THE IMPACT OF THE SOCIO-DEMOGRAPHIC FACTORS ON TOURISM ENTERPRISE MANAGEMENT

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Abstract: *The purpose of the paper is to reveal the impact of some socio-demographic factors on tourism enterprise management. A brief overview is presented of several important socio-demographic factors and their influence on tourism enterprise management. As a result, appropriate indicators are selected. On this basis, analysis is carried out of some important socio-demographic factors that tourism enterprise managers should consider when making managerial decisions in connection with the selection, attraction, and retention of target markets of tourists. Specifically, the factors include the purpose of travel of international tourists by countries of origin worldwide and in Bulgaria for the last years. As a result of the analysis, relevant conclusions are drawn.*

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1. INTRODUCTION

Successful and efficient tourism management requires the consideration of the impact of environmental factors. Among them, particularly important are socio-demographic factors. Socio-demographic factors influence tourism, tourism enterprise, and tourism enterprise management. Tourism enterprise managers should consider these factors when taking managerial decisions and particularly decisions concerning marketing, finance, and personnel management. Thus, the purpose of the paper is to reveal the impact of some socio-demographic factors on tourism enterprise management.

The structure of the paper is as follows. First, a brief overview is presented of some important socio-demographic factors and their influence on tourism, tourism enterprise, and tourism enterprise management. Next, the methodology of the study is described. Then, the results of the study are shown. Based on the overview, some important socio-demographic factors are selected and analyzed. Specifically, the factors include the purpose of travel of international tourists by countries of origin worldwide and in Bulgaria for the last years. How these factors influence tourism enterprise and tourism enterprise management is explained. Cases are indicated in which the factors should be considered by tourism enterprise managers when taking managerial decisions. Finally, as a result of the analysis, relevant conclusions are drawn.

2. FACTORS THAT INFLUENCE TOURISM ENTERPRISE MANAGEMENT

The factors that influence tourism development can be defined as active conditions or prerequisites that cause a specific active impact on tourism and tourism activities. These conditions are particularly important, determinant, or active (Vodenska & Assenova, 2011). In turn, the conditions can be defined as actions of various external influences and elements of the environment that can impact, determine and facilitate the development of a specific economic sector (Bachvarov & Tonchev, 1996). Therefore, the factors that influence tourism enterprise management can be defined as active conditions or prerequisites that cause a specific active impact on tourism enterprise management. These conditions are the actions of various external influences and elements of the environment that determine and facilitate tourism enterprise management. The conditions which are particularly active or very important, as well as, determinants of tourism enterprise management are called factors.

On the one hand, the factors that influence tourism development cause an impact on the individual tourism enterprise too. Therefore, tourism enterprise managers should consider the impact of these factors when making managerial decisions. On the other hand, the factors that influence any enterprise in every economic sector cause an impact on tourism enterprise in particular. Since they influence tourism enterprises, these factors should be considered by the managers too when making managerial decisions.

The factors that influence organization management are described in the literature (Bankova, 1993; Bright et al., 2019; Donnelly et al., 1994; Hunger & Wheeler, 2011; Ivanov et al., 1999; Robbins & DeCenzo, 2005; Sadler, 2003, etc.). Usually, these factors are classified into the following main groups: political and legal, socio-demographic, economic, technological, and environmental factors. Among them, important are socio-demographic factors.

Socio-demographic factors can be classified as social, demographic, psychological, and cultural factors. Specifically, socio-demographic factors include such factors as population size and density, migration, age structure, marital status, family size, educational level, occupation, nationality, loca-

tion, outbound countries' social policy regulations concerning days off, and the duration of holidays and vacations, standard of living, living conditions, lifestyle, health status, complexity and dynamism of life, physical and spiritual values of people, behavior norms, habits, interests, needs, preferences, customs, traditions, beliefs, attitudes, etc. Socio-demographic factors influence tourism development and cause an impact on tourism enterprise and tourism enterprise management. Success requires tourism enterprise managers to consider these factors when making decisions.

