

IDENTIFYING TOURISM MARKET GROWTH OPPORTUNITIES AND RISKS IN THE AUTONOMOUS REPUBLIC IN AJARA (GEORGIA)

Ekaterine Bakhtadze, PHD of Economics, Assoc.Prof. Faculty of Tourism; **Nargiz Phalavandishvili**, Business Administration Doctor, Assist.

Prof. Faculty of Tourism; **Natalia Robitashvili**, Business Administration Doctor, Assoc. Prof. Faculty of Economics and Business, **Batumi Shota Rustaveli State University**;

Batumi Shota Rustaveli State University.

Abstract

With the current trends in tourism development and competition in the world, the growth of the tourism market in the Autonomous Republic of Adjara faces certain challenges. Positioning Adjara as a maritime tourist destination is becoming less attractive for tourists. Based on the situational analysis we have identified the existing and new tourism markets and products that in the intermediate-term perspective will enable the growth of tourists and the development of tourism in the region during all four seasons. Based on the expert method and factorial analysis, we assessed the risks of rural and mountain tourism development, which appear to be of the biggest interest of the existing and the new markets. We have ignored the risks that emerge in the macro-environment and put our focus on the risks that should be overcome by all interested parties, in particular the industry of hospitality and the local government. As the results of the research reveal, rural and mountain tourism development is related to high risk and, according to the risk matrix, the highest risk factors include road and transport infrastructure, tourism and supplementary infrastructure, communal infrastructure and problems associated with the quality of service.

Aim

The aim of this paper to study the growth opportunities of the Adjara tourism market based on situational analysis and to identify and evaluate the risks associated with them based on factor analysis.

Tasks

- ✓ To identify existing/new products and markets based on a situational analysis;
- ✓ To analyze the growth opportunities for current and new markets with existing products by using the Ansoff Matrix;
- ✓ To identify and assess the risk factors that will become the hindering factors of Rural Tourism development for the following 3-5 years based on a survey of interested parties in the tourism and hospitality sector;

Materials and methods

The **Ansoff Matrix** as the best model for identifying new opportunities for intensive market growth has been used to evaluate the opportunities for market growth. **Qualitative, quantitative and statistical research methods** have been used in the research. The information sources used includes the data of Adjara Tourism Market Research (2015-2018), Adjara Tourism Brand Strategy (2017), Adjara Tourism Development Strategy (2019-2025) and National Statistics Office Georgia. A special questionnaire was developed to enable specialists in the tourism and hospitality industry to rank risks, determine risk severity and the likelihood of risk detection.

Results

1. According to the analysis of the growth opportunities for Adjara tourism market by the Ansoff Matrix, governmental and private sector resources should be focused on developing and perfecting such tourism products as Rural Tourism and Mountain Tourism to diversify Adjara's tourism offerings and increase tourism opportunities in the region during all four seasons;
2. Through the risk ranking scale, the risk zones have been identified that apply to further development of Mountain and Rural Tourism;
3. According to the points given by the experts, road and transport infrastructure is the most impeding and critically important risk factor for the development of rural tourism and mountain tourism (average score - 7.13 points). Quality of service (6.64 points), Communal infrastructure (6.57 points), Tourist and supplementary infrastructure (6.47 points) have been also identified as critically important risks. The average risk determined by the formula equals 6.06 which belongs to the critical risk zone.
4. In addition, a risk matrix has been developed to assess the risk factors affecting the development of rural and mountain tourism, which allows for the determination of the consequence and likelihood of each threat.
5. Qualitative analysis of risk factors allows us to draw conclusions on the events of high or low negative effects of threats.

Table 1

Risk severity assessment of Rural Tourism and Mountain Tourism Development

No	Risk Name	Risk Severity B_i	Weight of risk factors W_i
1	Road and transport infrastructure	7	0.18
2	Tourist and supplementary infrastructure	7	0.13
3	Informational-Communication Infrastructure	5	0.09
4	Communal infrastructure	7	0.12
5	Quality of Service	7	0.13
6	Competition	5	0.07
7	Investment interest	5	0.08
8	Coordination	5	0.07
9	Natural factors	5	0.06
10	Recognition and Branding	5	0.08
Σ			$R = \sum B_i W_i = 6.06$

Source: author's calculations based on results of the survey

Table 2

Risk Zone Boundaries

Risk Zone Boundaries	Risk zones
0	No-Risk Zone
0.1-2.5	Minimum risk zone
2.5-5.0	Elevated risk zone
5.1-7.5	Critical Risk Zone
7.6-10.0	Impermissible Risk Zone

Risk Assessment Matrix for rural and mountain tourism development in Adjara

		Likelihood					
		1	2	3	4	5	
Consequence	1	1	2	3	4	5	<div style="background-color: #4a86e8; color: white; padding: 5px; text-align: center;">Low Risk</div> <div style="background-color: #7ed321; color: white; padding: 5px; text-align: center;">Moderate Risk</div> <div style="background-color: #ff9900; color: white; padding: 5px; text-align: center;">High Risk</div> <div style="background-color: #d9534f; color: white; padding: 5px; text-align: center;">Extreme Risk</div>
	2	2	4	6	8	10	
	3	3	Competition, Natural (6)	Informational-Communication infrastructure (9)	12	15	
	4	4	Investment Interest, Coordination, Recognition and Branding (8)	Communal infrastructure; Tourist and its supplementary infrastructure; Quality of Service (12)	Road and Transport Infrastructure (16)	20	
	5	5	10	15	20	25	

