

Role of the modern entrepreneurship in the development of the health tourism in Republic of Macedonia

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ABSTRACT: *Tourism in general, and especially health tourism is one of the fastest growing, most important industrial sector and one of the most characteristic global phenomena in the 21st century. Tourism induces growth, stimulates economic development, revives cultural heritage and contributes for national integration of people. Nowadays in times of great changes it is necessary for the firms to apply innovative concept of doing business. Modern entrepreneurship is such an innovative process which by default means finding and application of new methods of doing business and behaviour towards employees. Therefore, in the tourism market the recognizing opportunities and entrepreneur’s innovativeness is very important. This paper besides theoretical part consists also of applied part where questionnaire is being used for data collection. Hypothesis set here is that development of health tourism is dependent on existence of appropriate supply and institutions – firms. This paper will contribute by showing the importance of the concept of entrepreneurship in the enterprises from the area of health tourism and contribution to the development of the sports tourism.*

Keywords: *modern entrepreneurship, health tourism, tourist supply, entrepreneurial initiative, tourist needs and preferences*

I. INTRODUCTION

Tourism is a sector that induces and provides incentive for economic growth and has great role in the creation of the firms in the tourist market, especially firms specialized for certain services. Modern globalization trends are leading to an increase in the tourist demands and their direction towards new demands that are not affirmative yet. Tourism and health are two areas that are interrelated, as a result of specific needs of the people included in these areas. Tourism represents a travel for fun, for therapeutic healing and sightseeing [1]. Medical or health tourism represents travel of tourists in their country or abroad with a goal of receiving better health care or treatment in the chosen destination. Interrelation between tourist products is a direct consequence of the characteristics of tourist supply. Number of studies highlights the role of tourism in the improvement of quality of life of the tourists [2]. Only specific tourist supply can improve the quality of the tourist offerings and the enterprise development in this sector. Modern concept of entrepreneurship enables increase in the efficiency of the work of these enterprises through creation of optimal supply and inducing development of health tourism. When the benefits are visible profit is stable variable, firm’s management is motivated to implement innovations, and new methods of doing business. Creation of specific recreational-health supply that is appropriate is a reflection of the determination of management and owners of the firms for organization of job in an innovative way.

II. HEALTH TOURISM - CHARACTERISTICS

Tourism is contemporary phenomenon that has influence over all segments of our life. Tourism is an area that gives incentive to economic development with a great influence on the formation of enterprises in the tourist sector and potential in the area of health. Tourism is a sum of relations and appearances that come out from travel and stay of foreigners on one place, if that does not mean permanent residence and if it is not part of some other business activity [3]. Health tourism is a special kind of tourism that has a potential for quick development. As one particular reason for the development of health tourism it is pointed to the competitive supply low prices for different health services which are part of tourist supply. From the aspect of health, tourism is defined as a human need which occurs as a result of modern day living. In 1973 International union of tourist organizations, defines the concept of health tourism as “obtaining of health object for use of natural resources of land, especially mineral water and climate” [4]. Tourist travels are an attempt one to discover new ways of life and work appropriate for modern day living. Numerous tourist movements include certain activities. Nowadays, health tourism is about travel of the individuals from their residences on other places in order getting a treatment [5]. Similarities between tourism and health as two independent areas come out of the existence of

the need which is basic feature of the two areas. From this point of view, health tourism is bundled with traveling because of the need of getting a treatment or medical service connected with healing or some form of surgery, stemmatological procedure, spatreatment, alternative medicine and etc. Numerous tourism movements include certain of these activities. Numerous studies point on the correlation between health and tourism [6]. Similarities between tourism and health as two independent areas come out from the existence of the need which is basic feature of the two work areas. Interconnectedness of the tourism and health can be seen via the factors that initiate the development of the health tourism and economic gains that are output values from the development of the health tourism. In the tourism, small and medium firms are a key factor for the growth of the tourist industry on a global scale [7]. In the classic sense of the word, health and tourist market consists of supply and demand.

Health supply is consisted of all the available resources and appropriate capacities that can supply different kind of health services. Appropriate tourist supply must accommodate to the demand. Even though tourist supply accommodates to demand, yet between tourist supply and demand there exists interrelatedness and connectivity. The aim of the supply is not just to satisfy the existing needs and wishes but to create new needs and wishes for the customers. Demand is consisted of tourists i.e. buyers of the services expressed through their need, that have need and are ready to use the health-tourist services.

III. PRECONDITIONS FOR THE DEVELOPMENT OF THE HEALTH TOURISM IN REPUBLIC OF MACEDONIA

Health tourism represents an area with a high potential for growth and development as a result of own consumers-potential tourists which constantly have needs expressed through upfront defined health treatment or service. This form of tourism is a least developed form and it is found in the phase of introduction to the market [8]. Possibilities for the development of the health tourism in Republic of Macedonia can be seen through analysis of the situation from the aspect of general demand and supply in this sector.