The scientific literature reveals the influence of environmental and in particular socio-demographic factors on tourism enterprise management. Pulido Fernández et al. (2011) point to the impact of critical external factors on the investments of hotels in innovation and technology. They claim that evaluation of the environmental factors will allow a tourism organization to identify new opportunities and threats, which should be considered for effective management. The results of the study show that investment decisions in the tourist sector are affected by many environmental factors. Most of the environmental factors analyzed had a significant positive influence on the investment of hotels in innovation and technology. Changes in consumption habits and the new requirements of tourists that stem from those changes are the socio-demographic factors with the greatest impact on the tourism environment. The main reasons to invest in innovation and technology are the emergence of new market segments, the growth in Internet use, new expectations of customers and needs, and the increase in the number of trips with shorter than average lengths of stay.

Some examples of the influence of specific socio-demographic factors on tourism enterprise management are presented below. Changes in population size determine changes in the number of tourist arrivals. Thus, they are indicative of the number of potential customers of tourism enterprises. Tourism enterprise managers should consider that factor when planning future activities and developing ways to attract customers.

Age structure influences free time experience and requirements of services. Tourism enterprise management should consider that factor when making decisions concerning the development and offer of tourism services, suitable for people of different ages.

Outbound countries' social policy regulations concerning day offs and the duration of holidays and vacations have an impact on the time during which people travel, as well as on the duration of stay. Tourism enterprise managers should consider that factor when taking managerial decisions concerning the organization and offers of tourist trips during different times of the year.

Standard of living, living conditions, and lifestyle determine the funds that tourists can spend on trips, as well as their requirements and preferences for various services. Tourism enterprise managers should consider these factors when taking managerial decisions concerning pricing, target market selection, product development, etc.

Interests, needs, preferences, beliefs, attitudes, etc. influence tourism demand and the requirements for tourism products. Tourism enterprise managers should consider these factors when taking managerial decisions concerning entering new markets, meeting the specific needs and requirements of tourists, offering new products, selecting services to offer, introducing new forms of service, selecting furniture and equipment, etc.

3. METHODOLOGY OF THE STUDY

The present study is based on the model shown in Table 1. First, suitable socio-demographic factors are selected that influence tourism enterprise and tourism enterprise management. Next, it is pointed out how these factors influence tourism and tourism enterprise. Finally, on this basis, it is indicated in which cases tourism enterprise managers should consider these factors.

Table 1. Model of the study

(1)	Selection of socio-demographic factors
(2)	Explanation of how the factors influence tourism and tourism enterprise
(3)	Indication of cases in which the factors should be considered by tourism enterprise management when taking managerial decisions

Source: Author

For this study, only a few socio-demographic factors are selected. We consider these factors to have a significant impact on tourism enterprise and tourism enterprise management. Therefore, tourism enterprise managers should consider these factors when making managerial decisions. These factors include the number of tourists by country of origin, tourist expenditure by country, and the purpose of the trip. We consider these factors to be of importance for tourism enterprise management because they influence the size and structure of tourism markets, the characteristics of tourism trips, the selection of services, etc. Therefore, they cause an impact on the sales revenues and profits of tourism enterprises. The selected factors are studied both, at the global, and national (for a specific country - Bulgaria) levels. Thus, it is shown that tourism enterprise managers should consider the socio-demographic factors both at the global and national levels, specifically in travel countries. In general, the present study illustrates specific examples of how key socio-demographic factors influence tourism enterprise management. To perform the present study, secondary data sources are used. They include up-to-date tourism statistics by the World Tourism Organization and the National Statistical Institute of Bulgaria.

4. RESULTS OF THE STUDY

The nationality of tourists – real and potential customers of tourism enterprises – is an important socio-demographic factor, which should be considered by tourism enterprise managers. The behavior, as well as preferences and requirements of tourists for various types of services, depends on their nationality. Tourism enterprise managers should take several decisions concerning the offering of products to tourists from different countries. Of particular importance are the leading countries in terms of the number of travelers, as their residents could become customers of tourism enterprises. That is because a large number of people from these countries travel abroad. Tourism enterprise managers can select target markets from some of these countries. On this basis, they can take decisions about organizing suitable marketing activities for the relevant markets. Thus, marketing activities and messages would reach a large number of potential and real tourists.

