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CONTENTS

IDENTIFYING THE PROMOTION TECHNIQUES USED IN HOTELS IN BRASOV

Nicolae Claudiu Ochenatu[1]
Diana Foris[2]

Abstract: This research project aims at identifying promotion techniques in the hospitality industry. It consists of identifying existing promotional techniques and finding new promotion techniques from hotel managers using the interviewing method as a research method. Over time, some hotel promotion techniques have been used to attract tourists, and these techniques have been used depending on the hotel's classification category, depending on the target market to which it is targeting, and the budget allocated to promote the hotel product. Therefore, in this research project, we will analyze the most applicable, cost-effective promotional techniques used by the managers or representatives of the hotels in Braşov through a semi-structured interview made up of several questions to which interviewees will respond freely and precisely. In this project were identified the basic aspects of the research topic, the questions that come to respond to what was to be determined by the research, as well as the objectives subsequently identified. The results of the promotional actions adopted by the Braşov hotels aim to attract new customers and keep old ones, addressing directly to target customer categories as well as to the travel agency network. Also, the general public is not neglected. As a general conclusion on sales promotion techniques used in Braşov hotels, following the arguments put forward, it can be deduced that the categories of customers with income from the environment to the highest are considered for the most part but are not left apart from those with lower incomes.

Key words: promotion techniques, interviewing method, customers

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INTRODUCTION

According to S. Medlik and H. Ingram, from the point of view of the users of hotel products, a hotel is an accomodation institution that offers facilities and services for sale, individually or grouped in various combinations. The hotel product is a component part of the tourist product and can be described as a complex assembly that includes: the material part (represented by the construction and arrangement of the hotel); the immaterial part (the service provided to the client, mainly accommodation and meals) (Medlik, Ingram, 2000).

The hotel activity presents a number of characteristics that give it specificity and which represent as many restrictions for the organization of work, as well as major constraints for those working in this field (Lupu, 2003).

According to Anastasiei, the basic components of the hotel products are the following:

- the basic services: for a hotel – the accommodation, for a restaurant – the food;

- the main peripheral services: in the case of a hotel - the culinary production, and in the case of a restaurant - a billiard room;

- secondary peripheral services: telephone, TV, bar, tennis court, swimming pool, etc.

The analysis of the hotel product is a complex activity, which involves the analysis of the aspects that characterize a hotel, as well as the analysis of the environment, of its surroundings (Anastasiei, 2004).

The presence of the own food service raises particular problems in relation to its location and functionality, which should not affect the good performance of the other activities. The food service fulfills a basic function, but it is not mandatory in all the accommodation objectives. Where it is present, this service implies the existence of a variety of compartments and types of units that will satisfy, for all tourists and at all times, both the need for food and leisure (Draica, 2003).

According to Andrei, R., Copeţchi, M. and Dragnea, L., the complementary services complete the basic services of the hotel, answering some needs related to the accommodation, but also to specific preferences for each client. Some of the additional services are compulsory depending on the classification category, being free or paid. The multitude and diversity of the available additional services is an important factor in attracting and retaining the customer. (Andrei, Copeţchi, Dragnea, 2006).

In order to know the social - economic environment, we analyze: the geographical context (for example, the location of the hotel in relation to the city, the railway, air connections, maritime links, etc.); the demographic context (the active population and the distribution on the three sectors: primary, secondary and tertiary); economic context (labor market and its evolution, industrial structure, etc.); the tourist context (museums, monuments, events and events, etc.) (Niţă, Butnaru, 2008).

Hotel information aims to identify strengths and weaknesses, thus highlighting the exclusive advantages of selling your own product. Reference is made to the following:

- the interior and exterior appearance of the hotel (modern, clean, old, well maintained, etc.);
- the atmosphere in the hotel (quiet, luxurious, commercial);
- external and internal signaling;
- location of the hotel (city center, periphery, tourist area, etc.);
- the capacity to receive the hotel expressed in number of rooms, number of persons, number of places in the restaurant;
- area of influence of the hotel (local, regional, national);
- recreational options (sauna, jacuzzi).

Instances of prices in the tourism industry: price, for all material and immaterial components of a tourism product; tariff, for the tourist services offered or bought (accommodation, for example); tax, for the acquisition of a right (parking, purchase); commission, for the sales agent of the tourist products; salary, for the work performed by tourism employees; fee, for various forms of assistance (legal, medical) granted to tourists; rent, in order to benefit from a right of use (ski equipment, rented car); interest (for accessed loans) and so on. Although the notion of price also includes the notion of tariff, most often when talking about prices, it is considered the monetary expression of the value of some material goods, offered by a restaurant within a hotel), and when the term tariff is used, it is considered the value (objective or subjective) of an immaterial good, of a service (for example, the rates displayed at the reception of a hotel) (Sabo - Bucur, 2006).

Promotion techniques used by hotels

As in any other field, the promotional mix in the tourism / hotel industry is made up of five main instruments: advertising (direct advertising), public relations, personal selling and sales promotion. Tourist advertising is an impersonal and paid form of communication with the market, which aims to create and maintain the client by informing, encouraging and convincing the person about the opportunity to buy tourism products from the company that supports the ad. Depending on the information vehicle, we can speak of three major forms of advertising: mass media advertising (print media, radio, television); outdoor advertising (advertising panels - they are very large and are located in crowded city areas or along the highways - and vehicle advertising (on the one hand, it helps to spread the message faster, but on the other hand the time for receiving the message is very short); direct advertising (also called direct marketing, is carried out either through direct contact with the client - either at salons, exhibitions, or by fax, telephone, post or computer). Direct marketing is not just a simple distribution technique or means of communication/promotion of the company, but a complex variable, which involves the product (choosing one), the price (making the offer), the distribution (direct), the communication (personalized) (Olaru, 2006).

A hotel must choose "a way of promotion according to the objectives it considers, but also according to the criteria of effectiveness, the characteristics of the market in which it is located" (Barma, 2004).

In Kotler's opinion, Ph. & Lee, N., "The decisions regarding the distribution concern the place where the customers are offered their own offer and the means by which citizens can access it" (Kotler, Lee, 2008).

In the market economy, a good tourism product, an adequate distribution channel, and an appropriate price are not enough to ensure its sale. A fourth force is needed, capable of influencing the purchasing and consumption behavior of potential customers, respectively the tourism promotion. For this reason, the tourism companies must reserve the promotion an important place in the development of their activity and harmonize the promotional efforts with the efforts undertaken for the other (classic) variables of the mix of marketing-product, price, distribution (Sabo - Bucur, 2006).

The promotional activities in tourism, as in other sectors, are aimed at attracting new customers and retaining old ones, addressing directly or through intermediaries, either to the whole public or to a certain well determined category of target customers. Within the hotel services, the promotion is characterized by a series of elements and a set of specific objectives, strategies and tools. These include: advertising, direct advertising, public relations, personal selling and sales promotion, etc. A hotel, as a service provider, wants first and foremost to become more attractive in the eyes of its customers, offering the most complex and satisfactory services, starting from ensuring a quick access to reservations (online, by telephone, at the reception). , the eventual insurance of the transport to and from the hotel of the clients, the security of the customer data, maximum comfort conditions and protocols, other facilities, as innovative as possible, like the Hotel Service, whose main objective is to satisfy the wishes and needs of the clients, represents a complex set, which implies the use of a large number of functions related to the different categories of services (Glăvan, 2000).

In this context, there is a need to know the existing promotion techniques used by hotels, in order to identify and implement new techniques in the future. A good understanding of this topic can bring real benefits to the development of the hotel industry.

METHODOLOGY

Considering the research thema, namely the identification of the promotion techniques used in hotels, the qualitative research was used having as a method of research the interview and, starting from the analysis of the specialized literature, the objectives that guided the research approach were formulated (found in Table 1.) The research investigates how hotels are promoted through the techniques they use, how they attract their customers and how they sell their products through marketing techniques. The main objectives refer to the identification of the promotion techniques used by the hotels in Brasov, one of the most important and well-known tourist destinations in Romania. In this study it was used the in-depth interview. This method was chosen because the interviewees were relaxed, able to speak freely without feeling constrained.

The method consists of interviewing a number of people in order to find out their personal opinion on a particular topic. In the case of this study, a number of 3 people will be interviewed, who are specialists in the hotel industry, having the function of general manager of the hotel that they run.
Table 1 shows the basic aspects of the research theme, the questions that come to answer what was proposed to be found after the research, as well as the objectives identified for carrying out this study

Table 1. The main objectives of qualitative research

Basic aspects of marketing and management	Researcher's questions	Research objectives
1. Identify the connection between the type of hotel and the way in which it is promoted.	1. What kind of promotion techniques are used depending on the price reduction? 2. Which are these reductions and how are they applied?	1. The identification of the promotion techniques applied to the reduction of prices. 2. The identification of the persons who benefit from these discounts.

2. Identification of preferences in Brasov hotels for smart or classic techniques.	1. Which of the techniques regarding hotel gratuities are used? 2. Which are the free offers and to whom are they addressed?	1. The identification of the techniques that are used in certain free or promotional services. 2. Identifying the gratuities and the persons who benefit from them.
3. The identification of the promotion techniques based on the sale of tourist packages.	1. How do the hotels sell their products and services?	1. The identification of the offers and the facilities offered to tourists by hoteliers and travel agents.

The persons who constituted the research sample were chosen from a sphere of activity of interest for the present research, they are directors of three hotels in Brasov. The hotel selection criteria were based on the following: to be classified in the 3 star classification category (over 80% of the hotels operating in Brasov are classified in the 3 star category), the location and the market segment to which they are addressed. Brașov, a tourist destination located in the center of the country, in a mountainous area, is aimed especially at business tourism and relaxation tourism.

The following hotels were selected: Hotel Brilliant 3* - which is located in a quiet area near the civic center of the city, focused on the business tourism; Hotel Coroana Brașovului 3* - located in the historical center of the city, a quiet area with an architecture still retains the air of 100 years ago, focused on the a family tourism travelling for leisure; Hotel Armatti 3* - located in the central area of the city, is aimed at business tourism, but also at tourists who come to recreate and spend their free time.An interview guide was prepared for the optimal conduct of the research. In it, the topic and purpose of the research, the research subjects and the duration of the research were mentioned. The questions/topics of discussion of the research are also noted. The interview has 8 questions.

RESULTS AND DISCUSSIONS

All the answers received from the interviewees were recorded in a database. The analysis of these answers was performed according to the database in a horizontal plane. This was done because it is desired to obtain a broad view on the main theme of the research. In order to present the relevant information in a structured way, the results are grouped on the main objectives of the research.

Objective 1. The identification of the promotion techniques applied to the reduction of prices.

1. Which are the used promotion techniques?

90% of the interviewees answered in the following way.

- Answer: The promotion techniques used are free offers, price reductions, seasonal and extra season offers to all hotel guests.

2. What kind of promotion techniques are used to apply the price reduction?

The answers of the interviewees were as follows:

- Answer: There are some price reductions for tourists such as: restaurant price reductions for customers that have a hotel accommodation, price reductions for the first trip made through a travel agency, extra-season tariff reductions, price reductions for customers who purchase tickets at least 60 days before the start of the season, reducing the overall price of a separate service package, compared to that resulting from the sum of the individual service charges and other services.

Objective 2. The identification of the techniques that are used in certain free or promotional services.

What are the free offers and who benefits from them?

Two of the interviewees replied:

- Answer: some free of charge facilities for families with children, consisting of the exemption from payment, (sometimes only for accommodation and transport services, sometimes for meals), for one or more children, free of charge such as “two nights of accommodation at the rate of one single nights ”variant of the weekend rate in cities, during periods of low demand or granting a free week to tourists who buy a week or two of stay,

- free of charge facilities offered by the restaurant to a customer which could be a rose, an aperitif, offering a product for the 100th buyer for free.

One of the three interviewees responds:

- Answer: free hotel-airport transfers for tourists on their own who have stayed in the hotel unit, free airport transfers for passengers using some airline companies, free subscriptions for mountain cable transport to tourists which purchase tourism products suitable for winter holidays through certain travel agencies.

- Free courses offerings for sports such as: mountaineering, skiing, skating, swimming, paragliding, river rafting, for the benefit of children from families who have bought holiday packages through travel agencies specialized for such activities.

4. How do hotels sell their products and services?

Based on the three interviewees, we obtained the answers.

- Answer: In the practice of the tour operators we find different variants of tariff reductions depending on the number and length of the periods for which they are granted, the relative level of reductions and their correlation with another category of facilities. Special offers consisting of tariff reductions during the course of events such as: championships, festivals or for certain categories of clients such as: students, students, union members, pensioners, etc. Practicing a regressive tariff, such as, the number of kilometers of travel, days of accommodation, offering hospitality checks that allow to obtain reductions in accommodation rates and meal services in the provider units with which the travel agencies have signed special contracts for this purpose.

Objective 3. The identification of the offers and facilities offered to tourists by hoteliers.

5. What are the offers and facilities offered to tourists?

Following the interviewees, the answers to this question were:

- Answer: Incentive rates for promoting a future business, often given to group leaders, conference planners, business meetings, tour operators and other such persons capable of providing the hotel with a substantial income.
- Answer: Preferential rates offered on weekends by the accommodation units whose regular customers, during the week, are represented by the businessmen.
- Answer: Preferential rates offered by the reception structures, which aim to stimulate the extension of stays or to offer an additional free stay, for tourists who buy tourist products in the extraseasonal stays.

The results lead to the conclusion that the objectives of this research have been achieved, the promotion techniques used in hotels in Brasov are techniques that, through the promoted offer, facilitate the wishes of tourists.

CONCLUSION

The promotional actions taken by the hotels in Brasov are aimed at attracting new customers as well as retaining the old ones, addressing directly to categories of target customers, as well as to the network of travel agencies. Nor is the general public neglected. The promotion of hotel sales through special offers or discounts is intended to stimulate an immediate or strong response from the market. By means of the technique of reducing prices and rates at the hotel level it is intended to determine the potential customers to make a first purchase, butalso to influence the occasional tourists to return to the same hotel as well as to increase the sales volume, addressing the loyal customers.

As a general conclusion about the sales promotion techniques used in hotels in Brasov, tourists benefit from price reductions, discounted rates in the off-season, free offers for families with children, free courses offerings for sports such as: mountaineering, skiing, skating, swimming and more.

The results of this research can be useful for the management of the hotel units for improving the techniques of promoting the products and services.

From an academic point of view, this study contributes to consolidating existing studies on how hotels are promoted through the techniques used, how they attract their customers and how they sell their products through marketing techniques and lays the foundations for future research.

Further research could be extended to complement this study by including more detailed qualitative studies, on a larger sample and by investigating the presence of other variables.

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AN INVESTIGATION OF TOURISM EMPLOYEES' PERCEPTION OF WORKPLACE SPIRITUALITY IN TERMS OF DEMOGRAPHIC VARIABLES

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Abstract: One of the most important social problems of the modern age is that working life is still far from human and spiritual values.At this point, the concept of "workplace spirituality" is an answer to this question as a new paradigm related to working life in social sciences. As research on the issue continues, the benefits of the concept for organizations, employees and employers are determined and scientific interest in spirituality-based approaches and practices is increasing in the context of the humanization of working life. This study aims to determine whether workplace spirituality of the employees working in tourism establishments differs according to demographic variables. In this context, quantitative research methods were employed and a total of 393 tourism employees were surveyed by using random sampling method. As a result of the study, a statistically significant difference was revealed in the participants' evaluation ofworkplace spirituality in terms of marital status, job position, income level, work experience, and educational background whileno significant difference was found in terms of age, gender and tourism education.

Key words: Business life, Spirituality, Workplace spirituality

INTRODUCTION

In management theories that aim to get the highest productivity from people, the understanding that proposes challenge to managers has already been abandoned. The search for new formulas continues for managers who seek more thanwhat is offered by the currently applied methods from the zero hierarchy that will "make them want to do" to participatory management approaches. One of the methods put forward in this framework and matured is the workplace spirituality approach, which suggests that spirituality should be considered as a management tool (Berzah and Çakır 2015). Research shows that managers, leaders and employees expect much more than economic returns in the workplace (Leigh, 1997: 28; Heaton et. al., 2004: 63; Fairholm, 1996: 11). Problems, risks and worries that undermine the trust environment

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such as increasing competition in business life, stress, mobbing and job loss can both disturb the employer and the workforce. If a healthy and decent working life is desired by the parties, it is inevitable to apply to spiritual and moral values within the scope of the humanization of working life (Seyyar, 2009: 42). As a matter of fact, for the last 15 years, research has been determining the benefits of the concept to organizations, employees and employers, and in this context, scientific interest in spirituality-oriented approaches and practices has been increasing in the context of the humanization of working life (Giacalone and Jurkiewiez 2003, Mitroff and Denton 1999, Gavin and Mason 2004, Ashmos and Duchon, 2000), Badrinarayanan and Madhavaram, 2008).
In addition to a favourable organizational climate,themeaning of workplace spirituality coversvalues that are considered sacred by the noble, great people in the organizational environment. Organizational spirituality is a phenomenon that makes the abstract aspects of employees' working life meaningful (Çakıroğlu et al. 2018).
The concept of spirituality covers beliefs and practices that involve individuals' investing and strengthening their internal value judgments and make life more meaningful. When the concept of spirituality is considered or taken into consideration for the business world, organizational spirituality findsameaning as workplace spirituality or business spirituality (Akgemici et al. 2018). There is a lack of consensus among researchers over the definition of spirituality (Igbal and Hassan, 2016). In this study, it will be considered as the concept of workplace spirituality.
According to Seyyar (2009: 44), spirituality in the organizational dimension is the entire values accepted in labour relations and organizations. Dehler and Welsh (2003: 114), on the other hand, describe organizational spirituality as a search for meaning, in-depth recognition of self and/or progression to a higher level. The meaning of workplace spirituality covers the concepts of personal development, reliability and generosity, learning, responsibility, search for truth and meaning, reaching a high purpose, and mercy in working life (Freshman, 1999: 321). In this context, workplace spirituality requires people to establish a common conscience for a workplace that will enable them to establish a heartfelt relationship, show respect and sincere care for each other, develop reliable relationships and nurture this relationship (Neal and Biberman, 2003: 364). Similarly, Poole reveals that the workplace spirituality approach suggests evaluating employees not only with their bodies and minds, but also with their souls in the production process. According to Poole, if the approach of spirituality is adopted in the workplace, it is inevitable to have positive tangible results. As a matter of fact, this new approach from the west promises to turn problems into profit.
As a matter of fact, empirical and theoretical research on this issue and how spirituality works and affects the individual outcomes of the staff andorganizational implications are extensively increasing (Daniel 2012). Fry (2003: 703) states that there are many studies showing that organizations with a strong spiritual structure are more productive, flexible and creative. Organizational spirituality increases the managerial

strength of the organization andpromotes leadership and organizational competitiveness and performance (Mitroff and Denton, 1999, Neal 1997, Pandey and Gupta 2008, Rego, Cunha and Oliveira 2008).

When employees have the opportunity to use their spiritual values astheyperformtheir tasks, their creativity increases and this makes them happy and more satisfied in their workplace (Mehran, 2017). Wainainaet al. (2014)'sresearch results indicatea significant positive relationship between workplace spirituality and organizational commitment. In their study, Neck and Milliman (1994)havefound that spirituality affects organizational performance positively. Creativity, satisfaction, team performance and also organizational commitment will increase in organizations thatpromote spirituality (Fanggidaeet al., 2015;Mousa and Alas, 2016; Litzsey, 2006; Luis Daniel, 2010). Similarly, workplace spirituality increases the level of employees' work engagement (Van der Walt's, 2017). Beehner and Blackwell (2016)'s research suggests that the increase in workplace spirituality decreases employee turnover rate. Lowder (2011)puts forward that developingspiritualityin the workplace guarantees a variety of outcomes related to organizational performance including high productivity, increased job satisfaction, high endorsement rates, positive ethical values, better attendance rates and high customer satisfaction. (cited in Berzah and Çakır 2015). For example, a study by Georgeanne Lamont has revealed that absenteeism and disease rates are much lower in the employees of spirit-friendly companies such as Happy Computers, Bayer UK, Nat West IMG, Microsoft UK, Scott Bader and Peach Personnel. Broadway Tires, a European company, has managed to reduce the absenteeism rate from 25-30% to 2-3% thanks to such spiritual practices (Berzah and Çakır, 2015). Barack (1999) believes that by creating an atmosphere of trust in the workplace, spirituality can be used as a tool to increase employee's commitment. Reave (2005)'s summary table demonstrating the relationship between spiritual values and variables such as understanding, tolerance, motivation, satisfaction, preservation, ethics and organizational citizenship behaviour is extremely striking. Similarly, Kazemipour et al. (2012) has found a positive relationship between workplace spirituality, organizational citizenship and organizational commitment. Spirituality is based on three principles (Igbal and Hassan, 2016), which are meaningful work or the aim of the work (individual level), having a sense of solidarity (group level), being in line with the values and mission of the organization (organizational level). Fig.1 shows the conceptualizations of workplace spirituality with these dimensions (Mehran, 2017). Milliman et al. (2003) examined the dimensions of organizational spirituality in three meaningful dimensions. These can be listed as meaningful work, having a sense of solidarity, and being in line with organizational values.

Meaningful work (at individual level)	Having a sense of solidarity (at the group level)	In line with the values and mission of the organization (at the organizational level)
• Enjoy working • Energy from work • A sense of meaning and purpose of work	• Feeling connected with colleagues • Partners support of each other • Common purpose	• Link with the organization's goals • Link with organizational values • The organization's consideration towards the staff

Fig. 1: The dimension of spirituality in the workplace (Milliam et al., 2003**)**

Meaningful Work: It gives employees a sense of purpose and meaning in the workplace. In other words, the work means something for the person. (Ashmos and Duchon, 2000; Guillory, 2001; Milliman et al., 2003, Fry, 2005). The work is claimed to be the most fundamental element in explaining spirituality. Therefore, employees'questions like "what is my purpose in working in this job?", "where does this work lead me?" explain this dimension of workplace spirituality (Örgev and Günalan, 2011).

Sense of Solidarity: Workplace spirituality is a framework which establishes the organizational culture that includes organizational values which give and facilitate the feelings of joy and belonging that employees share with each other. In this context, spirituality gives employees a sense of commitment and community (Karakaş, 2010).

Being in Line with the Organizational Values: This dimension refers to being in harmony with the organizational values within the organizational culture, corporate values, having a strong awareness and a work ethic based ontheorganizational values.

All the dynamics described above are also very closely related to tourism establishments, a very important branch of the service sector. As stated by Schmitt and Chan (1998), achieving high efficiency in the sector is only possible with qualified personnel who are identified with the establishment. This is because the fact that tourism employees feel happy in their work and whether they are motivated or not can have an impact on their overall workbehaviour and affect their performance at work. In addition, organizations now need employees who make contributions beyond expectations in order to make organizations more sustainable and achieve their goals. However,employees'willingnessto perform their duties and their abilities are not sufficient for the continuity of the establishments alone. A mutual strong emotional connection between the employees and the enterprise is necessary for the growth of the enterprises (Bolat and Bolat 2008: 76). This is because the need for the man and hence the labour force is not only economic/material but also spiritual. The labour force employed in today's working life and labour market cannot adequately meet these spiritual needs, alienates, loses the meaning of life and work, and sometimes does not even realize these needs in an intense, excessive and monotonous work order. Although a significant number of employees work and earn money, they cannot be happy enough, they feel the need to question their work, and they desire a job in which they assignameaning and find peace (Seyyar and Evkaya, 2015).

From this point of view, the study aims to determine whether employees' perceptions of workplace spirituality differ by demographic characteristics. In this context, the main question of the study is as follows: “Do the demographic characteristics (gender, marital status, age, educational background, work experience, job position, etc.) of the individuals involved in the study differentiate their perceptions of workplace spirituality?”. It is hoped that the study will ensure the awareness of employees' perceptions of workplace spirituality and provide some clues about managing employees with different demographic characteristics in different ways.

MATERIALS AND METHOD

Quantitative research methods were used in the analysis of the data of this study which aimed to determine whether there were differences in tourism employees' perceptions of workplace spiritualitybased on their demographic characteristics such as gender, marital status, age and educational background. SPSS 22.0 program was used to statistically analyse the data obtained in the study. Descriptive statistics were shown as mean and standard deviation for the quantitative variables determined through measure, and as numbers and percentages for the ones determined through counting. Firstly, Shapiro-Wilk test was conducted to assess whether the data was normally distributed or not. As a result of the tests, it was concluded that the data showed normal distribution and parametric tests were used in statistical analysis. T-test was used in pairwise comparisons between two categorical variables such as gender and marital status, and variance analysis was used to determine the differences between three or more categorical variables such as income.

The universe of the research consists of tourism enterprises (hotels and travel agencies) operating in Antalya. In order to reach a higher number of data, convenience sampling method was preferred. In this context, face-to-face surveys were conducted with 393 people from April to October 2018, but 368 of these surveys were considered to be usable. Bryman and Cramer (2001) stated that it would be sufficient if the number of samples was at least 5 times the number of the items included in the survey (cited in Delice and Ergene, 2015: 64). There were a total of 21 itemsin the survey in the context of this research. Therefore, it is believed that the number of the samples is sufficient.

“Workplace Spirituality Scale” used in the study was developed by Ashmos and Duchon (2000) and adapted by Milliman et al. (2003) for their study. The scale includes sub-dimensions of meaningful work, having a sense of solidarity, and being in line with organizational values and consists of a total of three sub-dimensions and twenty-one items. The scale is entirely comprised of attitude expressions and 7-point Likert-type scale was used to measure these items (1- Strongly Disagree, 7-Strongly

Agree). Cronbach's Alpha coefficient of the workplace spirituality scale was found to be 0.948. Sadykova and Tutar (2014) determined the KMO value of the scale as ,882 in their validity analysis. Since the validity test of the scale was done before, it was not repeated.

Findings

Table 1 demonstrates that there was no statistically significant difference in the evaluations of workplace spirituality in terms ofthegender of the participants, 66,6% of whom were male ($p > 0.05$).

Table 1: Independent Samples T Test Results according to Gender

		N	Mean	Std. Deviation	T	P
Workplace spirituality	Female	128	5,15	1,13	-0,289	0,773
	Male	240	5,18	1,10		

Table 2 indicates that there was a statistically significant difference in theevaluations of workplace spirituality in terms of the marital status of the participants, 52% of whom were married ($p < 0{,}05$). Married participants had higher evaluations of workplace spirituality than single ones.

Table 2: Independent Samples T Test Results according to Marital Status

		N	Mean	Std. Deviation	T	P
Workplace spirituality	Single	175	5,04	1,12	-2,319	0,021
	Married	190	5,30	1,07		

As revealed in Table 3, 45,6% of the participants received tourism education. No statistically significant difference was found in the evaluations of workplace spirituality based on whetherthe participants received tourism education or not ($p > 0{,}05$).

Table 3: Independent Samples T Test Results according to Tourism Education

		N	Mean	Std. Deviation	T	P
Workplace spirituality	Yes	168	5,29	1,04	1,951	0,052
	No	199	5,07	1,15		

According to Table 4, there was a statistically significant difference in the evaluationsof workplace spirituality in terms oftheeducational background of the participants (p <0,05). The individuals with postgraduate education had the highest evaluations and the ones with associate degree had the lowest.

Table 4: Anova (F) Test Results according to Educational Background

		N	Mean	Std. Deviation	F	P
Workplace spirituality	Primary School	55	5,20	1,12	3,190	0,014
	High School	138	5,10	1,22		
	Associate degree	46	4,92	1,31		
	Bachelor's degree	107	5,20	0,84		
	Postgraduate degree	17	5,99	0,50		
	Total	363	5,16	1,11		

Table 5 shows that there was no statistically significant difference in the evaluations of workplace spirituality in terms of the age ranges of the participants. (P> 0.05)

Table 5: Anova (F) Test Results according to Age Range

		N	Mean	Std. Deviation	F	P
Workplace spirituality	20 yearsand below	17	4,63	1,38	1,615	0,171
	21-30	148	5,13	1,12		
	31-40	134	5,19	1,03		
	41-50	55	5,37	1,18		
	Above 50	14	5,38	0,96		
	Total	368	5,17	1,11		

As can be seen in Table 6, there was a statistically significant difference in the evaluations of workplace spirituality in terms ofthe work experience of the participants (p <0.05). The highest evaluation was for the individuals with work experience of 10 years or more and the lowest was for the ones with work experience of 1 year or less. Based on Table 6, it can be suggested that as the work experience of the participants increased, so didtheirworkplacespirituality.

Table 6: Anova (T) Test Results according to Work Experience

Work experience		N	Mean	Std. Deviation	F	P
Workplace spirituality	1 yearand less	43	4,87	1,22	3,816	0,01
	2-5 years	116	4,99	1,17		
	6-9 years	94	5,33	1,00		
	10 years and more	115	5,34	1,03		
	Total	368	5,17	1,11		

According to Table 7, 73.3% of the participants had an income of 1501-2500 TL. There was a statistically significant difference in the evaluations of workplace spirituality in terms ofthe income level of the participants (p <0.05). The highest evaluation was for those with an income of 4501 TL and above, and the lowest was for the ones who had an income of 1501-2500 TL. According to Table 7, it is clear that as the income level of the participants increased, their workplace spirituality did, too.

Table 7: Anova (F) TestResultsaccording to Income Level

Income level		N	Mean	Std. Deviation	F	P
Workplace spirituality	1501-2500 TL	270	5,10	1,17	3,776	0,011
	2501-3500 TL	64	5,19	0,95		
	3501-4500 TL	14	5,52	0,77		
	4501 Tl and more	20	5,89	0,53		
	Total	368	5,17	1,11		

Table 8 indicates that there was a statistically significant difference in the evaluations of workplace spirituality according to thejobpositions of the participants in the workplace (p <0,05). The highest evaluations belonged to the managers and the lowest ones belonged to the workers. According to Table 8, it was found that as the job position of the participants increased, theirworkplacespirituality did, too.

Table 8: Anova (F) Test Results according to Job Position

Job Position		N	Mean	Std. Deviation	F	P
Workplace spirituality	Worker	247	5,08	1,18	5,814	0,003
	Supervisor	89	5,22	0,96		
	Manager	32	5,77	0,62		
	Total	368	5,17	1,11		

CONCLUSION AND DISCUSSION

The approach of workplace spirituality, which proposes a management based on spirituality for employers and managers with the promise of achieving tangible results such as higher productivity, more profits, and decrease in employee problems, reminds employees of the sanctity of work and working and promises to seek and reach happiness by trying to understand the meaning of its existence. When the main problem areas of tourism sector are examined, conditions of layoffs, company downsizing, changes caused by competition, stress and burnout experienced by the employees who have to work harder for less wages, job dissatisfaction, increasing employee turnover etc. are frequently observed. This situation prevents a significant part of the employees from being happy and makes them feel the need to question the work they do, thus leading to low productivity and performance in the workplace.

