

Povezava med anketnimi odgovori in javno dostopnimi bazami podatkov o uspešnosti poslovanja turističnih agencij

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Povzetek

Raziskovalno vprašanje (RV): Kakšen pomen pripisujemo z anketo pridobljenimi izbranimi dejavniki uspešnosti poslovanja turističnih agencij in tistimi, ki so dostopni v javnih bazah podatkov?

Namen: Proučiti pomen izbranih dejavnikov uspešnosti poslovanja, pridobljenimi z anketnim vprašalnikom in jih primerjati s podatki, ki so v javno dostopnih bazah podatkov.

Metoda: Zbrani podatki so analizirani z naslednjimi statističnimi metodami: deskriptivno analizo, faktorsko analizo in metodo glavnih komponent, multiplo regresijsko analizo in metodami strukturnih enačb.

Rezultati: Primerjava prihodkov od prodaje in poslovnega izida (dobička) med odgovori anketirancev in podatki iz javno dostopnih baz podatkov je pokazala, da obstaja statistično značilna povezanost o gibanju prihodkov od prodaje in tudi poslovnega izida (dobička) v proučevanem obdobju, pri primerjavi števila zaposlenih v proučevanem obdobju pa ne obstaja statistično značilna povezanost med odgovori anketirancev o številu zaposlenih in podatki iz javno dostopnih baz podatkov.

Organizacija: Menedžerji/lastniki in vodje turističnih agencij morajo večji pomen pripisovati povečanju prihodkov od prodaje, poslovnemu izidu (dobičku), ravno tako pa tudi zaposlenim in njihovem človeškemu kapitalu, ki predstavlja najpomembnejšo dimenzijo uspešnosti poslovanja turističnih agencij.

Družba: Seznaniti tako lastnike, menedžerje in vodje turističnih agencij, kakor tudi ostale, da so proučevane dimenzije zelo pomembne za vse deležnike in jim je potrebno pripisovati čedalje večji pomen.

Originalnost: Gre za prvo takšno raziskavo v Sloveniji in eno prvih v svetovni literaturi.

Omejitve/nadaljnje raziskovanje: Anketni vprašalnik je bil namenjen lastnikom/menedžerjem/vodjem in drugim zaposlenim v turističnih agencijah in njihovih poslovalnicah, ne pa tudi njihovim poslovnim partnerjem, ki močno prispevajo h kakovosti storitev turističnih agencij. Predlogi za nadaljnje raziskovanje so v longitudinalnosti raziskave ali pa tudi v tem, da bi v raziskavo vključili tudi katero drugo državo in potem podatke primerjali.

Ključne besede: poslovna uspešnost, prihodki od prodaje, poslovni izid (dobiček), zaposleni, turizem, turistične agencije..

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Prof. dr. Štefan Bojnec je redni profesor za ekonomijo in predstojnik katedre za ekonomijo na Fakulteti za management Univerze na Primorskem. Njegova bibliografija obsega več kot 1.630 bibliografskih zapisov, od tega več kot 275 izvirnih znanstvenih člankov v mednarodnih znanstvenih revijah, okrog 130 objav v revijah World Web of Science in več kot 145 objav v revijah Scopus. V letu 2008 je prejel Zoisovo priznanje za pomembne znanstvenoraziskovalne dosežke na področju ekonomije.

Corelation Between Survey and Public Accessible Databases on Business Performance of Tourist Agencies

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Abstract

Research Question (RQ): What importance do we attach to the survey data on the selected factors

of business performance of tourist agencies and those available in public databases?

Purpose: Examine the importance of the selected business performance factors obtained through the questionnaire and compare them with data that are in publicly accessible databases.

Method: The collected data were analysed by the following statistical methods: descriptive analysis, factor analysis and principal component analysis, multiple regression analysis and structural equation methods.

Results: Comparison of revenues from sales and profit or loss between respondents' answers and data from publicly accessible databases has shown that there is a statistically significant correlation between the movement of revenues from sales and profit or loss during the study period, but when comparing the number of employees in the study period there is no statistically significant correlation between respondents' answers on the number of employees and data from publicly accessible databases.

Organization: Managers/owners and managers of tourist agencies should give a greater importance to increasing revenues from sales, greater profit or loss reduction, as well as to employees and their human capital, which represents the most important dimension of business performance of tourist agencies.

Society: To inform the owners, managers and heads of tourist agencies, as well as others that the studied dimensions are very important for all stakeholders and need to be attributed with an increasing importance.

Originality: It is the first such study in Slovenia and one of the first in the world literature.

Limitations/further research: The survey questionnaire was aimed at owners/managers/managers and other employees in tourist agencies and their branches, but not for their business partners, which strongly contribute to the quality of services in tourist agencies. Suggestions for further research are in longitudinal research, and also that in the research is included any other country and then compare the data.

Keywords: business performance, revenues from sales, business result (profit), employees, tourism, tourist agencies.

Dr. Vojko Kaluza received a doctoral degree in management in 2016 at the Faculty of Management, University of Primorska. In 2006, he completed Master's degree in Entrepreneurship at the Faculty of Economics, University of Ljubljana, as well as Master's degree in State and European Studies at the Faculty of State and European Studies. Since 1998 he has been employed at the Secondary School of Mechanical Engineering and Chemistry, School Center Ljubljana where he teaches management, marketing and entrepreneurship, and contractual at higher schools also economics, business mathematics with statistics and economics of tourism.

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