

Original Paper

Guest Animation in Tourism Work Entrepreneurial Venture

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Abstract

The animation is an integral part of tourism can be said to occupy a leading position in the development of tourism. Today animation is one of the basic steps of each business enterprise, because without good organization and Diverse offers no business success.

The subject of research is to understand the importance of the animation in the context of tourism. The main objective of the study is to obtain insight on the impact of animation programs in the tourist industry, and how to develop this kind of service affects the development of small entrepreneurship.

The paper is set and the null hypothesis which states: H_0 - The introduction of animation programs in tourist deals can be guidance for the development of new entrepreneurial ventures.

Testing was conducted on a sample of 83 subjects, males and females of 18-55 years, with secondary and higher education levels. The survey was processed Statistical Package for Social Sciences SPSS 22 and Stat Plus 2009.

Keywords

Tourism, Entrepreneurship, Animation, Supply

JEL code: L26, L83

1. Introduction

People who live fast and more work becomes most alienated, leading to a stronger impression that the animators their respect, communication and work left to guests during their stay in a tourist - restaurant. Today the spoken language concepts animation or animator in the broadest sense associated primarily with the area of tourism, as well as film and computer technology, so that the public animation almost not perceived as a general methodological concept of recreational pedagogy. This has contributed to fewer concepts of animation in pedagogy and recreation, and more pictures of animation and animators as it says in the media, and a variety of virtual and popular TV series and commercials. Animation today in European languages mainly limited to tourism and less animated film.

The concept of animation in tourism - hospitality are:

- 1) The animation is an incentive,
- 2) animation refers to leisure and holidays,
- 3) the animation is primarily directed to groups of people,
- 4) animation creates and improves contact and communication between people,
- 5) The animation is a response to human needs,
- 6) animation service, service provider,
- 7) The animation is relationship management participants in their free time on vacation,
- 8) Animation area tourist animator (Finger & Gayler, 2003).

It can be said that animation represents some form of calls for joint activity, socializing and having fun during free time. She moves man, improves mood, stimulates, inspires.

The modern tourism product does not only stand for accommodation, gastronomy and occasional leisure or cultural activities; It involves many additional services including hotel animation. Contemporary tourist trends do not only apply to accommodation, cultural activities and accommodation, they include additional services such as animation (Rokicka-Hebel, Ziółkowska, & Patyna, 2016).

2. Literature Review

According to these generally known facts, entrepreneurship can be defined as: business philosophy statement and action and innovation and other developments represent progress for entrepreneurs (Dezeljin & Vujic, 1992).

An entrepreneur in the tourism cultural and entertainment animation represents a responsible person capable, and also on the person in charge of the animation in the company, regardless of its size and structure, it is the main carrier of all technical, programmatic, procedural and other innovations and changes in society (Jacob, Serafimova, & Koteski, 2016).

Animation within its objectives on the one hand it is necessary to meet guests' expectations both in hotels and in children's playgrounds in the manner in which guests will be satisfied, on the other hand the aim is to increase the consumption and achieve a higher profit for the tourist - catering facilities. In order to achieve this, it is necessary to offer an animation program that will be well-designed, creative, interesting, and thus motivate guests to more use offered content.

Goals can be defined as (Mitic, 2001): better programs - more profit, more activity - better image of the hotel and food service.

Due to the increasing importance of tourism animation in increasing tourist spending and satisfaction of tourists to better experience the tourist destination, imposed on the two main objectives of tourist animation (Cerović, 2008)

- The satisfaction of the customer to take full advantage of the tourist destination and all the facilities it offers, and to fulfill their needs and motives that launched it to visit that destination

management, facility or event or program that is offered to him. Through animation needs to establish communication between guests and the communication between guests and hosts. It is important that the quality entertainment program complement the tourist offer.

- Tourist spending is another goal of any entertainment programs, which should be good quality and attract tourists so that “force” on consumption. Therefore animation is gaining importance in shaping tourism.

One of the most important tasks of animation is the creation of a group or a small group of people inside to facilitate communicating.

Applying communication invited to joint action that will be attractive enough to attract adults. People are included in the group for various reasons (Ravkin, 1999):

- goal for which the group sets
- due to activity that is done in a group
- because of the attractiveness of other group members
- about the opportunity to demonstrate their skills.

Goals may be different from the competitive type, where the winning group receives an award, or activity organized on humanitarian grounds. Activities can also be different for example: dance, music sports. The attraction may be the reason that participate in certain activities best friend, partner why someone decides to support the partner or child.