One of the most important arguments in providing service quality in hospitality and travel establishments is labour. Therefore, it is extremely important to create highly motivated and committed employees in the sector and to keep them in business. At this point, it is possible to get the optimum benefit from human resources (labour force) and increase organizational performance thanks to spirituality-oriented managerial practices and business approach. Therefore, workplace spirituality is one of the important issues that need to be emphasized. The scarcity of the scientific studies on "workplace spirituality" in Turkey has been the motive for this study. Whether demographic factors have any effect on tourism employees' perceptions of organizational dynamics has been an issue focused on by the researchers in the relevant literature. In this study, whether the demographic characteristics (gender, marital status, age, educational background, work experience, position held, etc.) of the individuals working in hospitality and travel establishments made a difference in their perceptions of workplace spirituality was determined. Theresearch results can be specifiedas follows.

- ✓ There was no statistically significant difference in the evaluations of workplace spirituality in terms of the gender of the participants. This situation shows that male and female employees had similar perceptions of workplace spirituality.
- ✓ There was a statistically significant difference in the evaluations of workplace spirituality in terms ofthemarital status of the participants. Married participants had higher workplace spirituality evaluations than single ones.
- ✓ There was no statistically significant difference in the evaluations of workplace spirituality in terms of the tourism education of the participants.
- ✓ There was a statistically significant difference in the evaluations of workplace spirituality in terms oftheeducational background of the participants.

The individuals with postgraduate education had the highest evaluations and the ones with associate degree had the lowest. In our study, it was found that employees with postgraduate education had significantly higher workplace spirituality compared to the ones with associate degree education. Considering that the opinions about workplace spirituality get more positive as the education level increases, the situation in the tourism sector should be re-questioned by the managers, the improvement efforts should be accelerated and research should be conducted on the issue.

- ✓ There was no statistically significant difference in the evaluations of workplace spirituality in terms of the age ranges of the participants. This shows that the employees in different age ranges had similar perceptions of workplace spirituality.
- ✓ There was a statistically significant difference in the evaluations of workplace spirituality in terms ofthe work experience of the participants. The highest evaluation was for the individuals with work experience of 10 years or more and the lowest was for the ones with work experience of 1 year or less. It can

be claimed that as the work experience of the participants increased, so did their workplace spirituality.

- ✓ There was a statistically significant difference in the evaluations of workplace spirituality in terms ofthe income level of the participants. It is seen that as the income level of the participants increased, their workplace spirituality increased as well. This result shows that better wages can be effective in increasing workplace spirituality.
- ✓ There was a statistically significant difference in the evaluations of workplace spirituality according to the job positions of the participants in the workplace. The highest evaluation belonged to the managers and the lowest one belonged to the workers. It was revealed that as the job position of the participants increased, their workplace spirituality increased, too.

LIMITATIONS OF THE STUDY, FUTURE STUDIES AND RECOMMENDATIONS FOR TOURISM ENTERPRISES

The most important limitation of the study is that it consisted only of people working in five-star hospitality and travel establishments. Another limitation is that it was conducted only in the Antalya region. Future studies can be carried out in different regions, different hospitality and travel establishments, and comparisons can be made.Inaddition,it may be useful to re-conduct the study in different cultures and establishmentsto be able to interpret broadly.

It is hoped that the study will ensure the awareness of employees' perceptions of workplace spirituality and provide some clues about managing employees with different demographic characteristics in different ways. In this context, it is believed that the development of management strategies for demographic characteristics that differentiate hospitality and travel employees' perceptions of workplace spirituality will affect the performance and productivity of the establishments positively. In addition, the study is expected tocontribute to the literature by being a resource for the research to be conducted on the effects of the concept of workplace spirituality.

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RESEARCH ON THE IDENTIFICATION OF THE ATTITUDE AND COMMITMENT OF COMPANIES IN THE BRASOV MUNICIPALITY ON THE PROGRAM "FRESH PRODUCTS" FROM OLYMPUS

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Abstract: The research refers to the attitude and behavior of the managers of the hotel units in the city of Brasov regarding the new program born by those from Olympus. Other studies carried out on this topic have helped us to realize how important this program is and how aggregate it is. The program from olympus aims to market the fresh products of cow, sheep and goat respectively derived from them directly to hotel units that want to serve their customers with some of the best products on the market. The hypotheses are specific to the qualitative research the formulation is made after the research goals and the conception with which we will work have been defined. The assumptions from which we started are that the program is not very well known, which can lead to the failure of this project. The research is of a qualitative type, based on a questionnaire, carried out on a total number of subjects, taking place in Brasov. Following the questionnaire support, we managed to reach the following conclusions, whereby more than half of our respondents consider that this program set up by Olympus is highly appreciated by the aggregate of consumers of different ages. Another advantage is the attention paid to the relationship with, the consumer company trying to offer through this program besides products of superior quality and a safety to consumers. In short, this article represents a good development and vision of a huge Olympus company that wants to expand taking into account the needs and wishes of the clients.

Key words: OLYMPUS Fresh Products, identifying attitudes and behaviors, qualitative research

INTRODUCTION

Olympus Dairy is a dairy company in Greece. It is present in 34 countries and has five production units, 3 in Greece and one in Bulgaria and Romania. In 2010 the group recorded total revenues of 216 million euros.

The company entered the Romanian market in 1999, having a milk processing unit in Baraolt, Covasna county. From here, the milk was exported to Greek establishments, turned into dairy products and brought back to Romania. In 2011, the company completed an investment of 55 million euros in a production unit in Hălchiu commune, 15 kilometers from Brașov. The unit covers an area of 25,000 square meters and has a total milk reception capacity of 40,000 liters per hour and three

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production lines: yogurt (120 tons / day), telema (100 tons / day) and milk (PET) : 16,000 liters / hour, Tetrapak packaging: 10,500 liters / hour). With the opening of the unit in Brasov, the factory in Baraolt was closed.

Olympus Romania posted in 2010 business of 20 million euros and a profit of about 48,000 euros. In 2011, the company's business rose to almost 23 million euros.

THE PROGRAM OF FRESH PRODUCTS FROM OLYMPUS

In 2018, Olympus made 30 million EUR investments in two new, high-tech production lines.

This year, Olympus was chosen as one of the most powerful brands in the country in the dairy category, within the Superbrands Romania 2017 Awards. by criteria such as quality, distinction and reputation.

In 2019 is a key point of Olympus development and it is also the moment when the company celebrates ten years since the products are on the shelf in Romania. "We are talking about ten years in which we have worked, dedicated and continuously developed, so that our products meet the expectations of consumers and serve their food needs.The program "Fresh products from Olympus was born in 2018-2019 and aims to market milk products and milk derivatives directly to businesses in Brasov municipality who always want fresh products for customers.The program aims to reach as many companies as possible to sell the products (Kleerebezem and Smid, 2006).

- ✓ "As an improvement I think it is necessary to think about the possibility of delivering products throughout the day"
- ✓ "I think it is necessary to supplement the quantity of food"
- ✓ "The price will vary depending on the quantity ordered”.

Key elements of the "Fresh Olympus Products" program

1. the quality of fresh products
2. A wide range of products
3. Affordable products (no other additions added)
4. Guaranteed and timely delivery
5. Free delivery
6. If customers are not satisfied with the products, they can chang

Fig.1. Olympus

The Greeks from Olympus continue their investments in the Hălchiu factory and focus on the Romanian market.

Athanasios Giannousis, commercial director of Olympus Romania, says that this year the company's business continued to grow after in 2018 the company exceeded the threshold of 100 million euros in turnover. Last year, the company's business increased by more than 10%.

"The business is on an uphill slope, the market is very dynamic and the product range is diversified. In the first quarter we registered a double-digit increase (over 10% - n.-red.) For the Olympus dairy brand. There has been an increase in the market, the standard of living, they are positive signals. I am optimistic about the evolution of the market this year, ”said the manager who has more than ten years experience in the consumer goods industry (FMCG) internationally, having previously held management positions both at Olympus Greece and in Romania, as production manager and sales manager (Macovei and Costin, 2006).

Athanasios Giannousis took over as commercial director in Romania in the first part of 2017. Olympus entered the Romanian market in 1999, initially having a factory in Covasna county. Subsequently, in 2011 he opened a production unit in Brasov county, after an initial investment of 55 million euros. However, subsequently Olympus continued the investments, reaching a total of 130 million euros invested locally from the market entry, according to the data provided by the company. The company has the brands Olympus, Oly, Fabrica Brașoveanu and Stragghisto in its portfolio. The last one was launched last year, the company investing in a new production line. Currently, Olympus's product portfolio includes more than 140 skis, including consumer milk and UHT, cream, yogurt, telemea, beverages, etc.

"We will continue to make investments, but not at such a high level. But we are trying to improve processes, both at the receiving side of milk, as well as at the processing and packaging side. We believe that whoever ceases to grow, ceases to be good. You have to adapt to the needs of the consumer".

The company with business of over 100 million euros last year focused initially on exports, but later the increase of the consumption from the local level balanced the balance of the company's sales. In 2012, the factory exported 80% of its production, according to the data presented by the company at that time. However, gradually the Romanian market became more and more important for the dairy producer. Thus, at present 45% of the total sales represents the export in 10-12 countries. Moreover, the Brasov Milk Factory, the company by which the Greek group owns the dairy factory locally, is the largest food exporter in Romania.

Among the top 500 exporters, Olympus ranks 192th, according to data from the National Institute of Statistics (Balaure, 2002)."The purpose of the factory is to serve the local market first and then to transform it into a regional center where we can supply all of Europe. Now 55% of the production goes to the local market and the remaining 45% is exported." He also says that Olympus is gaining market share locally, but has also brought new consumers to certain segments such as Greek yogurt.As for the whole year, the manager says that there are positive signals in the market and that the manufacturer is trying to keep pace, although the competition is higher."Now consumers are paying attention to what they eat, they look at the label, they look at the place of production, if the raw material is brought to Romania and we try to meet the consumer's requirements."(Cătoiu and Teodorescu, 2002).

RESEARCH METHODOLOGY

"Marketing research concerns the process of investigation, collection, filtering, processing, analysis, interpretation, exploitation and dissemination of information, which describes a marketing situation, in order to substantiate a decision. Marketing research finds the shortest path to the customer and reduces the risk of decisions.The present research is a study conducted with the unit managers, based on a questionnaire, a case study drawn up with the purpose of identifying the attitude and behavior of the enterprises in Brasov municipality.

Basic aspects	Researcher's questions	Researcher's objectives
1. Maneuver in which the program from Olympus is known and aggregated directly in the hotel restaurants.	1. To what extent are potential customers aware of the system for selling Olympus products in hotel restaurants?	1. Determining the extent to which hotel consumers are aware of the Olympus program ?
2. The structure under which the application for this program will be manifested.	2. What is the attitude of potential consumers towards the Olympus program?	2.Identify the reasons why potential consumers are willing to implement the Olympus program ?
3. Profile of target hotels.	3. What would be the advantages perceived by the potential consumers in connection with the implementation of the program?	3. Knowing the reasons why potential consumers are not willing to accept the Olympus program ?
4. Reasons why potential consumers accept this program.	4. What is the demand scheme according to the size of the company?	4. Identify the categories of consumers who want to consume through the program ?

CONCLUSIONS AND PROPOSALS

Olympus places great emphasis on product quality, while at the same time being attentive to the consumer behavior of customers, to their preferences and to market trends, in order to be able to constantly offer products tailored to their needs and requirements. Another advantage is the attention paid to the relationship with the consumer, the company trying to offer, in addition to products, authentic, memorable experiences. "We rely heavily on the universe we create around the products in our portfolio, on the inspiration that consumers need in establishing and creating eating habits. We play with the products, with their versatility, and we invite the consumer to create alongside new authentic mixes and recipes in the kitchen”, completes the commercial director of Olympus Romania. Also in the benefits category is the fact that Olympus products, which are manufactured in Brașov, in the Hălchiu factory, are made from milk collected 100% from the Romanian farms. Also very important aspects are the company's attention and concern for society, consumers, employees and the environment, as well as Olympus values - trust, credibility, professional excellence and continuous development."One of the basic values is the desire to be actively involved in community issues, fighting to make the world a better place and to inspire others to follow our example" says the company representative.

The program brings a new chapter to Olympus.

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RESEARCH ON ATTITUDES AND PREFERENCES OF TOURISTS IN THE CITY OF BRASOV ON THE INTRODUCTION OF HYBRID TRANSPORTATION SYSTEMS

Constantinescu Laurențiu[7]

Abstract: The research refers to the attitudes and preferences of Brasovian's regarding the introduction of hybrid transport systems. Other studies carried out on this topic have helped us to understand the attitude and preferences of Brasovians when it comes to hybrid transport systems. These hybrid transport systems They are based on environmental assessment and meeting the needs of customers who call for these public transport services. The hypotheses are specific to the qualitative research, the formulation is made after the research goals have been defined and the conception with which we will work. The assumptions from which we started are that these hybrid systems have a good impact on the environment. The fact that the technology of hybrid vehicles or all electrics are gaining more ground in recent years. The research is of a qualitative type based on a questionnaire, carried out on a total number of subjects taking place in Brasov. Following the initiation of the questionnaire, we managed to reach the following conclusions, where more than half of our respondents consider that these hybrid transport systems make us - they would be very beneficial and at the same time would have been used by the tourists of Brasov, thinking about protecting the environment. Due to the fact that Brasov is a mountain town with high levels of extremely low temperatures during the winter, I thought that the first step to reduce pollution is the introduction of these hybrid transport systems. Hybrid buses have a low fuel consumption, saving about 30% of the fuel requirement of a normal diesel bus. Brasovians and tourists from the city of Brasov regarding these transport systems. In short, this art icol represents a good development and vision on Brasov as well as a good vision from the residents and those who visit Brasov

Key words: Reserch on Brasov , Systems transport of hybrid , attitudes and preferences , qualitative research.

INTRODUCTION

The overall purpose of this project is to conduct research on the benefits of air quality of electric vehicles as a means to help manage air quality in communities.
The impact of air quality is estimated the annual Community emissions at the level of:

- Greenhouse gases - carbon dioxide, methane, nitrogen oxide
- Local atmospheric pollutants - carbon monoxide, nitrogen oxides, volatile organic compounds, suspended sulfite oxides

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Hybrid or fully electric vehicle technology is gaining more and more ground in recent years. Although hybrid buses make up 20% of the market in North America, interest in Europe is much lower, but it is still on an upward trend

"Tourism, whose spectacular growth is expected to continue, now accounts for 8% of greenhouse gas emissions and is increasingly influencing climate change, something that had not been estimated so far, according to a study published Monday." (Babici, CLC, 2012)

Public transport shifts to hybrid vehicles

Marketing research concerns the process of investigation, collection, filtering, processing, analysis, interpretation, exploitation and dissemination of information, which describes a marketing situation, in order to substantiate a decision. Marketing research finds the shortest path to the customer and reduces the risk of decisions.

The present research is a study carried out on a sample of locals, based on a questionnaire, a case study drawn up with the purpose of identifying the attitude and introducing hybrid transport systems in Brasov City. one year .

Fig.1 . Hybrid Bus

The first 26 Solaris trolleybuses will be supplied to the municipality of Brasov within a maximum of one year, the mayor George Scripcaru and the representative of the Polish company signing, on July 1, their purchase contract, worth over 90 million lei. 18 have a capacity of 130 passengers, of which 40 on seats, and have a battery that allows them autonomy up to a minimum of 5 kilometers, so that they will also serve portions of the route that are not equipped with electric cable. The 26 vehicles will serve 4 lines (1, 2, 6 and 31) that are not 100% electrified and for which, when they cross the central area of the city, there is a need to reduce pollution. The buses will be equipped with an information system of passengers, GPS tracking, air conditioning (two units for passengers and one for driver), two displays for ads and advertisements, four validators, USB sockets for charging electronic devices, wifi .. (https://brasovromania.net.)

RESEARCH METHODOLOGY

Marketing research concerns the process of investigation, collection, filtering, processing, analysis, interpretation, exploitation and dissemination of information, which describes a marketing situation, in order to substantiate a decision. Marketing research finds the shortest path to the customer and reduces the risk of decisions.

The present research is a study carried out on a sample of locals, based on a questionnaire, a case study drawn up with the purpose of identifying the attitude and introducing hybrid transport systems in Brasov City.

Tab. 1. Questionnaire and research methodology

Basic aspects	Researcher's questions	Researcher's objectives
1.If the introduction of hybrid transport systems in intelligent urban transport is known and accepted.	1. To what extent do consumers know about the intelligent urban transport system?	1.Determining the extent to which consumers know about the electric transport systes .
2. Consumer preference for hybrid technology for urban transport vehicles.	2. What is the attitude of consumers in relation to electric transport?	2. Identify the reasons that the electric transmission system is efficient.
3.Identifying the attitudes of consumers regarding the introduction of hybrid transport systems.	3.Which variants are more electric or diesel preferred?	3. Identification of the categories of consumers by age, sex, profession, income.

RESEARCH HYPOTHESES

The hypotheses are specific to quantitative research; their formulation is made after the research goals and concepts we will work with have been defined.
There are a number of reasons why assumptions are necessary:
(1) the necessity of determining and delimiting the research field;
(2) a hypothesis guides the data collection, analysis and interpretation.
In most cases, the hypotheses refer to the verification of relations that are established between two variables, which allows us to say that the respective hypothesis contains a possible solution to the problem under study. In essence, the hypothesis is an

unproven affirmative or negative proposition. , regarding a factor or phenomenon that is of interest to the researcher. It is an anticipation of the answers to the investigated problem. It is a precise sentence, which can be tested and possibly accepted, based on the data collected. Sometimes the hypothesis can be a statement about the relationship between two or more variables of the research. According to him (S. Chelcea, 2001),the hypotheses must meet 10 conditions to be valid: generality, complexity, specificity, determination, falsifiability, testability, predictability, communicability, reproducibility and usefulness (Neacşu, Niculescu, Rus, 2000)

The research method is:

The sociological inquiry based on the questionnaire will be used in this research. The present research is a quantitative research based on a questionnaire, carried out on a total number of 56 subjects, taking place during June 2019, in the city of Brasov. Given the research objectives, the group of subjects targeted a batch of 100 subjects, the answers being received from 56 subjects.

Sample presentation

One of the most important problems to be solved, in almost all cases, the one designing an investigation is the one related to sampling or selection. These subjects designate a set of operations with which from the entire population targeted by the research, a part called sample is chosen, part that will be directly submitted to the investigation. This does not mean that the universe of research is reduced, only that the necessary information is not collected from all individuals, but only from some of them. The choice must be made in such a way that, through this small study, conclusions with general validity can be drawn. The choice of a sample is used in situations where the population is large and it is not possible, nor efficient to study in its entirety.

Based on statistical principles, a subpopulation can be successfully chosen to supplement the research of the entire population. The determined sample will be the basis of the application of the questionnaire - the instrument by which data collection is carried out in surveys. The preparation of the questionnaire is an extremely difficult operation. Probably an ordinary person did not care about this program; After all, any normal person can imagine 10-20 questions on a given topic. But the secret is that the questionnaire is not just a series of questions elaborated on the principle "let's see what is answered". Each question must be a valid indicator of a dimension of the problem investigated, and their chain is not one at will.

The success of a research lies, in addition to the promptness of the questionnaire, in the requirement that the sample possess an essential quality - representativeness, which consists in the ability to reproduce as accurately as possible the structures and characteristics of the population from which it is extracted. Sampling is the process of selecting a part of a statistical universe that is of interest to decision makers, in order to draw conclusions about the parameters of the entire studied universe.

The technique used is the questionnaire to identify and analyze the perceptions, attitudes and expectations of the interviewees.This is a technique through questions and answers, in order to obtain information from the interviewees in order to prove the research questions.

CONCLUSION AND PROPOSALS

Due to the fact that Brasov is a mountain town with high level differences and extremely low temperatures during the winter, I think the first step to reduce pollution through efficient and public transport is the use of hybrid buses instead of electric ones. Hybrid buses have low fuel consumption, saving about 30 percent of the fuel requirement of a normal diesel bus.

The Bucharest City Hall has already launched the tender for the purchase of 100 electric buses, planning to purchase the necessary infrastructure for their charging.

Cluj-Napoca City Hall will buy 30 electric buses, worth about 500,000 euros each, these being equipped with wi-fi, video cameras, air conditioning and the low platform for people with disabilities. The first buses will be delivered by March 2018 at the latest. According to the mayor of Cluj, the money for these buses comes from Swiss funds (85%) and local budget (15%).

In Sibiu, the urban mobility plan also includes the presence of electric buses. The City Hall of Sibiu will renew its fleet of buses with electric models that will be bought through a bank loan, having a value of 12 million Euros, ie about 55 million lei, with a repayment period of 10 years.

Fig.2. Citaro hybrid bus

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THE IMPACT OF TOURISM ON THE BALANCE OF PAYMENTS STABILITY

Mijana Matošević Radić[8]

Abstract: For a long time, the foreign exchange inflow was considered as basic advantage derived from international tourism. This tourism expenditure by foreigners constitutes an injection of liquidity into the economic area which is considered. However, the country can also be faced with the foreign exchange outflow for the purpose of international travel of residents. Although countries in terms of tourism markets are traditionally classified as emissive or receptive market, there is no evidence in the literature about the existence of indicator which can classify them depending on the stability of their tourism balance of trade. The purpose of this paper is to fill this gap, i.e. to develop an indicator that will allow empirical classification of countries, taking into account the data from their tourism balance of trade. With the theoretical elaboration of the tourism balance of trade indicator, in this paper the values of obtained indicators for European Union Member States were calculated, and the impact of tourism on the balance of payments stability in the EU Member States was analysed. The calculation of the tourism balance of trade indicator enable empirical classification of countries according to the stability of their tourism balance of trade, which allows to carry out further analysis of the impact of different aspects of tourism in each of the mentioned groups of countries.

Key words: tourism, balance of payments, tourism balance of trade, tourism balance of trade indicator

INTRODUCTION

Tourism as a worldwide phenomenon, gained the status of an enormously important component of the national economies of many countries.In fact, its economic importance stems from its economic effects, and its contribution to economic development.The importance of tourism for economic development is recognized for its contribution to production, employment and its impact on the balance of payments (Nowak et al., 2007).

The ability of the national economy to benefit fromtourism depends on the availability of investment aimed at developing the infrastructure needed for creating composite tourist product. Due to the fact that the tourist product consists of different goods and services (accommodation, food, transportation facilities, entertainment and safety,among others) tourism is significantly connected with various economic sectors, including transport, retailing, wholesaling, manufacturing,agriculture, arts and

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crafts and other services(ProençaiSoukiazis, 2008).Since the tourism in the nationaleconomy has the strongest integration effect among all economic activities, the economic effects of tourism are the result of cohesion power that tourism plays in the national economy.The overall economic impact of tourism is based on the sum of the partial effects of the economic activities that tourism brings together and the synergistic effect resulting from the integration of different activities (Kesar, 2011).

Since tourism is an expenditure-driven economic activity, tourism consumption is the center of the economic measurement of tourism and the foundation of the economic impact of tourism (Mihalič, 2004).Tourism consumption refers to “the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at the destination” (UNWTO, 2010).

THE EFFECTS OF TOURISM ON THE INTERNATIONAL TRADE

For a long time, earning foreign currencies was considered to be the main benefit of international tourism. The flow of international tourism produces two main economic effects in the host country: the first one is an income and is linked to the effect of the tourism multiplier, and the secon one is a stabilizing/destabilizing effect on the balance of payments (Candela and Figini, 2012).

Every year, more than one billion people travel abroad for vacations, business reasons or gaining knowledge. The expenditures of these passengers are recorded as an outflow item in the balance of payments of the host country, that is, they are treated as import. On the other hand, expenditures by non-residents in the host countries are recorded as an inflow item, which is seen as export. These two items constitute the tourism balance of trade, which is the part of the current account section of the balance of payments.

However, Wiliams and Shaw (1991) point out thatwe should be careful in determining the real contribution of tourism to the balance of payments. It is crucial to take into account the total tourism balance of trade, ie the difference between income from the inbound tourism and expenditures from the outbound tourism.It is also necessary to take into account the outflow of foreign tourist spending from the economic system which is the result of the import dependence of the economy, unfavorable ownership structure of tourism enterprises which also depends partially on the degree of the domestic production development and its ability to meet tourism needs by domestic production.We should not ignore the demonstration effect which also stimulates import due to the fact that the local population is taking over the consumption pattern of tourists and increasing the demand for imported goods.

Inbound tourism receipts and outbound tourism expenditures for selected European Unionmember states are shown in Table 1.

Table 1. The tourism balance of trade in selected EU Member States in 2017 (mil. US$)

Country	Inbound tourism receipts	Outbound tourism expenditures	Tourism balance of trade
Belgium	13.750	22.995	-9.245
Croatia	11.128	1.399	9.729
Germany	56.173	97.597	-41.424
Greece	18.820	3.308	15.512
Netherlands	20.352	22.044	-1.692
Portugal	21.099	5.647	15.452
Poland	14.083	9.567	4.516

Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files

From the data presented in Table 1 it can be seen that the contribution of tourism to the balance of payments differs between countries. Western and northern European countries have a negative tourism balance of trade, while southern and eastern European countries have a positive tourism balance of trade.On a global scale, though, apart from the sun-sea-sand attraction of southern Europe and consequential high level of tourism earnings, the high positive tourism balance of trade tends to belong to less developed countries. Conversely, a deficit in the tourism balance of trade is a characteristic of developed countries (Mihalič, 2004)

Countries are generally categorized as predominantly emissive or predominantly receptive, given the stability of their tourism balance of trade. It is important to distinguish the macroeconomic effect of international tourism in developed countries, which are both significant emitting and receptive areas, from the effect in developing countries, which are mainly significant receptive areas (Candela and Figini, 2012).

The developed countries benefit from both inbound and outbound tourism, since through the consumption of foreign tourists they receive a "new" value in the national product, which directly affects the external balance of the country and creates conditions for faster economic development (Jelusic, 2002). On the other hand, outbound tourism is a negative component of aggregate demand that impedes the development of the national economy. If the sum of imports and outbound tourism expenditures is higher than the sum of exports and Inbound tourism receipts, foreign demand has a negative impact on national income.

The developing countries often depend on imported foreign goods both for consumption and for investment purposes. Without the positive role played by incoming tourism on the balance of payments, the weight of imports in the balance of payments would be too heavy and would risk to jeopardize the process of development (Candela and Figini, 2012).The financial inflow from tourist arrivals and the outflow from the import of goods in the country reimburses for each other in the balance of payments (Jelusic, 2002).Foreign exchange inflows generated by inbound tourism can be used to finance imports of intermediate and final goods. Inbound tourism plays a significant role in developing countries because it enables them to finance the import of capital and goods, thus starting a virtuous circle of development (Nowak and Sahli, 2007a).

For a number of countries, the foreign exchange inflow from tourism has been the most important item of income in the balance of payments for years and constitutes a very significant factor in economic development.Tourism allows underdeveloped countries as well as developing countries to become more equal in international economic relations with developed countries, which isn't the situation with the balance of trade, ie the exchange of goods (Unković and Zečević, 2005).However, it is important to note that the relative importance of tourism with respect to foreign exchange inflows from tourism is far less important for developed countries (Vanhove, 2012).

However, increased inbound tourism may couse adverse effect on the balance of payments through induced changes in traditional export- and import-competing industries. Countries with floating exchange rates experience upward pressure on the exchange rate, which decreases their export competitiveness and makes imports more attractive (Mihalič, 2013). Although this pressure on the exchange rate completely nullify the positive effect of inbound tourism on the balance of payments, the country where the exchange rate isn't entirely formed on the market and which can "freeze" the exchange rate, can avoid theadverse impact on imports and exports.

THE TOURISM BALANCE OF TRADE INDICATOR

Although there is an undisputable contribution of tourism to the balance of paymentsstability, the indicator, which allows the classification of countries according to the stability of their tourism balance of trade, wasn't explained in the literature.

For this purpose, a tourism balance of trade indicator is created. The tourism balance of trade indicator is calculated as the ratio of the difference between inbound tourism receipts and outbound tourism expenditure compared to the sum of inbound tourism receipts and outbound tourism expenditure.

$$I_{E/R} = \frac{inbound\ tourism\ receipts - outbound\ tourism\ expenditures}{inbound\ tourism\ receipts + outbound\ tourism\ expenditures}$$

According to the UNWTO methodology (2018), three basic forms of tourism are distinguished: domestic tourism, inbound tourism and outbound tourism. These forms can be combined in various ways to derive the following additional forms of tourism: internal tourism, national tourism and international tourism. The inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip. The outbound tourism includes the activities of a resident visitor outside the country of reference, and the international tourism comprises inbound tourism plus outbound tourism, ie the activities of resident visitors outside the country of reference and the activities of non-resident visitors within the country of reference on inbound tourism trips.

Therefore, the tourism balance of tradeindicator can also be calculated as the ratioof the difference between inbound tourism and outbound tourism compered to international tourism.

$$I_{E/R} = \frac{inbound\ tourism - outbound\ tourism}{international\ tourism}$$

The value of the tourism balance of tradeindicator can range from -1 to 1 ($-1 < I_{E/R} < 1$).

If the value of the indicator is positive ($0 < I_{E/R} < 1$), the country generates higher inbound tourism receipts than the outbound tourism expenditures, so it is concluded that the country is predominantly receptive.If the value of the indicator is negative ($-1 < I_{E/R} < 0$), the country achieves higher outbound tourism expenditures than inbound tourism receipts, so the country is considered to be predominantly emissive.If the value of the indicator is close to zero ($I_{E/R} \approx 0$), the country has approximately the same values of inbound tourism receiptsand the outbound tourism expenditures, so the country is considered to be emissive/receptive (and in this case, the impact of tourism on the balance of payments stability is neutral in that country).

THE IMPACT OF TOURISM ON THE BALANCE OF PAYMENTS STABILITY IN EUROPEAN UNION MEMBER STATES

The World Tourism Organization (UNWTO) data taken from the World Bank database (WDI database) were used to calculate tourism balance of trade indicator for European Union member states. According to the theoretical definition of indicators, two time series were used: receipts from inbound tourism and expenditures from outbound tourism. Data coverage is from 2010 to 2017.

