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**INTERDEPENDENCE AMONGST HOTEL-CATERING INDUSTRY,
AGROINDUSTRIAL SYSTEM AND COMMERCE IN THE SUPPLY
FORMATION FOR THE TOURIST MARKET**

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With its power tourism has opened the market for many economic branches. The tourist movements cause a significant consumption of various products and services which is predominantly realised through the hotel - catering activities and commerce, and it is particularly caused by the agro - industrial system. Thus, tourism as a synthesis of a whole series of activities and has a remarkable influence upon the development of those activities.

Thanks to the multitude of its economic and non - economic functions, tourism influences directly and indirectly many factors of the argo - industrial system and commerce. It is certain that one of the elementary factors of tourism is the market of agricultural food and other products.

Therefore tourism should be understood as a market category that is especially stimulated for the expressed orientation under the considerably more favourable conditions than the regular export. In order that the interests of all participants, who in the reproduction chain from the supply for the tourist market, could be realised, a co-ordinated harmony of activities is necessary, and particularly of the hotel and catering business, agro-industrial system and commerce. Those activities should be based upon the business concept of marketing which brings the tourist consumer and his/her needs, wants, habits and preferences in focus.

The basis of the market orientation of the subjects in the reproduction chain should be represented by a qualitatively new attitude towards the assortment and its quality of the way of goods presentation, measures for the sales improvement, services quality and the like.

Key words: tourism, consumption, agriculture, food stuff, quality

INTRODUCTION

Tourism is an economic and social phenomenon of the contemporary times. It has opened considerably the market of many economic branches with its inner forces. From the point of view of this paper it is essential to point out that tourist movements cause mass consumption of various commodities and services which are realized in the tourist catering, commerce and then it continues its flow into other activities, too, and particularly into the agro-industrial

system. Therefore tourism as a synthesis of a serious and activities has a significant influence upon the development of those activities.

Owing to the multitude of its economic and foreign exchange functions, tourism influences directly and indirectly and in a positive sense upon many factors of AIS (Agro-Industrial System). It is certain that the market of the agriculture produce is one of the basic factors of tourism. The agro-industrial system satisfies on that market the needs of tourists for food and drinks through the tourist catering and commerce.

Consequently mutual relations among the AIS production, commerce and catering - tourist economy are of particular importance in the supply formation for the tourist market.

1. INTERDEPENDENCE OF THE HOTEL-CATERING ECONOMY IN THE SUPPLY FORMATION FOR THE TOURIST MARKET

The tourism and agro-industrial system have had the priority in the long-term development directions of the economy of Croatia. In the course of the development of those to economic sectors they should reach their business interrelation to that degree as objectively in their mutual economic interdependence. This is due to the fact that in the former development of the tourism and agro-industrial system there has been proved a great degree of interdependence in their economic mutual relations. The tourism influences directly as indirectly in a positive sense upon many aspects of the AIS, thanks to the manifolds of its economic and foreign exchange functions. A very wide interrelation of economic and non-economic activities, mutually connected in the function of satisfying various needs in the tourism, logically require an adequate concentration of objective and subjective factors combined within the scope of production, service and other economic activities. This real process products numerous positive processes in the area of the AIS. In addition to that, a long-term business co-operation of the hotel - catering sector and the agro-industrial system should represent one of the stabilizers of the food and agriculture produce market. The more so because the most important link of those to economic sectors has been realized through the tourist consumption, out of which the greatest part is related to the food consumption. The interest of the AIS regards the supply of products on the tourist market which has been growing and demanding as regards the quantity, assortment and quality of the agriculture and food products... The hotel - catering economy has been interested to secure optimum quantities of the agricultural - food products of adequate assortment and quality with the aim to satisfy optimally exacting requirements of tourists as consumers. The fact that one third of the tourist consumption is related to food and drinks, and that the quality of and - product depends upon the quality of production material, then the hotel - catering sector cannot be indifferent how, where in which way it will provide these products. When speaking of the fact that the food consumption by foreign tourist is considered to

be direct export of agriculture - food product must be taken into consideration. The export realized in that way liberated from all limitations and agrarian protectionism in the importing countries from where the tourists arrive. Besides, a part of the agriculture food products consumed in the tourism could not be exported at all due to worse quality. Such an export links directly the import of services, food preparing and serving and the like. Besides, one fact should be born in mind that the food serving services are a very significant component of the tourist supply, for if a foreign tourist experienced culinary - gastronomic pleasures at the time of food and drinks consuming, that is publicity and advertising for the tourism and hotel where the tourist experienced that. Therefore food has got a very specific weight in completing qualitatively and quantitatively satisfactory tourist supply. All the indicators point to the fact that food will have a decisive role and importance for the development of tourism in the Republic of Croatia in the future, since the food supply could become an important comparative advantage at the time when foreign tourists make decision of coming to Croatia. In order to realize that it is necessary first of all to adapt the gastronomic offer to the consumers' requirements which they have in the developed countries from where they come as tourists.