Source: author's created matrix based on results of the survey

Conclusion:

- ✓ Access to tourist destination sites is a critical factor in the development of tourism; consequently, the unregulated transport and road infrastructure have been assessed as an extreme risk. Road infrastructure is mainly important in the case of Goderdzi Resort, and the transport infrastructure is crucial for the rest of the locations - problems with public transport (inconvenient schedules, old vehicles, missing bus stations).
- ✓ Insufficient development of Communal, Tourist and its supplementary infrastructure and low quality of service were assessed as high risk. Standards-based accommodation and supply of other auxiliary services, hygienic-sanitation conditions, and hospitality management knowledge is crucial for the sustainable development of Rural Tourism.
- ✓ Internal competition and risks caused by natural factors were assessed as moderate risk. Coordination between the state and business sectors and the lack of resources appropriated to address the region's awareness were also included in the moderate-risk group.
- ✓ Conducted research and analysis based on risk matrix confirmed that Rural Tourism and Mountain Tourism in Adjara are developing products and as a result are associated with high risks. Therefore, for the further growth of the Adjara tourism market, it is very important to deal with extreme and high-risk problems that will become a significant barrier to their development in the medium term, on time.

MARKET POSITION OF NON-TRADITIONAL AGRICULTURAL PRODUCTS

Līga Proskina, Dr.oec.; Irina Pilvere, Dr.oec.
Latvia University of Life Sciences and Technologies

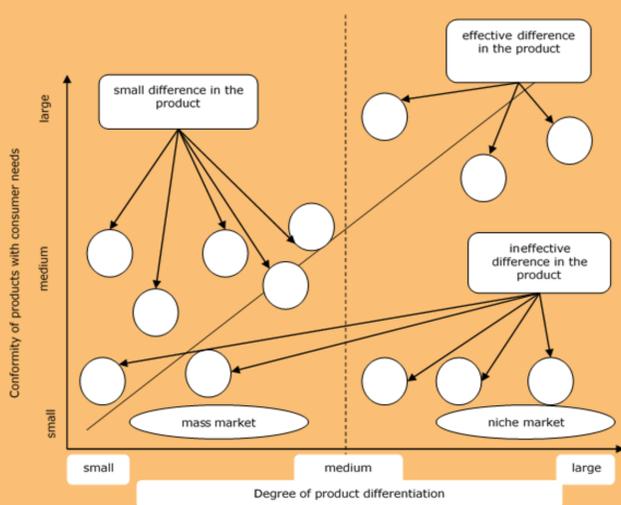
Abstract. The liberalization of food trade leads to intensified competition at the regional and transnational levels. Consequently, the current economic and cultural processes indicate that a gradual shift from mass trade in commodities to trade in a large number of niche products occurs. Product differentiation or a strategy for different factors is considered to be the most proper approach to assessing the ways of business strategy positioning for deer farming. In this respect, the real differences among deer-farming products (higher quality, a different appearance, a pronounced taste, smell etc.) and the apparent differences, achieved by pricing and visual differences (packaging), that could be used to differentiate the deer products should be noted. The most proper competition strategy for deer farming to reach the target market is a differentiation strategy focusing on the niche market. Niche specialization focuses on a product attribute strategy and emphasizes the difference between deer-farming products and traditional agricultural products, product exclusivity as well as the positive effect of venison consumption on human health.

The research **aim** is to identify the strategic advantages of deer product positioning and the most proper competition strategy.

The following specific **research tasks** are set:

- 1) to examine the extent of difference of deer-farming products from similar products available in the market;
- 2) to identify and assess the most proper competition strategy for deer-farming products.

The research employed the following **methods**: monographic, analysis and synthesis as well as induction and deduction. To examine theoretical matters concerning the economic role of competitiveness of deer-farming products, the research used research papers by national and foreign scientists and researchers.



Source: author's construction based on Porter, 1998

Fig. 1. Degree of differentiation of products and their conformity with consumer needs

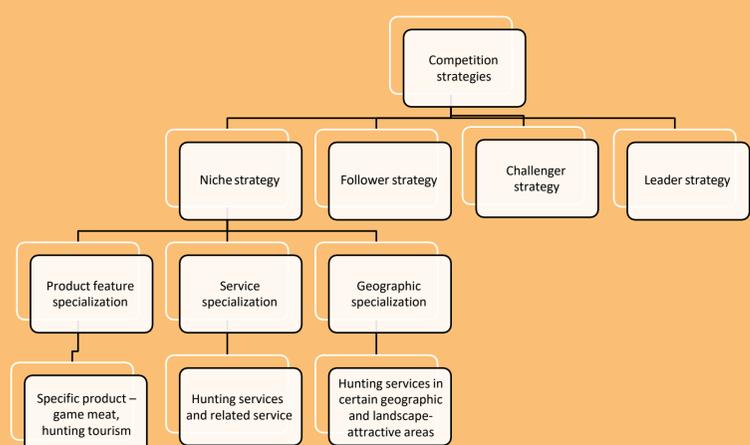
Results and Discussion. Competitiveness is most commonly researched with regard to how the overall position in the market could be identified as well as the process between an investment and a return could be analysed; in addition, it is researched as process performance or a structural component (Paula and Titarenko, 2009). According to the static perspective, productivity contributes to high incomes in the economy and to high returns on investments, whereas according to the dynamic perspective, high productivity and returns on investments determine the growth and development of the economy in the future. Scientific research studies on competitiveness and opportunities to increase it indicate various ways how to achieve it: price competitiveness, service competitiveness, quality competitiveness etc. (Dumont et al., 2016).