Table.2. The values of the tourism balance of tradeindicator in selected EU Member States

Country	2010	2011	2012	2013	2014	2015	2016	2017
AUT	0,299	0,304	0,309	0,327	0,307	0,286	0,286	0,270
BEL	-0,247	-0,237	-0,240	-0,255	-0,269	-0,235	-0,258	-0,252
BGR	0,592	0,603	0,568	0,533	0,512	0,454	0,436	0,391
HRV	0,812	0,825	0,805	0,826	0,842	0,843	0,823	0,777
CYP	0,202	0,220	0,236	0,301	0,245	0,266	0,264	0,274
CZE	0,299	0,294	0,284	0,248	0,191	0,168	0,173	0,165
DNK	-0,228	-0,214	-0,220	-0,216	-0,156	-0,143	-0,130	-0,095
EST	0,254	0,218	0,235	0,241	0,258	0,234	0,198	0,211
FIN	-0,079	-0,034	-0,038	-0,050	-0,078	-0,181	-0,202	-0,124
FRA	0,092	0,087	0,122	0,115	0,071	0,164	0,127	0,163
DEU	-0,298	-0,303	-0,302	-0,298	-0,268	-0,255	-0,252	-0,269
GRC	0,606	0,620	0,660	0,645	0,659	0,660	0,658	0,701
HUN	0,390	0,407	0,429	0,451	0,468	0,477	0,464	0,479
IRL	0,066	0,164	0,203	0,210	0,285	0,329	0,295	0,367
ITA	0,176	0,202	0,219	0,238	0,224	0,235	0,235	0,230
LVA	-0,006	0,004	0,046	0,139	0,188	0,230	0,186	0,141
LTU	0,060	0,212	0,175	0,125	0,133	0,073	0,071	0,095
LUX	0,110	0,161	0,271	0,262	0,285	0,247	0,241	0,243
MLT	0,551	0,586	0,576	0,570	0,586	0,579	0,561	0,574
NLD	-0,241	-0,233	-0,064	-0,039	-0,092	-0,071	-0,056	-0,040
POL	0,049	0,135	0,131	0,153	0,151	0,142	0,166	0,191
PRT	0,469	0,501	0,530	0,530	0,534	0,536	0,556	0,578
ROU	-0,075	-0,065	-0,051	-0,030	-0,085	-0,053	-0,063	-0,170
SVK	0,042	0,013	0,012	0,034	0,012	0,045	0,073	0,071
SVN	0,328	0,384	0,434	0,457	0,439	0,412	0,400	0,442
ESP	0,525	0,565	0,580	0,584	0,567	0,530	0,517	0,508
SWE	-0,134	-0,157	-0,160	-0,171	-0,144	-0,121	-0,077	-0,092
GBR	-0,291	-0,240	-0,204	-0,183	-0,154	-0,158	-0,173	-0,164

Source: World Tourism Organization, World Bank database (WDI database)

From the data presented in Table 2 it can be seen that:

- the group of predominantly receptive countries consists of: Austria, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, France, Greece, Hungary, Ireland, Italy, Latvia, Luxembourg, Malta, Poland, Portugal, Slovenia, Spain,
- the group of predominantly emissive countries consists of 5 countries: Belgium, Denmark,Finland, Germany, United Kingdom

– the group of emissive / receptive countries consists of 5 countries as follows: Lithuania, Netherlands, Romania,Slovak Republic, Sweden.

If it is comparing the balance of trade, which is the largest component of a country's balance of payments, and tourism balance of trade in different groups of countries, it can be noted that tourism has different effects on the balance of payments stability.Figure 1 shows the relationship between the trade balance and the tourism balance of trade in a group of predominantly receptive countries.

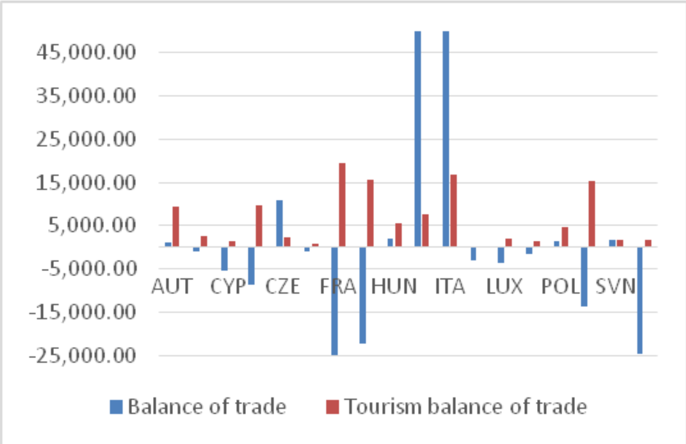

Fig. 1. The relationship between the trade balance and the tourism balance of trade in predominantly receptive countries

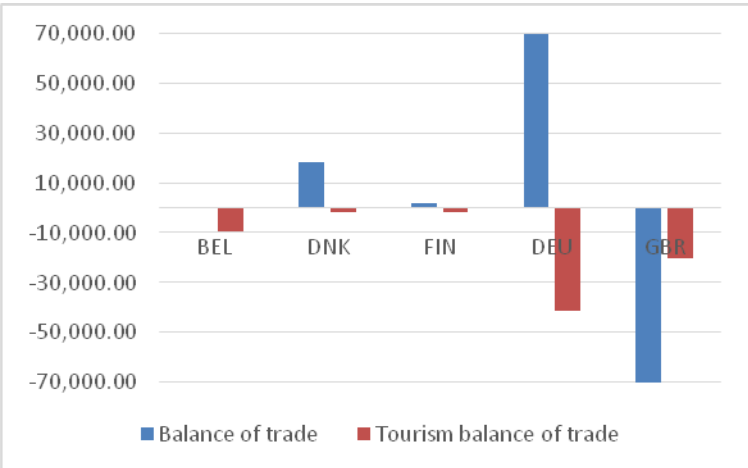

Fig.2. The relationship between the trade balance and the tourism balance of trade in predominantly emissive countries

Analyzing the Figure 1, it can be seen that some receptive countries have balance of trade deficitand othercountrieshave balance of trade surplus. Countries that have balance of trade deficit and in the mean time, tourism balance of trade surplus,used to cover the import of goods with inbound tourism receipts. On the other hand, countries that have both balance of trade and tourism balance of trade surplus, developing tourism increases the overall positive balance in foreign relations.

Figure 2 shows relationship between the trade balance and the tourism balance of trade in a group of predominantly emissive countries. The emissive countries, which are mostly developed countries, have a balance of trade surplus, and in their case a negative balance of tourism balance of trade diminishes the positive balance of balance of payments.It should be noted that only the United Kingdom has a deficit of both the balance of trade and the tourism balance of trade, suggesting that the negative balance of the tourism balance of trade further stimulates the negative balance of balance of payments.

CONCLUSION

The contribution of tourism to the balance of payments is cited as one of the most significant economic benefits of tourism.The development of the tourism balance of tradeindicators enables the countries to be empirically classified according to the stability of their tourism balance.The empirical classification of countries according to the stability of their tourism balance is the basis for further researches in different fields.

By classifying countries into emissive, receptive and emissive/receptive countries, their common characteristics are highlighted, which allows them to be analyzed as homogeneous groups.Analyzing the impact of the tourism balance on the balance of payments, it is noted that there are two characteristic effects in both groups of emissive and receptive countries, depending on whether the balance of payments is in surplus or in deficit.Depending on it, tourism can increase the deficit, increase the surplus or contribute to the stability of the balance of payments.

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ATTITUDES AND BEHAVIOR OF THE PRODUCTS OFFERED IN A TOURIST UNIT

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Abstract: The present study consists of identifying certain types of behavior, reactions and preferences of consumers and pastry products of a tourist unit, which are part of the traditional local gastronomy. The main objective of the study is to identify the preferences of foreign tourists regarding traditional pastry and confectionery products in order to improve the quality in the production sector. In order to achieve the objective, the "shadow" observation was used as a research method for a period of two months. The sample consisted of twenty foreign tourists who were interested in buying traditional pastry and confectionery products. During the observation, several aspects were analyzed, such as: the type of consumer behavior, the reactions and verbal expressions regarding the quality of the products, etc. The results obtained by the observation method confirmed the preference especially for the pastry products, as compared to the confectionery products. The conclusions of the study highlight the importance of observing foreign clients, which led to the proposal of several measures to improve the services of the tourist unit, but also to a better tourist image of the unit in the area of the tourist resort Bran. Jud. Brasov.

Key words: traditional gastronomy, observation, pastry and confectionery

INTRODUCTION

Tourism is a very important industry for the future, both globally and regionally, locally or nationally. Tourism, as a phenomenon and as an activity is unique in its own way by its dependence on the environment, the social and cultural environment, on their values, while ensuring sustainability. Therefore, a commercialized tourist product must be carefully designed so that it does not affect the environment and the smooth conduct of the tourist activities. Also, the development of the tourism products at a competitive level leads to the improvement of the quality of life and the relaunch of the disadvantaged areas. The success of a business idea is determined by the way the consumer perceives the quality offered by the provider.

If the service offered is of a very good quality, the consumer will return to the respective tourist unit a second time, because he was satisfied with the services offered by the service provider. (Tomescu, 2014).

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Tourism is a very important economic sector that leads to a significant contribution to local, regional and national development, an example being the tourist area Rucăr-Bran where the number of foreign tourists has increased from year to year. In this case, a very visited tourist objective is Bran Castle, which became very well known due to the association with the legend of Count Dracula, built in the 14th century by the merchants from Brasov on the place of a former fortification of the Teutonic knights, in a key location from a strategic point fo view, on an old commercial transcarpathian road. The story behind the walls of the castle says that the wife of a prince fighting the Turks killed herself, being convinced that her husband died in battle. Angered by the deity, the prince makes a pact with the devil and becomes an immortal vampire, who will forever look for women alike his wife who killed herself. The legend is inspired by the historical figure of the Moldavian ruler Vlad nicknamed Țepeș because he executed his enemies by impalement. The historical truth is that Vlad Țepeș was just passing through Bran Castle, the edifice being currently a museum visited by millions of tourists. (Ministry of Tourism, 2017). Thus, the Rucăr-Bran tourist area has developed considerably from a touristic point of view, subsequently numerous places that offer accommodation and food services appeared, and also entertainment services respecting the local tradition and culture. Bran-Moieciu Tourist Resort presents an impressive tourist potential, being an important component for the touristic offer in this region. Due to this fact, a considerable number of tourists arrive at this tourist resort in Transylvania to spend their holiday. (POSDRU, 2012).

The study tries to provide information and identify important elements for identifying certain types of behavior, reactions and consumer preferences regarding products that capitalize on local traditional gastronomy and are marketed in tourist food establishments, located in rural tourism destinations.

Traditional products in the consumers' preferences in tourist establishments

Currently, those traveling a lot are very experienced in doing this, carefully planning their tourist destinations. There are those who want to escape their daily routine in a world of freedom and novelty. Therefore, the discovery of the production sector within a tourist food unit is a very important aspect in the quality of the holiday experience for foreign tourists. (UNWTO, 2012).

According to the good practice guide issued by the Ministry of Agriculture and Sustainable Development in 2014, the traditional product is a food product obtained in the national territory where local raw materials are used, which does not have in its composition food additives, based on a traditional recipe, a mode of production or processing, including a traditional technological process and which is distinguished from other similar products. A traditional or organic product has, besides the price, a value of its own. These products come from a production system that does not harm the environment, does not pollute water or soil and does not disturb the biodiversity of the production areas. In the case of these traditional products, we talk about the continuity of customs and varieties of seeds that ensure at national level, a whole food and cultural diversity (Ministry of Agriculture and Sustainable Development, 2015). Consumers usually make certain confusions between different product categories, such as traditional products, organic products and local products. However, the traditional products have become highly appreciated for the originality and the quality of the taste they have, the demand for their purchase is increasing from year to year. (Chiciudean, 2014).

The culinary culture was influenced by the structural changes that were made in our society. Phenomena such as globalization, urbanization, modernization and migration have transformed the way modern civilization consumes food. (UNWTO, 2017). The consumption of food and beverages is directly influenced by certain factors such as taste, medical care, cost, satisfaction and convenience, all of which generate a pattern of behavior and a certain manifestation of human identity. (Privitera, D., Nedelcu, A., & Nicula, V., 2018). When new tourist destinations are visited, this pattern of tourists' behavior changes because food is an essential part of any travel experience. (Scott & Duncan, 2017).

Many researchers consider gastronomic tourism to be a key tourist activity that involves a number of experiences for the general public, such as cooking courses or food festivals. Food is viewed as a supportive experience in tourism, as Yeoman (2012) states, which states that food refers to new tastes, new knowledge and concepts as a symbol in the economy of experience.

Discovering a tourist destination through its cuisine is not only an interesting and satisfying experience, but also a provocative way for visitors to this phenomenon of globalization. This fact suggests that the way to travel for gastronomic reasons, to enter the culture of the place in a complex way is a very well-founded argument. Moreover, the gastronomic experiences can give value to any type of tourist activity in a pleasant way for a wide range of potential consumers.

Thus the need arises to study the gastronomic experience, in order to find out what the preferences of the consumers from other countries regarding the Romanian pastry and confectionery products. About consumer behavior we can say that it involves certain decisions, activities, ideas or experiences that ultimately satisfy their needs and desires. (Cohen, S. A., 2014). People have always liked sweets, children being the ones who generally prefer sweet taste instead of salty or bitter. (Allen, T., 2010). We can say that sweets can not miss from the menu of those who like to eat well, these are, in reality, the highlight of a rich meal. Although it is the last meal brought to the table, the dessert is the first we will remember later. (Iordan, V., 2011). Due to the multitude of gourmet confectionery and pastry products that have appeared and continue to appear on the market, it is important to know what are the factors that motivate or influence consumers to purchase these products. The established objective was to identify the preferences of consumers from other countries, through their attitudes and decision to purchase a gastronomic product. The research hypotheses refer to the identification of the way in which the knowledge of the foreign consumer about a particular product positively or negatively influences his/her purchase in a tourist unit with gastronomic functions. At the same time, it was followed the influence of the attitude of the sales personnel in its relation with the buyer, regarding a product, intervening on the decision to purchase the consumer.

METHODOLOGY

Given the research problem, namely, the identification of the preferences of foreign tourists, through attitudes and the decision to purchase Romanian gastronomic products, the qualitative type research was used, applying as a research method the simple observation at the point of sale as well as the observation of the consumer behavior. The aim of the study is to improve the quality of services in the production sector and the sales office of a tourist unit with public catering functions, located in a tourist resort.

The tourist unit chosen for this research study was the Panner Confectionery located in the Bran tourist resort, located in the rural area, in Brașov county, Romania. This is a tourist structure with very attractive gastronomy functions and it is easy to access by local consumers as well as by tourists. The very large number of tourists who walk inside the tourist unit is due both to the specific architecture but also due to its placement, near the most popular and famous tourist objective in Transylvania, namely Bran Castle - a medieval castle that owes its name and its huge tourist attraction to the Count Dracula, the character of Bram Stoker's novel, the castle that houses the Bran Museum, where collections of ceramics, furniture, weapons and armor are on display, and, in the castle's courtyard, there is a small village museum with traditional houses from the Rucăr-Bran corridor region. The architecture of the food unit recreates the local specificity in a modern interpretation. The strong stone foundation, the reinterpreted porch, as an element of connection between interior and exterior, the simple form of the building and the interior finished with reclaimed wood, all recall certain elements from the archaic period of the Bran area. At the same time, the complete transparency towards the street, the proportions of the building, and the dry treatment of the details, place the construction in the modern period. Also, the counter system on which the eaves rests enriches the simple composition of the facade, being a structure and an ornament at the same time. From the outside, its image is clear, clean, a sign easy to notice, being an important attraction in the area. Inside, it is found a simple, welcoming ambience, without many decorative elements so that the emphasis is placed on the presented products. (https://xn--urlaub-in-rumnien-2qb.de/ro/uir/de-visited-location-visited -bran castle/)

Starting from the analysis of the specialized literature and taking into account the research issues, the basic aspects, the questions of the researcher as well as the main objectives to be followed in carrying out the study were formulated, to be found in Tab no.1. The main objectives refer to the way of observing the attitudes and behaviors of foreign consumers within a tourist unit, in this case a confectionery.

Tab. 1. The main objectives of qualitative research

Basic aspects	**Researcher's questions**	**Objectives**
Correlation of consumers' attitude towards the design of the tourist unit	➢ What is the consumer's attitude towards the cake shop's design?	O1. Measuring the attitude of consumers towards the cake shop's design.
Identification of the consumer's attitude and behavior in contact with the finished products from a tourist unit	2. How is the consumer's attitude and behavior in contact with the finished products of a tourist unit?	O2. Identification of the consumer's attitude and behavior regarding the finished products of a tourist unit
The degree of consumer preference regarding a greater diversity of products within a tourist unit	3. What is the degree of preference of consumers from a greater diversity of products in a tourist unit?	O3. The degree of preference identified within a tourist unit, compared to the finished products

To achieve the objectives, a two-month observation period (April-May 2019) was used as a research method. The sample consisted of twenty foreign tourists who were interested in buying traditional pastry and confectionery products. During the study, several aspects were analyzed, such as: the type of consumer behavior, the reactions and verbal expressions regarding the quality of the products, and so on.

The time allocated to the study, over the course of the 2 months, was divided into two stages, namely: the first observation interval was between 10:00-13:00 and the second interval was performed between 16:00-19:00. The consumer observation was made on Tuesdays, Thursdays, Fridays and Saturdays, with some differences between them regarding the flow of customers of the tourist unit.

RESEARCH RESULTS

Applying the observation method behind the point of sale of the tourist unit, it was found that, of the twenty foreign consumers in the sample, thirteen were pleased to purchase products from the range of pastry sector, while the remaining seven consumers they were more than happy to buy products from the range of confections in the confectionery sector. The choice of products from a variety of product assortments within a tourist food unit, in this case from a confectionery, is very interesting to analyze, because, behind the decision to purchase a product, there are more factors that ultimately led to the choice of the respective products.

Thus, everything started from the outside, from the moment the consumer came into contact with the overall view of the unit but also of the natural environment in its surroundings. It was noted his reaction to the location, with what he visually observes, his delight to enter an unknown unit and to share this experience with those around him. While he entered the cake shop, the expressive mimicry of the face was observed, his attitude in contact with the seller of the location and the choice of a product or more in the range of assortments offered for sale. Each of these foreign consumers were impressed by the unit's design, the simplicity of the furniture and decoration, but, at the same time, very accessible and easy to use. Impressive were also the kindness offered by the seller and her warmth and smile, factors that led to finding out more information about the story of the unit, but also the details of the products that were made available to customers to purchase. First of all, each of us visually sees everything around us, so those consumers who once observed the products in the sales showcase, were impressed by the diversity of the colors of the products, their freshness, their proportion, their curiosity of how they taste. Secondly, after those customers have hardly decided on a product or two, they sit at a table inside the unit, starting to taste, after they have smelled and analyzed the texture of the product. Regarding the tasting of a finished product, if we want to enjoy that product, we must become aware of the experience. Thus, the foreign tourists within the sample knew how to use their senses and enjoy the product in close relation with the atmosphere created inside the location. Many of these consumers have also chosen to buy products to-go, buying more products to find out their taste later.

In order to present the relevant information in a structured way, the obtained results are grouped based on the main objectives of the research.

O.1: MEASURING THE ATTITUDE OF CONSUMERS TOWARDS THE CAKE SHOP'S DESIGN

From the outside of the tourist unit, the foreign consumer is first and foremost fascinated by the architectural aspect of the unit, making him want even more to discover the inside of the shop, to find out the story and the way that led to its creation. In this case, the confectionery where the study was carried out has succeeded numerous times in attracting the customers due to the design that combines the traditional and the modern and that respects, at the same time, the culture and the specificity of the place. The point of sale and the production center are on the ground floor, customers often asking if at the second level there are accommodation places or the possibility to serve meals. Overall, foreign consumers were delighted by the location itself and the services offered by the staff, leaving the shop with a very good impression of this place.

O.2: IDENTIFICATION OF THE CONSUMER'S ATTITUDE AND BEHAVIOR REGARDING THE FINISHED PRODUCTS OF A TOURIST UNIT

Once the client came into contact with the finished products presented at the point of sale within the tourist unit with gastronomy functions, the client needed some time to decide on one or more products, because the variety of product assortments, their colors and how they are presented are complex decision-makers for a foreign consumer. The exchange of information between the customer and the sales staff was related to the way of processing the products, the ingredients contained, and so on. Many times the customers have also come into contact with the staff in the production laboratory, their joy and satisfaction being more evident after obtaining detailed information related to the production technology of the products. For the foreign consumers, the disponibility of receiving any information related to the location and the presented products, but also the attention and kindness given by the designated personnel within the tourist unit, mattered a lot. A sincere smile offered by the staff to the consumer fully guarantees the satisfaction of his wishes and needs.

O3. THE DEGREE OF PREFERENCE IDENTIFIED WITHIN A TOURIST UNIT, COMPARED TO THE FINISHED PRODUCTS

It is often difficult for consumers to choose from a variety of product assortments, where their colors and proportions vary. To get to choose a product, the consumer needs time to think, to analyze each product separately, to obtain information about it, its effects on the human body. Also, here intervine the preference of each consumer, the preference to sweet or salty, the part of innovation and creativity found in confectionery products or the simpler, more traditional part of the pastry side. All the finished products presented in this tourist unit, of confectionery-pastry type are based on traditional recipes that respect the traditions and customs of the Bran-Moieciu tourist area, using traditional local ingredients. Because of this, tourists were very pleased and satisfied when they discovered the taste of each product they chose for tasting and purchase.

CONCLUSIONS

Following the study in which it was applied as a research method, observing on a certain typology of consumers, it was found a consumer's preference especially for pastry products. The availability of the staff and the exchange of information between foreign tourists and the sales staff matters, this being able to lead to an improvement of the image of the gastronomy tourism unit, as well as to an increase in the consumers' demand for more products. The observation of the behavior of foreign tourists reveals that they greatly appreciated the attention paid by the sales staff, the kindness and patience given during the contact period with them and that they were influenced in purchasing products due to the quick access to the information about the product and the place, as well as the fact that all the finished products presented in the tourist unit where the study was carried out, are based on traditional recipes that respect the traditions and customs and use local ingredients. At the same time, the consumers were very open to new, to explore new places and to interact and socialize with the local people.

The results of the study present useful and practical implications for the public food units, and especially those from tourist resorts located in rural areas, emphasizing the importance of using traditional recepies and of the appropriate behavior of the staff in relation with the consumers. At the same time, the present study also has theoretical implications for the researchers in the field, being able to contribute to the consolidation of the existing researches and to offer new directions of approach for future research, by developing quantitative researches regarding the attitudes and behavior of foreign tourists regarding the gastronomic products that capitalize on traditional recipes and use local ingredients, and correlations regarding the architectural aspect and the offered services.

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THE EFFECT OF REAL EFFECTIVE EXCHANGE RATE AND NUMBER OF FOREIGN VISITORS ON TOURISM INCOME IN TURKEY: COINTEGRATION AND CAUSALITY ANALYSIS (2005-2019)

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Abstract: Tourism is a field of activity called the "smokeless factory" with rough description, which has an important place in development and employment policies. Moreover, tourism income is an important item in the foreign exchange inflow of countries and thus in closing the current deficit caused by foreign trade deficit. For this reason, it has become one of the sectors in our country which has become increasingly important and encouraged for its development in recent years. In this study,effect of the number of foreign visitors and exchange rate which are the determinants of tourism income on tourism income is examined empirically. In the research, quarterly datas of tourism income, the number of visitors and real effective exchange rate are used. As a result of Johansen cointegration analysis, long-term cointegration relationship has been determined between the series. It has been found that the number of visitors has positive and significant, the real effective exchange rate has negative and significant effect on tourism incomes. In the vector error correction model established after the cointegration relationship, the error correction coefficient is negative but not statistically significant. As a result of Granger causality analysis; two-way causality relations between real effective exchange rate and tourism income, one-way causality relations from visitor number towards real effective exchange rate direction have been detected. As a result, it has been revealed that increasing the number of visitors is an important factor in increasing tourism incomes, and that changes in the exchange rate affect tourism income.

Key words: Tourism income, the real effective exchange rate, the number of visitors

INTRODUCTION

Tourism is one of the most important sources of income in countries which have natural and historical beauty. In addition to being an alternative to agricultural and industrial activities in growth, tourism is also an alternative to foreign trade activities in terms of foreign currency inflows to the country. Further, tourism has an important role in reducing the country's unemployment due to its employment potential.

Turkey has a wide variety of tourism resources. For this reason, resources should be evaluated in the best way and these resources should be brought into Tourism. Thanks to the areas provided for tourism, the number of visitors to the country, and therefore employment and income, is expected to increase. In order to sustain this income, there

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is a need for a tourism diversification that can reduce the seasonal effect in tourism activities, create alternative tourism areas for marine tourism and allow the guests to spend more time outside the hotel and spend money.

In this study, the number of foreign visitors, one of the major determinants of tourism revenues, and the effect of the real effective exchange rate index on tourism revenues, in which the average value of the Turkish Lira against the currencies of the countries that have a significant share in Turkey's foreign trade adjusted to real terms by removing the relative price effect is examined. Accordingly, it is possible to see the relationship between the nominal exchange rate and the real effective exchange rate in the graph in Figure 1.

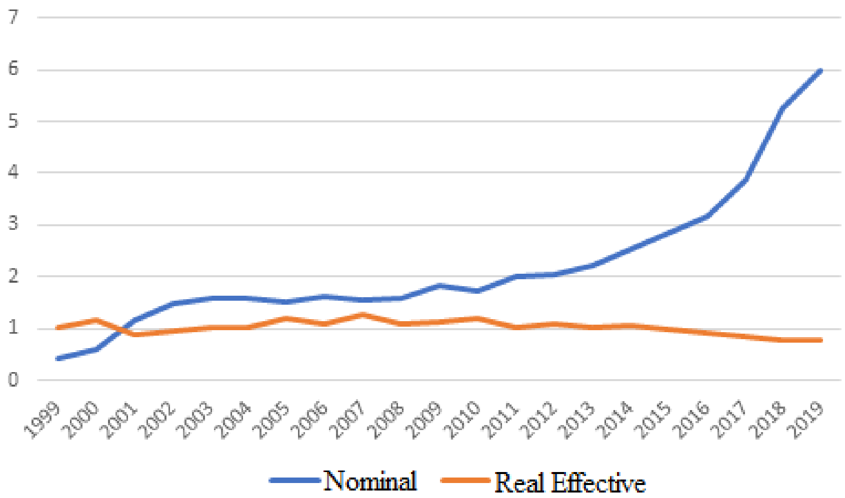


Fig. 1. The nominal Exchange Rate and The Real Effective Exchange Rate

The national currency depreciates as the exchange rate rises according to the nominal exchange rate. However, the real effective exchange rate is the opposite. The increase in the real effective exchange rate means the appreciation of the national currency. From this point of view, it should be emphasized that there is a negative relationship between the two exchange rates.

LITERATURE REVIEW

Aktas (2005), tried to put forward the determinants of tourism income by performing multiple regression analysis with the data of 1998-2000 period. According to the results of the analysis which includes many variables, the most important factors affecting tourism revenues are the number of variables of travel agency and tourist.

Bahar (2006), examined the effect of tourism revenues on growth with VAR analysis. As a result of the study, the existence of a reciprocal relationship between the two variables was determined.

Belloumi (2010), used Granger causality analysis to reveal the relationship between tourism revenues and real effective exchange rate for Tunisian economy. As a result of the study, no causal relationship was found between real effective exchange rate and tourism revenues.

Kara et al. (2012), have examined the relationship of tourism revenues to macroeconomic aggregates with data the period 1992-2011 by using Granger causality analysis. As a result of the study, one-way causality relationship was determined from the real exchange rate to the direction of tourism revenues.

Uguz and Topbas (2012), examined the relationship between tourism demand and exchange rate and exchange rate volatilities with the data of 1990-2010 period. As a result of the cointegration test, exchange rate volatility has a positive effect on tourism demand.

Erkan et al. (2013), examined the determinants of tourism revenues for the Turkish economy with data from 2005-2012. As a result of causality analysis, it was determined that there is no causality relationship between the real exchange rate variable and the number of tourists, although there is a two-way causality relationship between tourism revenues and the number of tourists.

Tang (2013) analyzed the relationship between tourism income and real effective exchange rate for the Malaysian economy with ARDL and Granger causality test. The analysis revealed a positive relationship in the long term and a one-way causality relationship in the short term from the real effective exchange rate to tourism income.

Sen and Sit (2015), analyzed the monthly data for the period 2000-2012 using Toda-Yamamato method in their study examining the effect of the real exchange rate on Turkey's tourism revenues. As a result of the study, causality relationship between tourism revenues and real exchange rates in the short, long and medium period and between real exchange rates and tourism revenues in the long term was observed.

Ozcan (2015), tested determinants of tourism revenues in Turkey via a panel data analysis method with data covering the years 1995-2011 of the 20 countries that sent the most tourists to Turkey. The results of the study showed that the gross domestic product of the countries sending tourists, the real exchange rate in Turkey and the political stability have a positive effect on tourism revenues.

Aydin et al. (2015) conducted a panel data analysis with data from the 5 countries that sent the most tourists to Turkey to determine the determinants of international tourism demand. The analysis found a negative relationship between tourism prices and tourism demand and a positive relationship between exchange rate and tourism demand.

Oncel et al. (2016), examined the relationship between real exchange rate and tourism revenues in Turkey with the Toda-Yamamato test for the period 2002-2015. As a result of the study, one-way causality relationship was determined between the series, from tourism revenues to the real exchange rate direction.

DATA SET AND METHODOLOGY

The data set used in this study covering the period 2005q:1-2019q:2. The number of visitors (LGUEST), tourism income (LREVENUE) and real effective exchange rate (LREER) data used in econometric analysis were compiled from the Turkish Central Bank electronic data distribution system. The number of visitors and tourism revenue series are seasonally adjusted by Tramo-Seat method. The tourism revenue data has been realised with CPI 2003:100 data. All variables were added in the model after logarithmic transformation.

Since there will be a false regression problem in the analysis of non-stationary series (Granger and Newbold, 1974: 111), it is necessary to determine the stationary level first. Augmented Dickey-Fuller (ADF) and Philips-Perron (PP) unit root tests are used for determination of stationary level. In order to apply Johansen cointegration test, the first of the series must be stationary at first difference. The VAR model was established for the determination of the cointegration relationship. After that the optimum lag length was determined and then it was investigated whether this lag length model had stability, autocorelation and heteroskedasticity problems. After the Johansen cointegration test, The vector error correction model and granger causality tests based on this model were applied.

Empirical Findings

Unit root test results are given in Table 1.

Table 1. ADF and PP Unit Root Tests Results

Variables	Levels				First Differences			
	Constant		Constant with trend		Constant		Constant with trend	
	ADF	PP	ADF	PP	ADF	PP	ADF	PP
LREVENUE	0.314	-0.159	-1.364	-1.786	-6.218*	-6.281*	-6.494*	-6.501 *
LREER	-0.796	-0.796	-2.733	-2.600	-8.589*	-9.017*	-8.698*	-11.922*
LGUEST	-1.004	-0.816	-2.384	-2.109	-5.829*	-5.842 *	-5.778*	-5.791*
Critical Values								
%1	-3.550		-4.127		-3.552		-4.130	
%5	-2.913		-3.490		-2.914		-3.492	
%10	-2.594		-3.173		-2.595		-3.174	
Note: *,implies significance at the 1% level.								

