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Notes

The Impact of International Tourist Movements on the World Economy

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Abstract

Motivation as a concept is a key element of about every human activity, whether it is a person, group, team or business organization. Without motivation or stimulation at work, achieving of a particular goal, task or strategy is almost impossible. Motivation is a very complex phenomenon influenced by individual, cultural, ethnic, historical or managerial factors. Managers of tourism enterprises have an impact on increasing employee motivation considering in the best way the setting of management style features, responsibilities and duties of owners on motivating employees and their behaviour. The role played by managers in motivating their employees depends on their attitude and access to employees. The motivation of the staff of hotel and touristic companies is a major problem, because the implementation of certain types of measures for improving and increasing the motivation of these companies, employees becomes a necessity and need for the market of a country or destination. With this concept, it becomes easier the achievement of certain goals and objectives. Motivation offers numberless opportunities for the growth and development not only for tourism and hotel companies, but also for the entire economy of a country. Regardless of responsibilities and duties in the workplace, employees should be motivated, either independently or through incentive forms. External motivation is a skill that can and should be learned and understood by the managers who run hotel and tourist activities. If a hotel business intends to succeed in its activity, should find a suitable way to motivate employees.

Keywords: Motivation, manager, stimulation, employee, hotel business

1. Introduction

Motivation as a concept is a key element of about every human activity, whether it is a person, group, team or business organization. Without motivation or stimulation at work, achieving of a particular goal, task or strategy is almost impossible. Motivation is a very complex phenomenon influenced by individual, cultural, ethnic, historical or managerial factors. Work as an obligation, or as a commitment means pleasure, more income and career development of the employee, but again motivation is the major driver for achieving many goals and bigger successes. Various countries are trying to intervene in this issue, to improve working conditions, time flexibility, quality of life for employees as well as their bigger motivation. Workers today do not take into account the implementation of their duties given by senior management, but there are some resources that affect to the final results of the organization or company they work for.

Despite the big interest to understand and investigate motivation in the workplace, it is often not clearly understood and poorly practiced. To understand motivation, one must also understand the human nature.

Despite the benefits and moral values of altruistic approach, the treatment of their colleges as human being and the respect for human dignity in all its forms, the surveys and observations show that employees who are motivated have productivity and creative approach and vice versa. Below, in this paper is highlighted the potential contribution to the practical implementation of managers' motivation principles in an organization by discovering alternatives that brings to the improving employee productivity in an organization. Motivation is a key element on improving the efficiency of the company. An old saying says, "You can send the horse to drink water, but you cannot force it to drink, it will only drink when it is thirsty." Same is with people. They will do what they want to do or in other way if you motivated them to do so.

Regardless of the duties on the workplace or what they do, employees should be motivated independently or among different stimulation on their daily work. External motivation is a skill that can and should be learned and understood by managers, who manage their staff. These methods are appropriate when the business aims to succeed; they need to find a suitable way to motivate their employees.

2. Motivation as a process

The motivation process is based on a psychological basis and is the focal point where the whole focus is based on the knowledge and concepts of organizational behaviour. Motivation is represented by forces acting within an individual and forcing him to behave in a certain way, directed towards achieving certain goals. Instead of motivation, the words often used are also the words desire, need, request, purpose, encouragement, dedication, hope, etc.

Motivation represents the readiness of an individual who strives to achieve the goals of the organization or company by spending a large amount of energy and striving at all costs that their work to achieve to fulfil the individual goals.

Human nature is very complex and is made up of a whole set of needs, desires and aspirations that are "loaded" in the workplace to explain and determine the motives, behaviour and attitudes of those who accept and apply specific tasks by working within the organizational structure of a different company or organization.

The interest of scientists and managers about these factors is steadily increasing. Their importance is for many reasons:

- The motivation process starts by identifying the needs of the individual;
- The need to determine the lack of perception that causes certain behaviour to remove that deficiency;
- Deficiencies can be physiological, psychological and social (the only element that is noticed in this process is behaviour);
- Needs encourage or motivate individuals to act in order to fulfil their pleasures;

The growth, development and upgrading of hotel enterprises nowadays is largely linked and conditioned to the motivation of employees working in an organization or enterprise. Now the motivational afflux of employees has undergone significant changes in the order spears that reflect new conditions for the requirements of the job and changes of employee expectations.

In these circumstances, the nature of most jobs requires and imposes their employees to self-manage, on some extent to use their intelligence and experience to direct their activities towards meeting the objectives of the hotel enterprises for which they work.