The data analysis shows that in 2019 the leading countries in terms of international tourist departures were China (154,632 overnight visitors), the USA (170,930 departures, of which 99,744 overnight visitors), Germany (99,744 overnight visitors), Hong Kong (94,715 departures) and UK (93,086 departures), followed by Mexico (82,752 departures, of which 19,810 overnight visitors), Italy (62,207 departures, of which 34,703 overnight visitors), Poland (50,600 departures, of which 13,500 overnight visitors), France (49,276 departures, of which 30,407 overnight visitors) and Russia (45,330 departures).

A significantly large number of people from the following countries traveled abroad: Canada (37,846 departures, of which 26,614 overnight visitors), Ukraine (29,346 departures, of which 28,880 overnight visitors), the Republic of Korea (28,714 departures), Saudi Arabia (27,196 departures, of which 19,010 overnight visitors), India (26,915 overnight visitors), Hungary (24,860 departures, of which 9,373 overnight visitors), Belgium (23,721 departures, of which 17,321 overnight visitors), Romania (23,066 departures), Spain (22,816 departures, of which 19,845 overnight visitors) and the Netherlands (22,045 overnight visitors) (source: https://www.unwto.org/statistic/basic-tourism-statistic, 2022).

Expected revenue and profits of tourism enterprises are determined by tourism expenditure. Tourism enterprise managers might analyze tourism expenditure in order to estimate future revenue. Likewise, tourism enterprise managers might make informed decisions concerning the target market selection of tourists from specific countries, who spend significant expenditure on trips abroad. The data shows that some of the leading countries in terms of tourism expenditure in other countries (in US millions $) in 2019 were China (254,621), the USA (132,273), Germany (93,097), the UK (70,257), France (50,507), Australia (35,968), Russia (36,152), Italy (30,307), Canada (35,342), the Republic of Korea (32,739), Japan (21,277), India (22,915), Spain (27,726), Singapore (27,321), Hong Kong (26,879), Taiwan (20,500), the Netherlands (20,480), Switzerland (18,870), Brazil (17,593) and Belgium (18,739) (source: https://www.unwto.org/tourism-statistics/key-tourism-statistics, WTO data, 2022).

The purpose of the trip (e.g., personal or business trip) is an important socio-demographic factor, which should be considered by tourism enterprise managers. The purpose of the trip is determined by the needs and lifestyles of tourists. The purpose of the trip also depends on employment status and the age structure of the population. Tourist behavior, preferences, and requirements for different types of services are determined by the purpose of the trip. Tourism enterprise managers should consider the purpose of the trip when taking decisions concerning the development of travel services, selection of promotional tools, etc. The purpose of the trip should be considered by tourism enterprise managers when taking decisions concerning personnel management, specifically personnel selection, training, etc.

Expenditure by the main purpose of the trip that is spent by residents of countries that report significant tourism expenditure is an important socio-demographic factor. In 2018 the residents of the following countries spent significant (over $20,000 million) expenditure on their trips: USA, Germany, France, Australia, Russian Federation, Canada, Italy, Netherlands, India, and Japan. The data shows that the residents of these countries spent significantly more expenditure on personal trips than on business trips. However, there are some insignificant differences in the distribution of expenditure by the purpose of the trip across the countries. Of the presented countries, the Russian Federation had the largest share of expenditure on personal trips (95.45%), followed by Germany (91.80%) and Australia (91.71%). The shares of expenditure on personal trips of the following countries were also significantly large: the USA (88.64%), Canada (87.54%), and the Netherlands (86.37%), followed by Japan (83.09%). The shares of expenditure on personal trips in the following countries were relatively small but again significant: India (71.24%), Italy (69.56%), and France (66.89%) (source: World Tourism Organization (2020). Compedium of Tourism Statistics, Data 2014-2018, 2020 Edition, UNWTO, Madrid).

Tourism enterprises offer trips and services to specific countries. The selection of these countries is important to tourism enterprise managers. Tourism enterprise managers should consider the socio-demographic characteristics of the tourists who visit these countries. An analysis is carried out of the socio-demographic characteristics of the tourists who visited a specific country – Bulgaria. The analysis results are shown in Table 2.