The concept of animation in tourism represents: that animation is an incentive, animation refers to free time and holidays, the animation is focused primarily on the groups of people, animation creates and improves contact and communication between people, animation is a response to human needs, animation service providers, animation relationship management participants in their free time on vacation, entertainment area tourist animator (Finger & Gayler, 2003).

Animation there for many years, which belongs to economic activity. Animation specific business objects, such as in hotels, children playground, excursions, camps and shopping malls charge animator whose main goal is the implementation of joint activities. The main task of the animator is to incite guests to actively participate in the entertainment, and that his creativity comes to the full content. Animating people are encouraged to socialize, communicate. Animation program should be as interesting and fun (Fajmogović, 2014).

The quality of a tourist trip is a relative group because its success depends on the subjective experience of the personality of tourists on a tourist trip. Based on that, the identification of the essential characteristics of different profiles of the personality of tourists must be the starting point for programming overall, and especially, animation and cultural content (Đorđević, 2013).

In a sea of tourist offer with which customers face every day you need to choose just the one that the users prefer. Searching, catalogs, websites or by going directly to the travel agency, the average visitor will concern more “that” something extra to offer. It is here that an additional service offered some

entertainment programs.

According to types of entertainment programs can be day or night or evening. Daily animation programs include: entertainment for children depending on the age, adult entertainment and fun for the “third age”. Night (evening), animation programs would be: fun for kids of all ages (children’s open-air cinema, or a children’s disco in the open, magicians, clonus, etc.) Adult entertainment (karaoke, dance competition, impersonators, theme nights, belly dancers, masquerades and so on.). In the evening animation should be careful nowadays guests want to be informed, what and when something happens. Also today’s tourists do not want surprises, etc. tourists suddenly carried out to dance or sing, for which he was not interested. It is therefore particularly important to devise good animation, because of good animation can also depend on the price of your complete service. For example, if the hotel including federal every night the same music, or if you are in a different hotel every night music alternates depending on the theme night, every night, or at other orchestras are playing very well known in the area and so on (John, 2016).

When choosing animation program is necessary to take into account the main objectives of tourism marketing and what constitutes balance the needs of tourists with the needs of organizations or tourist destinations, and how tourism is a product that the market offers only in written and painted forms and means, needs to tourists meet and accurate information about the product and its use. The explosion of new technological solutions has significantly contributed to the development of tourism promotion (Pancic, 2016).

People are burdened with work and daily chores, they try to travel to new destinations, discover new cultures and peoples, returned to his home and to work relieved, rested and ready to work again, traveling on their free time to be the best possible. Great, if not decisive role in this tourist animation and tourist animators whose main task is just that (Ivkov-Džigurski, 2010).

The knowledge and understanding of consumer choice criteria and attitudes would be of great help both for tourism researches and commercial firms (Borak, Alamgir, & Nedelea, 2017).

According to (Litwicka, 2011) the ability to communicate and non-verbal communication is very helpful in the performance of leisure time animation activities.

3. Research Methodology

Information required for the analysis of defined research questions were collected in qualitative research, using interviews. We used a questionnaire composed of a list of issues that penetrates deeper into the essence of the problem. The questionnaire, in addition to basic information on subjects of sex, age, marital status and education level included the four research questions, of which three questions were dichotomous (closed) and the last (one) open question.

The subjects were divided according to age in two groups, the first group makes a “younger” population of 18-30 years while a second group of “middle-aged” from 31 to 55 years. Interviews lasted 10 to 20 minutes. The questionnaire was presented to respondents in a free conversation between

authors and subjects. Interviews organized in Banja Luka. The survey was conducted in May 2018 and at that time covered a total of 85 participants, males and females of 18-55 years, with secondary and higher education levels, two of the respondents have not completed testing and on that occasion rejected, which means that the a total of 83 respondents.

The study was conducted in a manner that subjects who visited two travel agencies in the city of Banja Luka provides an overview of the tourist offer in the summer of 2018 g. and were asked to look at them and give their opinion on certain issues according to pre-defined questionnaire. The research was carried out under the regular, controlled conditions appropriate to the current situation, but the results can be considered reliable.

The research was done so with the help of interviews on a selected sample can examine the following hypothesis: H_0 - The introduction of animation programs in tourist deals can be guidance for the development of new entrepreneurial ventures.

Review of basic research questions in the work relating to the following:

1. Animation for small businesses, is an opportunity for the development of small business and the success of the tourism offer?
2. From the variety of tourist attractions and a well-organized entertainment program depends on whether I will again visit the same destination?
3. Animation programs must be adapted to all ages?
4. Your attitude about the animation programs listed in the tourist offer?

