



ORIGINAL RESEARCH PAPER

Management

ECONOMIC ASPECTS INFLUENCING SOUTH-EAST ASIA AS TOURISM DESTINATION

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ABSTRACT

Each destination has its own specifics that can attract potential tourists. Growing development of tourism and especially tourism industry itself reflect not only competition between destinations but also effort to improve tourism industry productivity. The presented research focuses not only on the motivation of potential tourists, but also on other aspects, such as economic ones, that may influence the decision of potential tourists to travel to South-East Asia. Analyzing the data, we observed through questionnaire, we tested some economic conditions under which potential travelers would be willing to travel to South-East Asia as a specific destination. The obtained data were analyzed using mathematical and statistical, mostly the least square method.

INTRODUCTION

Growing development of tourism reflexes not only into competition between destinations but also into effort to improve the productivity in tourism as industry. The proper setting the strategy formulation characterizes objectives and organizational goals. Their effectiveness is subsequently evaluated through performance measurement, where the resulting product, which is customer satisfaction, is monitored mainly through the evaluation of the service level. Comparison the efficiency of leading tour operator and hotel companies across several Asia Pacific countries [3] shows the most efficiency in Australia, Singapore and South Korea. A. George Assaf [3] estimated hotel management level mostly through the comparison of the number of hotel rooms, the equivalent of full-time employees, the cost of utilities, rent and administrative costs, etc.

Modern market trend requires for instance implementation of fitness facilities into the hotel area as well as complex wellness offering stress-reducing and life-enhancing techniques. What techniques are useful might also be influenced by the fact how the management students, whether as future tourism providers or participants in tourism, are informed and have their views on spending leisure time. Some of the effective teaching methods are described in the research works of Elisa Alén, Trinidad Domínguez and Pablo de Carlos [1].

Another way in tourism development is a research as a direct researcher involvement and experiences as an integral part of ethnographic research. This method when the researcher tries to look local and makes detailed notes into a travel diary is specified as a backpacker's strategy [5]. The backpacker's strategy is primarily based on the autoethnographical access to extracting data from the author's own travel diaries.

Naai Jung Shih, Wen.Tse Hsu and Pei.Huang Diao [7] used the method of point.cloud.oriented spatial analysis to design rebuilding the street into the cultural centre of the town. The analysis illustrated not only the structural composition of the street but also chronological changes and new opportunities for cultural experiences [7]. Anna Antonyová stresses [2] especially the importance of adventure in marketing tourism. Another feature that is currently typical of consumer-host interactions is the so-called digital business environment. While considering the list of four essential elements of ecosystems: interaction, balance, self-organization and shared goals between the actors, the term of the digital business environment can also be used in such context [4]. The scientific works of Mike Peters and Birgit Pikkemaat [6] are also devoted to the innovation in tourism.

Consideration of tourism as a spatial phenomenon brings more importance to the use of geospatial data sources in

spatial economic analysis [8]. In particular, the most important thematic areas of research have been identified from an economic point of view as following: spatial competition in the agglomeration and related spatial inequalities, overlapping effects in tourism, including growth based on tourism. Empirical studies focused on application of multidisciplinary theories and econometric methods help to explore business landscape models in many sectors of tourism industry especially the typical once for the area.

MATERIALS AND METHODOLOGY

Our research is focusing on the purpose as well as the conditions of potential tourists to visit some of the South-East Asia country. To obtain the data for our research, the respondents were interviewed through the questionnaires. Through the random sampling, we interviewed 2 respondents in the age 15-17 years, 6 in the age of 18-20, 30 in 21-25, 11 in 26-30 and 1 in the age of 31-35 years, which were of the external and daily students of management studies. Opinions of respondents about South-East Asia and travel to this destination are created and shaped mainly through various media. Identifying the sources for this their specific information of traveling to Southeast Asian countries, we found that, as obvious, the Internet is the largest source of their information (46%), then recommendation of their friends or family members (31%), then on the same level television (10%) and radio (10%), and travel agency only in 3%, which might be a reserve as well as an incentive for agency activities.

Analyzing the data, we observed the reasons, conditions, mainly economic, under which potential travelers would be interested to travel. The data were analyzed using the mathematical and statistical, mostly the least square method.

DATA ANALYSIS AND DISCUSSION

The question for respondents asks how much money they are willing to reserve for the trip to South-East Asia. The results are expressed in Figure 1 with respect to the age. To examine the mutual dependency, the correlation was chosen. Also, the following hypotheses were set:

H_1 : The particular amount of money that the respondent is willing to reserve for a trip to South-east Asia correlates with the respondent's age.

H_2 : The particular amount of money that the respondent is willing to reserve for a trip to South-east Asia does not correlate with the respondent's age.

To investigate mutual correlation and truthfulness of selected hypotheses, the least squares as statistical method was used.