Table 2. International tourists in Bulgaria by countries and purpose of the trip, 2019

Country	Total	Holidays and excursions	Business and professional	Other – visits, transits, etc.
Total	*12 552 152*	*5 860 447*	*1 761 190*	*4 930 515*
	100%	*46.69%*	*14.03%*	*39.28%*
EU	*7 188 623*	*2 849 206*	*1 315 793*	*3 023 624*
	57.27%	*39.63%*	*18.30%*	*42.06%*
Austria	214 179/1.71%	65 092/30.39%	50 840/23.74%	98 247/45.87%
Belgium	155 367/1.24%	61 482/39.57%	31 582/20.33%	62 303/40.10%
Germany	948 492/7.56%	517 121/54.52%	147 142/15.51%	284 229/29.97%
Greece	1 277 610/10.18%	318 802/24.95%	273 641/21.42%	685 167/53.63%
Denmark	53 360/0.43%	32 559/61.02%	6 677/12.51%	1 124/26.47%
Ireland	45 359/0.36%	30 132/66.43%	4 897/10.80%	10 330/22.77%
Spain	93 535/0.75%	45 470/48.61%	26 361/28.18%	21 704/23.20%
Italy	167 658/1.34%	47 980/28.61%	59 747/35.64%	59 931/35.75%
Cyprus	28 349/0.23%	11 642/41.07%	5 490/19.37%	11 217/39.57%
Malta	3 594/0.03%	2 627/73.09%	525/14.61%	442/12.30%
Netherlands	176 122/1.40%	88 272/50.12%	30 314/17.21%	57 536/32.67%
UK	508 342/4.05%	296 634/58.35%	109 296/21.50%	102 412/20.15%
Poland	445 316/3.55%	304 572/68.39%	66 600/14.96%	74 144/16.65%
Portugal	20 140/0.16%	10 157/50.43%	5 947/29.53%	4 036/20.04%
Romania	2 161 004/17.22%	529 013/24.48%	347 514/16.08%	1 284 477/59.44%
Slovakia	87 227/0.69%	49 745/57.03%	11 196/12.84%	26 286/30.14%
Slovenia	19 210/0.15%	8 470/44.09%	5 024/26.15%	5 716/29.76%
Hungary	111 132/0.89%	55 022/49.51%	18 855/16.97%	37 255/ 33.52%
Finland	35 800/0.29%	24 038/67.15%	5 743/16.04%	6 019/16.81%
France	250 014/1.99%	111 377/44.55%	43 708/17.48%	94 929/37.97%
Croatia	35 071/0.28%	14 717/41.96%	10 931/31.17%	9 423/26.87%
Czech Rep.	214 550/1.71%	143 129/66.71%	28 063/13.08%	43 358/20.21%
Sweden	5 872/0.02%	20 091/43.80%	11 549/25.18%	14 232/31.03%
Other EU	91 320/0.73%	61 062/66.87%	14 151/15.50%	16 107/17.64%
Other Eur countries	*4 057 316*	*2 137 349*	*352 554*	*1 567 413*
	32.32%	*52.68%*	*8.69%*	*38.63%*
Norway	46 070/0.37%	32 951/71.52%	8 261/17.93%	4 858/10.54%
MK	605 348/4.82%	504 239/83.30%	38 341/6.33%	62 768/10.37%
Russia	460 770/3.67%	406 866/88.30%	12 505/2.71%	41 399/8.98%
Serbia	679 336/5.41%	347 933/51.22%	56 819/8.36%	274 584/40.42%
Turkey	1 628 231/12.97%	419 229/25.75%	183 734/11.28%	1 025 268/62.97%
Ukraine	596 993/4.76%	411 332/68.90%	36 726/6.15%	148 935/24.95%
Switzerland	40 568/0.32%	14 799/36.48%	16 168/39.85%	9 601/23.67%
Non-Eur tourists	*1 306 213*	*873 892*	*92 843*	*339 478*
	10.41%	*66.90%*	*7.19%*	*25.99%*
Israel	246 404/ 1.96%	241 002/97.81%	2 722/1.10%	2 680/1.09%
Canada	22 436/0.18%	18 707/83.38%	788/3.51%	2 941/13.11%
USA	109 283/0.87%	90 701/83.00%	6 789/6.21%	11 793/10.79%
Japan	12 024/0.10%	10 234/85.11%	951/7.91%	839/6.98%
Other co.	916 066/7.30%	513 248/56.03%	81 593/8.91%	321 225/35.07%