These requirements concern the changes in nutrition, and they consist in the reduction of the use of calories of the animal origin, and carbohydrates are consumed more, particularly cereals, then fresh fruit and vegetables. In those development countries the consumption of "healthy food" is on increase. Therefore, the contemporary tourist market needs, and it will increasingly need, high quality healthy, natural and biologically worthy food. Foreign tourists are becoming exacting, but also hard to please, asking and demanding all of that because of their achieved standards, habits and purchasing power. All that points out of this form of food consumption, both economic sectors should jointly direct their actions for the evaluation of such an area as an important food producer from the product receipt to the final consumption. There are real possibilities for that, and a great deal of comparative advantages, too. Let us conclude: food consumption in tourism is the most significant link that connects and directs the agro-industrial system and the hotel - catering economy to a long - term business co-operation.

Population nutrition changes in the developed countries from where tourists arrive to our country mean great challenges to both stated sectors from the primary production through preparation and up to the hotels food preparation itself. Therefore those tendencies demonstrated in Europe and the word should be studied well in order the nutrition requirements could be adapted to the needs of growingly exacting and demanding tourist market.

There have not been such studies so far, namely the market has not been researched and analysed sufficiently, and that because the marketing concept has not been present enough in the AIS and hotel and catering enterprises, if only promotional activities represented in the second group are exempted. In addition to other drawbacks, this is one of the reasons of the negative reflex at the time of the tourist supply formation, and in this way insufficient tourist demand. The instability of the agricultural food produce market should be added

to this. On that market there have been chronically present disequilibrium of supply and demand, a great price disparity, as well as the lack of long-term, well conceived development policy. Such movements could not have contributed to the quantity, quality and assortment improvement on the tourist market of the food products which have certain specific qualities and which have been insufficiently taken into consideration.

The basis of the marketing policy for the agricultural food produce, those promotional as particular tourist products, consist of that approach that the tourist products consumer does not get as a partial product only food and drinks, but also he/she should be pleased in the quantitative, qualitative, aesthetic and innovative meaning, and to be satisfied with the complete services, which finally should be manifested in the increase of the full-board and extra consumption. In order to achieve it the specific quality of the supply should be perfected, where different rules of the market behaviour should be accepted. The behaviour should be in the same manner as it is in the developed countries from where the tourists come. It means that is necessary to react directly to the tourists' wishes and requirements, for the tourism is a search for something new, that is in fact process of changes and adaptations.

All this points out of the necessity of creation, and not formal implementation of the marketing into the reproductional process of production, food finalisation and consumption. Therefore the food producers should have an active relation to the adaptation of their production to the tourist market requirements. The hotel-catering economy, too, should have its own interest that supplies, products assortment and their quality are on the level that will secure the service production with the help of which they will achieve the comparative advantages in relation to the competition tourist supply, and in this way create a successful disposal of their capacities on the tourist market. Tourism is an activity that also includes natural commodities into the tourist supply. Tourism influences bigger and faster employment of people in general, and also in the Agro-Industrial System. An expressive dynamism of tourism and the development of the hotel-catering capacities contributed to the multilateral increase of the agricultural land value in the tourist regions. This is the consequence of an outstanding demand for adequate soil for the construction of the hotel-catering premises of the tourist receptive activity, accompanying infrastructure, family houses building and the like.

As a factor of economic development the tourism has increasingly been infiltrating into the rural regions which becomes a significant resource of income for the country households by means of providing accommodation as well as direct supplies of agricultural products of their own production to the tourists.

The agro-industrial system has also influence upon the tourist economy, particularly hotel and catering activity and their development, although on a smaller scale than tourism has upon the AIS. Besides the already mentioned facts, this influence is also seen in that the agrarian production has become one of the factors of complementary tourist supply, that agriculture enters the circle of determinants of the so called rural tourism and that the tendency of

complex linking of the hotel-catering economy with the AIS, commerce and other economic activities is growingly stronger with the aim of forming a highly qualitative supply for the tourist consumption.

Some of the fundamental links have been pointed out which direct enterprises of the agro-industrial system, hotel-catering activity to a long-term business association.