As socio-economic and technological factors change, niche products are gaining market importance, and selling products requires seeking new and narrow market segments – niches. Niche products make up the so-called “Long Tail” in the total assortment, which, as a result of change in demand, shifts towards mass products or fashion goods. After analysing the kinds of business positioning strategy (Porter, 1998, 2008; Smith et al., 2009), the author regards product differentiation or the strategy of different factors as the most useful for deer farming. It has to be noted in this aspect that the real differences in products of deer farming (higher quality, different appearance, specific taste, flavour, etc.) and the seeming differences, which are achieved by price formation and visual distinctions (packaging), may be used for the differentiation of products of deer farming.

Kotler F. et al. (2008) point that a market may be approached at several levels – at the segment, niche, local, and individual level – depending on the size of market share that belongs to an enterprise by choosing an appropriate competition strategy. Conner D.S (2004) defines non-traditional agricultural enterprises as the participants of a market niche and points that diverse and inhomogeneous products are produced on small and medium farms; such farms may be included in the category of niche producers owing to their small market share and product specifics.

The author outlined several characteristics that specify the market of products of deer farming as a niche market in Latvia:

- small and usually highly specialised enterprises are engaged in it;
- their products differ from traditional meat products; tourism services that include hunting and the sightseeing of wild animals are different;
- specific channels are used for sales of products and a small quantity of products is sold;
- enterprises specialise in certain narrow market segments – niches (restaurants, farm visitors, etc.);
- certain consumer requests regarding the quality of goods and services, their exclusiveness, etc. are fulfilled;
- enterprises focus on a high rate of profitability.



Source: author's construction based on Kotler et al., 2008; Conner, 2004; Porter, 1998

Fig. 2. Competition strategies for deer farming in Latvia

The author believes that the best competition strategy for deer farming in reaching the target audience is the differentiation strategy, thus focusing on the market's niche. A niche specialisation is oriented towards the strategy of product characteristics and stresses the differences between products of deer farming and traditional agricultural products, the exclusiveness of such products, the positive effect of meat consumption on human health, etc.

Conclusions, proposals, recommendations

1. A market strategy for deer-farming products, compared with traditional agricultural products, involves differentiation, which is based on the real differences among deer-farming products (hunting services, venison quality etc.) and the apparent differences (achieved by pricing).
2. The most proper competition strategy for deer-farming products is a niche strategy, specializing in high-quality service and high-quality products (specific product features).

Acknowledgements

The research received funding from the ERDF Post-doctoral Research Support Programme (project No.1.1.1.2/16/I/001) Research application “Assessment of the Bioeconomic Efficiency of Use of Legumes for Feed” (No.1.1.1.2./VIAA/1/16/181).

THE EFFECTIVENESS OF SOCIAL MARKETING IN HIV PREVENTION: A LITERATURE REVIEW

Janis Duboviks, MSc, Matiss Kite, Pharm.
University of Latvia

Abstract

One of the most important issues in social marketing today is the evaluation of its effectiveness and its ability to prove that social marketing interventions have led to consistent behavioural changes. Social marketing practitioners are increasingly asked to justify their actions with evidence of effectiveness. Social marketing aims to achieve behavioural changes, thus confirmed changes in health behaviour of the target audience can serve as evidence of its effectiveness. Social marketing is also widely used in HIV prevention, including a variety of behavioural changes and communication.

Aim

To analyse available evidence on the effectiveness of social marketing in health outcomes and improvements in health behaviour change, with particular emphasis on the effectiveness of social marketing and the methods used to evaluate it in the context of HIV prevention.

Methodology

Social marketing campaigns was defined as campaigns using traditional marketing principles and techniques to influence target audience behaviour to improve public's health and change its health behaviour.

To select the studies to be included in the report adapted form of flow of information through the different phases of a systematic review (PRISMA) is applied.

Qualitative content analysis is used to develop further quantitative analysis of studies: social marketing intervention focus and applied methods for its evaluation.

Results

The initial search of studies published from 1983 to 2018 that evaluated the effectiveness of social marketing programmes in the HIV area using the bibliographic database Scopus identified 502 records using the described search terms. Of those, 43 duplicates and reviews were removed. Then authors reviewed 459 articles at the abstract level. In result, 330 studies were excluded based on the above inclusion criteria. Full text review resulted with another 76 articles elimination, yielding 53 eligible studies for inclusion in analysis.