According to the ADF and PP tests results; all variables contain unit roots in the level values. When the first differences are taken, they are all stationary at the level of 1% significance.

After determining the level of stationary, the VAR model is established to estimate the optimal lag length. Akaike (AIC), Schwarz (SCI) and Hannan-Quinn (HQ) information criterions are used to determine the lag length. Lag length estimation results are given in Table 2.

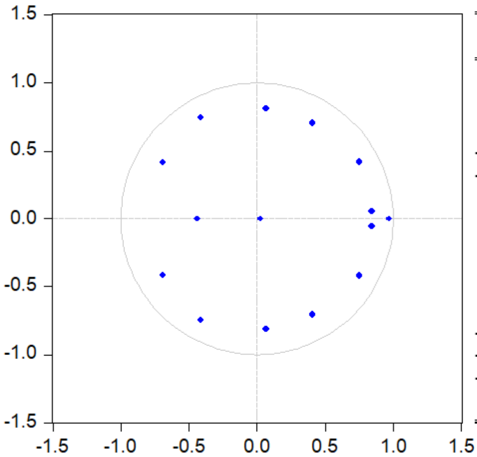
Table 2. Optimal Lag length Estimation Results

Lag	FPE	AIC	SC	HQ
0	7.66e-07	-5.568996	-5.452046	-5.524800
1	3.21e-08*	-8.742344	-8.274544*	-8.565562*
2	3.71e-08	-8.602281	-7.783630	-8.292912
3	3.52e-08	-8.667684	-7.498184	-8.225728
4	4.06e-08	-8.546488	-7.026137	-7.971945
5	3.26e-08	**-8.804400***	-6.933199	-8.097270
6	4.07e-08	-8.640355	-6.418303	-7.800638
7	4.72e-08	-8.577030	-6.004128	-7.604727
8	6.09e-08	-8.439897	-5.516146	-7.335007
9	6.45e-08	-8.548054	-5.273452	-7.310577
10	7.49e-08	-8.626904	-5.001452	-7.256841

Note: *, indicates lag order selected by the criterion.
AIC: Akaike Informaton Criterion, SC: Schwarz Informaton Criterion, HQ: Hannan-Quinn Informaton Criterion

According to the Table 2., while SC and HQ information criterions indicate 1 lag for optimal lag length, the 5 lags pointed out by the Akaike information criterion is considered to be the optimal lag length.

Then, it is investigated whether the model carries the stability, autocorrelation and heteroskedasticity problems at the determined lag length. The results of the stability tests are reported in Figure 2.



Root	Modulus
0.971129	0.971129
0.747400 - 0.421923i	0.858269
0.747400 + 0.421923i	0.858269
-0.415477 - 0.746892i	0.854675
-0.415477 + 0.746892i	0.854675
0.841597 - 0.059186i	0.843675
0.841597 + 0.059186i	0.843675
0.405251 - 0.706989i	0.814900
0.405251 + 0.706989i	0.814900
0.066281 - 0.811938i	0.814638
0.066281 + 0.811938i	0.814638
-0.691966 - 0.416711i	0.807754
-0.691966 + 0.416711i	0.807754
-0.439301	0.439301
0.027588	0.027588

Fig. 2. The Results of the Stability Tests

According to the Figure 2., the fact that the inverse roots of the AR characteristic polynomial are located within the unit circle and that the module values in the table are less than 1 indicates that there is no stability problem in the model.

Table 3. Otocorrelation LM Test Results

Lag	LRE* stat	df	Prob.
1	7.600307	9	0.5749
2	11.92186	9	0.2178
3	4.962907	9	0.8375
4	7.029633	9	0.6340
5	4.729686	9	0.8572
6	7.226130	9	0.6136
H_0: No serial correlation, H_1: There is serial correlation			

According to the results in Table 3, the hypothesis H0, which states that there is no autocorrelation between the series, is accepted.

Table 4. White Hetoroskedasticity Test

Chi-sq	df	Prob.
203.2695	180	0.1128
H_0: No Hetoroskedasticity. H_1: There is Hetoroskedasticity.		

According to the variance test result in Table 4; hypothesis H0, which states that there is no hetoroskedasticity, is accepted.

After providing the necessary preconditions, Johansen cointegration test, Vector error correction model and Granger causality test based on this model are applied after determination of cointegration relationship.

Table 5. Johansen Cointegration Test Results

Hypothesized	Trace	0.05	Prob.**	Max-Eigen	0.05	
No. of CE(s)	Statistic	Critical Value		Statistic	Critical Value	Prob.**
None *	**35.01631**	**29.79707**	**0.0114**	18.02725	21.13162	0.1288
At most 1 *	**16.98906**	**15.49471**	**0.0296**	**16.84452**	**14.26460**	**0.0191**
At most 2	0.144540	3.841466	0.7038	0.144540	3.841466	0.7038

Note: * shows that the H0 hypothesis, which indicates that there is no cointegration relation, is rejected at a 95% significance level.

According to the results in Table 5, the null hypothesis stating that there is no cointegration relation is rejected at 95% significance level. Trace statistic results 2, Maximum eigenvalue statistics results 1 show the existence of a cointegration vector. Normalized cointegration coefficients are given in Table 6.

Table 6. Normalized cointegrating coefficients (standard error in parentheses)

LREVENUE	LREER	LGUEST
1.000000	1.290676	-0.262742
	(0.22972)	(0.16451)

According to the results in Table 6, the correlation coefficients are statistically significant and in agreement with the theory. While the increase of 1% in the number of guests caused an increase in revenue of 0.26%, the increase of 1% in the real effective exchange rate caused a decrease in revenue of 1.29%.

Vector Error Correction Model (VECM) and Granger Causality analysis based on long and short term causality between variables that are in the cointegration relationship in the long run were performed. The results are reported in Table 7.

Table 7. Granger Causality Analysis Based on VECM

Dependent Variable	Independent Variable			ECT_{-1} Coefficient (p-value)
	χ^2 -statistics of lagged 1st differenced term			
	ΔLREVENUE	ΔLREER	ΔLGUEST	
ΔLREVENUE	-	9.937**	3.936	-0.080
		(0.041)	(0.414)	(0.278)
ΔLREER	14.14*	-	9.168***	
	(0.006)		(0.057)	
ΔLGUEST	6.046	1.504	-	
	(0.19)	(0.825)		
Note: *, ** and *** indicate that the null hypothesis that there is no causality relationship is rejected at 99%, 95% and 90% significance levels, respectively.				

When the results in Table 7 are examined, it is seen that the sign of error correction coefficient is negative but not statistically significant. In this case, it is stated that the error correction mechanism does not work and there is no causal relationship between the variables in the long run.

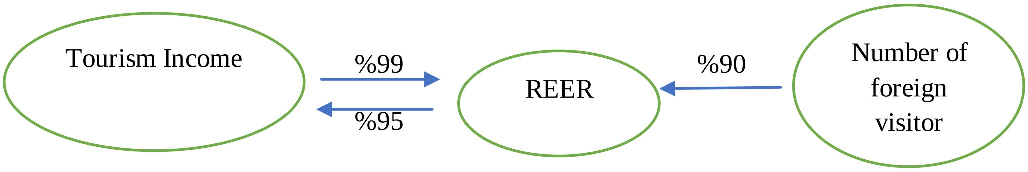


Fig. 3. Causality Relation

As a result of the short-term Granger causality test; The two-way causality relationship has been determined at 95% significance level from real effective exchange rate towards tourism income and at 99% significance level from tourism incomes to real effective exchange rate. In addition, a one-way causality relationship with a 90% significance level has been determined from the number of foreign guests to the real effective exchange rate.

CONCLUSION

Tourism is one of the important income sources in today's economies. In this study, the effects of foreign visitors and exchange rate, which are important determinants of tourism income, on tourism income have been investigated.

As a result of the empirical examination; In the long run, a positive correlation between the number of foreign visitors and tourism revenues and a negative relationship between real effective exchange rate (increase in real effective exchange rate means appreciation of local currency, depreciation of foreign currency).

In the short term, two-way causality relations between exchange rate and tourism revenues, and one-way causality relations from the number of foreign guests to the direction of real effective exchange rate have been determined. According to this result, the country's tourism income affects the exchange rate and the exchange rate affects the tourism income. It is also concluded that foreign visitors to the country have an effect on determining the exchange rate.

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IMPORTANCE OF THE TRANSLATION QUALITY OF MULTILINGUAL MENUS IN HOSPITALITY INDUSTRY

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Ivana Edmonds[14]

Abstract: Introduction: Direct contact with a guest is realized verbally for which tourist workers' knowledge of foreign languages is necessary. Apart from the verbal contact with employees, menus in hospitability facilities still serve the purpose of a business card that with its design, print, size, food and facility information, and multilingualism is a symbol of restaurant's identity and theme. By analyzing the available research, direct and indirect consequences of unprofessional translations are apparent, resulting in the incomprehensible text of a restaurant offer. Objective: In this paper the author will make a review of available literature with the aim to investigate in systematical way the existent researches dealing with the issues of quality menu translations as well as the most common present translation strategies for translating such professional texts. Material and methods: A range of methods is available for synthesizing diverse forms of evidence. These include thematic analysis, grounded theory and qualitative comparative analysis. Methods vary in their strengths and weaknesses, ability to deal with qualitative and quantitative forms of evidence, and type of question for which they are most suitable. Results and conclusion: After a systematic analysis of the previously mentioned issues through available literature, the authors' conclusion is that the menu status should be determined as a text for special purpose dedicated to the specific target group of guests - tourists. The menu language needs to be adjusted in a clear and simple way keeping the characteristics and style of food in informative function on a foreign language.

Keywords: menu, translation, guest, tourist destination, restaurant

INTRODUCTION

Global restaurant industry has been increasing continuously, as well as its competition. According to this, it is customer satisfaction that is essential in forming customers' loyalty, and consequently, in satisfying business performance (Khodr, Assaker, Assaf, Hallak,2016).A direct contact with a guest is realized verbally due to which tourist workers' knowledge of foreign languages is necessary. They, through the direct contact with the guest, have the ability to leave positive impression, which will allow the same guest to return to the destination or to that hospitability facility.

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Verbal communication between guests is sometimes (if not often!) replaced by the written text presented in the restaurant menus, wine cards and other written materials present in majority of hospitality facilities. The Oxford English Dictionary offers a variety of menu definitions, but the one that describes a menu as a list of dishes available at a restaurant demonstrates its informative and basic character in ordering food and guests' expectations. Apart from it being the verbal contact with employees, menus in hospitability facilities still serve the purpose of a business card that with its design, print, size, food and facility information, and multilingualism is a symbol of restaurant's identity and theme. The communication in foreign languages between employees and guests should be continuation of the previously acquired information read in the menu. By analyzing the available research, direct and indirect consequences of unprofessional translations are apparent, resulting in the incomprehensible text of a restaurant offer. The unclear translation causes the wrong choice of guests what, in most cases, causes the guest not to return.

The main objectives of this paper is to investigate the existent researches about the importance of restaurant menu translation quality and to explore the presence of translation strategies in restaurant menus. This review tends to define the role of menus as a sales tools which can effectively influence on restaurant's image and profit.

THE RESEARCH BACKGROUND

Importance of quality / professional menu translation

While starting to explore the importance of translation quality of multinlingual restaurant menus, the authors faced the astonishing fact of marginalized position of the above mentioned topic. There is lack of awareness that quality translation of restaurant menus is important to present a hospitality facility.

Adrian Fuentes-Luque (2016, p.177-188) highlights that the cuisine and restaurants are the powerful tools for cultural, social and tourist image-buidling. This is essential especially in major tourist destinations which are trying not to lose their image and reputation. In this way, some interesting traditions and dishes of the host county are presented to tourists and are considered to be one of the most visited attractions.

Furthermore, Fuentes-Luque states that quality tourism needs quality products and services. That is the starting point analysis for quality translated restaurant menusin the southern Spanish region of Andalusia. The main objective of this analysis was to reveal the main types of errors found in these types of texts. Over one hundred restaurant menus were presented in the paper and were classified through an error categorisation framework. One part of the methodology included even a questionnaire for professional menu translators.English as a *lingua franca* was taken in consideration in this study.

The main conclusions and recommendations of that study arethat menus should be considered as presentation cards of restaurants and destinations (Fuentes-Leque, 2016). The food items in restaurant menus need to be accurate and appropriate. This was concluded from the menus analayzed in Andalusia resulting in very unprofessional translations,which were mostly done by the freelance and in-house translators. A lot of hired translators admitted that restaurant owners and managers are rather reluctant in hiring professional translator services to translate the menus of their restaurants. Even if there are 27 translation agencies present in the entire region of Andalusia, only 4 of them were contacted for restaurant menu translations. This proves the lack of awareness of how much important is the accurate and quality translation of menus.On the other hand, the human translators are also rather replaced by Google Translator and that kind of automated translations, noticed Fuentes-Luque, is increasingly developing. As a consequence remains the incapability of quality food items translation and description of dish ingredients. To sum it up, it is necessary to consider menu translations as a specialised professional task which will be performed by trained, qualified translators.

Almost on the same path is the research of menu translations in restaurants in the Kvarner Region (Croatia) where the authors tried to define the role of menus and their quality translation as the tool of effective influence on restaurant's image and profit (Šuljić Petrc,Mikinac, Edmonds 2019, pp. 689-703). The aim of this research was to answer the question of how quality translated menus could help and contribute to better business and customer satisfaction. This research paper analyzed the most visited restaurants in one of the leading tourist regions in Croatia focusing on how translations in English language can provoke misunderstandings and lack of essential knowledge connected not only with scarse language background but also with the professional/culinary expertise.

While in the process of obtaining the menus and information about the menu translators, the authors had a direct contact with the restaurant owners, managers and even waiters and chefs. The majority of them confirmed the problem of incorrect translations which they discovered by the customers' remarks and observations. The reasons for it were mainly related to the fact that the translations of restaurant menus were not considered as an important part of an offer but just as something that was traditionally present in the restaurants. As a result, finding cheaper solutions such as hiringunprofessional translators, rather than professional and experienced ones, seems quite spread practice among the restaurant owners. On the other hand, the results of this research showed that even the menus translated by professional translators are not completely correct. There is no consistency in translations and very often, the translators would not explain well the local dishes leaving the guests wondering about their food choices.

Without doubt, a quality translated restaurant menu inevitably creates a bond with a tourist who wants to experience a different cuisine, unfamiliar flavors, but also on top of that, to exactly understand what he/she is eating(Šuljić Petrc,Mikinac, Edmonds 2019, pp. 689-703).

Pouget (2000, pp.323-332)compares the menus that are translated by professional translators and those that are translated by inadequte translators in Spain. Her research included over thousand menus. There is one part of the translations from Spanish to English language made by the professional translators within a certain period of time. This period was followed by a period in which they were translated by inadequate translators.It just shows how the English language became more internationally used, and people felt safer while they were using it. It is because of this that the amount of professional translation was reduced believing that inadequate translations are good enough.The menu translation analysis in this research was mainly focused on trying to find translations that are insufficient for the complete understanding of a restaurant offer, lacking the additional description to better understand ingredients, meal preparation, and taste.

Quality menu translation implies functionality of translations of such texts, which is truly needed since the question is about texts that constitute the key element for further communication process between a client and employees. According to Li (2019) the only purpose of the translated menus is not just to be a communication tool used by customers and hosts, but also to facilitate processes in tourism and consumerism in general. Munoz (2011) confirms that an intercessory role of translation in tourism is shown as a very important factor in the tourism sector.

Menu psychology

Trostler and Gvion (2007, pp. 255-262)define restaurants as institutions which are oriented towards a client, while their menus represent a list of food, or the repertoire that serves to attract clientele. In fact, the purpose and goal of hospitality facility, especially in the tourist destinations, is to attract the potential customers and to create quality competition with other hospitlity facilities.
The menu design, its print quality and visual concept in general, motivated some researchers to investigate/understand menu psychology. Reynolds, Merritt and Pinckey (2005, pp. 1-99). This research concluded that each year restaurateurs spend

great amount of time and resources on restaurant menus but it was impossible for the authors to evaluate the contribution at the bottom line. They confirmed that a menu is an integral part of any restaurant and noticed that its indispensable aspect of the business remains some kind of a mystery. The need of further scientific inquiry is necessary to clarify the importance of menu design and its influence on a restaurant's image and reputation.

Continuing on this track, Mc Call and Lynn (2008, pp. 439-445) deal with variety of suggestions on how restaurants should "manage" their menus. They examined in what way the menu description complexity can increase perceptions of item quality and expected price. In conclusion, they also noticed two different types of view by the academic researchers and practitioners. First one states that the menu is an important communicative tool and, exploring the evidences, the menus should be described in simple terms. Second one suggest that more complex and elaborate descriptions could lead to higher quality assessment of restaurant menus.

In the study led by McCall & Lynn (2008), 160 students participated in a survey about food preferences and behaviour in the restaurant. They concluded that descriptive complexity and price information influence perception of quality, price expectations and the spending intentions. Descriptive complexity of the offered dishes in the restaurant menu should increase if the upper-item selection is to be presented. According to this, these dishes would be more chosen in comparison to those that are described in simpler way. McCall & Lynn agree that the price is in direct connection with quality, which leads to conclusion that higher quality dishesare more expensive.

Moreover, Mills and Thomas (2008) claim that understanding of customers' expectations is viewed as an interpretation process by which customers make sense of the restaurant environment, which is an integral part for a restaurant's success. By analyzing the available research, direct and indirect consequences of the unprofessional translations are apparent, resulting in incomprehensible text of a restaurant offer.

Menu translation strategies

The complexity of restaurant menu translation is obvious and it requires the presence of theories and strategies that aim towards better understanding of the menu translation process. Menu contents affect the guest's reaction who makes a conclusion based on simple rules and personal decisions. These contents should be translated into multiple languages in such a way that they are just as appealing as the original to attract guests from different countries and different cultures.In this way, the guest would feel more comfortable reading about food in his/her own language, and the waiters would have a tool with which would be easier to communicate with their guests.

Foreignization and domestication, two cultural strategies in translation postulated by Venuti (1995) are used by many reserchers dealing with the problem of quality translation of restaurant menus. Domestication as a type of translation strategy uses, according to Venuti (1995), a transparent, fluent and invisible style in order to minimize the foreigness of the target text and lead the text to be familiar and recognizable. On the other hand, foreignization represents the strategy where a translator breaks target conventions by retaining something of the foreigness of the original. In this way, a dish may seem more authentic when read about and recognizable.

Ghafarian, Kafipour and Soori (2016) highlight two cultural strategies in translation postulated by Venuti (1995). These two strategies are also used by Amin Amir Debbaghian (2014) as a basis for different techniques of menu translation parallely revealing advantages and disadvantages of these strategies. Applying them to the translation of traditional Iranian dishes in English language, he concluded that the tourist-oriented approach is the most important.
Venuti'smodels, along with awareness of cultural obstacles that multilingual restaurant menus can represent, lead to conclusion that a menu should be recognized as a symbol of identity and a restaurant theme.

Exploring available literature about restaurant menu translating strategies the most commonly found are the following: Borrowing (strategy used when there is a lack of equivalence and the terms can be borrowed from other languages); Literal Translation (the strategy that preserves the term from the source language and it is difficult to translate it into the target language); Amplification (strategy when the translator adds some information or expression that are not present in the original text); Reduction (strategy that omits the terms considering them inappropriate or complicated for the target language); Translation by Cultural Substitution (this strategy is used by translators where the cultural substitution in translation is needed to better explain the meaning of food items).

The frequency of literal translation should be avoided by using techniques that will take into account the cultural diversity and diversity of guests, as well as the tourist destination in which they are located. In this way, it is necessary to overcome these differences to mutual satisfaction.

The name of the dish should correspond to what can be expected from the very taste of the dish. Various researches on this topic show that descriptive names improve sales because such dishes are considered more tasty, attractive and desirable. Sensory assessment of food can also be influenced by the name of the meal or even mentioning the ingredients of the dish. For example, Wansik, Ittersum Painter (2001) in their research claim that even just mentioning some of the ingredients or attributes of some dishes as "reduced fat" or "allowed by Atkins diet" contributes to either positive or negative reactions. In order for the guest to experience this, the language must be understandable. It plays a very important role in creating a link between the written words on the menu and the guest himself.

METHODOLOGY AND MATERIAL

In this paper a range of methods available for synthesizing diverse forms of evidence are used. These include thematic analysis, grounded theory and qualitative comparative analysis. The methods vary in their strengths and weaknesses, ability to deal with qualitative and quantitative forms of evidence, and type of question for which they are most suitable. The authors analyzed the current literature and based on that knowledge they identified the above-mentioned approaches included in this systematic review. The dates of texts reviewed range from 1995 to 2019 and they are mostly searched on Google Scholar, as well as the websites of some key organizations. Finally, the authors traced relevant documents from the references in the obtained texts.

The first step was to identify key texts that included already existing texts concerning the topic of restaurant menus and its importance in hospitality sector. Faced with the limitations of a small number of texts dealing with that topic, the focus should be widen to other problems regarding translations of restaurant menus.

This paper was a preliminary trial in the authors' research resulting in publishing of other paper dealing with the similar problematic and including the deeper analysis of menu translation while focusing on the translation strategies used in hospitality facilities in one popular tourist destination in Croatia.

DISCUSSION, CONCLUSION AND CONTRIBUTION

The conditions of doing business in hospitality are changing rapidly. The last decade has witnessed a substantial growth and rapid changes, globally, as well as domestically. Customer satisfaction has become a critical issue for the success of any business system, hence one of the key challenges in hospitality is how to satisfy and retain customers. In order for restaurants to grow and survive, they must find new ways of thinking, new ways of communication, which has led to various marketing researches, especially those related to customer satisfaction. Therefore, new ways of communication need to include intercultural component present on every level – spoken (customer and employee dialogue) and written (restaurant's menu).

The fact is that a high quality of translations affects the customer's requirements and ensures that such translations are within the hospitality facilities' owners interests, as well as it introduces them professionally, taking into account the content of the translated dishes and its design.

The problem of having an adequate and correct translation of restaurant menus is well-known amongst the researchers who are dealing with this topic. An inappropriate attitude towards the importance of correct menu translations can result in decreasing quality offer of a restaurant. The fact is that a menu represents a set of dishes which are served during the same meal but it has to be the aim of each hospitality facility to make/design/translate that menu in the way the guests would like. Choosing the right words accompanied with appropriate and appealing description asks for experience and expertise.Hiring professional translators and offering them adequate collaboration when translating specific food items on the menu, should be common practice of all restaurant owners and managers.

The main contribution of the paper is the analysis of the menu translations and present strategies for translation which influence the quality of intercultural communication, as well as the service quality and customer satisfaction. The fact is that most of the restaurants are successful because of the loyal and satisfied customer base. The available literature for deeper research on this topic is limited, but it represents the quality basis for further exploring the reasons of translation quality of multilingual menus in hospitality industry.

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RESEARCH ON THE DEGREE OF SUSTAINABILITY IN THE HUMAN RESOURCE MANAGEMENT IN TOURISM OF BRAȘOV MUNICIPALITY

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Abstract: This research refers to the perception that human resource management has remained frozen over time in tourism industry, although this sector is under development. Other studies on this topic confirm employees complaints about poor pay, challenging conditions at work and few opportunities for growth and development. Change can take place at managerial level with the practice of a new, sustainable management. We wanted to identify, within a hotel unit, the current level of knowledge that managers have regarding sustainable human resource management and the degree of interest in the future application of sustainable practices. The hypotheses that we create are that the theory of sustainable management is not yet well known, therefore not so many practice it; that, it could be interest and managers would like to be better informed because this type of management brings positive results. We used a qualitative research, in which we helped with a semi-structured interview guide with open questions, responds with nominal scale, ordering scale or interval scale.We succeeded to find that half of our respondents do believe that sustainable management influence the quality of services, but a fair one is not applied, especially in tourism. Friendship, the relaxed relationship at work are the values that managers bet on when they think at sustainable management of people. They say that sustainable management is not enough to make loyal employees, but it can bring economic benefits in a long period of time. In short, this is an article that provides a view on the actual type of people management practiced in the tourism sector of Brasov and the posibility to improve it with the help of sustenability. Our work is important for creating a base in the development of human resource management, which is necessary to satisfy future customer needs.

Keywords: human resources management, human management trends, tourism, hotel management, sustainability, qualitative research.

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INTRODUCTION

Tourism, initially considered a green industry, has allowed millions of tourists to visit areas around the world. Hotels and resorts were built. Flights have multiplied and the ecosystem is affected slightly. As described in an anthropological article, tourism is a complex phenomenon that includes stakeholders and different processes (client - tourist, companies and business people, intermediaries, laws and rules, technology, territories, resources, etc.). All this is a network that has become one of the largest industries (Mansilla, 2018). Recently this industry has been equated with pollution, climate change, land exploitation, protection of the natural and cultural environment, and this can create a crisis, so it is important to pay more attention to the environment. Sustainable Development is the concept that tries to reconcile these conflicts of interests: economic development and at the same time sustainable. Also in support of the concept of "sustainable" came the idea of positive tourism (for a better life here, on earth) and voluntary movement (voluntary tourism which plays an important role in social development). Sustainable tourism thus becomes a link between mass tourism, exploitation and ecology.

According to the UNWTO website (www.sdt.unwto.org) it is defined that sustainability in tourism takes into account the current and future economy, social and environmental impact, addressing the needs of visitors, industry, the environment and the host community. "The sustainable nature of tourism covers many aspects: responsible use of natural resources, taking into account the impact of activities on the environment (waste generation, pressure on water, soil and biodiversity, etc.), use of „clean energy, heritage protection and preserving integrity natural and cultural destinations, the quality and permanence of the jobs generated, the positive impact on the local economy or the quality of the reception ”(Epuran, 2015). In the "White Paper on Business Sustainability" (July 2014), elaborated under the patronage of the World Economic Forum, it is admitted that businessmen / investors recognize the financial success and the survival of the company as "dependent on their contribution to the development of a clean environment and of human rights in the societies in which it operates ”.

The specialized literature refers to certain methods for the development of a sustainable society, and these are based on economic, social and environmental dimensions. (Svensson et al., 2018; Zhao et al., 2019). To make it easier to understand, there is talk of "social/societal responsibility", along with that of sustainable development. Social responsibility represents the company's contribution to sustainable development. Some firms comes to consider the effects of their best practices on the environment and society (Responsabilite societale des entreprises, 2013). According to Danciu (2013) writing on Sustainable Enterprise, holism is the first principle that must be respected by the company and implies close and permanent relations between the components of sustainability in the face of challenges such as ecological, social and economic. The diversity of sustainability suggests the variety of different elements, strategies and solutions that give the company the ability to generate, produce, reproduce and evolve. The principle of interdependence takes into account the benefits obtained if the principle of holism and diversity are respected. People / companies can choose between continuing to exploit resources or renew and regenerate, while maintaining the sustainable ecosystem for future generations. Another principle described by the author of the work is the long term. "Slowing down and reversing the trend of degrading the quality of life and the environment are a matter of time. All efforts to improve sustainability must be long-lasting, permanent, to keep the company functioning while producing a profit, without endangering the well-being of future generations."(Danciu, 2013).

Modern society presents itself as a network of organizations that appear, develop or disappear. Under these conditions, people are a common source and, at the same time, a key resource of all organizations. Organizations involve people and depend on their efforts, becoming the very essence of any industry. "The reality that exists in the world-renowned companies shows that a company remains competitive only if it has an efficient management in the use of human resources. Within these resources, the individual performance must be high enough for the organization to achieve excellence. Individual performance depends on the motivation system, the employees' willingness to make the necessary effort in the work, on the training and training of the employees, as well as on their ability to execute what is required of them (Albu, Moroșan-Dănilă, 2007) . Sustainable strategies mean adjustments on the part of organizational culture, work system, work behavior, it even includes the way employees see the company they work for. In this context, companies must respond to the idea of sustainability at all levels, transforming the human resource into employees who contribute both to the internal environment (effectively in the company) and to the external environment (community, family, environment).

SUSTAINABLE HUMAN RESOURCES MANAGEMENT

Sustainable management of human resources means maintaining positive relationships between employees, is attractive to the internal and external environment, offers incomes depending on the involvement and value of the employees and the work they do, accepts interaction with potential employees and is efficient. In the field of tourism, in order to ensure the sustainability of the ecological natural environment, a sustainable human resource management has the capacity to contribute by educating the visitors for a responsible attitude towards the natural environment. At the same time, the human resource from tourism can directly participate in the protection of some natural resources around the units in which they work, can watch over those who are in danger and inform tourists about them. Equally important, in the existing tourist units, is the importance given to recycling, the use of renewable energy, and others (Mihalic, Gartner, 2013).

Economic sustainability is the need to maintain a permanent income for the employees, creating a capital that does not run out. On the social sustainability side, the management of human resources can contribute to the creation of new jobs, care of work accidents, harassment of employees, human rights abuses, and others.

A sustainable work system is a work system in which the quality of work (ie employee health, well-being and personal development), the quality of the organization (productivity, efficiency, the ability to face the challenges) and the quality of connections with the environment (both nature and society) are kept at a high level. Behind this type of management are two development strategies, namely planning for success and maintaining market competitiveness. The stages to be followed when discussing talent management are planning, attracting, developing and maintaining (Neacsu, 2010). Sustainable work could be a step in the evolution of professional life. Another part of human resource management, in a sustainable way, is talent management. The employee's hidden qualities can put the company name in the spotlight and each employee has his own talent. Employees also want to discover their talent and be benefited by the company (Penttila, 2007). To summarize, we can say that talent management is the commitment of an organization to discover, attract, hire, maintain and develop the most talented employees available in the labor market.

What makes sustainable management particularly important is its orientation towards preserving resources for as long as possible, looking for solutions that improve the company's image without inadequately exploiting resources, including human resources. Sustainability becomes a way of thinking and acting in the company. “Only this way can companies contribute to the development of leaders with a holistic thinking, who understand the economic and socio-ecological system in which their organization operates. Leaders who succeed in inspiring people in the company to contribute to a bigger cause that goes beyond financial targets ”(Tetelea, 2019).

In this regard, we wanted to find out to what extent the people who run activities at the hotel level know the concept of sustainable management of the human resource, if in practice they manage to apply the acquired knowledge or would like to find out more information about this field.

RESEARCH METHODOLOGY

This study is intended to eliminate existing misconceptions, correct mistakes if they exist, and add new knowledge to the existing background. In this sense it is necessary to know the current stage, to get in touch with competent managers in the field of tourism. For this I used a method of interviewing, namely the interview guide, which, together with the observation method, is one of the main ways of approaching reality in qualitative research. The specificity of the qualitative interviews consists mainly in the use of open and focused questions.