Motivation is a very complex phenomenon, influenced by individual, cultural, ethnic, historical factors or managerial characters. The job as a committed duty means pleasure, more income and career development of employees, but motivation is the main driver to fulfil the goal and achieve greater success.

3. Definition of motivation

The term “motivation” comes from the Latin word "*movere*", which means "moving". Motivation is very important for managers because their role is adjusted to activate in achieving business goals. Understanding and the cause of motivation is a major requirement of any manager who is engaged in monitoring it. It is necessary to make distinction between motivation and stimulation. Motivation is often expressed by words: wish and love, while stimulation needs encouragement, movement and initiation. The motive is defined in different ways, but we find it commonly within the personality that enables us to avoid the attitude.

Motivation is the force that is always necessary and needs to be maintained. This is one of the factors besides the knowledge, resources and conditions that affect the behaviour of employees in enterprises and as a mean or a way for managers to regulate relationships in the enterprise.

Through motivation, the managers directly enable the achievement of enterprise objectives. This is an incentive for managers, but begins with the company's employees. As a management activity, motivation reflects the stimulation and encouragement of individuals to undertake activities with the aim of achieving the desired action (Adair, 2002).

Motivation and employee satisfaction are the basis of modern organization. The emphasis is placed on the active management of their potential in promoting the use of human factors by developing different schemes to increase motivation for work.

In addition, it particularly insists on the satisfaction of the operation, as an important indicator of staff motivation, which is the stimulation from operations and overall work dimensions. Understanding, motivation and satisfaction issues with work is a necessity for job creation, organizational culture and climate, reward system, progress system, and management styles.

Motivation is a factor that promotes guides and sustains human's behaviour. Motivation refers to flexibility which is a dynamic part of different personalities from such terms as feelings and personality, (Seligman and Martin, 1990). Motivation distinguishes motivated individuals, those who intend long-term achievement: to become a prominent writer, the rest that have a short-term goal: to learn how to write a word.

As for management, motivation plays an important role for a manager who seeks to satisfy the wishes and needs of his partners, so their behaviour would be desirable in advance. The motive can be very difficult to be identified because of the complex mechanism of its appearance and

variety. For these reasons, psychologists try to classify their delicate differences, by highlighting their common features

Various countries are trying to intervene on this issue to improve working conditions, flexibility of working hours, and quality of life for employees as the greatest motivation for employees. Employees today have not considered as task implementers and messages given by senior management, but as vital sources that affect to the final result of the organization or company for which they work.

Task-managers work to adopt the specifics of people's expectations working in their companies or organizations. If employees are placed in the right job, then the company or organization they are working for is prepared to collect the fruits of the successful operation, particularly managers should identify and implement appropriate strategies to improve the results.

Thereupon, motivation must be an important aspect of everyday life and work. Already when we talk about tourism, motivation should take a deserving place to ensure the increase and to maintain the stability of the tourism business field. In conclusion we can say that many organizations and companies need to pay close attention to the motivational elements of human behaviour who act in accordance with all the requirements and needs of employees in the company.

The starting points of motivation are the needs that are classified into: material, spiritual and conditions that are necessary for the existence and development of person, (Doyal and Gough, 1991). Needs are born and are placed in man; similar to different people, but special events for everyone. Finally, they are part of a man trying to release, that is, as a man has his needs, different people may seek, try to "eliminate" the need to fulfil, to handle or do not answer at all for that. Needs can emerge as conscientious and unconscientiously, where for all needs are consciously and self-satisfactorily. If it needs to be done, this does not mean that it is done forever. Most of the needs are updated periodically and they can change the form of its manifestation in a concrete way, the degree of persistence and the effects on people. Although there is still no generally accepted classification of needs, in principle they can be divided into:

- Primary (physiological) and
- Secondary (psychological).

Primary needs are linked to the survival of the individual and the family, while the middle is considered by most psychologists for "teachings" as a result of a person's social interaction. When one of the human needs is an unfulfilled condition or appropriate for existence, absent or are insufficient, then the person falls into a state of tension (physical or mental). He feels an inner desire to do something and satisfy that need. This inner aspiration is called motive

There are studies initiated by psychologists who suggest that the lack of basic working conditions and poor salaries, certainly contribute to dissatisfaction with work but also argue that even the presence of some incentive factors does not guarantee the employee's satisfaction.

So what does motivate people to work and achieve more? Delegation of clear tasks and admission of achievements is made by taking responsibility, professional advancement and development. To create a corporate culture toll to be in line with these principles of human resource management, we need to understand and distinguish several important factors and concepts.