Data in Table 1 represent that distribution of marketing campaign focus data shows that most of the implemented social marketing campaigns comply with WHO's HIV prevention recommendations.

Table 1

Included studies by campaign focus

No	Campaign focus	Number
1	HIV testing	19
2	Condom use	19
3	Educational communication	12
4	ART promotion	1
5	Reduce of needle sharing	1
6	Reduce of needle sharing/ condom use	1
Total:		53

Source: author's construction based on data collection results (June, 2019)

Indicators such as the number of performed HIV tests comparing to a similar period before the intervention were evaluated using comparative statistical methods. In evaluation of the effectiveness of intervention focused on condom use promotion comparative statistics was also used. It should be noted, that given the sensitivity of the topic and the near impossibility of the researcher's ability to check the use of condom in order to determine whether health behavioural changes have occurred, in this case the assessment of effectiveness of intervention was done by comparing the sales of condoms before and after the intervention.

The second most popular method used is a survey. Authors believe, the survey is a good method for measuring a social marketing intervention that focuses on raising awareness, as the survey can show quite accurately how current knowledge on HIV issues has changed. However, the survey is not able to fully reflect the behavioural changes of the target audience, as respondents are often more inclined to report better results than they really are.

It should be emphasized that better results in health outcomes and behavioural changes of the target audience were reported in campaigns that provided access to behavioural products alongside educational communication, thus providing a better exposition of behavioural product for target audience.

It is important to understand a long-term rather than short-term impact of social marketing intervention on the health outcome and health behaviour of the target audience, which is the most important purpose and role of social marketing.as there is a lack of evidence for it in reviewed studies.

Conclusions

1. Most social marketing campaigns focus on reducing the impact of health risk factors determined by World Health Organization.
2. Providing a product that can potentially influence changes in health behaviour of target audience during the campaign available to particular audience increases campaign's effectiveness and promotes behaviour change more effectively comparing to interventions when product is not available to target audience.
3. Most popular methods of evaluation of effectiveness of social marketing campaigns devoted to HIV prevention are comparative statistics and survey.
4. Majority of interventions run poor approaches to measuring its effectiveness, by evaluating changes in health outcome and health behaviour of the target audience only after its implementation, thus, ignoring various factors such as product availability to target audience, cultural factors and target audience knowledge on the issue.
5. Measuring the effectiveness of a campaign immediately after its implementation weakens evidence of its effectiveness because it does not demonstrate consistent long-term changes in health-related habits, which is the main purpose of social marketing.
6. Survey as a method can weaken the evidence of intervention effectiveness because not always reflects the true action, but only the intention of respondents. However, given the sensitivity of the topic, such as changes in condom use or sexual lifestyle, it should be acknowledged that survey remains almost the only method of evaluation
7. In order to create an effective social marketing intervention it is recommended carefully explore the target audience and provide the best possible exposition of behavioural products to target audience during the campaign.
8. In the future, the increased attention needs to be paid to evaluation of the effectiveness of social marketing intervention in a long-term as there is a lack of evidence for it.

In 41 of the studies included in this review, researchers evaluated the effectiveness of social marketing based on data of changes in health outcomes or health behaviour of the campaign's target audience gathered after social marketing intervention implementation only. In turn, 12 studies evaluated the effectiveness of a social marketing intervention based on the data of health outcomes and health behaviour of the target audience obtained pre- and post the intervention.

In Table 2 data on included studies by social marketing campaign focus and applied method of social marketing effectiveness evaluation is summarized.

Table 2

Included studies by applied method of social marketing effectiveness evaluation

No	Campaign focus	Comparative statistics	Survey	Comparative statistics/ focus group interview	Interview
1	HIV testing	13	4	0	2
2	Condom use	7	12	0	0
3	Educational communication	5	6	1	1
4	ART promotion	1	0	0	0
5	Reduce of needle sharing	1	0	0	0
6	Reduce of needle sharing/ condom use	1	0	0	0
Total:		28	22	1	3

Source: author's construction based on data collection results (June, 2019)

**APPLICATION OF DIFFERENTIATED MODERN TECHNOLOGIES TO DIFFERENT TYPES OF RETAIL TRADE:
CURRENT REALITY AND PROSPECTS**

Salome Shervashidze , PhD student; **Gela Mamuladze** , Academic, Doctor of Economics, Professor
Batumi Shota Rustaveli State University

Abstract

In the conditions of accelerated globalization, based on improving internal organizational and marketing solutions and rationalizing market behavior, new models of commercial enterprise management are being introduced. Given the current market development trends, the retailer must fight in fierce competition for customers. In this article, the example of Georgia evaluates the attitude of customers to retail stores and analyzes the General factors that affect this fact.

Aim

The main aim is to make an investigation of customer-retailer relationship and lead to the further modernization of the retail sales strategies.