Needs affect people and give them incentives for certain activities and travels. Health services and treatments which are synchronized with the interesting tourist contents are in the same time possibilities for relaxation of the visitors and one of the basic elements for the development of health tourism from the aspect of the number of visitors and generated revenues. Health services demand is initiated by the needs of tourists. Tourist supply consists of services that are offered or supplied by the firms and other commercial and non-commercial activities that in a direct or indirect manner are participating in the satisfaction of the needs of domestic and foreign tourists. Certain tourist need can be satisfied only if there are numerous single and various goods which can be synchronized in a complete tourist product. For the satisfaction of various needs of the customer-tourists it is necessary simultaneous participation of number of subjects that participate in the formation of the tourist supply. Term "customer" in the health systems is different when compared with other areas. Namely, the users of the system of health protection includes group of external customers (for example patients, family members of the patients and potential buyers) and internal customers (for example employees and the employer) [9]. Development of the health tourism in Republic of Macedonia depends on the supplying of certain preconditions that ease the way of practice of this concept as a possibility for development and generating revenues. Basic precondition for the development of the health tourism is the existence of the entrepreneurial initiative and culture in the creation of the health supply (services and treatments) and different contents that are part of tourist supply. Development concept of the health tourism, can be realized through constant monitoring of the needs of the tourists, business conduct processes, supply valorization, providing conditions for the satisfaction of needs just in the right time and place, top quality team which is highly motivated for work and for constant education of the human resources. That's why, firms included in this area, have need to behave in the entrepreneurial way and constantly to adjust their concept of work for the challenges from the globalization processes and economic integrations. In the modern conditions for work, entrepreneurship is not given characteristics, or inherited characteristics of certain enterprises. Modern entrepreneurship as a new concept prevails in those firms that are supportive towards innovations and creativity of employees. Employees that participate in the process of corporative entrepreneurship in the means of enterprise must possess specific individual abilities in order to be able to integrate successfully the existing and the new knowledge and to recognize, assess and accept entrepreneurial possibilities [10]. Environment, the owner himself, entrepreneur which is a creator and a holder of the new developing ideas and initiatives, are a basis for the development of the health tourism. Possibility for the entrepreneurs is a condition in which changes in the technology or economic, political, societal and demographic conditions create potential for creation of something new [11]. Entrepreneurs care whether new products or services will satisfy the needs of the tourist-customers, whether price is appropriate given the abilities of the potential tourist customers. In the essence, thoughts of the entrepreneurs are aimed at the feature how on a quickest possible way new contents to be valorized materially. Important precondition for giving incentives of the development concept of the firms from

the area of health tourism is a management that is entrepreneurially oriented that is supportive toward initiatives in the conduct, especially for research and development.

IV. RESEARCH METHODOLOGY

The willingness of companies to offer the necessary health tourism services, the type of business activities, financing and introduction of innovations in the operation in the area of health tourism basically consists of introducing the necessary health tourist services, new ways of working, introducing innovations in operation, adequate financing of business activities and continuously implement training programs for employees. Practical research in this paper are implemented with order to perceive reality in terms of the willingness of companies to offer the necessary health tourism services, the type of business activities that should take, financing and introduction of innovations in the operation. The survey was conducted among 65 companies that perform health and tourist activity in the period from 01.01.2016 to 30.06.2016. Through the method of questionnaire consisting of ten questions from 65 companies surveyed, 51 showed interest and responded to questions from the questionnaire.

V. RESEARCH RESULTS

According to the results of the survey among enterprises performing health tourism activity and the total number of observations received on each question we conclude that the sample consists of 51 companies.

The first question - Do you have information on the type of health services that need the market?, Most of the surveyed enterprises or exactly 39 said they had no specific information about market needs and the kind of based services that consumers need and only 12 enterprises responded to follow customers' needs in terms of services they need.

The question - How is information about the needs of specific health services ?, most of the surveyed enterprises and 45 enterprises responded that they own, individually inform the customers about their needs and only 5 companies cooperate and inform through travel agencies and tour operators.

The third question - Do you cooperate with branded institutions in the field of health sector in terms of exchange of information? (If you cooperate specify which), 43 companies have said they have established cooperation and 8 companies have some kind of cooperation with state institutions and travel agencies.

The next question - Do you cooperate with the entities for tourism possession order to improve performance? (If you cooperate specify which), 42 companies have said they have established cooperation with 9 companies have some type of collaboration with some travel agencies.

The fifth question - do you have introduced a list of health services and treatments that are offered to consumers? (If specify which), the majority of enterprises declared positive, ie 38 companies or 74% of the surveyed enterprises have introduced a list of products and services offer to consumers in the form of lists of medical services and 26% or 13 companies have introduced a list of products and services.

The next question - Do you have introduced travel arrangements and services are offered with the medical services of the consumer? , The majority of companies' surveyed responded negatively and 49 companies responded that they have synchronized supply of medical treatment and services in tourism enterprises and only 2 or 3% of the surveyed companies said they can offer competent medical-tourist service.

