of companies have a dilemma whether or not there should be a strong organizational unit dealing with research and development. The modest profitability of the company is the reason for the reduced investment in research development activity and the improvement of human resources. Bearing in mind the aforementioned state of the management of the enterprises of the tourism industry of Serbia in the first years of transition, it is important to consider the present influence of the activities assumed on the work of the employees in enterprises of the tourism industry of Serbia, in a wider context of socio-economic conditions of work. This is a tim 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 (Petković, 1996).

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 (Todorović, Đuričin, & Janošević, 1998). 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 tourists (customers) with the work of the company is also important. An easy way to track the level of satisfaction of tourists 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 (Webster, 1992). Philip Kotler points out that "firms must move from a short-term transaction-oriented goal to a long-term goal of creating a relationship" (Kotler, 1992). 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 (Kaplan & Norton, 1992). 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 (Todorović, 2003).

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 (Đuričin, 2006). 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 (Dobson, 1996). 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 (Elkington, 1998). 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 (Đuričin, 2006).

The assumption of concept socially responsible business 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 (Mihailović, Paraušić, & Hamović, 2007). 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 (Berkowitz, Kerin, Hartley, & Rudelius, 2000). 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.

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 I 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, my case encourages and encourages*" the majority of respondents (48.9%) pointed out their disagreement, while the "*Supposed accepts the suggestions I give*" most of them agree (55.3%). Further, 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.

Table 2

**Opinion of the respondents on the business of the company –
five-step scale of Likert type**

	1	2	3	4	5	BO
1. The superiors are encouraging and encouraging with my example	19.1%	29.8%	12.8%	21.3%	14.9%	2.1%
2. The assumed acceptance of the suggestions I give	14.9%	14.9%	14.9%	34.0%	21.3%	/
3. Executed by his activities, he improves teamwork	21.3%	21.3%	12.8%	25.5%	17.0%	2.1%
4. Prepostavljeni stvaraju dobru radnu atmosferu	19.1%	19.1%	12.8%	25.5%	21.3%	2.1%
5. Superior creates a good working atmosphere	8.5%	17.0%	27.7%	31.9%	14.9%	/
6. The management takes care of the regular maintenance of fixed assets	14.9%	21.3%	19.1%	21.3%	23.4%	/
7. We are honest with business partners and we adhere to all agreements	10.6%	12.8%	10.6%	34.0%	29.8%	2.1%
8. Clients are happy with work with us and their expectations are fulfilled	8.5%	6.4%	21.3%	42.6%	21.3%	/
9. Our company rationally uses energy, saves water, electricity, oil, gas ...	8.5%	19.1%	27.7%	27.7%	17.0%	/
10. Our company takes care of the environment and adheres to environmental standards	12.8%	21.3%	21.3%	25.5%	19.1%	/
11. For carrying out activities in my job I have precisely written instructions	19.1%	23.4%	23.4%	23.4%	8.5%	2.1%
12. Occasionally they check me for doing the work according to the established rules	12.8%	19.1%	25.5%	25.5%	14.9%	2.1%
13. Our company performs measurements and analyzes of the satisfaction of business partners	23.4%	12.8%	25.5%	25.5%	10.6%	2.1%
14. Our company has a good image with clients, partners and the public	12.8%	4.3%	25.5%	29.8%	25.5%	2.1%
15. We regularly meet the goals of improving the quality of products and services	12.8%	8.5%	27.7%	27.7%	21.3%	2.1%

Source: Research by the author; * 1-I do not agree completely, 2-I do not agree, 3-I'm not sure, 4-I agree, 5-I agree completely, BO-no answer.

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*”. Further, 44.7% of the respondents consider their company to consume energy rationally, saving water, electricity, oil, gas etc., while, 44.6% agree that their company is taking care of the environment and adhering to environmental norms.

The respondents mostly disagree (42.5%) with the statement “*In order to perform activities in my job, I 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.