We chose to apply the knowledge related to qualitative research based on the assumption that people attach certain meanings to the world they live in, different from one person to another. The qualitative method offers the possibility of a deeper understanding of the human subject. The main purpose of the research is to find out the truth that is hidden and which has not yet been discovered, by applying the scientific procedure.

The interview guide used in the present research is semi-structured, the topic was known and some questions were asked, however, during the interview there were times when new questions were created. 13 standard questions were used based on which the discussion will be conducted with the respondents willing to participate in our research. We chose as a sampling strategy the rational one (the cases are chosen by the researcher, depending on the relevance estimated in relation to the research topic), being for the benefit of the research the choice of qualified respondents, on administrative positions, who have subordinate human resources. The respondents are persons between the ages of 30 and 50 years, having management positions in hotel units, with more than 2 subordinate people and experience in human resource management. The variability of the studied cases is small, the area from which we chose the sample being a single hotel unit, namely the Aro Palace Hotel, 5 stars.

The research was carried out in the field, at the workplace of the interviewed persons, more precisely in the premises of the Aro Palace hotel, 5 *, Brașov. Aro-Palace S.A. Commercial Company. Brasov is a recognized leader in the domestic and international tourism market, through accommodation and public catering services to a high quality standard.As written on the website www.icar.ro,it offers a wide range of tourist services, you can choose any degree of comfort for the accommodation units it manages: 5 stars at Hotel Aro Palace, 3 stars at Hotel Capitol, 2 stars at Hotel Coroana. To meet the clients they come with a variety of menus offered by a Romanian and European cuisine. Their offer also includes space for Wellness and SPA, ozone therapy sessions, etc. We chose this environment and place because they are important elements in getting the most concrete answers. I took into account the fact that people need a known environment in which to feel safe.

Our main objectives refer to the application of sustainable management on the human resource, in the field of tourism. A good understanding of this topic can bring real benefits to the development of the tourism industry. In table 1 we set out the questions from which we started in constructing the interview, questions that the researchers follow regarding the studied subject:

Tab. 1. Basic aspects, questions and objectives

Basic aspects	Researcher's questions	Objectives
If the concept of sustainable human resource management in tourism is known	1.What is meant by the sustainable management of the human resource in tourism? 2. Do you have good practice models in the field of sustainable management?	O1. Identification of the level of knowledge in the concept of sustainable management of the human resource in Brasov tourism. O2. Identify how the concept of sustainable management in the human resource in Brasov tourism is seen.
The importance attached to this concept in a hotel in Brasov	1. What is the efficiency perceived inside a Brasov hotel regarding the implementation of a sustainable management of the human resource? 2. What are the resources that a Brasov hotel would be willing to dedicate to the implementation of sustainable human resource management? 3. What would be the frequency of your requests? 4. What value does the administrative attribute of learning these sustainability principles?	O1. The degree of interest identified within a hotel in Brasov, on the sustainable management of the human resource. O2. The contribution of the sustainable management of the human resource to the economic development of a hotel in Brasov
The short and long term interest in implementing a sustainable management of human resources	1. Is there an interest in implementing sustainable management? 2. What are the most attractive way implement a sustainable huma resource management?	O1. Their interest and availability in implementing a sustainable program O2. Attractive implementation possibilities for managers.

Source: provided by the authors.

What we are going to highlight is whether the management practiced is a sustainable one, which is the importance given to the practice of this type of management and which is the current stage of knowledge of the managers regarding the specialized theory in the field.

RESULTS AND DISCUSSIONS

We managed to collect the data exactly as they were exposed by the interviewees. After applying the 4th interview, I noticed that the information started to repeat or resemble each other, that is, the theoretical saturation was reached. All the answers received from the interviewees were recorded in a database. The analysis of the results was a horizontal one, which indicates how each category, topic, is approached by all respondents. With the help of the quantitative research method, it was allowed to reach the proposed objectives, namely to identify the current state of knowledge of the sustainability field among managers, the importance of such a concept of sustainability among the tourism of Brasov and the interest towards the implementation of a new sustainable program.

In order to present the relevant information in a structured way, the results are grouped on the basic aspects of the research.

1. If the concept of sustainable human resource management in tourism is known

The most relevant information, put in order, gives us the conclusion that managers have knowledge about sustainable management. The first four questions of the semi-structured interview had positive answers and confirmed the managers' knowledge regarding sustainable management. Both theoretical and practical. Question number 5, namely "How do you manage to apply sustainable management in practice? “Revealed different sustainable working methods in the relationship with the employees. The respondent identified with the number 2 (function of commercial director) in the list of respondents, described his answer as follows: “We have prepared performance sheets, we keep in control the way the people in my subordinate do their job, I constantly check the space that I manage. , the people who work there, understand, learn, motivate the employees, think about solutions to improve their daily work ”.

2. The importance attached to this concept in a hotel in Brasov

Half of our respondents believe that sustainable management influences the quality of services and in this area has the greatest impact. The quality rate (created as a result of customer feedback) is among the most important values of any work process, which gives added importance to sustainable management.

Two respondents out of the four consider that in Romania no proper sustainable management is applied, especially when it comes to tourism, some mention. When we talk about sustainable management, we are talking about multi-level development, we are talking about strong values and principles that go beyond our own selfishness to be part of a complex body that is the company. In Romania, it seems that these principles are not fully integrated in the conception of the employees, and this creates a more difficult job for their managers.

The friendship, the relaxed relationship from the workplace are the values that managers bet on when referring to the sustainable management of the human resource, and from here begins its application. If you start from a good relationship with subordinate employees, you can already see them with other eyes and by default you can judge them less and understand more. Regarding the 7th question, namely employee loyalty after applying sustainable management, the managers who participated in the research do not recognize a great success in retaining the employees only based on the principles of sustainable management. However, through the medium and long term approach, it can bring economic benefits by reducing staff turnover and through quality services that will attract tourists.

1. *The short and long term interest regarding the implementation of a sustainable management of the human resource*

This research could be open for trainers who want to diversify their range of courses, given that interviewed managers were open to the idea of studying this branch of the future: sustainability, applied to human resource management. The last 4 questions of the interview are related to managers' preferences for possible learning methods that could be offered to them in order to improve their management skills in a sustainable manner. The respondents were delighted with the idea of training, especially in the conditions where they could be held in another place than the workplace and would involve various learning activities. In addition, the amount is not a problem if the training is paid by the employer.

In order to be able to support our hypothesis that it represents a real value to know the principles of sustainable management of the human resource, we asked the managers. The choice is a clear one, all the respondents chose the answer yes to the question regarding the economic benefits to the company. I continued the series of questions, to find out more details about what these people prefer regarding the possible trainings. The most appreciated method of learning remains the one with a personal mentor and practical experiences in the workplace. Among these managers, who assume that they spend a good amount of time studying on their own, solving problems and recording data, a good learning method is the active one, in which they are involved in other activities than the daily ones. The vast majority of respondents recommend an interactive course, with exchanges of ideas, good practices, communication, even free offers and offers, some say.

CONCLUSION

In most cases, managers do not take into account all dimensions of sustainable development, few are those who make efforts and simultaneously address all three components: environmental, economic, social. However, the need to stimulate innovation and create conditions for sustainable growth is well recognized in Europe. Therefore, alignment with the standards of developed countries is recommended, which also recommends the introduction of sustainable human resource management in the field of tourism.

This concept of sustainability should not only relate to the relationship between manager and employee, but companies must respond to the idea of sustainability at all levels, transforming the human resource into employees that contribute to the internal (effectively in the firm) and external (community and family) or environment. The purpose of the human resource becomes the development of a sustainable business. The main value can be added to the quality of the services offered by employees who perceive their work, as one that needs attention and who offers this attention with care, because they are respected by managers who start with thoughts of friendship in forming collegial relationships.

This study can be of theoretical help for other researchers who can discover other details of sustainable management, continuing the series of interviews in other hotel units, leisure and food units. Regarding the practical part, research can become a basis for hotel managers, HR managers in hotels, as well as certain professional schools who wish to adapt their educational offer. The sustainable management of the human resource is a subject that can be studied further, so that new methods, strategies for applying this management can be discovered in the future. At the same time the subject can continue with a research in the field of psychology, to discover how the tourism employees adapt to the work schedule, the specific conditions and, at the same time, to be offered benefits and a different motivation depending on the status that everyone in the company have.

It is necessary to improve the current knowledge of sustainable management of the human resource in the hotel field, an aspect that is observed from the desire of the managers to participate in paid trainings by the company, where they can exchange ideas with specialized people, from whom they can learn how to apply in a practical way the knowledge eventually with a personal mentor.

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3D MODELLING AND DIGITAL ARCHIVING OF CULTURAL HERITAGE: THE EXAMPLE OF ISMOIL SOMONIY TOMB IN UZBEKISTAN

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Abstract: The protection of cultural heritage consists of research, examination, diagnosis, conservation and documentation. The most important factor for the success of the study is the accuracy of the identification and documentation study. In recent years, in addition to traditional documentation studies, technological developments have started to be used in the documentation studies of cultural heritage. These studies have shown themselves in the field of photogrammetry. Photogrammetry is a science that helps to create a precise 3D model of the object by making use of at least two pictures taken from different angles of the object. Photogrammetry increases the possibilities for use in cultural heritage studies, research projects and engineering applications that require highly accurate spatial data.In this study, 3D model of Ismoil Somoniy Tomb/Samanid Mausoleum in Bukhara was made in photomodeler software. All architectural details of the tomb were documented with the help of the model. The digital data obtained as a result of the study can be used by all professional disciplines in the studies related to the subject.

Key words*:* Cultural Heritage, 3D Model, Photogrammetry, Close-Range Photogrammetry, Ismoil Somoniy Tomb

INTRODUCTION

From the past to the present, historical monuments are subject to many natural or unnatural damages. For this reason, the efforts to protect cultural heritage and inform the next generations about history are acceleration and increasing in importance throughout the world. This increasing importance encourages technology to make these studies on cultural heritage easier and more detailed. This also necessitates the development of measurement and certification systems. The greatest heritage that can be left from past to future is cultural heritage. Historical artefacts, which are witnesses of history, are taken under protection by means of documentation on the digital platform. With the method developed in the digital platform, both the original forms

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of historical artefacts are preserved, and a virtual museum is created. Documentation works both as a basis for the reconstruction of the work in case it is damaged, and it allows examining and analysing the changes that occur in the work (Yakar and Mohammed , 2019).

The preparation of historical and cultural monuments and surveys in restoration projects is one of the important process steps. Photogrammetric methods have been used for many years in the preparation of data (survey and three-dimensional model) which will be the basis for the maintenance and repair of historic monuments. With the development of computer and information technology, classical close-range photogrammetry has been given way to digital close-range photogrammetry. With digital photogrammetry method, all orientation and drawing operations can be performed more easily in the computer environment than the classical method. This method offers many possibilities such as automatic orientation and measurement operations, digital three-dimensional vector data, digital orthophoto, digital surface, and terrain models. As the result obtained products are numerical, these products can be used in different application areas such as three-dimensional modelling, visualization, management and presentation of three-dimensional data in addition to documentation and photogrammetric surveying.

IMPORTANCE OF DIGITAL DOCUMENTATION

Cultural heritage is one of the most important bridges between the past and the future of humanity. It has an important place in human and individual development. Leaving these heritages to pass on the next generation in accordance with their origin is also an important issue for humanity. UNESCO (United Nations Educational, Scientific and Cultural Organization), ICOMOS (International Council for Monuments and Sites), ISPRS (International Society for Photogrammetry & Remote Sensing), ICOM (International Council for Museums), ICCROM (International Center for the Conservation and Restoration) of Monuments) and UIA (International Union of Architects) have undertaken tasks related to the protection of world cultural heritage (Callegari, 2003).

Metric, written and visual documentation is used as the basic data for the determination of the current status and problems of cultural heritage and all kinds of conservation activities related to the solution of these problems. It is also an important way of communicating cultural heritage to future generations and introducing it to society. Today, different techniques are used in the documentation of Cultural Heritage and this topic is developing rapidly in parallel with technological developments. In addition to producing information on various physical, social, economic, cultural and historical aspects of cultural heritage at various quality and scale, processing and converting large amounts of data produced into usable information is an indispensable requirement for protection. To protect the cultural assets that have universal values, which are accepted as the common heritage of all humanity, to introduce them to the world, to create awareness that will protect the cultural heritage in the society and to provide the necessary cooperation for the preservation, documentation and transfer of the destroyed cultural values to the next generations is one of the biggest tasks falling to mankind.

STUDY AREA

Bukhara province (Uzbek: Buxoroviloyati / Бухоровилояти) is one of the 12 provinces of Uzbekistan. In the middle-south part of the country, there are borders to Turkmenistan and the surface area of Bukhara is 39.400 km^2.

Fig. 1. The Location of Bukhara / Uzbekistan (39 ° 46′30′ N, 64 ° 26′28′ E) **(**https://www.wikiwand.com**)**

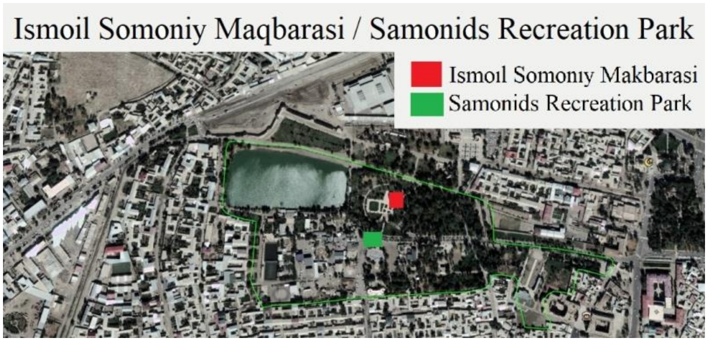

Fig. 2. Ismoil Somoniy Maqbarasi Google Earth location (39 ° 48′36′ N, 64 ° 22′2′ E)

Located in a park just outside of the touristy area of Bukhara, the Mavzoley Samanidov Mausoleum (also known as the Samanid Mausoleum) provides a bit of solitude from the crowds. It is said to be the tomb of Ismail Samani as well as a few other members of the Samanid dynasty. It was built between 892 and 943. It was rediscovered in 1934 (https://wanderingwheatleys.com).

For many years the lower part of the mausoleum remained under a two-meter high layer of sediment. Now the foundation has been cleared of these obstacles and the mausoleum, fully restored, is open for observation from all sides as was initially planned by the builders. The monument marks a new era in the development of Central Asian architecture, which was revived after the Arab conquest of the region.

Fig. 3. Ismail Somaniy Maqbarasi/Mavzoley Samanidov Mausoleum (https://www.gpsmycity.com)

The architects continued to use an ancient tradition of baked brick construction, but to a much higher standard than had been seen before.The construction and artistic details of the brickwork are still enormously impressive and display traditional features dating back to the pre-Islamic culture (https://www.gpsmycity.com). Samanid Mausoleum has a square shape, whose side reaches ten meters. It is built from baked bricks. Each of the four sides of the structure is open for inspection. On all peaks are three-quarter columns. There are no decorative supports on them, and there are also no capitals - heads. The filigree arcade, on each side of which there are ten arches, leans onto the columns. The corners of the shelter have small domes. They are slightly shifted to the middle of the axes of the columns. In the center of the roof is the main dome with a small lantern.

Fig. 4. Ismail Somaniy Maqbarasi Artistic Details

Samanids Mausoleum (Bukhara) has, as it was already it is said above, four sides, each of which has rectangular doors. They are mounted in a complex frame.The doorway has a decorative outer frame, which first passes into a large, and then into a small keel-shaped arch. The terracotta architectural elements are decorated with the framing of the entrances. Decorative brickwork is the decoration of the rest of the building. Inside the mausoleum has an octagonal shape, which gives it four corner arches (https://vision1cyclings.com).

METHOD AND APPLICATION

The photogrammetric method is one of the most effective and efficient techniques used in documentation studies. The photogrammetric method is 100-130 times more efficient than conventional methods, 2-5 times more graphically advantageous and 10 times more accurate in terms of accuracy (Sağıroğlu, 2004).

Method

Close-range photogrammetry is a method for making three-dimensional drawings in close and medium distance areas. Using cameras and special software at different focal lengths, the necessary orientations are made, and three-dimensional models are produced from the photographic surface. With this method, three-dimensional position information of the objects that are created models is obtained (Şanoğlu et al, 2013).

1) *Photogrammetry:* Photogrammetry word comes from ancient Greek and consists of a combination of the words photos (lights), gramma (line) and metron (measurement) (Marangoz, 2000*)*. According to the definition of ISPRS (International Society for Photogrammetry and Remote Sensing), photogrammetry in its most general sense is "a science that creates and analyses information about the physical object and their environment as a result of recording, measuring and interpretation of photographic images and electromagnetic energy" (Yastıklı, 2009). The aim of photogrammetry is to obtain the geometric properties of objects or topography with the help of photographs. Photogrammetry is therefore defined as the technique of acquiring information about objects without direct contact with them (Yastıklı, 2010).

From the photographs taken by photogrammetry method, special equipment and software can be used to produce maps, digital elevation or digital surface models and orthophoto. Digital Elevation Model (DEM) is a numerical representation of the altitude information of the terrain at regular intervals in the X and Y direction in a common vertical datum used. Digital Elevation Model generally refers to height information about the bare earth without vegetation and man-made objects. The Digital Surface Model is that the different height information is related to the ground surface of buildings, trees, towers, and other objects. Orthophoto can be defined as a re-sampled photograph or image with the geometric characteristics of a map, scaled, skewed, curved and elevated curves in differential areas (Yastıklı, 2009). Photogrammetry technique is frequently preferred in different disciplines. Photogrammetry can be classified according to object size, location of the photographic point and evaluation methods (Atkinson, 1996). In this study, the method of close-range photogrammetry which is based on the location of the photographic point was preferred.

2) *Close-range Photogrammetry:* Close-range photogrammetry is a method for making three-dimensional drawings in close and medium distance areas. Using cameras and special software at different focal lengths, the necessary orientations are made, and three-dimensional models are produced from the photographic surface. With this method, three-dimensional position information of the objects that are created models is obtained (Şanoğlu et al, 2013).

Terrestrial photogrammetry technique is a method which was used for archaeological measurements and Documentation of historical artefacts for ages. Photogrammetry, along with the development of digital Techniques, became more efficient and economical method documentation and protection of architectural works. Recently, as a result of improvements on "The Investigation of Useability of Non-Metric Digital Cameras Mounted on the Kites Platforms at the Archaeological Documentation Work 229" digital photogrammetry and computer technology, reconstruct-Tuition of buildings as three-dimensional took part amongst Current research topics. Day by day modelling a building as three-dimensional has almost become obligatory for tourism and urban planning (Suveg and Vosselman, 2000).

The most important feature of terrestrial photogrammetry is that data collection and measurement operations are performed in a short time. With the archiving of the data obtained because of photogrammetric measurements, the necessity of making measurements at any time is eliminated. The necessary information is accessed from the archived data. Close-range photogrammetry is therefore often a preferred method (Şanoğlu et al, 2013). One of the most important advantages of close-range photogrammetry is that it allows measurement of inaccessible or dangerous buildings, very high or very low buildings. It is a great convenience to measure the desired parts of the object from photographs (Yakar and Yılmaz, 2008).

Application

The application part starts with the taking of photographs belonging to the historical work, continues with the 3D model after being processed by means of photogrammetric software and ends with the documenting of the historical artefacts.

1) *Taking photos*: In close-range photogrammetry, photo acquisition is performed in three ways according to the condition of the acquisition axes and the basis of shooting. These are normal picture taking, directed picture taking, and convergent picture taking. Of these methods, the most commonly applied is normal intake (Marangoz, 2000). The photographing of the historical structure was performed with the PENTAX Optio RZ18.

Tab. 1. Pentax Optio Rz18 Camera And Specifications

	PENTAX Optio RZ18
Total megapixels	16.6
Max. Image resolution	4608 x 3456
Sensor size	1/2.33” (~ 6.08 x 4.56 mm)
Weight	190 g
Dimensions	109 x 61 x 36 mm
Pixel area	1.74 µm²
Pixel density	57.54 MP/cm²

(https://www.digicamdb.com**)**

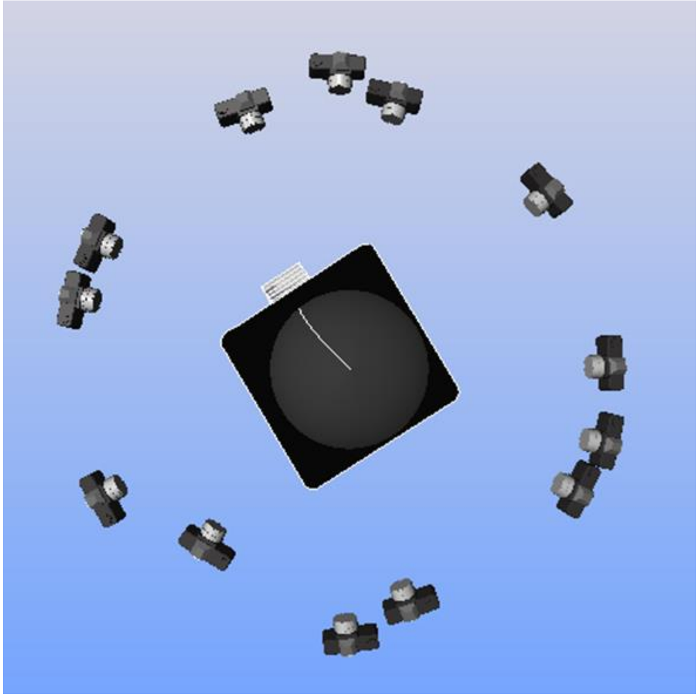

Fig. 5. Photo Shooting Locations

Considerations During Photo Shooting:

- It is necessary to change the shooting position in each photo, as pictures taken only by changing the camera orientation will cause difficulties in stabilizing.
- Photographs should be taken to overlay the whole object and to be superimposed.
- The angle between the two photographs should be a minimum of 30°.
- It must be played back with the camera's zoom setting. It is necessary to take photos at the calibration set.
- Images related to the same surface should be taken with each other at approximately 60 and 70 percent overlap ratio.

2) *Processing of Photographs on Digital Platform and Documentation of Historical Artefacts*: After the photographing process of the work to be documented is finished, these photographs are transferred to the computer. The photographs are introduced to the photogrammetric evaluation software. A 3D model is created by means of photogrammetric software on 2D images.

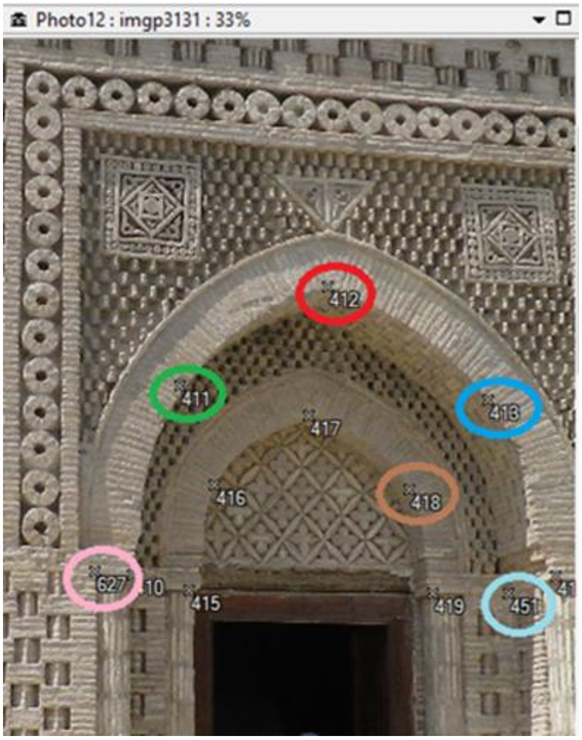

Fig. 6. Point Marking

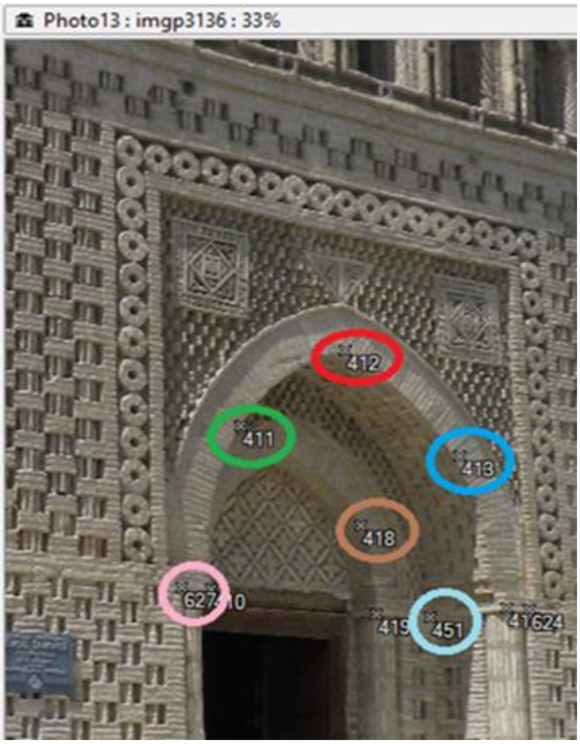

Fig. 7. Point Marking

As the first step for this process, digital image matching is performed from the pictures taken with overlapping. With digital image matching, conjugate points in two or more images are detected to reveal the surface model of the object (Nurminen, 2013). As shown in figure 6 and figure 7, the conjugate points are marked with precision. When marking the points, attention is paid that the marked point can be selected in each photo. Then, the paired photos are subjected to orientation. After the orientation process is completed, details are drawn, and the surface coating is performed. To do this, two photos will be opened coating the same area. Drawing is made on the reference photo; this drawing is copied, and its location is shown on the other photo and a 3D drawing of the artefact is obtained in figure 8.

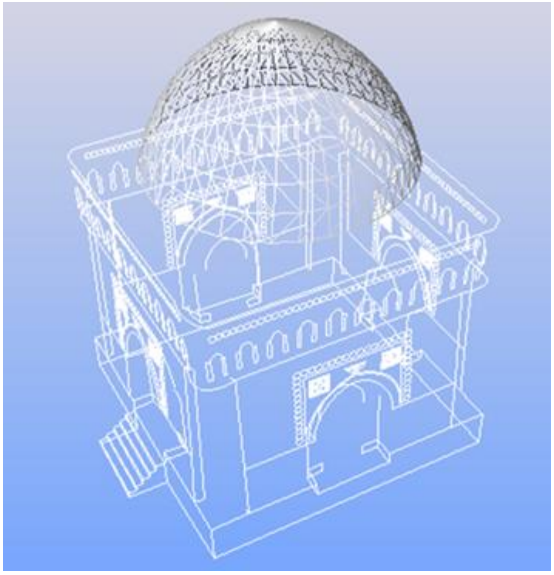

Fig. 8. *Drawing Process*

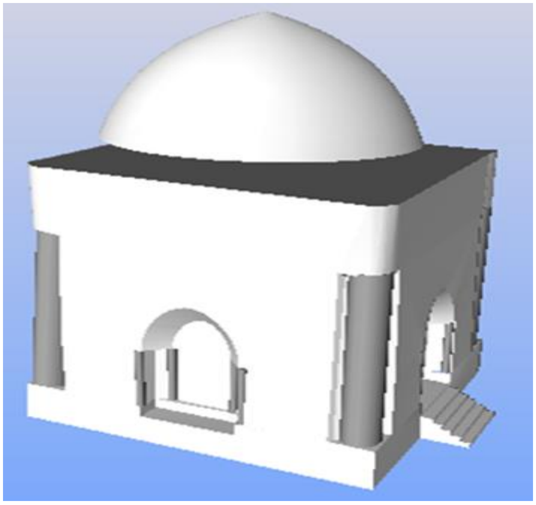

Fig. 9. Surface Coating

After the drawing process is completed, the surface coating of the model is made over the photographs and the model becomes final and we give our 3D model a high-quality image. The surface-coated version of the model is shown in figure 9. All details of the artefact are drawn in figure 10.

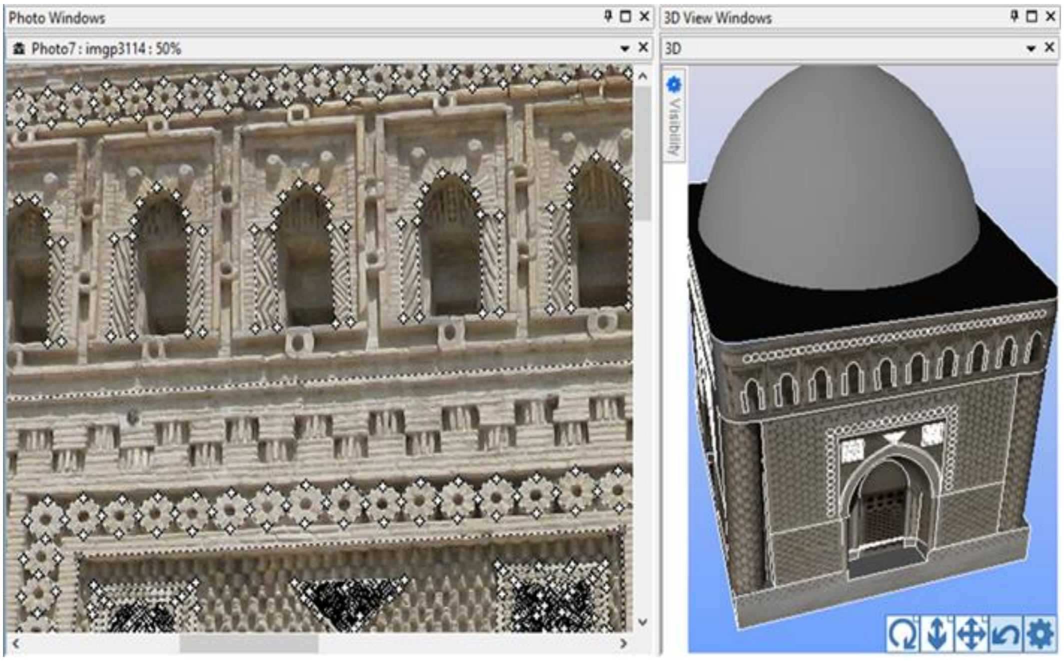

Fig. 10. Drawing Detail

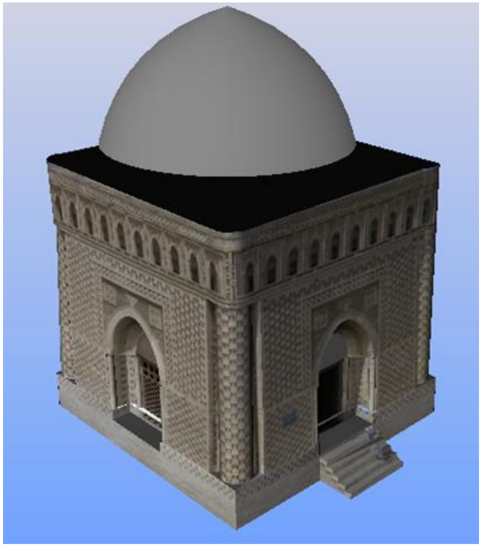

Fig. 11. 3D model

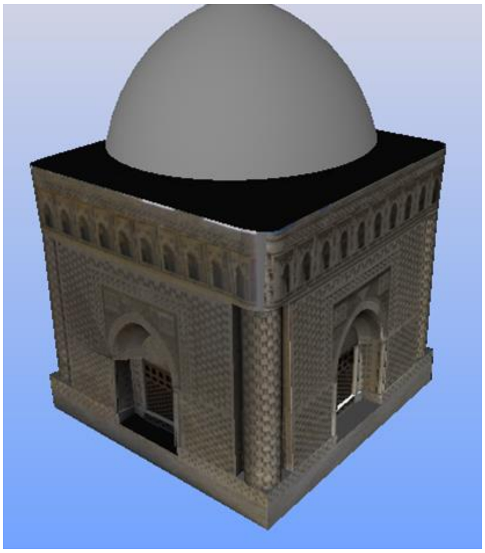

Fig. 12. 3D model

Figures 11 and 12 show a high-quality 3D model of the Ismoil Somoniy Tomb.