Tasks

We try to identify which types of technology development and interaction will be beneficial for owners of different types of retail outlets

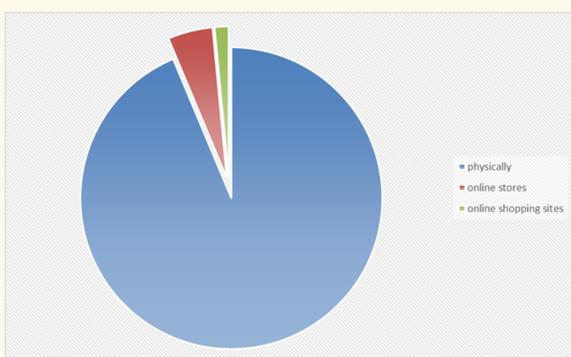
Materials and methods

American scientists J. Engell and R. Blackwell describe the process of perception and choice of a business institution with such details as location, assortment, prices, advertising and incentives, quality of service and so on. The success or failure of a retail establishment is largely determined by the customer's attitude towards it. The following methods were used in the research process: data collection and statistical analysis. Quantitative research strategy was used for the research.

Results

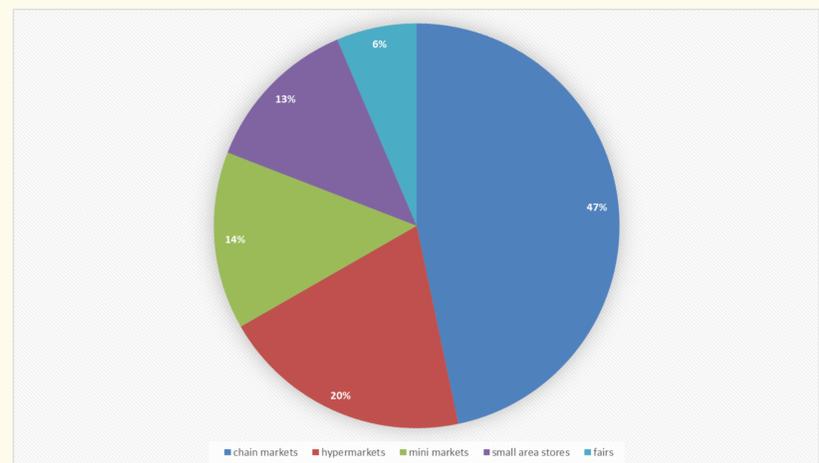
Both rational and emotional factors influence the purchase decision (Achar, C., So, J., Agrawal, N., & Duhachek, A. 2016). In any case, it depends on the decision maker and various aspects that affect him. The questionnaire was developed and posted on the web and responses from 330 respondents were surveyed.

1. Vast majority of our respondents (93.6%) still buy goods physically, 4.8% use online stores, and only 1.5% use certain online shopping sites (Figure 1).
2. According to the survey results (Figure 2), chain supermarkets actually lead the way (46.7%). Based on a complex analysis of the factors that influence the decision to buy a product, this decision of the Georgian customer is determined by the self-service, which is in the chain supermarkets,
3. By analyzing the research data, we can boldly identify the undisputed leadership of mobile apps in any type of merchant, with the exception of fairs where 70% of customers receive information from social networking groups and webpages before purchasing. Also, one of the latest trends for our respondents, auxiliary bots, are not yet a simplifying tool in the procurement process.



Source: author's calculations based on the results of the survey

Fig. 1. Customers' attitude towards procurement



Source: author's calculations based on the results of the survey

Fig. 2. Customers' attitude towards physical retail trade object

Conclusion

1. To maintain a stable market position, retailers must carefully select the target market and position it correctly, determining the exact competitive advantage and selecting the type of trade.
2. The rapid growth in the number of smartphones and other related devices, combined with widespread international access, has become a prerequisite for the revival of mobile commerce in Georgia. According to the results of this study, retailers should give preference to mobile apps for their products.
3. Although the use of QR codes and auxiliary bots is less common among our respondents, considering global trends, they have a great potential for development, thus we should pay more attention to the involvement of technology in the procurement process.

**Causes and effects of woman rural-urban migration – field study amongst female food vendors in
Tangerang-Indonesia and Hat Yai-Thailand**

Dionisius Yusuf, ¹ MSc; Barbara Freytag-Leyer², Dr. oec. troph. /Prof. i. R.

¹University of Kassel, ²Fulda University of Applied Sciences

Abstract

Rural-urban movements from poor rural areas to rich urban areas have been the dominant form of migration. A sharp increase in rural-urban migration is stated in recent years in Tangerang, Indonesia, and Hat Yai, Thailand. One of the important changes in internal movements in Indonesia and Thailand have been the rise in the participation of women in migration streams that were previously dominated by men. For studying the causes and effects of women migration 200 female migrant vendors in Tangerang and 96 in Hat Yai were surveyed, 20 biographical interviews recorded. Important differences in both study areas were in the proximity of the urban centres. In Tangerang long-distance migration dominated, in contrast to the short-distance migration in Hat Yai. The start of the migration was slightly shorter in Hat Yai. The influencing decision makers showed wide differences. In Tangerang the influence of the male-dominated society was strong. Husbands were the most important decision maker, while in Hat Yai own decisions dominated. The information sources for migration were families, relatives and friends whereas mass media played a minor role. The pull and push factors for migration differed in both study areas. Prospects were namely at first place in both study areas, but in different percentages. Remittances to the families were reported from a few number. The rural-urban migration and working as street food vendors had positive effects for the women, their families and relatives, but the agricultural production in rural areas can be hampered through the decrease of younger population