The realisation of the harmonized, and by carrying out of their determinants, the tourist-catering activity would definitely express - today latent - positive influences upon the total development of the economy of Croatia. An active market policy and objectification of the strategic marketing is necessary for that objective. At the time of making decision about the strategic directing of the economic subjects from that reproduction chain it is imperatively necessary to honour the process of marketing making decision, too, when the risk of such directing would be reduced to the minimum and wanted business effects achieved in the long-run.

In this way a permanent battle for high standards and food quality would be established, which is an important part of the battle for stable tourist flows, and equally for the stability of efficiency of doing business of enterprises of the Agro-industrial System, the hotel and tourist catering.

2. INTERDEPENDENCE OF COMMERCE AND HOTEL-CATERING ECONOMY IN THE TOURIST SUPPLY FORMATION

The interdependence of the hotel-catering subjects and the subjects of commerce is most evident at the time of supply forming for the tourist needs - namely the tourist consumption.

The economic significance of tourism has been manifested with the tourist consumption that is mainly released in the place of tourists' stay. The tourists, changing the place of their permanent stay, transfer also a part of their personal income from the place where it was earned to the place where they stay temporarily and where they spend it. This consumption has as a consequent economic effects which appear in the economy of the country where the tourists stay temporarily and the country of their permanent stay. The tourist consumption is an important generator of the total economic movements, their effects appear as a particularly significant factor for the country.

Economic effects of every tourist development, depend a great deal on the degree of development of the hotel-catering and commercial activity.

The hotel-catering sector and tourism development in general cannot be maintained without the corresponding development of the commercial activity. The supposition is also worth-while that the commercial activity, too, finds its economic interest and justification for a more intensive participation in the satisfaction of the tourist consumption.

In co-operation with the hotel-catering activity or independently the commerce appears in a double role at the time of the tourist consumption satisfaction:

- a) wholesale commerce deliveries to hotel enterprises:
 - investment material, equipment and maintenance material,
 - food products and drinks as reproduction material and other commercial goods,
- b) retail shops participate directly in the tourists' supply as direct consumers.

The so-called "age of commercial tourism" that started three decades and more ago and in which the percentage of different goods makes over 40 % of the total foreign exchange of tourist consumption in the developed tourist countries of Europe, points out in the best way how much attention is given to the development of commerce and its entire business.

That a significant part of the total exports through tourism has been released by selling various commodities and organization of other activities, in the countries which are the main competitors on the international tourist market, is shown also in the fact that each of those countries is limited in a certain way in their possibilities of giving elementary, i.e. full-board and partial services in transportation. Actually, the maximum capacity is always given by the available number of beds and seats, and the real one is conditioned by their use. With the price inclusion it is evident that in the sector of accommodation and food service, it is not possible to go over certain limits in order to release bigger foreign tourist consumption. However, that can be achieved by widening the supply in the extra sector, by selling goods and service. For instance, the difference among Spain, Italy, Austria and Greece in relation to our country as regards the number of accommodation capacity and its use as well as the price level in the full-board and extra sector, are not of such nature that they could justify a significant difference in the volume of the tourist consumption. Namely, it is known that in relation to these countries the tourist consumption is 30 - 40% lower per tourist.

Numerous factors have influenced that, such as:

- decline in the development of commerce with worse structure of retailing premises in relation to the above mentioned countries,
- due to the fact the subjects in the reproduction chain at the time of formation of the supply for the tourist consumption in various commodities have neither based their business on the application of the marketing concept nor they have done any research of the market and needs for the tourist consumption. Because of that the influence upon the assortment and quality policy could not be made, as well as upon the adaptation to the specific qualities of the taxes in the reproduction chain of the tourist consumption, which is different from the classic function of the home consumers' supply. Those specific qualities are determined by many factors, such as:

- a) foreign tourists bring with them certain buying habits, they are more selective, to which sufficient attention is not given, and those habits can not be changed during their short stay,
- b) requirements, wants and tastes of the foreign tourists in relation to the goods assortment quality, packaging, service quality in shops are also different, and the differences emerge from the higher standards of commercial service which are given in the countries from where the tourist came,
- c) foreign tourists are more ready for consumption and purchasing, but they require better quality and assortment than the one offered to him, they ask for a bigger flexibility of shops working time, which is suited more to their habits,
- d) the foreign tourists' stay is limited in time, so that if during their stay there are no available goods that the foreign tourists have the intention of buying, those intentions can not be prolonged for some later buying term, so that such a demand-consumption is lost.

