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Impact of the Regional Macroeconomics Indicators on Tourism Entities in Plzen and Zlin regions

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Abstract

The aim of this article is to examine the differences between individual regions in the various macroeconomic aspects, indicators such as occupancy, number of guests and in other areas so as to make clear what the expectations of the investor can realistically have when making investment decisions. The considered hypothesis based on mathematical economic model should be able to reflect regional differences in economic performance, geographic diversity and willingness to accept the average market price for average rented a room so that the investor can calculate with magnitudes as profitability and payback period within the variable investment-refresh cycle. Thus, this way considered model will reflect regional differences in the above aspects and subsequently generate monetary value that is necessary to verify the correctness of selected investments. In the period 2002-2013 amounted to revenue ratio of tourism income to the GDP in the Czech Republic was averaged 3.5%. This figure constitutes a significant share in the revenue budget and at the same time contributes 4.55% of total employment. These values clearly show the importance of the sector, which even the UNWTO expects to grow dynamically in the future. To choose a suitable investment plan, as well as in other sectors, is a complex process whose justification must be based on real economic indicators. The intention of the thesis is to find the useful indicators and verify their direct influence. The considered indicators are GDP, unemployment and average income of the selected region. Model considers to enhance these macroeconomic variables also with additional values, such as regional differences, infrastructural assumptions and other phenomena, such as the number of UNESCO monuments etc.

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1. Introduction

Achieving economic performance of the state, the region, and especially the various entities of the national economy, ie individual enterprises, is inextricably linked with knowledge of the demand for individual products or goods. An obvious part of this condition is also knowledge of demand for services, where the accommodation and the hotel industry belongs to. The tourism sector in this mention is two times important because, as it shows Guncik (2008, p. 8), the tourism industry has become the largest maker of world national product.

Although the demand for tourism is an important factor, equally important are factors that affect this demand. The most important of these factors are macroeconomic variables such as GDP, GDP per capita, population, number of foreigners, monthly salary, the development of unemployment etc.

Right regional differences in these variables play an important role in the impact on the level of demand for accommodation services in the surveyed regions and the associated occupancy or, if the average cost of services.

Nomenclature

GDP Gross domestic product

TSA Tourism Satellite Account

UNWTO United Nation World Tourism Organization

2. Conceptual framework

According to the world organization UNWTO tourism continues to expand and becomes the largest and fastest-growing economic sector in the world. The number of international tourists increased from 25 million in 1950 to 278 million in 1980, 527 million in 1995 and to 1133 million in 2014. Revenue from international tourism increased from 2 trillion dollars in 1950 to 104 trillion in the year 1980, 415 trillion in 1995 and 1245 trillion in 2014. (UNWTO Tourism Highlights, 2015) In the year 2014 recorded the largest growth in the region of the Americas with 8% increase in international visitors. America followed the regions of Asia and the Pacific, and the Middle East both with an increase of 5 % of the visitors. In Europe the increase in visitors hovering at 3 %, while in Africa increased by 2 %.

Europe is the leading region, but all indicators showing a declining balance, in favor of the Asia-Pacific region. This region took place in 2009 about 460 miles off-riders (52.2% in international arrivals) and 413 bn. USD revenues. Trips in 2009 showed a region 481 miles. (54.7% of world trips). Due to the high strength of tourism between relatives and neighbors, as well as shorter distances between countries is a typical European region the highest share of intraregional arrivals and departures (approximately 90%). (Palatkova, 2011, p. 97)

A high proportion of domestic tourism in most developed Western European economies (except eg. Spain) is typical for the European region. This proportion is decreasing and the reason is the focus of demand on the foreign population passive tourism. The obvious reason is the ever-increasing standard of living or even easier accessibility of air transport services. Europe is a heterogeneous region, which includes economically and culturally different countries from Western Europe via Central Asian Republics to the Kamchatka Peninsula. Western Europe is the European focus of international tourism, inbound and outbound. This part of Europe is characterized by a greater number of smaller states, geographical proximity, but also the favorable transport links and historical, cultural and political relations. Developed infrastructure and result in different types of attractions talking about the development of tourism.

The high degree of economic maturity is also a high proportion of the European population participate in international tourism. Participation in tourism has become an integral part of his life-style of the Europeans. The integration process that began in the 50s, became an important factor in the formation of relationships in the tourism and contributed to progress in several areas that are key to the development of tourism (eg. currency liberalization). For the European Union, but also the European free trade area (EFTA). Throughout the postwar period the European region lacks its weight in favor of it-mentioned Asia-Pacific region. As there are pressures cheap overseas destinations, which is distressing for European destinations (eg. France, Switzerland), who are trying to compete in

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