4. Results and Discussion

After completing the research started with the analysis of empirical data, the data were analyzed using statistical software Stat Plus 2009 and SPSS 22 (descriptive statistics, testing, distribution, chi-square and ANOVA).

The null hypothesis was tested by nonparametric statistical Chi-squared test in a few steps. In the first step of the test, calculate a value X^2 in relation to a corresponding value from the table χ^2 (α , df), for statistical chi-squared test for the risk of error by $\alpha = 0.05$ and $\alpha = 0.01$, and the number of degrees of freedom $df = (m-1) * (k-1)$ (Sullivan, 2007).

After completing the analysis of the socio-economic structure of the respondents found that 40 male subjects accounting for 48,193% and 43 females (51,807%). Most subjects was the age group of 31-55 years old and these groups is the 57,881%, while the second group is comprised of subject's age 18-30 years of 42,169% of them. According to the marital status of respondents is very closely linked, in fact it is a difference of one subject and the benefit of married and married, which means 42 of the respondents are married and 41 respondent is free. By level of education 60.241% (50 respondents) have a high school education while 39,759% (33 respondents) have a university degree.

In the following table provides an overview of descriptive analysis and the analysis of the

socio-economic structure.

Table 1. The Research Sample

Socio variable	Number of participant	%	Mean	Median	St. Deviation	Variance
<u>Gender</u>			1,52	2,00	.503	.253
<i>Mani</i>	40	48.193				
<i>Female</i>	43	51.807				
<u>Years</u>			1,58	2,00	.497	.247
<i>18-30</i>	35	42.169				
<i>31 – 55</i>	48	57.831				
<u>Marital status</u>			1,49	1,00	.503	.253
<i>Married</i>	42	50.602				
<i>Single</i>	41	49.398				
<u>Education</u>			1,40	1,00	.492	.242
<i>Secondary education</i>	50	60.241				
<i>High education</i>	33	39.759				

Source: author's calculations.

To the question: Animation for small businesses, is an opportunity for the development of small business and the success of the tourist offer, provided the following answers of the respondents and 50 (60.24%) believe that animation for small entrepreneurs represent a chance for the development of small business, while 33, i.e., 39.76% think that this is not an opportunity. The paper is set and the null hypothesis which states: H_0 - The introduction of animation programs in tourist deals can be guidance for the development of new entrepreneurial ventures. Background Information: The number of rows $m = 2$, the number of columns $k = 2$. $r = (m-1)*(k-1) = (2-1)*(2-1) = 1$, $X^2_{(\alpha; r)} = X^2_{(0,05; 1)} = 3,84$

Based on the results from the SPSS statistical software can be concluded that with a probability of 95%, where the Chi -TEST < 0.05 . Since the calculated value $X^2 = 0.227 < 3.84$ Since the calculated value X^2 is less than tabular critical value, it means that the null hypothesis is accepted, it can be concluded that the attitudes of respondents are closely related but that there is no statistically significant difference introducing entertainment programs in the tourist offer can develop good conditions for the development of new entrepreneurial ventures or gain data have a normal distribution.

To the question: From a variety of tourist offer and a well-organized entertainment program depends on whether I will again visit the same destination?

Table 2. Mann-Whitney Test

Year	N	Mean	Sum	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
18-30	35	21,00	735,00				
Bids	31-55	48	57,31	2751,00			
Total	83			105,000	735,000	-7,826	,000

Two groups of respondents gave the following answers this question: “younger” respondents, respondents of 18-30 years believe that a variety of offers depends on their decision whether to come back to the same destination or not, they gave 57.83% this response while eliminating the “middle-aged” population has made no response, she does not consider offers of animation depends on their re-return to the same destination them 44.57% and it is of that opinion.

According to Mann - Whitney test Z value is -7.82, with the significance level of 0.00 (2-tailed). Sum probability (p) is less than 0.05, so that the result Z is significant, that is, there is a statistically significant difference between the positions, “younger” and “Middle-aged” population. Statistical program SPSS does not calculate the value of the impact, but by a value Z indicated in the results, we can calculate the approximate value r. Size of influence is calculated by the formula $r = G / \text{square root of } N$, where N = total number of cases (observations) (Pallant, 2009). Thus, in this example, $Z = -7.82$, and $N = 83$, $r = 0.85$ calculated. Given that the size of the impact of this result is 0.85 believes that there is a very large impact to the Cohen’s criteria. According to this criterion magnitude of impacts 0.01 = little impact, medium impact = 0.3 and 0.5 = big impact. The results of this analysis can be represented in this way: Mann - Whitney U-test revealed significant differences in the observation of entertainment offer certain place in relation to the age of patients ($n = 46$ of the younger population in the middle-aged population = 37, $U = 105.000$, $Z = -7, 82$, $p = 0.00$, $r = 0.85$).