The results show that the respondents most agree with the claims “*The clients are satisfied with the work with us and their expectations are fulfilled*” (3.62), then with the statement “*We are honest with business partners and we abide by all the agreements*” (3.61). On the other hand, the respondents least agree with the claims “*I have precisely written instructions*” (2,78) for carrying out activities in my work, and the “*Superior me encourages and encourages me*” (2,83).



Figure 1. The average assessment of the respondents' opinion

Source: Research by the author

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, $p < .05$. 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:

$$R^2 = .272, F (7.176) = 9.409, p < .01 \quad (1)$$

and as individual predictors, monthly personal income is calculated $\beta = .644$, $t = 5.832$, $p < .01$ and the number of household members $\beta = .182$, $t = 2.080$, $p < .05$. 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:

$$R^2 = .253, F (7.180) = 8.689, p < .01 \quad (2)$$

and as a single significant predictor, the monthly personal income is determined $\beta = .463$, $t = 4.242$, $p < .01$. 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.

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

$$R^2 = .230, F (7.176) = 7.523, p < .01 \quad (3)$$

As individual significant predictors, monthly personal income is determined: $\beta = .325$, $t = 2.753$, $p < .01$ and the number of household members $\beta = .195$, $t = 2.083$, $p < .05$, 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:

$$R^2 = .189, F (7.176) = 5.851, p < .01 \quad (4)$$

As a single significant predictor, the monthly personal income was calculated $\beta = .464$, $t = 3.770$, $p < .01$, 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:

$$R^2 = .202, F (7.180) = 6.495, p <.01 \quad (5)$$

and as significant individual predictors, the sex $\beta = .372, t = 2.142, p <.05$, the age of the respondent $\beta = .160, t = 2.012, p <.05$, monthly personal income $\beta = .204, t = 2.106, p <.05$, monthly household income $\beta = .191, t = 2.551, p <.05$ and the number of household members $\beta = .178, t = 2.313, p <.05$. 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:

$$R^2 = .253, F (7.180) = 8.725, p <.01 \quad (6)$$

and as a single significant predetermined monthly personal income $\beta = .447, t = 3.999, p <.01$, 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:

$$R^2 = .178, F (7.176) = 5.456, p <.01 \quad (7)$$

and as a single significant predetermined monthly personal income $\beta = .453, t = 3.995, p <.01$. 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:

$$R^2 = .306, F (7.180) = 11.313, p <.01 \quad (8)$$

and as individual significant predictors, half of the subjects were selected $\beta = -.527, t = -3.318, p <.01$, age of subjects $\beta = .250, t = 3.443, p <.01$, degree of professional change $\beta = .276, t = 2.357, p <.05$ and monthly personal income $\beta = .300, t = 3.384, p <.01$. 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:

$$R^2 = .255, F (7.180) = 8.816, p <.01 \quad (9)$$

As individual significant predictors, half of the respondents are selected. $\beta = .359, t = 2.082, p <.05$, age of subjects $\beta = .250, t = 3.170, p <.01$, monthly personal income $\beta = .323, t = 3.364, p <.01$, monthly household income $\beta = .161, t = 2.173, p <.05$ and the number of household members $\beta = .185, t = 2.425, p <.05$

. 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:

$$R^2 = .341, F (7.180) = 13.315, p <.01 \quad (10)$$

and as individual significant predictors, the age of the respondents is $\beta = .352$, $t = 4.334$, $p <.01$, monthly personal income $\beta = .383$, $t = 3.864$, $p <.01$ and monthly household income $\beta = .176$, $t = 2.293$, $p <.05$. 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:

$$R^2 = .148, F (7.176) = 4.367, p <.01 \quad (11)$$

and as individual significant predictors, half of the respondents were selected: $\beta = -.473$, $t = -2.422$, $p <.05$ and the degree of professional behavior of the respondents $\beta = .563$, $t = 3.921$, $p <.01$. 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:

$$R^2 = .176, F (7.176) = 5.382, p <.01 \quad (12)$$

and as individual significant predictors, the age of the respondents was determined $\beta = .377$, $t = 4.283$, $p <.01$, the professional preparation of the respondents $\beta = -.305$, $t = -2.150$, $p <.05$, monthly personal income $\beta = -.216$, $t = -2.011$, $p <.05$ and monthly household income $\beta = .167$, $t = 2.010$, $p <.05$. 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:

$$R^2 = .272, F (7.176) = 9.375, p <.01 \quad (13)$$

and as individual significant predictors, the age of the respondents was selected $\beta = .238$, $t = 2.713$, $p <.01$, the professional qualification of the respondents $\beta = .686$, $t = 4.859$, $p <.01$ and monthly personal income $\beta = .262$, $t = 2.448$, $p <.05$. 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:

$$R^2 = .267, F (7.176) = 9.171, p <.01 \quad (14)$$

and as individual significant predictors, half of the respondents were selected $\beta = -.382, t = -2.061, p <.05$, the professional qualification of the respondents $\beta = .526, t = 3.857, p <.01$ and monthly personal income $\beta = .326, t = 3.154, p <.01$. 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:

$$R^2 = .263, F (7.176) = 8.984, p <.01 \quad (15)$$

As individual significant predictors, half of the respondents were selected: $\beta = -.437, t = -2.359, p <.05$, the professional qualification of the respondents $\beta = .532, t = 3.910, p <.01$ and monthly personal income $\beta = .209, t = 2.029, p <.05$, 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 Pirson'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* ($r = + 0,928, p <.01$), 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* ($r = + 0,894, p <.01$). *The Superior creates a good working atmosphere and the Superior me, by my example, encourages and* ($r = + 0,866, p <.01$), *the Superior creates a good working atmosphere*, and *the Presumed accepts the suggestions that I give* ($r = + 0,866, p$

<.01), *the Supposed accepts the suggestions I give and the Superior with my activities improves team work* = + 0,860, $p <.01$), The supporter, by my example, encourages and motivize me, and The Superior accepts the suggestions I give ($r = + 0,851$, $p <.01$). 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 ($r = + 0,832$, $p <.01$); The management takes care of the regular maintenance of fixed assets and we are honest with business partners and we adhere to all agreements ($r = + 0,830$, $p <.01$); We have good relationships between different organizational units of the company and the Management takes care of the regular maintenance of fixed assets ($r = + 0,828$, $p <.01$); 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 ($r = + 0,827$, $p <.01$); 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 ($r = + 0,822$, $p <.01$).

Table 3

Correlation matrix

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1	.851**	.928**	.890**	.649**	.599**	.523**	.485**	.461**	.490**	.472**	-.229**	.226**	.435**	.385**
2		1	.866**	.860**	.715**	.672**	.654**	.561**	.410**	.437**	.450**	-.173*	.191**	.520**	.471**
3			1	.894**	.710**	.611**	.546**	.459**	.423**	.414**	.494**	-.179*	.134	.392**	.367**
4				1	.724**	.654**	.578**	.556**	.348**	.389**	.450**	-.236**	.131	.496**	.455**
5					1	.828**	.755**	.658**	.410**	.514**	.462**	.042	.220**	.641**	.580**
6						1	.830**	.726**	.423**	.662**	.421**	-.033	.390**	.750**	.666**
7							1	.832**	.510**	.693**	.483**	.076	.388**	.754**	.732**
8								1	.494**	.699**	.596**	.047	.484**	.822**	.737**
9									1	.762**	.326**	.269**	.455**	.517**	.517**
10										1	.420**	.085	.578**	.666**	.655**
11											1	.071	.350**	.410**	.378**
12												1	.204**	-.049	.192**
13													1	.679**	.696**
14														1	.827**
15															1

Source: Research by the author;

* $p <.05$

** $p <.01$

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 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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