Aim

Investigation of causes and effects of women rural-urban migration amongst female street food vendors in Tangerang, Indonesia, and Hat Yai, Thailand, comparison between the situation in both countries

Tasks

Field study

Materials and methods

Semi-structured questionnaires with 20 sections were used in Tangerang and Hat Yai to collect especially socio-economic data, pattern and process of migration, history of business activities, actual situation and economic impact, opportunities and problems. 20 oral biographical interviews with a guideline, 14 in Tangerang, 6 in Hat Yai. Presentation of some selected results

Results

- 200 women participated in Tangerang, average age of 42.58 years, 87.5% married. 96 women participated in Hat Yai average age 40.35 years, 66.7% married.
- 38.5% women migrated in Indonesia long distances from Central Java. In Thailand the short distance dominated (50%).
- Majority of migrants came in Tangerang before 20 years with 33.5%, in Hat Yai with 27.4%.
- In Tangerang the husbands were decision makers for the migration with 48.5%, in Hat Yai 19.8%. Own decisions dominated in Hat Yai (53.8%) opposite to 26% in Tangerang.
- The sources of information about the conditions at the new place played an important role in the process of migration. 46.4% in Tangerang and 55.6% in Hat Yai had information about the conditions of the destination through friends and relatives.
- Push factors for migration were poverty, unemployment and insufficient farming income. These were mentioned in similar frequency in both study areas, but better prospects dominated in Hat Yai with 50.4% compared to 29.1% in Tangerang. To create job and migration opportunities for additional family members, also married women following husband were the indicators of pull factors (28.0% in Tangerang, 15.8% in Hat Yai) .
- The results of a fewer number of participants show the support of families and relatives through remittances. The main recipients of remittances were the parents, 53.8% in Tangerang (n=96) and 53.1% in Hat Yai (n=18), followed by women's children (26.4% and 25%).

Literature

- Amare, M., Hohfeld, L., & Waibel, H., 2012: Rural-Urban Migration and Employment Quality: A Case Study from Thailand. *Asian Development Review*, 29(1), 58-80. Asian Development Bank.
- Sukamdi, Mujahid, G. , 2015: UNFPA Indonesia Monograph Series: No.3, Internal Migration in Indonesia. UNFPA Indonesia Monograph Series. [online] Jakarta: UNFPA. Available at: <https://Indonesia.unfpa.org/en/publications/monograph-series-no-3-internal-migration-Indonesia>.
- Susanti, H., Damayanti, A., 2015: Internal Migration in Indonesia: Duration and Factors. Working paper. Department of Economics, Faculty of Economics and Business, University of Indonesia. Depok.
- Wongchai, A , Yang, Yu-Chen., & Peng, Ke-Chung, 2012: Factors Affecting Rural-Urban Migration of Northern Thai Farmers. *J. International Cooperation* 7 (1) (March 2012):91-10.



Fig. 1: Female vendors in Hat Yai Source: Yusuf, 2018



Fig. 2: Female vendors in Tangerang Source: Yusuf, 2018

Conclusion

Rural-urban movements from poor rural areas to rich urban areas have been the dominant form of migration. There has been a sharp increase in rural-urban migration in recent years, including Tangerang and Hat Yai. A high proportion of women street food vendors have settled for a number of years but they are closely connected to their origin and families. In Hat Yai the connection is more intensive through the short distances than in Tangerang. In Tangerang a stronger influence of husbands on the migration decision was found. Many women support the families at home with remittances. But mostly, they will not come back to their places of origin. The migration of women had an implication on the agricultural production because the youthful labour force which were supposed to cultivate the farmland migrate to the urban centres. As a result, agricultural production in rural areas can be hampered and adversely affected because of the dominance of labor by old ages in rural areas.

Acknowledgements

Dionisius Yusuf, lecturer at Podomoro University, Indonesia, was financially supported by KAAD (Der Katholische Akademische Ausländerdienst) and STIBET scholarship in his study at Kassel University, Germany.

QUANTITATIVE ANALYSIS OF DEMAND FOR RESTORATION SERVICES IN JELGAVA OLD TOWN QUARTER DEVELOPMENT EXAMPLE

Andrejs Lazdins , Dr.oec. / assistant professor; Liga Jankova , Dr.oec. / assistant professor; Madara Dobele , Mg. art; MBA / lecturer; Aina Dobele4, Dr.oec. / professor
1, 2, 3, 4 Latvia University of Life Sciences and Technologies

Abstract. The purpose of the article "Quantitative Analysis of Demand for Restaurant Services in Jelgava Old Town Quarter Development Example" is to find out the demand for restoration service in Jelgava Old Town Quarter and to determine the factors influencing the development of the service. The study uses a qualitative method of demand estimation through a survey and using significance scale. The survey was attended by museum professionals from the region and other stakeholders. The restoration service is much needed, but there is a lack of restorers and there is insufficient funding to spend on restoration. The survey results clearly show that there is a high demand for all types of restoration because of the large number of items to be restored. Respondents value the need to preserve the cultural heritage, the importance of scientific research, the high quality of restoration services, but less importance on the importance of education. Crafts are a way of preserving and passing on to the next generation the cultural values that have been accumulated, maintained and restored. The main factors influencing the demand for restoration are the availability of information and specialists; services provided by restoration workshops; access to finance; demand for cultural and historical heritage.