Source: Data on https://nsi.bg/bg/content, 2022 and author's calculation

Tourism enterprise managers who want to offer tourist trips in Bulgaria should evaluate these characteristics. Thus, they could estimate the future market size for their products. Tourism enterprise managers who provide tourist trips and services in Bulgaria should monitor and analyze the indicators related to the socio-demographic characteristics of the tourists who visit the coun-

try. Thus, they could take informed managerial decisions in the fields of marketing, personnel management, finance, etc. In terms of marketing, tourism enterprise managers could select prospective target markets of tourists, develop appropriate products and organize marketing activities to attract and retain customers. In terms of personnel management, the managers could plan the necessary staff, develop training programs, etc. In terms of finance, tourism enterprise managers could prepare sales forecasts, calculate the expected revenues, costs, and profits, select financial sources, etc.

The nationality of tourists is an important socio-demographic factor. Table 2 shows the number of foreign tourists by nationality who visited Bulgaria in 2019. The data show that most of the tourists who visited Bulgaria or more than half of the total number of tourists (57.27%) came from the EU. Tourists from other European countries (outside the EU) were less than a third (32.32%). The tourists who came from the rest of the world (outside Europe) were only 10.41% of the total number of tourists. Examined by individual countries, the shares of tourists who visited Bulgaria from the neighboring countries were the largest. Romania reported the largest share (17.22%), followed by Turkey (12.97%), Greece (10.18%), Serbia (5.41%), and the Republic of North Macedonia (4.82%). The data show that the shares of tourists who visited Bulgaria from the following non-neighboring European countries were relatively large: Germany (7.56%), Ukraine (4.76%), the United Kingdom (4.05%), Russia (3.67%) and Poland (3.55%). It can be concluded that Bulgaria is visited mostly by tourists from neighboring countries, followed by other European countries. To a significantly lesser extent, it is visited by tourists from non-European and far-distant countries.

Another important socio-demographic factor is the purpose of the trip of tourists who visit a country. Table 2 shows the number of tourist visits in Bulgaria by country and by purpose in 2019. The data in the table show that recreational trips (holidays and excursions) prevail. They are nearly half of the total number of trips (46.69%) in Bulgaria. The share of business trips in Bulgaria is significantly smaller (14.03%). Trips with other purposes (visits, transits, etc.) occupy an intermediate position with a share of 39.28%.

Trips from the EU countries with other purposes (visits, transits, etc.) prevail with a share of 42.06%, followed by recreational trips (holidays and excursions) with a share of 39.63%. The share of trips for business purposes is the smallest (18.30%).

Trips from other European countries (outside the EU) follow the general trend. Trips from other European countries with recreational purposes prevail. They are more than half of the total number of trips or 52.68%. Trips with business purposes are only 8.69%. The rest of the trips (38.63%) are for other purposes. It can be concluded that in Bulgaria recreational trips prevail, followed by trips with other purposes. Business trips have the smallest share.

The shares of trips from the following neighboring countries with other purposes prevail (which are more than half of the total number of trips): Turkey (62.97%), Romania (59.44%), and Greece (53.63%). Trips with recreational purposes for these countries follow, with shares about a quarter of the total number of trips: Turkey - 25.75%, Greece - 24.95% and Romania - 24.48%. Other neighboring countries follow the opposite trend. The shares of recreational trips for the following neighboring countries prevail: the Republic of North Macedonia (83.30%) and Serbia (51.22%). They are followed by trips with other purposes, which shares are: Serbia - 40.42% and the Republic of North Macedonia - 10.37%. The shares of trips with business purposes of the total number of trips for all neighboring countries are the smallest: Greece - 21.42%, Romania - 16.08%, Turkey - 11.28%, Serbia - 8.36%, and North Macedonia - 6.33%. Trips with recreational purposes prevail

from the following non-neighboring European countries (which report relatively high shares of the total international trips in the country): Russia (88.30%), Ukraine (68.90%), Poland (68.39%), the United Kingdom (58.35%) and Germany (54.52%). For the UK they are followed by trips with business purposes (21.50%), in turn, followed by trips with other purposes (with a similar share of 20.15%). For the rest of these countries, the shares of the trips with business purposes are the smallest: Russia (2.71%), followed by Ukraine (6.15%), Poland (14.96%), and Germany (15.51%). The intermediate position is occupied by the shares of the trips with other purposes: Germany - 29.97%, Poland - 16.65%, Russia - 8.98%, and Ukraine - 6.15%.