CONCLUSIONS

The use of advanced technologies in the documentation of historical and cultural heritage is necessary to achieve both accurate and rapid and effective results. The development of the methods used in the documentation and monitoring of cultural heritage is important in terms of both architectural history and archeology research. Architectural photogrammetry is a documentation method. As an indispensable part of architectural conservation projects, the relieves can be obtained with these methods in a sensitive and short time. Plan, section, facade and detail measurements of the monument can be made with traditional methods. Plan measurements of large volumes are difficult. For large objects with sharp geometric lines and high-resolution images, close-range photogrammetry yields higher accuracy results.

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HOW TO INCREASE PRODUCTIVITY IN LODGING SERVICE INDUSTRY IN JAPAN - REFERRING UNIQUE CASES OF BUSINESS HOTEL COMPANIES

Tsutomu Yoshioka[20]

Abstract: Low productivity is regarded as a problem for Japan's service industry, especially in the lodging services. As a matter of course, improvement of productivity of this industry is required urgently. Therefore, it is necessary to clarify what the academic research has shown about the productivity of lodging services so far. In addition, there are companies that maintain high productivity in this service, it is necessary to derive implications from these cases and to consider the direction of research on productivity of lodging services in the future.

Key words: Value Added, Labor hours, Approach Operation, Convenience, Increasing Revenue

INTRODUCTION

'Business Hotel' in Japan

"Business hotels" in Japan are called "hotel focused in accommodation". Many business hotels do not have restaurants, and there are many business hotels that do not have ballrooms, bars, fitness gyms or swimming pools. In other words, it can be said that the purpose of business hotels is simply to stay or sleep.

Rooms are often single rooms with a size of 9-12 square meters, with only a bed, a small desk and a small bathroom. The target customersarepeople who are on their business trips. In recent years, the use by not only business travelers but also tourists has increased. The reason is that the accommodation fee is affordable. Recently, this type of hotelsare increasing in Japan.

Problems and Objectives

The low labor productivity in the Japanese service industry, especially lodging services, is regarded as a problem. Table 1 shows labor productivity in the seven leading OECD countries.

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Tab. 1. Labor Productivity of 7 advanced (or developed) countries in OECD

Rank	Labor Productivity per person		Labor Productivity per labor hour	
	Country	(US$)	Country	(US$)
1	United States	127,075	United States	72.0
2	France	106,998	Germany	69.8
3	Italy	104,179	France	67.8
4	Germany	100,940	Italy	55.5
5	Canada	93,093	Canada	53.7
6	United Kingdom	89,674	United Kingdom	53.5
7	Japan	84,027	Japan	47.5

Source: Japan Productivity Center (2018) adapted by the author

Table-1 shows the labor productivity in Japan is lower than in other countries. Figure-1 shows changes in labor productivity by industry classification in Japan. And Figure-1 shows that the labor productivities of "lodging" services, and "food and beverage" services, closely related to lodging services,arequite low in Japan.

The problem of low labor productivity of lodging services, needs to be solved. The Japanese government has taken various actions to solve this problem. However, it has not been solved at all. Therefore, it is clear that academic research in this field is necessary. Furthermore, there are hotel companies in Japan that maintain high labor productivity. So, what are the implications that can be derived from cases of companies? The purpose of this paper is to clarify these points.

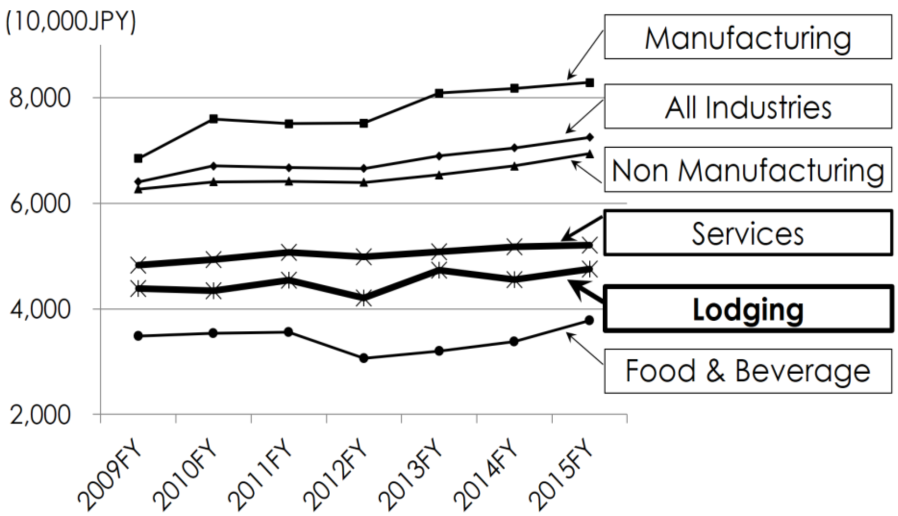

Fig. 1. Labor Productivity by industries in Japan

Source: Policy Research Institute, Ministry of Finance, Japan (2015) adapted by the author

METHODOLOGY

In this study, the mathodology of case studies is used. This is because it is difficult to collect data on individual companies or individual hotels on labor productivity in Japan. Also, in this study, which aims to derive implications from successful cases, case studies are considered appropriate.

This study uses the cases of two hotel companies. One is a company that operates a number of business hotels in Japan (Company S). This company also operates hotels overseas. The other is a company (Company G) that operates five business hotels in Japan.

PREVIOUS RESEARCHES

Productivity

Stewart and Johns (1996) states that productivity may be broadly defined as the ratio of input to output. Labor productivity is generally calculated by the following formula.

$$\text{Labor productivity per a labor} = \frac{\text{Value added}}{\text{Number of labors}}$$

or

$$\text{Labor productivity per a labor hour} = \frac{\text{Value added}}{\text{Total working hours}}$$

In addition, OECD: Organisation for Economic Co-operation and Development (2001) lists the following two labor productivity formulas.

Quantity index of gross output / Quantity index of labour input
Quantity index of value added / Quantity index of labour input

From these formulas, it can be said that “value added” is an important factor in labor productivity. According to Kajiura (2016) and Mizuno (2019), value added includes addedvalue by companies. In addition, value added is simply measured by the formula “Revenue-Pre-benefit costs”.

CASES AND DISCUSSIONS

#1: Denominator Decrease (S company)

Introduction of S company

Company S is a business hotel chain company. It has more than 100 hotels, mainly in Japan. Also, it is a famous hotel about customer satisfaction.

Case #1-1; Legs of beds

One day, a housekeepersaid "No need bed legs!". She thought that if there were no legs for the beds, there was no need to clean under the beds. This is because there is no space for dust to enter under the beds. Also, it is impossible for the guest to drop something and not find it. In other words, because the bed has legs, she has to check under the bed every day.This opinion reached the president of this company. So the president decided to cut off the legs of the beds.
What happened as a result? In housekeeping work, the time required to clean guestrooms was reduced by several minutes. This is because the time to move the bed to check under, and to clean it is no longer necessary.This event is examined with simulation data.

- This hotel has 100 rooms, and the average annual occupancy rate is 90%.
- Housekeeper hourly wage is US $ 10
- Then, 90 rooms will be cleaned per day.
- Since the working time per room can be reduced by 3 minutes, 90 * 3 can reduce 270 minutes (4.5 hours) for a day at one hotel.
- Since 4.5 hours per day, 4.5 * 365 = 1,642.5 hours can be shortened in one year.
- Since 1,642.5 hours per year, labor costs of 1,642.5 * 10 = US $ 16,425 can be reduced
- If the same thing is realized at 100 facilities (hotels), labor costs of US $ 1,642,500 can be reduced.

Case #1-2; Three "NO"s

This hotel has no physical keys to the rooms. Also, there is no food or drinks in the refrigerator or mini bar in the guestroom. Furthermore, there are no telephones in the guestrooms. Guests will receive a receipt at check-in. The receipt is marked with a 6-digit number. In addition, the door knob in the guestroom has a numeric keypad. Guests can enter the guestroom by opening the door of the guestroom by entering the number on the receipt.

There are vending machines of beverages near the the check-in counter and the floors where the guestrooms are located. Guests can also purchase food and drinks at convenience stores near the hotel and put them in the refrigerator in the room.

There are no telephones in the guestrooms, but most of the guests have mobile phones recently. If the guests need to be contact the hotel, guests can contact with their mobile phones. The same applies when calling outside the hotel.

This three “no”s means that no checkout procedure is required. Guests do not need to return the key when leaving the hotel. This is because there is no key. Guests do not have to pay anything. This is because there are no external telephones, meals at restaurants in the hotel, drinks in the minibar or refrigerator that are subject to liquidation.

For the hotel, there is no need for checkout procedures, so employees do not have to wait at the front desk. In fact, there was no one at the front desk when staying at a hotel of Company S. Guests can leave the hotel at their desired time.

Since there is no need to place employees at the front desk, labor costs can be reduced. During the morning hours, many other hotels must have employees to check out. This is unnecessary.Thesepointsare examined with simulation data.

- Assume that two people at the front desk would normally be required during the morning hours, and that the working time per person at the front desk is 3 hours.
- Assume the hourly wage for front desk employees is US $ 10
- Then, 2 * 3 h * 365 days = 2,190 hours can be saved in one year.
- Since 2,190 hours per year, the labor cost of 2,190 h * $ 10 = US $ 21,900 has been reduced.
- If the same thing is realized at 100 facilities (hotels), labor costs of US $ 2,190,000 can be reduced.

#2: Numerator Increase (G company)

Introduction of G company

Company G is a business hotel chain company. The company operates five hotels in an area slightly away from central Tokyo. In addition, hotels in this company are known for their high repeat rate (reuse rate of guests).

Case #2-1; Approach Operation

Company G has a customer service policy called “approach operation”. This “approach and operation” is a policy that employees approach (contact) the guest actively and as often as possible.

In recent years, business hotels have increased rapidly in Japan. Most of them tend to exclude communication with guests. This policy is said to reduce labor costs. The guest who uses the business hotel is not to enjoy staying and do something like swiming, eating or drinking at the hotel but to stay, in other words, to sleep. Therefore, reducing communication with guests is not a problem, but rather welcomed.However, Company G actively provides opportunities to interact with guests, or to take care of guests when not requested, contrary to the general policy.

One day when a housekeeper was cleaning the room, she found an empty bag of cold medicine on the table. She thought, “The guests in this room may have a cold”. So she added extra blankets to the room, placed more free mineral water than usual, and placed a humidifier in the room. Of course, this was done despite nothing being requested by the guests.

What happened the next morning after the guest returned to the room. At the time of check-out, the guest said that he was thankful at the front desk and was surprised to take care of him even though he had not requested it. Moreover, the guest made a reservation for the next business trip. Naturally, company G has acquired further revenue opportunities.

Case #2-2; Pursuing convenience for guests by a refrigerator

At this hotel, soon after guests checked in, most of them went down and went out immediately after going to the room. A young employee looked at the situation and thought, “Why are guests going out soon?” And often observed customers returning to the hotel.

The guest then went to the drug store next to the hotel and found out that they were buying beverages. This hotel has vending machines of beverages. However, drugstores sell drinks at lower prices than vending machines. Therefore, the guest was going out.

The young staff thought that this was inconvenient for guests. So he asked a beverage bottler company to rent a refrigerator. The refrigerator was installed in front of the receptioncounter and bottled or caned drinks were sold at the front desk.

Of course, they were sold at the same price as a drugstore. The guest could buy a drink at check-in without inconvenience going out after check-in.

Case #2-3; Pursuing convenience for guests by food delivery

Dinner is not served at four of the five hotels of Company G. The other one has a tavern, not operated by company G but it is a tenant, so guests can have dinner there. In all five hotels, breakfast is provided. Four of them use the lobby near the front desk as a place for breakfast.

The guests of these four hotels must go out to have dinner. Therefore, Company G made it possible for guests to request food delivery from the guestrooms. Guests order meals by calling at a restaurant in the neighborhood of each hotel. The restaurant delivers the meal to the guestroom and settles it. Guests can have dinner in their room. After meals, guests leave used dishes in the hallway in front of the rooms without washing. Hotel staff collect and wash dishes. The restaurant receives the dishes at the front desk.This way, guests who come back tired after work or vacation can have dinner in the room in a manner similar to room service.

Discussions by these cases

As mentioned above, Case #1 is a case that contributes to reducing the denominator in the formula for calculating labor productivity. Case #2 also contributes to increasing the numerator in the same formula.

In the simulation of Case #1, the labor cost can be reduced. This is important in hotel management. However, the most important point in this simulation is not the labor cost reduction. This is because labor cost reduction has no effect on the value added that is the numerator in the formula for calculating labor productivity. In other words, reducing labor costs increases profits.

What is the most important point in Case #1? It is a reduction in working hours. In Case #1-1, one hotel of company S was able to reduce its working hours by 1,642.5 hours per year. In Case #1-2, it was possible to reduce 2,190 hours per year at one hotel of Company S. The total of them is 3,832.5 hours. If the entire Company S has 100 hotels,can be reduced to 383,250 of working hours. This value means 47,906.25 days (converted to 8 hours per day). Furthermore, if the annual working days of one employee are converted to 250 days, it means that about 191 employees can be reduced. In other words, it contributes to the reduction of the denominator in the formula for calculating labor productivity. Of course, this will lead to increased labor productivity.

On the other hand, what about Case #2. In hotels, increasing the number of guests is important. This is not only due to labor productivity, but also as a business, resulting in an increase in profits.

This increase in profits contributes to improved labor productivity. An increase in profits leads to an increase in added value. This is because the added value is simply measured by the formula "Revenue-Pre-benefit cost" as mentioned above. For example, in Case #2-1, the Approach operation, which seems to be excessive service at first glance, led to the repurchasing of guests, that is, the expansion of revenue. Furthermore, in Case #2-2 and Case #2-3, by improving the convenience for the guests, company G also realized an increase in profits by acquiring repeaters.

CONCLUSION AND LIMITATION

The purpose of this paper is to clarify the implications that can be derived from the cases of hotel companies that have achieved high labor productivity. The implications of these cases and discussions are as follows.

Case #1 can be said to be a "developed result". This is true, for example, removing bed legs, eliminating the need for physical keys and room telephones. And the device has improved labor productivity.

Case # 2 can be said to be a true of "valuing guests". Of course, this should be limited to those that lead to revenue growth. It should also be limited to what the guest expects. In any case, excessive service is seen in Japanese hotels. However, the service that customers really want should be provided. Case #2 is a good example.

The limitation of this paper is that the aspect of quantitative research is lacking. Qualitativeresearch have been conducted on these cases. However, quantitative research is indispensable in order to further deepen research and aim for theoretical construction. The author tries to collect related quantitative data in the future.

By the way, the two implications and viewpoints derived from these cases can be said to realize higher labor productivity when they are harmonized. It does not require an unreasonable challenge. This is because "ingenuity" and "valuing customers" are indispensable in every industry.

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THE EXAMINATION OF FACTORS INFLUENCING STUDENTS TOWARD CHOOSING HOSPITALITY AS A MAJOR; THE CASE OF UNDERGRADUATE HOSPITALITY STUDENTS

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Abstract: This research examines the factors that influence students' choice to major in hospitality management. Furthermore, this research assessed the role of student personality type in the academic major selection process. Data were collected from 152 undergraduate hospitality majors attending a single public university, and personality type was assessed using the Self-Directed Search based. The results may help hospitality management programs tailor recruitment materials to engage naturally entrepreneurial and outgoing potential students. The results will also help potential students discern career paths that may be most rewarding given their natural personality strengths.

Key words: Hospitality management, Education, Self-directed search, major choice, Holland, Chapman.

INTRODUCTION

Hospitality is one of the largest employers in countries around the world and in the U.S. alone the industry added 312,000 jobs in 2015 (U.S. Bureau of Labor Statistics, 2016). The old stereotype of hospitality jobs as low-wage, entry-level positions with little opportunity for advancement is increasingly outdated as skilled and educated people are becoming aware of hospitality career opportunities (U.S. Bureau of Labor Statistics, 2015).

The increased importance of the hospitality industry has led to new advanced technology, more consumer choice, and rising competition among firms (Goodman & Sprague, 1991). Increased complexity brings the challenge of maintaining a skilled and qualified workforce that can keep up with all of the new trends.

With soaring demand for hospitality employees and limited supply of skilled personnel, demand for undergraduate and graduate hospitality programs has grown significantly. In fact, hospitality management programs doubled between 1992 and 2002 (Johanson, Ghiselli, Shea, & Roberts, 2010).

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Barrows and Johan (2008) argued that the growth does not rely on a single factor, however it does appear that the growth in hospitality education parallels with industry trends. The good news for hospitality education programs is students in hospitality and lodging who have a college degree can expect better job opportunities than those without a degree (Canon & Gascon, 2012; Montmarquette, Cannings, &Mahseredjian, 2002; U.S. Bureau of Labor Statistics, 2015).

LITERATURE REVIEW

Many college students expect to enhance their career potential by acquiring the skills important to future employers (Canon & Gascon, 2012; Montmarquette, Cannings, & Mahseredjian, 2002). Students who pursue post-secondary education, especially in service fields such as hospitality, acquire unique skills not shared by those who do not pursue higher education, including leadership, communication, work experience, ability to prioritize work, ethics, business, nutrition and food safety knowledge (Kay & Russette, 2000). College educated workers have higher salaries and savings, leading to more productivity overall (Baum &Payea, 2005). In general, college students tend to have better personal lives including their overall health and longevity (Baum & Payea, 2005; Canon & Gascon, 2012).

A college degree in hospitality management contributes to the later success of managers in the hospitality industry (Goldmon, 2011). Those with a college degree have higher salaries and more promotions than those who lack the credential (Goldmon, 2011). Given the numerous advantages of college education, students naturally expend considerable effort choosing where to attend college and what subjects to study. This study sought to understand the decision process of those majoring in hospitality management. The theoretical framework of this study was based in Chapman's (1981) Model of Student College Choice variables and Holland's (1997) Theory of VocationalChoice.

Chapman's (1981) Model of Student School Choice has been a valuable tool to understand factors that influence student's selection of colleges. The model comprises variables related to external influences and student characteristics and expectations of college life. Recently, Bobbitt (2006) approved Chapman's model and argued that the model could bring a positive change to the hospitality management recruitment process.

Numerous research studies have been conducted using Holland's (1959) Theory of Vocational Choice, especially in nonacademic settings. However, some studies applied this theory to understand people's behavior toward choosing career or major. Holland's (1959) Theory of Vocational Choice is an interactive model based on a typology of persons and environments, and has several factors which influence career choices: (a) family; (b) peers, teachers, and other adult role models; (c) school, work, and leisure experiences; and (d) socioeconomic status and ethnic background.

In summary, many studies have investigated the factors that influence college students' major selection but few have examined the hospitality industry specifically. The few hospitality studies that exist demonstrate that career opportunities, social status, and encouragement from family and friends are highly influential for students who choose to pursue hospitality degrees. This data can help hospitality professionals and educators develop appropriate academic goals and curricula to engage students, as well as effectively market hospitality programs to increase student enrollment.

METHODOLOGY

Research design

This quantitative study was non-experimental and utilized a descriptive-correlational research design. According to Fraenkel and Wallen (2006), "A major purpose of correlational research is to clarify our understanding of important phenomena by identifying relationships among variables" (p. 336). The phenomena assessed in this study were factors associated with how students selected an academic major. Student characteristics, external influences, and personality type data were collected using a descriptive questionnaire adapted from Wildman (1997). Personality type data were collected using the Self-Directed Search (SDS) Form R 5th Edition (Holland, 1997).

Population and sample

The population for this study was 297 undergraduate students at a large, public research university in the U.S. Data were collected from a final sample of 152 participants. All participants had selected hospitality as either an academic major or minor. All data were collected in Spring 2016.

Research questions

The objective of this study was to examine the factors that lead college students to choose hospitality as a major. Furthermore, this research assessed the role of student personality type in the academic major selection process. Specifically, this study addressed the following research questions:

1. What are demographic characteristics of students majoring in hospitality?
2. What are the most frequent personality types among hospitality students?
3. What are the most frequent SDS three letter combinations among hospitality students?
4. What are the characteristics and background of students majoring in hospitality?
5. What are the external influences of students majoring in hospitality?
6. What is the relationship between personality type and external influences on hospitality students' selection of a college major?

FINDING

Participants in this study were predominantly White/non-Hispanic females, ages 20-24, in their senior year of college, and considered in-state students. Nearly all participants had chosen hospitality as a major rather than a minor, and Hospitality Management was the intended or current academic track for over half of the participants. (Table 1)

Table 1: Demographic

Variable	*F*	(%)
Gender		
Female	108	70.1
Male	44	28.9
State Residence		
In-state	139	91.4
Out-of-state	13	8.6
Class Standing		
Senior	72	47.4
Junior	56	36.8
Sophomore	20	13.2
Freshman	4	2.6
Ethnicity		
White/non-Hispanic	119	78.3
Hispanic	23	15.1
Black/African-American	8	5.3
Asian/Pacific Islander	2	1.3

Academic Program		
Major	131	86.2
Minor	21	13.8
Track		
Hospitality Management	85	55.9
Lodging	28	18.4
Food and Beverage	26	17.1
Wine	12	7.9
Education	1	.7

Most participants did not have an immediate family association with hospitality. Nevertheless, half of the participants had worked in a restaurant in high school, although about one-third had no prior hospitality work experience. However, many students were involved in multiple extracurricular activities in high school, such as athletics, school electives, National Honor Society, and student government. Interestingly, most were not enrolled in a hospitality program in high school. Nearly half of the participants indicated that they chose to attend the university in the 12th grade, and the majority reported selecting their major after college matriculation. Given these data, it is unsurprising that nearly all students were aware of job opportunities in the hospitality industry while in high school, yet few were also aware of various hospitality majors offered at their university of choice or long-term hospitality career opportunities.

Table 2: Characteristics and Background of Hospitality Students

Variable	*F*	(%)
Family association with hospitality		
No	119	78.3
Yes	33	21.7
Hospitality work experience		
Restaurant	75	49.3
No hospitality work experience	51	33.6
Other hospitality experience	19	12.5
Lodging	4	2.6
Theme parks	3	2
College decision year		
9th grade or below	13	8.6
10th grade	9	5.9
11th grade	14	9.2
12th grade	74	48.7
After high school	42	27.6
Major decision year		
9th grade or below	7	4.6
10th grade	7	4.6
11th grade	4	2.6
12th grade	35	23
After high school	99	65.1
Aware of career opportunity		
Yes	55	36.2
No	97	63.8
Aware of job opportunity		
Yes	145	95.4
No	7	4.6

Using Holland's (1959, 1997) RIASEC model, the most common personality type was Enterprising, followed closely by Social. Specifically, the most common combinations (in descending order of frequency) were Enterprising-Social-Conventional, Enterprising-Conventional-Social, and Enterprising-Social-Artistic.

Table 3: Personality Type Rank

	First Code		Second Code		Third Code	
Personality Type	*F*	(%)	*F*	(%)	*F*	(%)
Realistic	6	3.9	15	9.9	15	9.9
Investigative	7	4.6	9	5.9	11	7.2
Artistic	8	5.3	15	9.9	25	16.4
Social	34	22.4	56	36.8	36	23.7
Enterprising	87	57.2	34	22.4	16	10.5
Conventional	10	6.6	23	15.1	49	32.2
Total	152	100	152	100	152	100

Table 4: Most Common Three-Letter Codes

Codes	*F*	(%)
ESC	26	17.1
ECS	12	7.9
ESA	8	5.3

Three categories of external influences were studied: prior exposure to hospitality, people of influence, and hospitality department factors. Overall, the six external factors considered most influential by hospitality students in their college major selection were atmosphere in the hospitality department, faculty friendliness, teaching reputation of thehospitality department, parents or guardians, college friends, and high school visits from hospitality department representatives.

Table 5: External Influences of Students with Mean Scores Greater than 5.0

External Influences	Rank	Mean	*SD*
Atmosphere in department [c]	1	6.63	3.01
Faculty friendliness [c]	2	6.12	3.24
Teaching reputation [c]	3	6.11	3.21
Parent or guardian [b]	4	6.03	2.99
Friend in college [b]	5	5.23	3.23
High school visit from department representative [c]	6	5.19	3.60
[a.] Prior exposure to hospitality. [b.] People of influence [c.] Hospitality department factors			

Finally, three significant relationships were found between SDS codes and external influences. Family and friends were positively associated with the first SDS code and the summary code. Professionals in the hospitality field were slightly negatively associated with the third SDS code.

SUMMARY AND CONCLUSION

To address Research Question 1, demographic data were collected regarding gender, age, academic major, state residence, and ethnicity. The ratio of male to female participants in this study sample were quite dissimilar to the gender ratio found among the general student population. During the Spring 2016 semester, the undergraduate population was 44.9% female and 55.1% male (U.S. News and World Report, 2016). The sample in this study, in contrast, were 71.1% female and 28.9% male. Although this limits the generalizability of the results, previous studies found that male and female students are both motivated by culture, social factors, type of work, and physical working conditions (Alananzeh, 2014; Chellen&Nunkoo, 2010). Those factors significantly influence the type of program students choose. These results are valuable because the percentage of females in the entering classes of the major U.S. hospitality programs continues to grow (Sigala& Baum, 2003).

At the large public university, the average student age was 21 years old (U.S News and World Report, 2016). The most common age of students in this study was 22 years old, and 90% of the sample was between the ages of 20-24 years old. The majority of students were in-state residents, and only 13 participants were out-of-state residents. This distribution reflects enrollment trends at the large public university; 92% of the entire student population are in-state residents (U.S. News and World Report, 2016). About 75% of students were self- reported residents of large metropolitan areas, although the definition of metropolitan area and small city/town were self-defined.

According to Holland (1997), ethnicity is one factor that influences academic major choice. Nearly 80% of participants considered themselves White/non-Hispanic, and 15% considered themselves Hispanic. Eight students (5.3%) identified as Black/African-American and two (1.3%) identified as Asian/Pacific Islander. Although the percentage of White students seems especially high, this distribution should not be alarming given that 79.7% of the state population is White, and most students are in-state residents (U.S. Census Bureau, 2015).

Almost all participants chose hospitality as a major; only 21 (13.8%) chose it as a minor. The university incorporates tracks into its curriculum and the most common academic track for students was Hospitality Management (55.9%), followed by Lodging (18.4%), Food and Beverage (17.1%,), and Wine (7.9%). Only one student planned to go into Education (0.7%).

To address Research Questions 2-3, personality type was measured using the Self-Directed Search (SDS) created by Holland (1997), based on the RIASEC model. Among the 152 hospitality students in this study, the three most dominant personality types were Enterprising (57.2%), Social (36.8%), and Conventional (32.2%). The SDS instrument measures individual personality as a three-letter combination of the six possible codes. According to Holland (1997), hospitality administration/management is categorized under ESR, a code quite similar to the top three types found in this study. The three most dominant personality types were ESC (17.1%), ECS (7.9%), and ESA (5.3%).

These findings support previous studies of personality type and vocational interest. In 1991, Chacko reported that student interests were predictive of eventual career choice. On the RIASEC model, hotel/restaurant managers were most likely to be Enterprising (Chacko, 1991). Hospitality majors in general were interested in status and leadership more than intellectually challenging pursuits such as scientific research (Chacko, 1991).

To address Research Question 4, the majority of students (49.3%) reported having had restaurant experience, but 33.6%. reported no hospitality work experience. It was unclear if they held non-hospitality employment during high school. Huang and Lo (2014) found that work experience can encourage students to pursue hospitality careers. Almost all participants reported involvement in some type of high school activities, clubs, or organizations. The five most frequently reported high school activities by hospitality students were athletics (23.3%), school electives (16.9%), National Honor Society (12.7%), student council or government (11.5%), and cheerleading or spirit squad (9.5%).

To address Research Question 5, data were collected regarding external influences on participants' choice of academic major. Not surprisingly, the Internet was the most influential source of prior exposure to the hospitality major, followed by television programs.The most influential people were parents and guardians, followed by friends in college. This supports previous findings from numerous studies that parents and friends have significant influence on students' major choice (Alananzeh, 2014; Chapman, 1981; Holland, 1997; Zahari et al. 2005). Chapman (1981) stated that students prefer being around other students of similar aptitude as theirs. Also, Chapman (1981) argued that parental influence increases as academic performance improves, which then influences the student's choice of college. Holland (1997) also found family and peers to impact school and vocation choice.

The most influential college or departmental factors were the program’s atmosphere, faculty friendliness, teaching reputation of professors, and high school visits from faculty in the department. Chapman (1981) argued that the fixed characteristics are a means to describe the college in the short term. That said, it is important to note that it might take a significant amount of time for a college to redefine itself and change the opinion of potential students.

In total, the most influential factors, in descending order of influence, were atmosphere in the hospitality department, faculty friendliness, teaching reputation of the department, parent or guardian, friends in college, and high school visit from department representatives. These results support Lehmann’s (2015) recent findings concerning the influence of electronic word-of-mouth on the college search process. Given the ubiquity of social media, especially among Generation Y, Lehmann (2015) hypothesized that electronic influences would eclipse traditional word-of-mouth. Yet electronic word-of-mouth was actually less influential than traditional word-of-mouth when students were involved in the college search and choice process (Lehmann, 2015).