Consequently, the marketing concept and the tourist demand research impose themselves as an imperative upon the contemporary tourist movements. In the conditions of the market economy the marketing concept has become a dominant factor of business policy of the subjects of the hotel businesses and commerce. One of the fundamental prerequisites of the marketing concept is orientation towards the market, namely towards the wants and needs of consumers-tourists. The peculiarities of the marketing concept in the tourist economy are conditioned by the peculiarities of the tourist market, and especially by the heterogeneity and elasticity of the tourist supply.

In order that the interests of all the participants could be released through the increase of the tourist consumption, and which complete the supply for the satisfaction of the tourist consumption in the chain of reproduction, a co-ordinated harmony of the activity of all the participants is necessary, and especially of the hotel-catering and commercial activity, based on the business activity of the marketing concept which brings into the focus the tourist consumer and his/her, wants, requirements, habits and preferences.

So far the production relation of the hotel business and commerce with those producers whose goods could be evaluated optimally in exports has been a characteristic structural fissure in which direct tourist supply has been functionally and interestedly cut from its reproductional bases and which could not result differently than with problems in primary and "shopping" commodities, with the general reduction of service, as will with other weaknesses, which finally instead of the expected expansion brought to the stagnation in the tourist consumption.

The basis of the market orientation of the subjects in the reproduction chain should be represented by qualitatively new attitude towards the assortment and its quality, the way of goods presentation, measures for the sales improvement, services quality and the like.

By this the list of open questions as regards the place and role of commerce in the function of the tourist supply has not been concluded. Therefore the further development of the hotel business and in general, tourist economy imposes imperatively the necessity of rapid and efficient elimination of the stated drawbacks. The development of tourism and its strategy have to be regarded integrally with other strategies, which means their complementariness with the strategy of the development of commerce and its adaptation to bigger and more diversified requirement of the tourist consumption.

CONCLUSION

Tourism should be understood as a market category that is especially stimulated for the expressed orientation which is a real opportunity for the export of different goods and services and that all under considerably more favourable conditions than the regular export.

In order that the interests of all participants, who in the reproduction chain from the supply for the tourist market, could be released, a co-ordinated harmony of counties is necessary, and particularly of the hotel and catering business, agro-industrial system and commerce. Those activities should be based upon the business concept of marketing which brings the tourist consumer and his/her needs, wants, habits and preferences in focus.

The basis of the market orientation of the subjects in the reproduction chain should be represented by a qualitatively new attitude towards the assortment and its quality, the way of goods presentation, measures for the sales improvement, service quality and the like.

With the realisation of a harmonious long-term development and carrying out of its determinants, the tourist economy should demonstrate definitely-today latent-positive influences upon the total development of the economy and society.

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Sažetak

MEĐUZAVISNOST HOTELSKO-UGOSTITELJSKOG GOSPODARSTVA,
AGROINDUSTRIJSKOG SUSTAVA I TRGOVINE U OBLIKOVANJU PONUDE
ZA TURISTIČKO TRŽIŠTE

Turizam je svojom unutrašnjom snagom otvorio tržište za mnoge gospodarske grane. Turistička gibanja izazivaju značajnu potrošnju raznovrsnih proizvoda i korištenje usluga što se pretežno realizira putem hotelsko-ugostiteljske djelatnosti i trgovine, a posebno su upućena na agroindustrijski sustav. Prema tome, turizam kao sinteza čitavnog niza djelatnosti ima zapažen utjecaj na razvoj tih djelatnosti. Zahvaljujući množini svojih ekonomskih i neekonomskih funkcija turizam neposredno i posredno utječe na mnoge činioce agroindustrijskog sustava i trgovine. Svakako da je jedan od osnovnih čimbenika turizma tržište poljoprivredno prehrambenih i drugih proizvoda.

Turizam stoga treba shvaćati kao tržišnu kategoriju koja je posebno stimulativna za izveznu orijentaciju po znatno povoljnijim uvjetima od redovnog robnog izvoza. Da bi se interesi svih sudionika koji u neproduktivnom lancu upotpunjuju ponudu za podmirenje turističke potrošnje mogli ostvariti, potrebno je uskladiti sve sudionike u ponudi i reprodukcijom lancu turističke potrošnje na temelju poslovne koncepcije marketinga koja u žižu stavlja turističkog potrošača i njegove potrebe, želje, zahtjeve i preferencije. Osnova tržišne orijentacije subjekata u reprodukcijom lancu treba predstavljati kvalitetno nov odnos prema asortimanu i njegovoj kvaliteti, uslugama, načinu prezentacije roba, mjerama za unapređenje prodaje i sl.

Ključne riječi: turizam, potrošnja, poljodjelstvo, prehrambeni proizvodi, kvaliteta