Introduction

Restoration is an important process of preserving and maintaining cultural and historical sites. By definition, restoration is the scientifically sound restoration of a monument or part of it in its original form, preserving the most valuable layers (Cabinet Regulation No. 474, 2003).

The purpose of this article is to evaluate the demand for the restoration service and to determine the factors influencing its development. Main tasks: to evaluate the importance of restoration in the cultural-historical context; to describe the experience of Kuldiga Restoration Centre; to evaluate the perspective of demand for restoration services and influencing factors in Jelgava Old Town. Quantitative method of demand research was used to evaluate the demand for restoration service. Research methodology is based on the collection of first-time data using questionnaires (Praude V., 2010). The questionnaire has been developed for restoration services with a significance scale of answers from 1 to 10, where 1 - insignificant qualitative indicator; 10 - significant qualitative indicator; 5 is the mean with a tendency to decrease in significance, while 6 is the mean with a tendency to increase in significance.

Survey Summary on Importance of Restoration Services

No.	Survey questions	Significance									
		1	2	3	4	5	6	7	8	9	10
1.	Importance of restoration in preservation of cultural and historical heritage	0	0	0	0	0	1	1	6	4	13
2.	Research of restoration objects as a source of historical information	0	0	0	0	0	3	1	7	8	6
3.	Feasibility study of restoration objects as a source of information on volume and cost of restoration	0	0	0	0	2	4	4	7	4	4
4.	Preservation, research and restoration of woven items (fabrics)	0	0	0	2	0	5	5	9	2	2
5.	Preservation, research and restoration of metal objects	0	0	0	1	3	2	7	8	2	2
6.	Preservation, research and restoration of ceramic objects	0	0	1	2	1	4	6	7	2	2
7.	Preservation, research and restoration of glass (stained glass) articles	0	0	1	1	3	3	2	7	5	3
8.	Availability of restoration services	0	0	0	2	3	4	5	3	3	4
9.	Quality of existing restoration services	0	0	0	0	1	2	3	3	9	7
10.	Prices for existing restoration services	0	0	0	1	4	2	2	5	6	5
11.	Topicality and demand of restoration services in the context of exhibition	0	0	0	0	4	5	5	8	2	1
12.	Prospects for restoration as an important cultural heritage preservation service for the next 5-10 years	0	1	0	0	1	3	2	7	4	7
13.	How important is the organization's strategy for preserving cultural heritage?	1	0	1	0	3	0	3	8	3	6
14.	How important is education for young people about restoration?	1	0	2	0	3	3	4	7	3	2
15.	How important is the function of educating citizens about restoration?	1	0	1	1	1	4	6	7	2	2

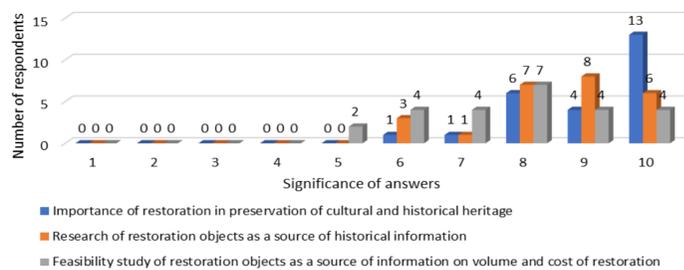


Fig. 1. Summary of Question Group "Preservation of Historic Objects"

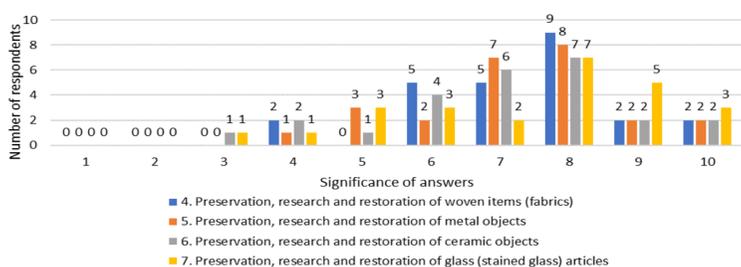


Fig. 3. The third group of statements, the importance of restoration, strategic direction and education

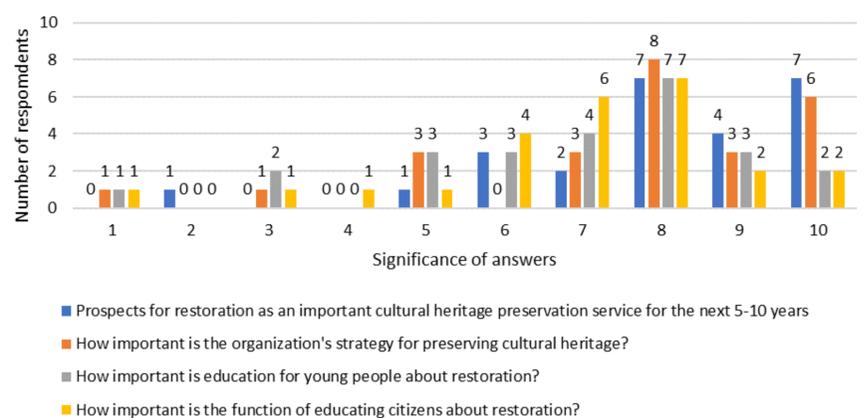


Fig. 4. Fourth question group, importance of restoration, strategic direction and education