To address Research Question 6, Pearson product-moment correlation coefficients were calculated to identify possible relationships between personality typeand external influences. Family and friends were positively correlated with the first SDS code, Enterprising, and the summary code Enterprising-Social-Conventional. Professionals in the hospitality field were slightly negatively associated with the third SDS code, Conventional. Vocational interest is extremely stable over time. Lucy (1976) reported substantial stability in Holland type “in spite of changing social and economic conditions” (p. 78). Therefore, external factors measured in this study are unlikely to affect the SDS codes. Rather, a student’s personality type mediates which category of external factor influences their college major selection and the size of the effect. As mentioned earlier, most of the hospitality students in this study scored high on the Enterprising scale. Those who are Enterprising may actively seek input from close friends and relatives, and thus highly value these opinions. These influences were also significantly correlated with the overall summary code Enterprising-Social-Conventional. The influence of hospitality professionals seems to be valued most by students who scored lowest on the Conventional scale. Perhaps these students are going against the advice and wishes of family and friends, and are encouraged to pursue hospitality nevertheless by respected hospitality professionals.

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TRIP ADVISOR AS A TOOL FOR TOURISTS' PREFERENCES ANALYSIS: THE CASE OF MONASTERIES AT FRUŠKA GORA MOUNTAIN, SERBIA

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Abstract: Most of the information is now available online, so tourists search different websites that can help them to choose destination, and also which activities to conduct and which places to visit at the destination. Tourists' comments are one of the tools to realise not only good and bad sides of destinations, but also to have insight in all attractions and activities within destinations. One very efficient tool for getting travel advices is an American travel and restaurant website - TripAdvisor, which shows hotel and restaurant reviews, accommodation bookings and other travel-related content. This interactive travel forum is the largest "social travel website" in the world, with about 315 million reviewers (active and inactive) and about 500 million reviews of hotels, restaurants, attractions and other travel-related businesses.
The task of this study is to use TripAdvisor as a tool to gain information about tourists' opinion on their visit to Monasteries of Fruška Gora Mountain in North Serbia. There are 19 monasteries, built in the period from the 15th to the 18th century and aside of natural assets of this mountain, they represent valuable attractions which is why this destination is also named "Holy Mountain" or "Serbian Atos". The contemporary trend in tourism is that people visit holy places which is why type of tourism where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes is now defined as religious tourism.
This study will analyse all the comments and reviews of study area sites (monasteries) and present the global opinion on the visitors' choice and preferences according to their travel and social characteristics.

Key words: Trip Advisor, Fruška Gora, monastery, religious tourism

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INTRODUCTION

The great influence of the Internet in the tourism industry has resulted in people increasingly planning online travel, seeking information, suggestions and advice from other people, where to travel, what time of year and how to spend time in certain destinations, what is unavoidable and what should not do (Higgins-Desbiolles, 2006; Chua and Banerjee, 2013).

Consumers today have a much better understanding of the marketing tools and activities through which travel arrangements are made and, in most cases, rely on the opinions and experiences of other tourists. Tourists are motivated to share their experiences online because they know it will help others, but they also realize a certain social component of community (Hennig-Thurau et al., 2004; Ho and Dempsey, 2010; Fronzetti-Colladon, Guardabascio and Innarellac, 2019). The exchange of opinions and experiences over the Internet has led to the emergence of electronic word-of-mouth, through the exchange of experiences and information (Cheung and Thadani, 2010; Dumenco, 2010; Canhoto and Kietzmann, 2013). Hennig-Thurau et al. (2004) consider eWoM a much better means of marketing information than traditional word-of-mouth because it acts immediately and has a much broader impact when it comes to the number of people who will see the information or message. What makes eWoM even more attractive is the ability to create your own arrangement based on other people's experiences without the involvement of travel agencies (Shanka et al., 2002; Egresi and Prakash, 2019). A large number of review platforms for travel, hotels, restaurants and destination activities on the Internet can be a problem and support for tourists at the same time. One of the most prominent online platform, which is also a means of transmitting electronic word-of-mouth is TripAdvisor. It was launched in 2000 as a US travel-related content site and it garnered over 75 million user reviews by 2013 (TripAdvisor, 2013; Chua and Banerjee, 2013).By 2016, the number of reviews had grown to over 320 million, which is justified given that the site's services are free and users are the ones who create content on this platform. This platform could also be described as a travel agent helping to create a personal travel arrangement (Jeacle and Carter, 2011; Fili and Križaj, 2016). This is confirmed by one of the studies conducted by Cong et al. (2014), in which visitors said that they were relying on reviews from other users on TripAdvisor.

The purpose of this research is to use the TripAdvisor platform as a means of gaining information and opinion from tourists regarding their visit to the monasteries of Fruska Gora, which were built between the 15th and 18th centuries and represent one of the most important legacies of the Fruška Gora National Park. The analysis of these reviews will determine the general opinion about the choices and preferences of tourists related to their needs, desires and expectations. Certainly there is a downside to online review platforms in the travel industry, as users sometimes exaggerate the good or bad comments related to a product or service. This raises the question of the extent to which travelers can rely on online reviews or the extent to which the information shared online is accurate. In this way, trust is one of the problems of sharing experiences on the Internet. Because of that, the positive and negative effects of online reviews will be highlighted as well as the limitations of this research.

ELECTRONIC WORD-OF-MOUTH

Development of modern technologies has a great impact on people, but most in everyday communication. The availability of the internet made it possible for people to communicate online at any time. When it comes to communication, it does not have to mean direct communication with messages, but all other content created by users. This content in tourism includes all information, experiences, opinions, tips, etc. that users share with others. Previously, such content could be shared as word-of-mouth, and in the last few years the Internet has been a mediator in this communication. Accordingly, a new way of messaging in the travel industry between travelers has emerged - electronic Word-of-Mouth (eWoM).

There are many definitions of eWOM, and Hennig-Thurau et al. (2004) have provided one that simply explains this contemporary phenomenon:

"Any positive or negative statement made by a potential, anctual, or former customer about a product or company that is made available to a multitude of people and institutions through the Internet."

The importance of electronic word-of-mouth is increasing as more and more forms of content spread on the Internet. As the importance is greater, so is the impact that eWom exerts on all Internet users, be they companies, destinations, tourists or someone else (John E. Hogan, Katherine N. Lemon et al., 2005; Michael Trusov, Randolph E. Bucklin et al., 2009; René Algesheimer, Utpal M. Dholakia et al., 2005; John A. Deighton, Leora Kornfeld, 2007; Leivadiotou and Markopoulos, 2010).

When it comes to the degree of trust in eWOM, there are some factors that can further influence trust in online reviews, e.g. if it is something of greater value, the buyer may at the beginning think that he will not be paid or will not receive adequate value for that price. Online reviews can then help make the buyer more confident in their choices, but they can also have a negative impact and create even more concern for the customer (Martin Evans, Ahmad Jamal et al., 2009; Leivadiotou and Markopoulos, 2010). Considering that services are intangible in the tourism industry, the customer cannot know in advance whether his choice based on online reviews is good or not until he arrives at the destination (Lewis and Chambers, 2000; Leivadiotou and Markopoulos, 2010). For this reason, the tourism industry carries some risk when it comes to using online reviews as a means of assisting the decision-making process.

The difference between wom and eWom is in geographical space, time and social factor. Also, eWOM can transmit messages in three formats: text, audio and video. There is a much higher number of people who view online content (Gruen, Osmonbekov, & Czaplewski, 2005; Fili and Križaj, 2016).

Although TripAdvisor has certain downsides, as it happens that users intentionally write good or bad reviews, thus increasing or diminishing the reputation of destinations, hotels and restaurants, it is one of the indispensable tools for organizing travel.

Trip Advisor

In the literature, scholars have extensively engaged in research on the digital technologies and the tourism industry, so Baka (2016) uses the term "Travel 2.0" for online self-organized travel platforms, referring to Web 2.0 but through its application in tourism. These types of travel arrangements support the decision-making process of travelers, which Zhao et al. (2015) represent as an indispensable part of the tourism decision-making process, when tourists seek information regarding destinations, flights, accommodations, restaurants and other useful information related to a particular trip.

Online platforms where users post travel information are not only useful before the trip, but also during their stay at the destination. Tourists often seek additional information through the aforementioned platforms while at their destination, thus completing their own travel experience (Yoo et al., 2016; Nicoli and Papadopoulou, 2017).

As the sharing of travel information on the Internet has reached a high level, some terms have emerged from scholars, such as the virtual tourist community and the digital nomad, which denotes people traveling and creating online content while traveling, such as is e.g. blogging (Wang et al., 2002; Wasserman, 2014; Nicoli and Papadopoulou, 2017).

There are a number of online platforms that help travelers organize their travel, with the biggest success being the TripAdvisor platform. Founded in 2000, based in Newton, Massachusetts, TripAdvisor is one of the leading online decision support platforms for tourists during travel planning. Based on a survey conducted in 2016, this site monthly visits 350 million users and generates 320 million reviews and reviews for 6.2 million hotels, restaurants and attractions at destinations (TripAdvisor, 2016; Fili and Križaj, 2016).

This online platform allows travelers and customers to share opinions, tips and information regarding destinations, hotels, restaurants, destinations. It also provides birthing to websites for booking flights, accommodations and other activities while traveling. The TripAdvisor platform was successful, as evidenced by a survey conducted in the UK in which 83% of respondents confirmed that they would always book accommodation if they had a "Traveler's Choice" recommendation (Morris, 2016; Nicoli and Papadopoulou, 2017).
A regression analysis of a hotel in Rome resulted in a "one point increase on the converted 1-10 average review score across online platforms associated with an increase in occupancy rate of 7.5 percentage points" (Viglia, 2016, p. 2045).
According to a 2016 survey, over 212,000 hotels, about 30,000 destinations and 74,000 attractions were reviewed on TripAdvisor (Yoo et al., 2016; Nicoli and Papadopoulou, 2017). It is represented in over 30 countries worldwide, while in China this platform is under website www.daodao.com (TripAdvisor, 2015). This platform also has a Business component, through which it is proven to influence the traveler in the decision-making process. The advantage of using online platforms like TripAdvisor over traditional ways of organizing travel is that users not only create their own travel plan, but influence and help other users / travelers with their comments and reviews. In this way, the flow of information about destinations, attractions, hotels and restaurants is much faster and has a stronger impact on travelers (Munoz-Leiva et al., 2012; Nicoli and Papadopoulou, 2017).
Since travelers share different experiences, both positive and negative, e.g. the hotel can respond to the comment by thanking or explaining the reason for the traveler's bad experience. Thus, hotel consultants are emerging, such as Fritsch and Sigmund (2013), who advise and assist hotels in how to respond to comments, to preserve their reputation (Nicoli and Papadopoulou, 2017).
The media are also involved in new trends in the tourism market, so they follow the newspapers as well as negative reviews on online platforms where users create content. Filoon (2016) highlights the case of a Michelin-starred restaurant in the UK, with a customer complaining about small portions of food, while Fritsch and Sigmund (2013) refer to "trigger happy" those customers who share bad reviews the moment you notice something bad, although that problem may be resolved if you contact the staff.

METHODOLOGY

The data for this survey were taken from the TripAdvisor website. Comments were manually collected from June 10-30, 2019. The number of comments by attraction was not big, so there was no need to use special data collection software. In order to determine to what extent and in what way the reviews can help visitors to the monasteries in Fruska Gora, a descriptive analysis was performed, listing the words that are most used and comments explaining the experiences of visitors. For the city of Novi Sad within the "Activities" card there are reviews for monasteries. Reviews were analyzed separately for each monastery, which the TripAdvisor recognizes. TripAdvisor reviews are written in multiple languages. For the sake of clarity, the comments, which are in another language, have been translated into English. For each comment quoted, the original language in parentheses is written as it appears on the TripAdvisor website. Although the emphasis is on reviews and their analysis, the monasteries for which the reviews have been analyzed will be briefly presented in the section below.

An interactive map has been created on the www.fruskac.net website, showing the heritage of Fruška Gora, including monasteries representing the historical heritage (Picture 1). The map shows all 35 monasteries in the entire territory of Fruska Gora, but TripAdvisor does not recognize all 35 monasteries. As mentioned in the description of the methodology, the analysis covers 10 monasteries.

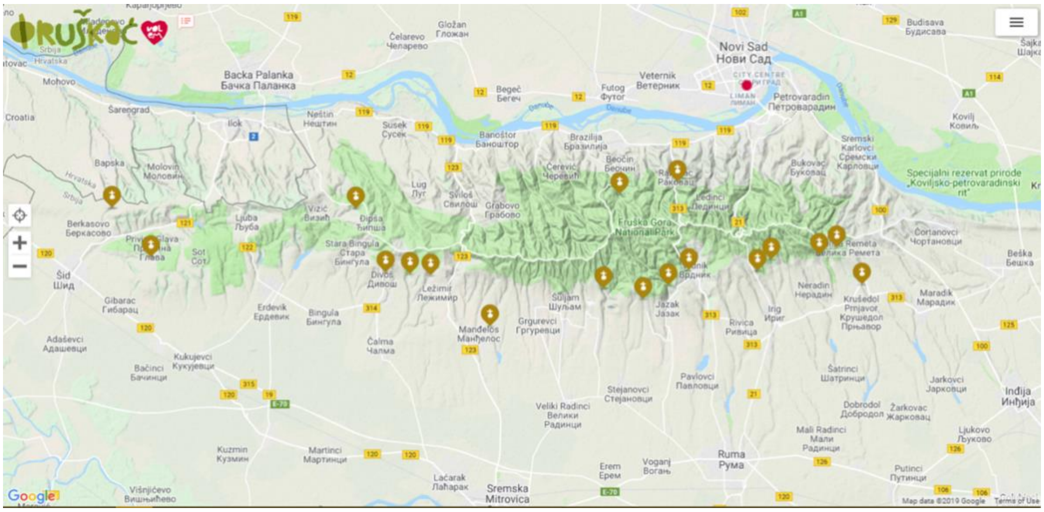

Fig. 1. Interactive map of Fruška Gora – monasteries (www.fruskac.net)

According to information from the official website of the Fruska Gora National Park, a group of monasteries in this territory was built in the period from the 15th to the 18th century. A total of 35 monasteries have been built, and today it is in operation 15. Given the importance of these religious sites, UNESCO protected the monasteries as a cultural and historical heritage. The monasteries were created at a time when the Serbs were trying to resist the Turkish Empire and to represent the faith of that people. Today, monks and nuns maintain active monasteries: Krušedol, Petkovica, Rakovac, Velika Remeta, Divša, Novo Hopovo, Staro Hopovo, Jazak, Mala Remeta, Grgeteg, Beočin, Privina Glava, Šišatovac, Kuvežedin and Vrdnik-Ravanica. As for every historical moment, there are also legends about the erection of these monasteries that they nevertheless arose from the 12th to the 15th centuries. What is authentic is the proximity of the monasteries, so visitors often visit more than one monastery at a time, not just one. The period of these monasteries is related to the migration of Serbs and to the famous despotic Branković family, modeled on Nemanjić family and their dynasty. Also, the relics of the saints, which are a symbol of the Orthodox faith, are kept in each monastery (www.fruska-gora.com).

RESULTS

Visitors to the ***Jazak Monastery*** made mostly positive comments, referring to the peace they experienced during the visit, describing the place in different ways, "peaceful", "a lot of tranquility", "tranquility in everything", "an oasis of peace", "peace". They are also amazed at the beauty of this monastery and its surroundings and therefore most used the words: impressive, beautiful, beauty, kindness, amazing views. Given that the environment was described as very nice, many comments contained the words "well-groomed" and "well-preserved."
Visitors comments are generally full of positive impressions, such as "We enjoyed our visit very much; it is a very pretty monastery and very well preserved...", "A monastery in the middle of the greenery of a park and a lot of tranquility with a church with very old frescos..."(Italian), and some also shared significant information regarding decent dress during a visit to the monastery, "Come properly dressed! Due to hiking shorts I was admitted to the courtyard only (no church)." Visitors belonged to the groups: Families, Couples, Solo, Work, Friends, which means that this monastery attracts a lot of attention from tourists, no matter what the purpose of their trip and who they travel with.

Based on comments from visitors to ***Grgeteg Monastery***, it is possible to conclude that they are delighted with the monastery and its surroundings. Comments include terms like "wonderful", "for every recommendation", "amazing", "mental relaxation", "impressive, imposing, preserved", "beautiful flowerdbeds", "calming landscape", "ancient, medieval", "worth a visit ","very cozy, quiet, blessed place","beautiful and well-groomed area","all in flowers, very clean". Visitors are delighted with the interior of the monastery and the homemade wine and honey, as evidenced by the comments: "...church shop, they make honey... "(Russian)," ...The frescoes are most impressive as the in-house wine-shop selling local wines and

agricultural products from the monasterial estate","...Monastery's honey is deliciuos and very cheap...","...The frescoes are most impressive as they are in-house wine shops selling local wines and agricultural products from the monasterial estate."
In addition to the nice comments visitors have made about this monastery, there are some tips that can make it easier for those who want to visit the monastery. They mostly recommend going with your own car, as they state in the comments "in a rented car" or "no car without", while some recommend that you reach the monastery via a hiking trail, "...And walking from here to Velika Remeta is amazing! (follow the red trail)","...The monastery can also be reached by a hiking trail that runs throughout Fruska Gora..."According to the website, various groups of tourists visited this monastery: Families, Couples, Solo, Work, Friends.

Similar to the previous, ***the Petkovac Monastery*** was described by visitors as "beautiful", which is mentioned in several comments, then "...well-groomed territory gives peace...", "Peaceful, Amazing Place!", "...Offers calm, peace and tranquillity...","...A serene place..."
Visitors also enjoy and highlight the home-made products of the monastery, such as wine, brandy and homemade food that they tried in the dining room. Some of the comments are: "...Nicely located with a small souvenir shop selling homemade ointments, wine and schnapps" (German), "...The monastery's dining room offers locally made brandy and national dishes" (Russian).
Visitors suggest taking a taxi: "...Feel free to take a taxi, just pre-negotiate the price." (Russian), and advise which monasteries it is possible to visit by the way: "...There is parking nearby, you can get either from the side of Šišatovac (we drove from this side, the road was laid normal), or from Divsa" (Russian).Petkovac Monastery is visited by different types of travelers: Families, Couples, Solo, Work, Friends.

There are few comments on ***Rakovac Monastery***, but visitors are generally satisfied with the visit. They shared some information regarding transportation: "...It is only a small number of bus trips and needs to be planned. Photographs are not allowed in the monastery area, but you can take pictures of the hill behind the monastery. There is no signal on the phone near that"(Chinese),"It is close to Novi Sad, easy to reach and worth seeing","10 km from Novi Sad is this Orthodox monastery...Appropriate clothing required when visiting"(Russian) as well as tips on taking photos and dressing. Good reviews are evidenced by the reviews: "This place is a fantastic place to visit. This is a mixed history, religion and past...", "The monastery itself is worth to see, as it has an interesting concept and a very cute small church inside the complex..."

Velika Remeta Monastery is, according to reviews, a very nice place, many comments contain nice adjectives for the environment, kindness of nuns such as "charming", "isolated and silent", "clean and genuine acceptance", "nice and hospitable", "beautiful architecture ","a stunning impression","astonish place","unforgettable monastery","beautiful scenery","indescribable atmosphere","the monks and nuns are exquisite","so beautiful and original", etc.Similar to other monasteries, it is also possible to buy local produce, brandy, honey, wine, souvenirs, as visitors wrote in their reviews: "they make great brandy, their honey is phenomenal...there is a huge dining room with free and very tasty food..."(English),"Priests next to the monastery sell wine from nearby vineyards, honey and souvenirs"(Polish),"We bought wine and honey..."(Russian),"Very beautiful and old monastery which sells great honey from beekeepers - monks, and you can also buy wine and brandy."The travel type of these visitors was different: Families, Couples, Solo, Work, Friends.

According to small comments, visitors described ***the monastery Šišatovac*** as "medieval" and "ancient". They are fascinated by the size of the monastery, but not so much by its appearance inside and out, nor by the fact that they did not meet anyone at that moment, as one visitor points out, "We have been to this Monastery and we have not met a living soul, quite impressive seen from the outside, rather disappointing the interiors especially when compared to those of other monasteries in Fruska Gora" (Italian).
However, there are those who have made positive impressions in every sense, such as, "...It looks very magnificent. The surrounding landscapes amaze with their beauty..." (Russian). This monastery was visited by families, couples and friends.

Visitors to ***the Privina Glava Monastery*** mostly came solo or with friends. Comments contain positive impressions, as one user wrote, "...Majestic architecture, a beautiful area around. From every stone around, antiquity blows. I am very glad that I was here." (Russian), but also shared information regarding transportation, "The best form of transport to visit this monastery is a taxi. And it comes out inexpensively, and the driver will give you a ride where you need to (you won't stray and look for an entrance)..."(Russian).
The authenticity of this monastery is also described in the comment of one user, "...Because of Father Gabriel, it is extremely visited because it is known among people that Father Gabriel has supernatural powers and heals the sick" (Serbian).
Some users also shared historical information, "...According to legend, the monastery was founded in 12 century by a man named Privin, but the earliest historical records about the monastery date back to 1566-1567" (Russian) and "This

old monastery is located on Fruška Gora. It was founded in the 12th century..." (Russian).

The interior of ***Divsa Monastery*** made a positive impression based on user reviews. For example user commented, "...The frescoes in the church are interesting, and they have been restored, with bright colors and a more modern style. We regret that we could not find out more about them" (Serbian). Other users also commented on the interior of the monastery and its surroundings, "...The ancient architecture and interior made a strong impression. Pleased with the eye and territory" (Russian) and "...Ancient murals and icons made a special impression on us" (Russian).Visitors came solo, with family or friends.

Few comments on ***the monastery of Kuveždin,*** but from the reviews it can be concluded that they are positive impressions, so the user commented, "I highly recommend visiting this monastery. Inside and around, everything breathes the history of old...The most convenient form of transport from the city center is a taxi. It is inexpensive here"(Russian), thereby sharing the transportation information. Another user suggested a way of dressing during the visit, "...Plastic baskets with headscarves and skirts were placed in the port of the monastery so that visitors could enter the church dressed in Christian custom" (English). Users traveled solo or with friends.

Also a small number of comments about ***the monastery Mala Remeta***, but with good impressions from visitors. One user commented, "...it is a well-hidden and very beautiful monastery, both inside and out, accompanied by an old and austere monk, while an old dog kept his guard, suggestive" (Italian).Others commented on the surroundings of the monastery, "...The monastery is a small building with a bell tower, standing a few meters from it. Today, the monastery is completely renovated. We liked the orchards and vineyards on the site" (Russian) and also one user commented,"...Everything has been renovated and looks wonderful, and on the hills surrounding the monastery we have fruit orchards and vineyards..." (Polish). Another user commented on the location and history of the monastery, "This nunnery is located in the southern part of Fruska Mountain. It was founded by King Dragutin and the main church dedicated to the cover of Blessed Virgin Mary." (Russian)The monastery was visited by couples and friends.

DISCUSSION

For most monasteries the reviews were positive. There are many reviews regarding the appearance of the monastery as well as the interior. Mostly fascinated by frescoes and iconostasis in monasteries, but there were also negative comments, e.g. for the interior of the Šišatovac monastery, when a visitor compared this monastery with others in the surroundings that he thought had a really beautiful interior. The environment or nature has made a special impression on the visitors. They emphasized the maintenance of the courtyard and surroundings of the monastery, and therefore praised the monks and nuns, and their dedicated work in the preservation and protection of the courtyard. The fact that they strive for landscaping surrounding the monastery is certainly important, especially for those visitors who come to sleep in the holy place.

The hospitality was also emphasized by the visitors and the way they were received when they came to visit. They could talk to the monks and nuns, they were served food to eat lunch or dinner. They could hear stories about the creation of a monastery, history or some other interesting facts. This suggests that people still seek direct contact while traveling and that this approach leaves a positive and lasting impression.

Tourists love the authenticity of the destinations, especially when they can bring home something that represents a particular region or country. In this case, the monasteries produce local honey, brandy and wine. Most users say they have tried home-made produce, while some have bought and brought home because they were delighted with the flavors.

Access to monasteries is one of the more important factors, according to the reviews analyzed. In most cases, visitors emphasized that it was best to come with their own transportation. The reason for this is the ability to visit more monasteries during one trip. There were also those who, as they say in the reviews, came with taxis for a good price. Since Fruska Gora is a national park often visited by mountaineers, some have advised that it is possible to reach certain monasteries via a footpath, such as the red trail to the Velika Remeta Monastery.

CONCLUSION

Based on the analysis of the comments, it is possible to conclude that the visitors pay the most attention to the accessibility of the attraction and signaling, how to get to the location (taxi, bus, car, hiking, motorbike), then the environment given that it is a National Park, the way they were welcomed. additional values such as local products, and to a minimum, visitors comment on the history and creation of the monastery, enjoying the peaceful and natural surroundings. The advantage is certainly the proximity of several monasteries and the ability to visit most of Fruska Gora. Almost none of the comments contained information on the distance of the accommodation and additional activities, which justifies religious tourism, beacuse main objective is to visit religious sites and to spend some time there.

There is often controversy about the relevance of online reviews, as it happens that users intentionally write good or bad comments. Considering that the subject of the research is monasteries or religious sites that tourists do not visit for order, but because they are really interested in the history of the Serbian people, for pilgrimage, missionary or leisure purposes, the possibility that users intentionally wrote good or bad reviews was probably not great. In this way, the intentional comment factor was avoided to some extent.

Although all comments were carefully and thoroughly analyzed, there are some limitations to this research. First of all, there is a difference between the number of comments of individual monasteries. Then, users write reviews when they remember or when they have internet access, and thus their impressions change slightly. In this study, it was not analyzed when the reviews, ie. how much time after the visit and to what extent it could affect the split review. There is information on TripAdvisor about when a user visited a destination and when they wrote a review. In future research, this factor will be taken into account in order to complement the analysis of online reviews.

Online reviews are to some extent helpful to other users and tourists alike, because they can find tips, important information, but of course the experience of such holy places is individual, it causes different feelings for people. Therefore, a distinction should be made between a place that has a certain emotion in people and a place like a hotel where a good accommodation and food should be provided to the guest.

In the decision-making process, reviews from TripAdvisor can be a helpful tool for travelers when planning their trip, but they should not be relied on completely. Other forms of information may be additional tools to support the decision-making process during travel planning.

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DEVELOPMENT OF RELIGIOUS TOURISM IN MOSTAR TOURISM-GEOGRAPHICAL REGION

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Abstract: Religion has always been a powerful force that has attracted many tourists to destinations around the world. Our country is a place of meeting of different peoples and religions, which has contributed, according to the religious and cultural heritage, to be one of the richest countries in Europe. Four large religious communities in Bosnia and Herzegovina have significant shrines that are visited by tourists from all over the world, although neither the entities nor the states have a strategy for promoting religious tourism. In this paper we will present the representation of religious objects and manifestations of Mostar tourism-geographical region, their tourist valorization and proposal in order to improve this specific form of tourism.

Key words: Mostar; tourism-geographic region; tourist valorization; religious tourism; tourism development.

INTRODUCTION

"The concept of religion or faith implies conviction, trust and reliance" (Kesar, 2013). Historical development of tourism shows that religious travels are one of the oldest forms of tourism that arose from the increase of knowledge about the world, which was caused by the fact that people moved to different places where they could learn and inherit the aspects of other cultures, and they themselves find something about reality, spirituality, self-esteem and self-realization (Geić, 2002).

Religious Tourism, so-called “Faith Tourism”, is a form of tourism, whereby people of faith travelindividually or in groups for reasons related to religion or spirituality

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in their quest for meaning. It could beunder, pilgrimage, missionary, or leisure purposes.

This tourism is one of the fastest growing segments of the travel industry. The UNWTO estimates that 300 million tourists visit the world's major religious sites each year (one fourth of all international tourist arrivals) and that 600 million national and international religious voyages are undertaken annually (UNWTO, 2016).

The problem of religious tourism in this region is the lack of sufficient accommodation capacities, the discordance of religious tourism with cultural tourism, and the lack of a detailed strategy for the development of religious tourism. The reason for the absence of a strategy of religious tourism in these regions is the lack of importance to religious tourism as it should be given, which would certainly enable the development of different branches of economy, and thus improve the living conditions at both the local and regional levels.

MATERIALS AND METHODS

The McKercher and Du Cross models of tourism valorization of sacral objects and events at Mostarregionwere applied (McKercher, B., du Cros, H., 2012). Identified tourist potentials and indicative parameters were evaluated on the Likert scale (1-5) to measure the tourist significance at the different spatial level. The indicative parameters of sacral objects and events included:

- *Tourist-geographical position*
- *Ambience*
- *Attractiveness*
- *Compatibility*
- *Uniqueness*
- *The level of utilization for tourist purposes*
- *Two-season possibility of exploitation*
- *Construction / Equipment*
- *The representativeness*
- *Aesthetic / artistic value*
- *Tourist attendance*

The measured indicators were of great importance to understand the tourist significance of sacral objects and events which is important for their further tourist presentation. This way were determined the aesthetic and monumental qualities, uniqueness and cultural-historical importance, as well as their representativeness, which are the pulling tourism factors.

Quantitative approach resulted in calculation of general tourist value of each faith-tourism potential at Mostar tourism-geographical region and the ranking of the identified sacral objects and events according to the following criteria:

- **0 to 1.5** (inadequate quality and low market attractiveness) - are not suitable for tourist presentation and use;
- **1.5 to 2.5** (satisfactory quality and medium market attractiveness) - local tourist significance (L);
- **2.5 to 3.5** (good quality and good market attractiveness) - regional tourism significance (R);
- **3.5 to 4.5** (very good quality and very good market attractiveness) - national tourist significance (N), and
- **4.5 to 5** (excellent quality and high market attractiveness) - international tourist significance (I).

Scoring and rating of sacral objects and events was based on the zoning model where the Mostar tourism region was divided into three zones. The zero level has the best tourism-geographical position (downtown), it is mostly touristically attended, and therefore the majority of financial capital from local communities and government is invested exactly for the reconstruction and representation of tourist attractions in this zone, while the tourist significance of sacral objects decreases further from the center. The paper will consider only the sacral objects and events with their tourist significance above 3.5 (national and international rank of interest).

This detailed and complex analysis, classification and categorization of anthropogenic tourism potentials were made possible through the use of professional and scientific literature, which consisted of spatial plans at the state, entity, cantonal and municipal levels, then development plans and strategies (economic and tourism) of the cantons and municipalities, official websites of municipalities and tourist communities, as well as their own field research.