To the question: Animation programs must be adapted to all ages?

The penultimate question in the questionnaire referred to the respondents’ attitude towards this type of offer. Respondents generally show a positive attitude towards animation programs that are bundled with the tourist offer, and this activity is considered desirable, because it leads to the development of new entrepreneurial ventures and thus to create new jobs. As in the previous issue of the younger population showed a slightly higher level of interest in this kind of offer 29 of them amounting to 34.94%, agrees with the above-mentioned issues but also middle-aged population and 25 (30.12%) of respondents, while the number of respondents who showed hesitant attitude to this question from both groups was 29 subjects. According to the results it can be concluded that two thirds of respondents are interested in this kind of offer, while only one-third of respondents showed a lack of interest. Based on an analysis of SPSS statistical package Stat Plus 2009 and an analysis of variance.

Table 3. Analysis of Variance

Analysis of Variance (One-Way) Alpha value (for confidence interval) 0,05 < 3.84						
Groups	Sample size	Sum	Mean	Variance		
Variable #1	2	35,	17,5	264,5		
Variable #2	2	48,	24,	2,		
ANOVA						
Source of Variation	SS	df	MS	F	p-level	F crit

Between Groups	42,25	1	42,25	0,3171	0,0076	998,5003
Within Groups	266,5	2	133,25			
<i>Total</i>	308,75	3				
Chi-TEST	7.133	1				

Based on the results, it was discovered that the two groups of patients a statistically significant difference in the positions where the Chi -Square with Yates correction Chi squared is equal to 7.133 with 1 degree of freedom. Two-sided p value is 0.0076. Connection between the lines (group) and the column (starting points) it is considered that there is a statistically significant difference.

The last question was about the attitude of the respondents animation programs listed in the tourist offer. Since the travel agency never stop with its offer was that it was spring to the summer or autumn - winter period, it is interesting that the majority of respondents believe that the offer of travel agencies is far better in terms of animation when it comes to travel outside our country, Unlike animation in the tourist offer for travel in our country. The younger population is 31.32% think that they are more numerous animations for travel abroad, while only 10.84% feel that it is not so, and middle-aged population is 38.55% of them also believed to be more prevalent animation when traveling abroad, while 19.27% think that it is not so.

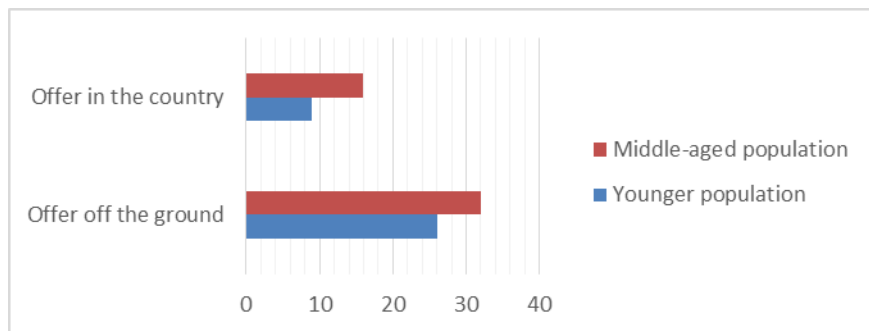


Figure 1. Animations and Tourist Offer

5. Conclusion

Based on the research results it can be concluded that the respondents are very familiar with the importance of the tourism offer for the development of small business in our country, and are partly familiar with character animation as a method to attract new tourists and possibly their return to a particular destination. Therefore hypothesized introduction of animation programs in tourist deals can be guidance for the development of new entrepreneurial ventures, leading to the conclusion that the hypothesis is accepted. The question of whether from a diversified tourism offer and a well-organized entertainment program depends on whether it will re-visit the same destination, the younger population has responded that it is interested in animation bid on a specific destination and their return to the same largely depends on the animation, while in middle-aged populations animation offer does not constitute

an attribute why come back to the same destination. Entertainment programs must be adapted to all ages, primarily respondents agree that such a bid will to interest the entire population and on the other hand economically comes to creating new jobs that are essential to this country. The attitude of the animation programs listed in the tourist offer that animation offers more prevalent when traveling abroad than to travel in our country.

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