The achievement of the objectives set out in the research of this topic is based on the combination of specific methods and will usually go through inductive and deductive methods. For the investigation there are used the quantitative methods, because the collected data are more structured, in fact the data can easily be replicated and compared directly to other data.

On the development of this topic primary and secondary data, or official data presented in all types of documents, and analysis of the most important data and information are used to confirm the current picture of the group situation in words and relationships. Based on this data we will try to come out with conclusions and recommendations.

The job survey is mainly based on office access (desk research), while some field research (field research) are conducted via the Internet as a medium that contains a lot of data.

4. Empirical analysis of research

The empirical part of this research aims to complement the theoretical part of the research, but also to identify the real situation by applying motivation to the work of managers and achieving success in hotel businesses in Gjilan. The survey has included 12 hotels or 12 managers of these hotels in Gjilan.

The analysis is based on the scientific content of the theoretical data and the perceived situation in practice. It refers to the knowledge of business ethics and social responsibility to the organizations that aim at achieving an image, with an advance to a competitive advantage.

For the realization of this research and for obtaining accurate results, a questionnaire consisting of 15 questions was sent through the internet. These questionnaires were sent to hotel managers in Gjilan. The sample of this research is consistent with the subject under investigation and depending on the availability of the data.

The research field regarding motivation among hotel companies in Gjilan gives us the following conclusions:

- About 84% of managers involved in the survey belong to men and only 16% of managers are women;
- Over 82% of managers involved in the survey have experience from 1 up to 10 years;
- There are no hotels that have 20 to 50 employees, or over 50 employees, but they have;
 - up to 10 employees (50%) and
 - up to 20 employees (50%)
- All the managers involved in the survey know what motivation is;
- All the managers involved in the survey claim that the hotel in which they work has motivating conditions for work, but we think that their answer is not so sincere;
- 75% of managers are motivated in performing their daily duties and works, while 25% of them are opposed to this claim;
- 50% of managers involved in the survey go to training, transferring the knowledge to others, while the other half has not attended trainings of this nature;

- Only 17% of managers use planning assignment for the work, as a way of personal motivation and motivation of other employees, while 73% do not use planning in day-to-day operations;
- All managers believe that changes in day-to-day operations are a major incentive for achieving most positive results in day-to-day operations;
- About 84% of managers choose the motivation of their employees to maximize results and 16% of them have a different opinion on this issue;
- Approximately 67% of executives involved in the survey believe that motivation impacts as incentives of the manager for the job organizing where they work for further operations;
- Approximately 67% of managers are advised to take advantage of the motivation for everyday work if the staff they work with aims to achieve better and more positive performance at the hotel;
- All managers involved in the survey know how to delegate tasks to their employees and motivation is very important for their jobs and duties;
- About 84% of managers say that they are real business representatives and that motivation is important to them;
- Score 7 (1 to 10) indicates the best the motivation of hotel managers, where 43% of managers are reported, while the other part is 33.

4. Conclusions and Recommendations

Motivation is essential for every company to survive and succeed and is closely related to the pleasure of work. Motivation is a skill that can and should be taught if you want to succeed. Managers of hotel companies have an obligation to create a system of incentives that will allow encouraging the process of constructive communication and better working results.

This aspect of implementation between economic units in hotel companies, helps in the process of implementing changes in companies, administrative activities, and employees follow the rules and policies of the company, which helps them to develop the employees to work in dynamic conditions.

If hotels want to remain competitive, managers must be motivated to behave in an organized manner in terms of the behaviour towards employees. They understand the goals of the enterprise, should use different motivations to encourage employees, be more productive and efficient in performing certain tasks.

Because the hotel managers must be motivated and at the same time aim to motivate their employees, ensuring that good work will be done with employees, in the future there are opportunities to be promoted and rewarded. Satisfied manager and employees are always more responsive in terms of business activities, so the motive is the tool that must be used to achieve the success of the enterprise operation, because the key of productive work is the human factor, motivation is the driving force of its job.

The motivation of managers should be based on principles and practices of accountability, transparency, ethical behaviour, respect for the interests of all stakeholders and compliance with regulations and laws in decision making and enforcement.

In modern tourism conditions, we believe that the motivation of managers and employees in tourism plays an important role in the development of tourism and the economy in general. Hotel business is an important component of economic development, especially in the development of tourist destinations such as Gjilan, because it may seem like a driver of sustainable development.

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