VALORIZATION OF THE ANTHROPOGENIC TOURIST POTENTIALS OF THE MOSTAR TOURISM-GEOGRAPHICALREGION FOR THE PURPOSE OF DEVELOPMENT OF RELIGIOUS TOURISM

The Mostar tourism-geographicalregion covers 3.225 km^2, from Makljen and Ivan-Sedlo in the north to Mostarsko polje in the south. The tourist-geographical position of this region is very favorable because a significant Bosnian-Herzegovinian M-17 road crosses through it, connecting the capital ofBosnia and Herzegovina and the tourist center of this region with the Adriatic coast. Its position will be further improved once the Vc highway is built up, so for tourists coming to the capital will be easier tovisit this area. The Mostar tourism-geographicalregion consists of 5 municipalities: Jablanica, Konjic, Mostar, East Mostar and Prozor. The tourist center of this tourism-geographical region is Mostar, which is at the same time the political, economic, financial and cultural center of Herzegovina. The unique beauty of this region is contained in the fact that it is at the same time mountainous and lowland, both coastal and continental. In the areas around Jablanica, Konjic and Prozor there are rich geomorphological, biogeographical and hydrographical tourist potentials, which are preserved from anthropogenic pollution (Bidžan, 2015).

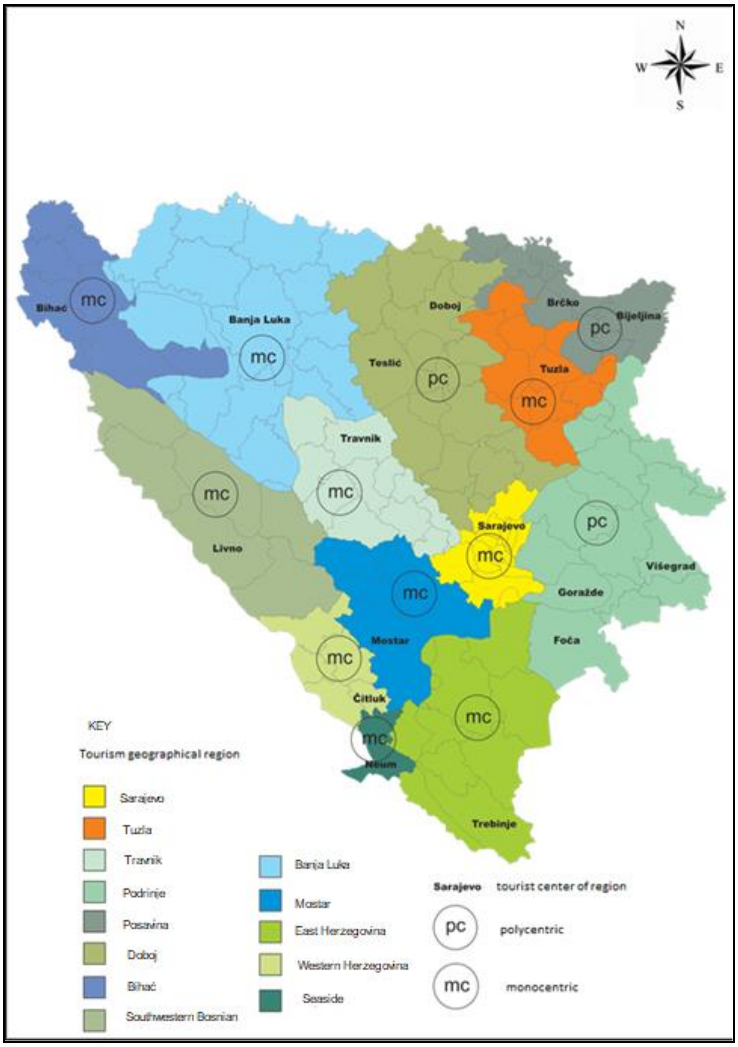

Fig 1.Tourism-geographical region of Bosnia and Herzegovina (Source: Bidžan, 2012)

This region according to preliminary data from the 2013 census has 166.987 inhabitants and the population density is 51.7 residence/km^2 (Institute for Statistics of the Federation of Bosnia and Herzegovina, 2013).

This region is connected to the Sarajevo tourism-geographical region and the Adriatic coastvia the M-17 (E73) highways, to Travnik region via M-16.2 and to the West-Herzegovina tourism-geographical region and the Republic of Croatia via regional road R-419 (Jablanica-Posušje), which in one part is still a macadam road. Through this region runs the Sarajevo-Mostar-Ploče (Republic of Croatia) normal trackrailway. In the city of Mostar there is also an international airport, which is of great importance for the future development of religious tourism in these region (Bidžan, 2015).

As far as tourist traffic is concerned, the Mostar tourism-geographical region in 2017 had a number of tourist arrivals of 270.810, of which 17.9% weredomestic tourists, and82.1%foreign tourists. They made 553.847 overnights, of which 17.2% were domestic and 82.8% foreign tourists. Most tourists come from South Korea, Italy, Poland, Croatia, Turkey, China, Slovenia, Serbia, Montenegro, Germany, Spain and France. Regarding accommodation capacity, this region offers 7.697 beds in various types and categories of accommodation (hotels, motels, small pensions, home accommodation and more) with a tendency of increasing tourist capacities and significant annual growth of tourist traffic (Institute for Statistics of the Federation of Bosnia and Herzegovina, 2018).

Mostar tourism-geographical region, according to its functionality, is a part of cognitive, educational and religious region. This tourism-geographical region has great significance for defining the tourist offer of Bosnia and Herzegovina, out of a total of 626 national monuments in Bosnia and Herzegovina, in the Mostar region there are 64 national monuments. Its unique natural and anthropogenic tourist potentials enable the development of numerous specific forms of tourism: bathing, sports-recreational, adventure, fishing, hunting, religious, cultural-manifestation, etc. Among the 64 national monuments, 34 monuments belong to sacral objects that can serve for the development of religious tourism (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2018; Bidžan, 2015). In Table 1, we will present the tourism valorization of the highest rated and at the same time the most important sacral objects of this tourism-geographical region, while the complete list can be viewed in the doctorate of A. Bidžan (2015), where all objects were covered.

Table 1: Tourist valorization of sacral objects and religious events in the Mostar tourism-geographical region

Anthropogenic tourist potentials	Tourist-geographical position	Ambience	Attractiveness	Compatibility	Uniqueness	The level of utilization for tourist purposes	Access to anthropogenic tourist motives	Two-season possibility of exploitation	Construction / Equipment	The representativeness	Aesthetic / artistic value	Tourist attendance	General tourist value	Rank
1. Franciscan Monastery and Church of the Assumption of the Blessed Virgin Mary, Šćit, Prozor	4	5	5	5	5	5	3	5	5	4	5	4	4,6	I
2. Nuhefendić Mosque (Čaršijska), Prozor	4,5	5	5	5	5	3	3,5	5	5	3,5	5	3	4,4	N
3. Old Orthodox Church, Mostar	5	5	5	5	5	4	4	5	4	4	5	3	4,5	I
4. Tabačica Mosque, Mostar	4,5	5	5	5	5	2,5	3,5	5	2,5	2	5	2	3,9	N
5. The Cloister of the Franciscan Monastery, Mostar	3	5	5	5	5	2,5	2,5	5	2,5	2	5	2	3,7	N
6. Bishop's Residence/Ordinariate, Mostar	4	5	5	5	5	4	4	5	4	4	5	4	4,5	I
7. Baba Beširova Mosque in Balinovac, Mostar	4	5	5	5	5	2,5	3,5	5	3,5	2,5	5	2	4,0	N
8. Karađoz-bey Mosque, Mostar	5	5	5	5	5	4	5	5	5	4	5	4	4,8	I

9. Karađoz-bey Madrassa, Mostar	4,5	5	5	5	5	3,5	4,5	5	3,5	3	5	2	4,3	N
10. The Cathedral of Mary, Mother of the Church, Mostar	5	5	5	5	5	3,5	4	5	3,5	4	5	4	4,5	I
11. Koski Mehmed Pasha Mosque, Mostar	5	5	5	5	5	3,5	5	5	5	3	5	4	4,6	I
12. Koski Mehmed Pasha Madrassa, Mostar	4,5	5	5	5	5	3,5	3,5	5	3,5	3	5	2	4,2	N
13. Tekke, Blagaj	5	5	5	5	5	4	3,5	5	5	5	5	5	4,8	I
14. Monastery Žitomislići, Mostar	4,5	5	5	5	5	3,5	4,5	5	3,5	4	5	4	4,5	I
15. Roznamedžija Mosque, Mostar	4,5	5	5	5	5	3,5	4,5	5	3,5	3	5	2	4,3	N
16. Synagogue, Mostar	4,5	4	4	4	4	3,5	4,5	5	3,5	3	4	2	3,8	N
17. Prkanjska (Hadži Zulfikar) Mosque, Konjic	3,5	3,5	3,5	3,5	3,5	2,5	4,5	4	3,5	3	3,5	2	3,4	R
18. Repovačka Mosque, Konjic	4	3,5	3,5	3,5	3,5	3,5	3,5	4	3,5	3	3,5	2	3,4	R
19. "Dovište Buna"	5	5	5	5	5	4	4	1	5	5	5	5	4,5	I
20. Christmas concerts	5	5	5	5	5	4	4	1	5	5	5	5	4,5	I

Source: Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2018;Bidžan, 2015;

Legend:

- 0 to 1.5 (inadequate quality and low market attractiveness) - are not suitable for tourist presentation and use;
- 1.5 to 2.5 (satisfactory quality and medium market attractiveness) - local tourist significance (L);

- 2.5 to 3.5 (good quality and good market attractiveness) - regional tourism significance (R);
- 3.5 to 4.5 (very good quality and very good market attractiveness) - national tourist significance (N) and
- 4.5 to 5 (excellent quality and high market attractiveness) - international tourist significance (I).

Below, we will give a brief description of the religious buildings and the most significant religious-cultural manifestations, which received the highest total value for tourism valorization in the Mostar tourism-geographical region, and these are: Karađoz-bey Mosque and Koski Mehmed-Pasha Mosque, Tekke and Mevlud on Buna, Franciscan Monastery and Church of the Assumption of the Blessed Virgin Mary, Old Orthodox Church and The Cathedral of Mary Mother of the Church, The Bishop Residence, Monastery Žitomislići and the Christmas concerts. This ten out of total 19 sacral attractions poses the international tourist significance (53%).

➢ *Karađoz-bey Mosque or Zaim Hadži Mehmed-bey-Karađoz Mosque* was built in 1557 and it is the largest preserved Mostar mosque. In addition to the high elegant minaret, its dome also attracts attention.The yard with harem extends to the corner of theKarađoz-Bey and Fejića Streets. This mosque is also one of the most beautiful mosques in Herzegovina. It was built according to the designs of the famous Ottoman architect, Sinan. It belongs to the same type of mosques, with identical spatial concept and identical constructive and decorative elements, as well as AladžaMosque in Foča, which also belonged to the group of the most beautiful and most famous mosques in Bosnia and Herzegovina and beyond (Mujezinović, 1998).

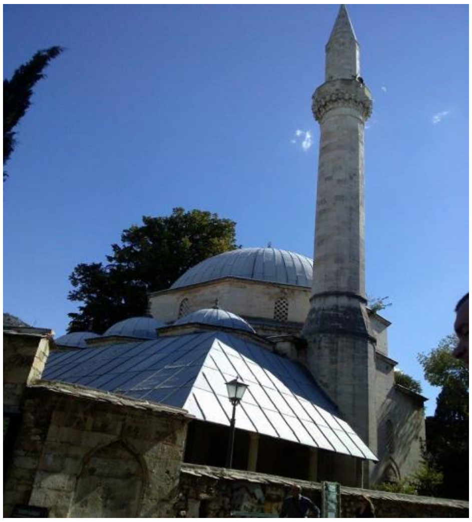

Fig. 2. Karađoz-bey Mosque inthe Mostar tourism-geographical region
(Photo: Bidžan, A.)

"Karađoz-bey Mosque is a tombstone mosque with a porch under the small domes, an exterior porch with an elegant minaret, which is under the šerefa (balcony of the minaret) decorated with majestic stalactites. The central space of the mosque is bordered by walls of 1.1 m thickness, which make the right cube of external dimensions without the porch. The central space is covered with a dome with crown at a height of 15.9 m from the floor of the mosque, and the external height to the peak of the minaret is 16.5 m. The large and fairly hollowdome of 10.7 m diameter leans on an octagonal tholobate. All domes on this mosque are covered with lead sheet (Fig.1). The minaret is attached to the right outer wall and its height to the peak of the minaret is 34.5 m. The interior of the mosque is illuminated by over 25 windows, of which ten are on the side walls and five on the mihrab wall, two on the entrance wall and one on each side of the octagonal tholobate" (Hasandedić, 1980).

Fig. 3. Interior of Karađoz-bey Mosque, Mostar
(Photo: Žunić, L.)

In the Spatial Plan of Bosnia and Herzegovina (1980), this mosque was evaluated and categorized as a site of the first (I) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed the Karađoz-bey Mosque on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2004).

In the tourist valorization, the Karađoz-bey Mosque's highest rating (5 - excellent quality and high market attractiveness) was obtained from criteria: tourist-geographical position, ambience, attractiveness, compatibility, uniqueness, approach to anthropogenic tourist motives, two-season exploitation opportunities, construction/equipment and aesthetic/artistic value, and the lowest rating (4 - very good quality and very good market attractiveness) was obtained from the criteria of tourist attendance, and the level of utilization for tourist purposes and the representativeness. The general tourist value of this mosque is high and amounts to 4,8, which means that it has aninternational tourist significance (Table 1) (Bidžan, 2015).

- *Koski Mehmed-Pasha Mosque* was built in 1615 and is among the most valuable monuments of Mostar and belongs to the type of Ottoman mosques with one dome. This mosque has a great significance from the urban point of view, especially for the visions as it represents an urban accent on the Neretva coast, clearly visible from both the Old Bridge and the area of MalaTepa (Zvonić, 2003).

"This mosque is one of the single-storey dome mosques with an open porch covered with three smaller domes and a stone minaret leaned on the central cube of the object. The height of the stone minaret is 28 m from the mosque floor, and its total height, without the peak of the minaret, is 30 m. The mosque is airy and acoustic. In the interior of the mosque there are 25 windows of which ten are on the side walls and five on the mihrab wall, two on the entrance wall and one on each side of the octagonal tholobate" (Hasandedić, 1980).

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized Koski Mehmed-Pasha Mosque (fig.2) as a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed Koski Mehmed-Pasha Mosque on the List of National Monuments of Bosnia and Herzegovina(Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2004).

Fig. 4. Koski Mehmed-Pasha Mosque inthe Mostar tourism-geographical region
(Photo: Bidžan, A.)

In the tourist valorization, the Koski Mehmed-Pasha Mosque obtained the highest rating(5 - excellent quality and high market attractiveness) from the criteria: tourist-geographical position, ambience, attractiveness,compatibility, uniqueness,access to anthropogenic tourist motives, two-season possibility of exploitation, construction 7 equipment and aesthetic/artistic value and the lowest rating (3 –good quality and good market attractiveness) has gained from the criteria representativeness (Table 1) The general tourist value of this mosque is high and amounts to 4,6, which means that it has international tourist significance (Table 1) (Bidžan, 2015).

➢ *Franciscan Monastery and Church of the Assumption of the Blessed Virgin Mary* in Šćit, municipality Prozor, was built by Franciscans probably in 15 ct., before Ottomans (Lucić, 2002). It consists of the remains of the convent building from 1857, forms and decorations exterior of the church, movable heritage and cultural landscape.
The whole monastery is, in terms of construction, consisting of:

- the remains of an old monastery building - building 1 (built in 1856, collapsed in the 80s of the 20th century),

- Church of the Assumption of the Blessed Virgin Mary - building 2 (rebuilt 1873.- In 1881, burned in 1942, rebuilt in 1956; remodeled-restored basilica design in 1965)

- the new monastery building - building 3 (built in 1913th-1930th years, renovated and given an attic storey 1999)

- southern extension to the monastery - building 4 (construction began in 1986),

- the western extension of the monastery - building 5 (construction began in 1999),

- the souvenir shop at the extreme northern boundary of the monastery plot (built around the 1999th to 2000th year)

- landscaping of the park area with paths and sculptures. (Commission to Preserve National Monuments, Bosnia and Herzegovina)

With its artistic forms, church in Rama presents very valuable monument, and it’s counted as one of the best artistic decorated sacral objects in Bosnia. There is the picture of Madonna with Christ by unknown author from 19 ct., and the picture of Djuro Seder: Sv. Franjo and the first brothers born in 1985. Over the last decade, in the monastery was created the artistic gallery with at least 100 artworks. The interesting one is the collection of 28 Rama friars’ portraits (Šarčević, 2003).

Fig. 5. Franciscan Monastery

(Source: Commission to Preserve National Monuments of Bosnia and Herzegovina)

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized Franciscan Monastery and Church of the Assumption of the Blessed Virgin Mary in Šćit as a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed it on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2005).

In the tourist valorization, the Franciscan Monastery and Church of the Assumption of the Blessed Virgin Mary obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria: ambience, attractiveness, compatibility, uniqueness, possibility of tourist exploitation, construction and aesthetic/artistic value, while the lowest rating (3 –good quality and good market attractiveness) has gained from the criteria access to anthropogenic tourist motives. The general tourist value of this object is high and amounts to 4,6, which means that it has an international tourist significance (Table 1) (Bidžan, 2015).

➢ *Old Greek Orthodox church in Mostar (Church of the Birth of the Virgin)* is located on the east side of the center, in the area of Bjelušine, on the hill above Saborna Church and the old school, and it was reconstructed in 1832.An important example of sacred orthodox architecture, with the typical herzegovinian small rectangular fundament, and an inner semicircular altar apse. The orientation of the church is east-west, the entrance is on the west, while the apse is on the east side of the object. The outer dimensions of the church takes12,25 m of the length and 7,75 m width. The church is illuminated by the four arched windows on the south and north wall of the object and the window on the apse. Above the west wall of the church there is a bell tower on the horsetail. The bell of this shape is the common feature of the churches in this area(Ševo, 2002).

Fig. 6. Old Greek Orthodox church in Mostar
(Source: Trek Earth Gallery)

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized Old Greek Orthodox church in Mostar (Church of the Birth of the Virgin) as a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed it on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2003).

In the tourist valorization, The Old Greek Orthodox church in Mostar obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria: tourist-geographical position, ambience, attractiveness, while the lowest rating (3 –good quality and good market attractiveness) has gained from the criteria of tourist attendance. The general tourist value of this object is high and amounts to 4,5, which means that it has an international tourist significance (Table 1) (Bidžan, 2015).

➢ *The Bishop's Residence/ Ordinariate, Mostar* is situated in the west part of the city, at Balinovac, between the former Bishop's residence and the Franciscan church. It was built in 1906 as a project of Max-Maximilian David from 1902. The building was designed in the spirit of the renaissance revival- an eclectic historical style in architecture at the transition between the 19th and the 20th century on the broader area of the Austro-Hungarian Empire (City of Mostar).

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized The Bishop's Palace as a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed it on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2009).

Fig. 7. The Bishop's Palace/ Residence/ Ordinariate, Mostar
(Source: City of Mostar)

In the tourist valorization, The Bishop's Residence in Mostar obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteriaambience, attractiveness and artistic value, compatibility, uniqueness and 2-

season exploitation, while the lowest rating (4 –very good quality and very good market attractiveness) has gained from the criteria of location, utilization, construction, the representativeness, access and the tourist attendance. The general tourist value of this object is high and amounts to 4,5, which means that it has an international tourist significance (Table 1) (Bidžan, 2015).

- *The Cathedral of Mary, Mother of the Church (1873)*, is the seat of the Mostar - Duvno Bishopric, which is one of four Catholic cathedrals in this country. The cathedral was built in the postmodern style, which is generally the main characteristic of architecture in Bosnia and Herzegovina in the second half of the twentieth and at the beginning of this century.Concrete, metal, glass and stone are materials which were used for building this monumental cathedral. In the underground part of the cathedral, there is a crypt, which serves as a chapel intended for liturgical celebrations of smaller groups. There is a bell tower and six bells which were made in the foundry Grassmayr in Innsbruck (Tourism Portal Meet Herzegovina).

Fig. 8. The Cathedral of Mary Mother of the Church
(Source: Official site of tourism agency Bosnia For You)

This church beside regular catholic festivals and holidays promote other ceremonies:

- the ceremony of the chatedral dedication which is celebrated on the same date as the birth of bishop R. Perić in September (Neum, 1992.),
- festivity of the Maria Mother of the Church on the spiritual Monday,
- Sv. Josip, protector of Mostar - Duvno Bishopric in March (The official site of the parish office of Mary Mother of the Church).

In the tourist valorization, The Cathedral of Mary Mother of the Church obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria tourism-geographical position, ambience, attractiveness and artistic value, compatibility, uniqueness and 2-season exploitation, while the lowest rating (3.5 – very good quality and very good market attractiveness) has gained from the criteria utilization and the construction. The general tourist value of this object is high and amounts to 4,5, which means that it has an international tourist significance (Table 1) (Bidžan, 2015).

➢ *Monastery Žitomislići,* is one of the most culturally Orthodox monasteries Herzegovina from 16th century, and is dedicated to the Annunciation of the Virgin. It is situated in a valley on the road from Mostar in southern Bosnia and Herzegovina's border on the extreme western line of the old field Dubrava. In the old Hum field it represents the westernmost held Orthodox monastery. The greatest founders of monasteries were from families Miloradović and Hrabren.Žitomislići represent a gallery of religious art with ornaments of silver and gold. In 1853 water 'ćeriz' was introduced to the church covered a new vineyard was planted. In 1858 in the monastery "Divinity School" was opened and in 1859 a large building with 14 cells and two storerooms was built.Monastery Žitomislić, preserved all up to 1992 had a library with dozens of old manuscripts from the 16th and 17th century which came to the monastery as gift or were transcribed and also a small archive of Turkish documents. Significant calligraphic works kept in the monastery are the Ćeladkovo gospel, Passionate, Panegyric, Octoid, Prayer, Virgin's miracles. During 2003 and 2005 the church, the old dormitory and the mansion were rebuilt by the Serbian Patriarch Pavle in May 2005 (Tourist Associations of Bosnia and Herzegovina).

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized The Bishop's Palaceas a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed it on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2004).

Fig. 9. Monastery Žitomislići
(Source: Tourist Associations of Bosnia and Herzegovina)

In the tourist valorization, Monastery Žitomislići in Mostar obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria location, ambience, attractiveness, compatibility, uniqueness, artistic value, 2-season exploitation, while the lowest rating (4 –very good quality and very good market attractiveness) has gained from the criteria utilization, construction, the representativeness and the tourist attendance. The general tourist value of this object is high and amounts to 4,5, which means that it has an international tourist significance (Table 1) (Bidžan, 2015).

- *The Ensemble of the Blagaj Tekke* is located on the spring of the Buna river not far from the center of Blagaj near Mostar and was built, it is assumed, immediately after the establishment of the Ottoman rule in Herzegovina, and no later than about 1520. Initially guided by the Baptist order, and later in the 18th century, after the reconstruction by the Mostar Mufti Zijaudin Ahmed-ibn-Mustafa, it will become the center for the gathering of halvets (Mujezinović, 2000).

The Tekke at the Buna River in Blagaj near Mostar is mentioned for the first time in the Travelogue of EvlijaČelebija, who traveled through this place in 1664. Čelebija states that the Mostar Mufti erected a tekke of the Halvetia order on the cliffs of the spring of the Buna in which the dervishes have friendly and scientific discussions. This information is related to Mostar Mufti, Zijudin Ahmed-ibn-Mustafa. He was born in Mostar, where he was a teacher and mufti for about 40 years. He was famous as a well-known connoisseur of Islamic law, and wrote several important works (Mujezinović, 2000).

The natural and architectural ensemble of Tekke and musafirhana (guesthouse) with turbe (a house-shaped structure built around the tomb) at the Buna River Spring in Blagaj near Mostar represents a valuable sacral and residential building of Islamic architecture in Bosnia and Herzegovina, with very pronounced features derived from the influence of Baroque on Ottoman architecture. In 1851, Omer-pasha Latas ordered rebuilding reconstruction of the Tekke, turbe and musafirhana in Blagaj.Thirty years after the reconstruction, the Tekke was demolished by having a rock eroded on it. To this date, the musafirhana with the turbe has been preserved (Čelić, 1954). The musafirhana with the turbe is incorporated into a natural setting so that along with the cliffs, the spring of the Buna River and the mills, makes a unique unit.

Fig. 10. The Blagaj Tekke
(Source: Web magazine Bosniaks)

The Spatial Plan of Bosnia and Herzegovina (1980) evaluated and categorized the Blagaj Tekke as a monument of the I (first) category of national significance (Institute for Architecture, Urban Planning and Physical Planning, Faculty of Architecture in Sarajevo, 1980). The Commission for the Preservation of National Monuments placed this Tekke on the List of National Monuments of Bosnia and Herzegovina (Commission for Preservation of National Monuments in Bosnia and Herzegovina, 2005).

In the tourist valorization, the Blagaj Tekke obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria: ambience, attractiveness, compatibility, uniqueness, two-season exploitation opportunities and aesthetic/artistic values and the lowest rating (3.5 - good quality and good market attractiveness) from criterion of the access to anthropogenic tourist motives. The general tourism value of this Tekke is high and amounts to 4.5, which means that it has international tourist significance (Table 1) (Bidžan, 2015).

Religious manifestations in the Mostar tourism-geographical region are numerous, but they are predominantly of local or regional significance. One of them that stands out is the *"Dovište Buna"*which has international significance. In the tradition of the Bosnian-Herzegovinian Muslims, Dovište sites (Muslim places of worship) are deeply rooted and engrossed in the living being of religious and spiritual practice. This area was once a gathering place of the Bogomils, it is one of the largest Dovište sites in the area of Bosnia and Herzegovina where the number of visitors from all surrounding countries, as well as distant Emirates, often exceeds 40,000. Thus, this is a great event which is prepared and carried out by the organizers of this gathering, whose central role is the Days of Mawlid, where the Bosniaks traditionally gather to celebrate the birth of the Prophet of Allah, s.a.w.s. The central ceremony always begins with the reading of parts of the Qur'an, and in the unique ambiance of the Blagaj Tekke, imams, dervishes and sheikhs pray traditional Mawlid (Birth of the Prophet) and dhikr. In any case, this is one of the most beautiful customs of the traditional gatherings of Bosniaks. This is a place that unites the community of believers in the good and empowers their spirit to explore the preservation of their religious, cultural, traditional, linguistic and national identity in this area. "The Days of Mawlid and Zhikr" are the main annual religious and cultural manifestation of Mostar Muftiship in whose realization, apart from the Muftiship, participate the Medžlis (Majlis) of the Islamic Community of Mostar, the Karađoz-bey Madrasa, the Bosnian Cultural Community “Preporod” Mostar and the Tariqat Center of Bosnia and Herzegovina (Bidžan, 2015; Islamic community in Bosnia and Herzegovina, 2010).

All of the Dovište sites in Bosnia and Herzegovina are considered a certain phenomenon, unknown in other countries with the majority Muslim population. It speaks only of the special nature of our Bosniaks as peoples. Traditional Mawlid and Dhikr are held every other Saturday in May each year. The tradition of the annual gathering and annual Dovište in Blagaj was held until 1925. That same year its last shaykh died. Since then, the Tekke has become, more or less, just a tourist attraction, but even tourism between the two wars has not been given enough attention. However, the tradition of the Blagaj Mawlid, colloquially known as the

Dervish Mawlid, was renewed in 1975 by the shaykh FejzulahefHadžibajrić, on behalf of the Tariqat Center, and the Mostar Mufti Seidef. Smajkić, on behalf of the institutions of the Islamic Community in Bosnia and Herzegovina. The four-year termination of tradition occurred during the war (1992-1995). According to tourist workers, the most common foreign guests in Blagaj are tourists from Malaysia and Turkey. Guests from Turkey are well informed and fascinated by the fact that the Tekke was built on the orders of the Ottoman Sultan Sulejman, who remained enchanted by the beauty of this place. The tekke is open to visitors throughout the year, and in the garden looking at the spring of the River Buna tourists can drink original Turkish coffee, tea or some refreshing drink (Bidžan, 2015, Regional and local 24-hour platform N1, 2017).

In the tourist valorization, Dovište Buna obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria: tourism-geographical position, ambience, attractiveness, compatibility, uniqueness, utilization and aesthetic/artistic values, construction, representativeness and the tourist attendance,while the lowest rating (1- inadequate quality and low market attractiveness) from criteria2-seasonal tourist exploitation because this ceremony is celebrated only once a year. The general tourism value of mawlid is high and amounts to4.5, which means that it has international tourist significance (Table 1) (Bidžan, 2015).

- *Christmas concerts*have become the true pleasure of the Mostar tourism-geographical region. They are organized by Croatia music of Mostar and the Symphony orchestra of Mostar and Cathedral oratory choir. The ceremony takes the place atthe Croatian house of StjepanKosača or the Cathedral of Mary Mother of the Church. It has 2 aspects: a) traditional promotion of Croats from this region (Christmas songs and folklore dance and customs), and the representing international artists from the rest of the world. There is a positive trend in tourist attendance of this event (Official site of the city of Mostar).

In the tourist valorization, Christmas concerts obtained the highest rating (5 - excellent quality and high market attractiveness) from the criteria: tourism-geographical position, ambience, attractiveness, compatibility, uniqueness and aesthetic/artistic values, construction, representativeness and the tourist attendance,while the lowest rating (1- inadequate quality and low market attractiveness) from criteria2-seasonal tourist exploitation because this ceremony is celebrated only once a year. The general tourism value of mawlid is high and amounts to 4.5, which means that it has international tourist significance (Table 1) (Bidžan, 2015).

CONCLUSION

Although there are religious sites and objects with a long tradition, spirituality and interesting architecture of all three constituent peoples and national minorities in the areas of Mostar tourism-geographical region (in this paper are described only Muslim memorials), which can be very attractive for the development of religious tourism, there is more to be done in promoting it. In Mostar region there is an exceptional potential for the development of religious tourism, but it is not adequately tourism-valued. It is a major problem that sacral objects and religious events are not sufficiently presented at the world level (only 1/3 of sacral attractions have international tourist significance). The tourism of Mostar tourism-geographical region has not been sufficiently represented so far and is poorly presented on foreign markets, suggesting that tourism is not approached in the right way because the arrival of foreign guests depends on tourist operators. It is also necessary to create variety programs and web presentations in several languages, as well as brochures in foreign languages, then to establish effective co-operation between representatives of religious communities and the tourism industry, which would help promote these holy objects and sites. If we look at the world-famous religious tourism centers, which annually receive millions of tourists and which became a real commercial paradise for domestic entrepreneurs, then we can see how much religious tourism can be significant for the development of tourism, catering industry and the economy in general in that area.

Some of the guidelines for promoting religious tourism in this tourism-geographical region would be: to create more interesting programs and events that would increase tourist attention, increasing accommodation capacities, improving traffic infrastructure, improving cooperation and communication between the religious communities - the local community - the tourist community of Mostarregion, as well as revitalizing and putting into full function of religious and cultural events, furthermore building a system that would keep track of the arrivals of believers - tourists coming for religious tourism, and boosting marketing (especially internet marketing) that would promote religious tourism and connect with cultural tourism.

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