The seventh question - Do you think the success of the operation depends on the introduction of new products and services (synchronized health tourism offer)? Managers of 45 companies stated that improvement of the operation depends on the introduction of new products and services and 6 managers have said They considered that the success of the work depends on the introduction of new products and services.

The eighth question - Are constantly introducing new products and services? or new ways of working? , most of the enterprises and 39 enterprises responded that they do not introduce new products and services and 12 companies responded that constantly bring new products and services.

The question - Is constantly introducing new methods and working processes?, 29 companies responded that constantly introducing new forms of work organization and 22 companies responded that they do not introduce new forms of work organization.

The next question - Do you have an employee manager marketing person public relations PR or enterprise there is a special sector for marketing, most of the surveyed enterprises and 43 companies responded that no employed manager or person for public relations, and only 8 enterprises have a separate sector for marketing.

The question -Is introducing training programs and training of employees in the area of health tourism? (If you have training programs, specify which programs), 43 of the companies surveyed said they do not implement programs for training and education of employees in the area of health tourism and 8 companies responded that conduct continuous training for professional development.

The Twelfth question - Do you need expert advice, education and training in the field of health tourism? The bulk or 46 managers and 90% said yes or that require specialized education in the field of tourism

and the health sector only 5 managers or 10% said they do not need specialized education or professional advice.

The next question - on the way to finance new activities in the enterprise?, Most of the surveyed stream 43 managers said that the financing of new business activities performed by trade credits, 5 managers or 12% responded that users grant and only 3 companies or 7% of new business activities are financed with own funds.

The question - Do you believe that innovations in operations promote the operation of the company ?, 45 respondents or 88% said that through innovation, promote the work of enterprises and 6 enterprises or 22% of participants thought that innovation is not a condition for promotion of .

The last question - Is finance a limiting factor for the introduction of innovations in the operation? , Most of the surveyed stream 47 managers said that lack of finance restricts the introduction of innovations and new ways of working and 4 managers or 8% responded that finances are not a limiting factor.

The results of the survey, confirm the hypothesis that the development of health tourism in the country depends on the existence of a synchronized offering competitive medical and tourist services. In terms of the readiness of companies to offer the necessary health tourism services, the type of business activities, financing and introduction of innovations can be concluded that most of the surveyed enterprises lack information on market needs, not informed and do not cooperate with institutions for exchange of information and tourist mediation.

The management of most of the companies surveyed considered that innovation is a requirement for staff development. The absence of a marketing strategy to promote the operations of a limiting factor in promoting the list of products and services offered by companies, as well as lack of financial resources is a limiting factor for introducing innovations in business. In most of the surveyed enterprises implement programs for training and education of employees in the area of health tourism although management said it require specialized education in the health sector tourism.

VI. CONCLUSION

The challenges posed by the new conditions of the work show the need for change in the traditional way and philosophy of work in all types of businesses and enterprises, including enterprises in the field of health tourism. Tourism and health care represent two areas are interconnected due to the specific needs of people included in these areas. The linkage of tourism and health is perceived through the factors that initiate the development of health tourism and economic benefits that arise as output values the development of health tourism. Development of health tourism in the country depends on the provision of certain preconditions. The basic prerequisite for the development of health tourism is the existence of entrepreneurial initiative and culture in creating a health offer (services and treatments) and various contents that are part of the tourist offer. Size enterprises is not limiting in terms of the application of innovation and entrepreneurial initiative.12. The results of the survey on the willingness of companies to offer the necessary health tourism services, the type of business activities, financing and introduction of innovations, confirm the hypothesis that the development of health tourism in the country depends on the existence of a synchronized offering competitive medical tourist services. In terms of the readiness of companies to offer the necessary health tourism services, the type of business activities, financing and introduction of innovations can be concluded that most of the surveyed enterprises lack information on market needs, not informed and do not cooperate with institutions for exchange of information and tourist mediation.

The management of most of the companies surveyed considered that innovation is a requirement for advancing operations. Development concept of health tourism, can be realized through constant monitoring of the needs of tourists, the workflows valorization of supply, providing conditions to meet the needs just in time and place, and high quality motivated team work and constant education of human resources. Well-off companies basically have the courage to be first to market in such conditions.13 Modern concept of entrepreneurship provides increased efficiency of enterprises through the creation of optimal tourist offer and encourage the development of health tourism. The challenges of development and improvement of the entities that are part of the field of health tourism levy implementing genuine process of organizing work that are essentially based on the real situation and possibilities for the development of undertakings. Taking into account the results of the survey, as a sustainable model for development of health tourism in the country is proposed: making a bid to achieve a high level of synergy and correlation between the needs of consumers of medical services and travel arrangement to achieve the state of consumer satisfaction, the establishment of specialized companies for mediation in the field of health tourism, implementation of appropriate marketing system, implementing a proper information system, training and education of human resources in this sector and through active financial measures to appropriately follow the needs of enterprises in this sector.

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