Tourism enterprise managers who want to serve recreational travel in Bulgaria should consider the fact that in 2019 the shares of trips with recreational purposes were above the average for the following countries: Germany (54.52%), the United Kingdom (58.35%), Poland (68.39%), the Republic of North Macedonia (83.30%), Russia (88.30%), Serbia (51.22%), Ukraine (68.90%), etc. A significant number of trips with recreational purposes in Bulgaria were reported for the following countries: Romania (529,013), Germany (517,121), and the Republic of North Macedonia (504,239), followed by Turkey (419,229), Ukraine (411,332) and Russia (406,866). Tourism enterprise managers who want to serve business travelers in Bulgaria should consider the fact that in 2019 for the following countries, the shares of trips with business purposes were above the average: the United Kingdom (21.42%), Greece (21.51%), Romania (16.08%), Germany (15.51%), Poland (14.96%), etc. A significant number of trips with business purposes in Bulgaria were reported for the following countries: Romania (347,514) and Greece (273,641), followed by Turkey (183,734), Germany (147,142), and the United Kingdom (109,296).

5.   FUTURE RESEARCH DIRECTIONS

In the future, the scope of the study can be expanded by including a larger number of socio-demographic factors and the evaluation of their influence on tourism enterprise management. In addition, the trends in the variation of the factors over a longer period of time (a period of several years) could be examined. Similar studies can be performed in other destinations. The socio-demographic characteristics of tourists who travel to other countries can be studied. In addition to statistical data, expert assessments can be obtained on the influence of socio-demographic factors on tourism enterprise management. The influence of specific socio-demographic factors on certain aspects of tourism enterprise management can be studied by using statistical models.

6.   CONCLUSION

It can be summarized that the nationality of tourists is an important socio-demographic factor that tourism enterprise managers should consider when making decisions. Tourist behavior, preferences, and requirements for various types of services depend on the nationality of tourists. The analysis of tourists by nationality helps tourism enterprise managers to make informed decisions concerning the selection of target markets, development of new products, and organization of appropriate marketing activities.

The results of the current analysis show that some of the leading countries in terms of outbound travelers are China, the USA, Germany, Hong Kong, the UK, Mexico, Italy, Poland, and France. Tourism enterprise managers who want to offer trips in Bulgaria should consider that the country is visited mainly by tourists from Europe and to a significantly lesser extent - by tourists from distant countries. The number of tourists visiting Bulgaria from the following countries is significant: Romania, Greece, Serbia, North Macedonia, Germany, Ukraine, and the UK.

Travel expenditures are another important socio-demographic factor. Travel expenditure determines the revenue and profits of tourism enterprises. Tourism enterprise managers should make informed decisions concerning the target market selection of tourists from specific countries, who spend significant expenditure on trips abroad. The results of the analysis show that tourists from the following countries spend significant expenditure on trips abroad: China, USA, Germany, UK, France, Australia, Russia, Italy, Canada, and the Republic of Korea.

The purpose of the trip is another important socio-demographic characteristic of tourists. Tourist behavior, preferences, and requirements for various types of services depend on the purpose of the trip. Tourism enterprise managers should consider the purpose of the trip when making decisions concerning the development of travel services, selection of promotional tools, etc. The results of the study show that for the analyzed countries larger share of expenditure was spent on personal trips than on business trips. In Bulgaria trips with recreational purposes prevail, followed by trips with other purposes. The smallest are the shares of trips with business purposes of the total number of trips.

In conclusion, the results of the study show that socio-demographic factors both at global and national levels influence tourism, tourism enterprise, and hence – tourism enterprise management. These factors are particularly important for marketing management, financial management, and personnel management.

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