Pearson's correlation coefficient r_{xy} is used to determine the

statistical characteristic to be compared with the quantile $t_{\alpha/2(n-2)}$ value. We determined the Pearson's correlation coefficient for individual amounts (600 Euro, 800 Euro, 1200 Euro) and for a possible answer that the size of the money amount for a trip to South-East Asia does not matter, according to formula (1).

$$r_{xy} = \frac{\sum x_i y_i - n \bar{x} \bar{y}}{\sqrt{(\sum x_i^2 - n \bar{x}^2)(\sum y_i^2 - n \bar{y}^2)}} \quad (1)$$

where

r_{xy} ... Pearson's coefficient of correlation,

x_i ... the age of the respondents,

y_i ... number of respondents who answered that amount (600

Euro, 800 Euro, 1200 Euro) and that the amount of money for a trip to South-East Asia does not matter,

n ... number of such respondents, which answered the question as a particular amount of money.

$$\frac{|r_{xy}| \cdot \sqrt{n-2}}{\sqrt{1-r_{xy}^2}} > t_{1-\frac{\alpha}{2}}(n-2) \quad (2)$$

Expression (2) compares the statistical characteristic with the quantile of t-distribution, while α expresses the confidence level at which the test is conducted. Our testing is conducted on the confidence level $\alpha = 0.1$. The results are expressed in Table 1.

If inequality (2) is fulfilled, it means that hypothesis H_0 is true and the particular amount of money that the respondent is willing to reserve for a trip to South-east Asia correlates with the respondent's age. If inequality (2) is not fulfilled, hypothesis H_1 is true.

The quantile value:

$$t_{0,95}(3) = 2.353$$

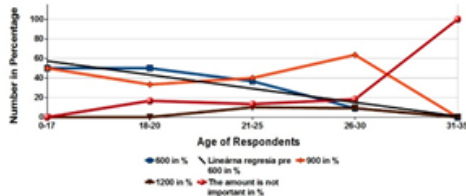


Figure 1: amount of money, the respondents are willing to reserve for a trip to South-East Asia with respect to the age

Table 1 comprises values regarding investigation the correlation of the possible amount of money the respondents are willing to reserve for a trip to South-East Asia with the respondents' age.

Table - 1 General Details

	r_{xy}	Statistical Characteristics	Correlation
600	-0.97	7.42	Yes
900	-0.48	0.96	No
1200	0.21	0.37	No
Amount is not important	0.83	2.56	Yes

Regarding the amount of money, the respondents are willing to reserve for a trip to South-East Asia, the correlation relationship was found at 600 Euro and for the case when the amount of money is not important. In this case, it can be assumed that the value of the anticipated experience is higher than the anticipated amount.

The correlation as a linear relationship was expressed through the formula (3), where a_0 and a_1 are unknown values of

the coefficients. To determine the values of a_0 and a_1 , we used the system of equation (4).

$$y = a_0 + a_1 \cdot x \quad (3)$$

$$a_0 n + a_1 \sum_{i=1}^n x_i = \sum_{i=1}^n y_i \quad (4)$$

$$a_0 \sum_{i=1}^n x_i + a_1 \sum_{i=1}^n x_i^2 = \sum_{i=1}^n x_i y_i$$

The values of a_0 and a_1 we determine from the system of equations (4) using the Cramer's rule. After substituting into relationship (3) we get the following result for the amount of 600 Euro:

$$y = 108.29 - 3.33x \quad (5)$$

Regarding the reserved money of 600 Euro for a trip from Europe to South-East Asia, the trend in relation to the age of 40 has decreasing tendency. Thus, we can assume that respondents realize that such amount of money are not enough to offer the requested level of services as well as adventures that the trip to exotic landscape can provide.

For the case when amount of the reserved money for a trip to South-East Asia is not important, we get the following relationship:

$$y = -85.76 + 4.85x \quad (6)$$

The relationship expressed in (6) has an increasing tendency.

CONCLUSIONS

The study focuses on conditions when the tourists tends to travel to South-East Asia. The realized research that is based on questionnaire filled with the Slovak daily as well as external students provides results, which were processed using the mathematical and statistical methods.

The conditions which may influence the decision to visit a distant country were according to their importance chosen in the following order: price, quality of expected services, satisfaction of the previous visitors and partly also the travel duration. The interest in a particular country of South-East Asia is influenced also with the respondent's gender.

Specific results were obtained also regarding the possible amount of money that respondents are willing to reserve for travelling in South-East country. In this case the results depend on the respondent's age, information level and previous experiences. The obtained research results are of importance both in theory and in practical planning of activities in tourism industry and development a curriculum for the management students. In our future research in the field we would like to focus on opinions, information level and experiences of management students tending to work as tourism providers.

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