Fig.2. Summary of question group "Importance of Restoration of Specific Objects"

Conclusions

- All respondents' answers to the survey questions and statements provide a common positive and meaningful assessment of the need for a restoration service at the ZPR Centre in Jelgava City.
- Respondents' assessment of the need to preserve the cultural and historical heritage and the acquisition of information in the context of restorable artefacts is convincingly high, which also indicates the importance of scientific research.
- When evaluating the material origin of restoration objects, the findings highlight a known problem that may be related to the specificity of museum collections and the availability of restoration, as respondents show little significance.
- Respondents attach great importance to the availability, quality and cost of restoration, which is an important consideration for planning a restoration budget, raising other funds for the restoration of historic sites.
- The issue of education is seen by respondents as less important but still relevant. Knowledge of the restoration and the restored object allows a better understanding of its significance in the cultural and historical context but can also be a threat.
- From the results of the research it can be concluded that demand is influenced by: availability of information and specialists (see Table 1); few restoration workshops in the regions (only KRC).

IMPLEMENTATION OF THE INTERNATIONAL REAL ESTATE TRANSACTIONS OPENNESS ASSESSMENT IN LATVIA

Janis Viesturs¹, Mg.oec.; Armands Auzins², Dr.oec., assoc.prof.

^{1, 2} Institute of Civil Engineering and Real Estate Economics, Riga Technical University

Abstract

In order to evaluate the ability of a country to attract an international investment real estate transaction, research was conducted to determine the criteria for and constituents of the International Real Estate Transactions Openness index as a set of systemic criteria. In Latvia, the assessment of such criteria is expressed as an index, and it was introduced in 2018, henceforth designated as the base year.

Aim

The aim of this paper is to implement the methodological solution for assessment of International Real Estate Openness.

Tasks

To evaluate the ability of a country to attract international investment in real estate transactions.

Materials and methods

The criteria and constituent elements have been chosen to determine International Real Estate Openness in any given country. Afterwards, by using *Delphi* methods or *eDelphi* techniques for interviews, in the period between 1 January 2018 and 30 June 2019, these criteria were discussed and evaluated through individual expert interviews, focus groups, seminars, as well as expert group surveys.

Results

In order to assess the institutional environment of international real estate transactions, the following criteria and their elements were identified (each element was evaluated on a scale between 1 and 10).

- Transparency of real estate and real estate transactions: (1) Safe real estate ownership; (2) Accurate and reliable information about real estate market and finances; (3) Performance of contracts and efficiency of courts; (4) Cross-compliance and transparency of data registered in the State Unified Computerized Land Register and the National Real Estate Cadastre; (5) Availability of information about real estate liens and the possibility of using the real estate; (6) Understandable tax system and regulations governing the real estate industry and predictability thereof.
- Direct and indirect restrictions to foreigners in real estate alienation transactions with: (1) Agricultural and forest land; (2) Apartment property; (3) Commercial property (with land); (4) Land intended for household construction; (5) Private houses (with land).
- Time of real estate alienation transaction: (1) Real estate ownership pre-registration phase; (2) Real estate ownership registration phase.
- Transaction costs: (1) Transfer tax; (2) Broker services; (3) Legal services (notary fee, advocate or lawyer fees).
- Administrative obstacles and level of bureaucracy — a need for various permits and references / statements, difficulty of acquiring thereof. For example, municipal permits for foreigners, offering of pre-emptive right etc.
- Governmental policy encouraging international investments.
- Governmental policy protecting international investments.
- Professional competency of the persons involved in the industry: (1) Real estate agents; (2) Notaries; (3) Advocates / lawyers; (4) Real estate appraisers; (5) Economists; (6) Employees of the Land Register; (7) Employees of the State Land Service; (8) Employees of the municipalities; (9) Real estate managers; (10) Real estate insurers; (11) Real estate developers; (12) Employees of the credit institutions.
- Development of technologies related to real estate transactions regarding: (1) Due diligence of the real estate; (2) Obtaining and collecting data and information; (3) Document circulation (including registration of ownership).
- Activities of credit institutions encouraging real estate transactions.

When determining the relative significance (weight) of each criterion, the set of individual criteria as a numeric quantity is expressed as an index to characterise the relative changes in the country's International Real Estate Openness, in order to determine the index periodically — on a yearly basis — and to analyse each criterion separately. The calculations demonstrate that IREO of Latvia 2019 in comparison to 2018 has dropped from 5.89 to 5.61.

IREO index is calculated according to the formula:

$$w_1 * \sum_{n=1}^6 \frac{a_n}{6} + w_2 (0,09 (b_1 + b_3) + 0,10 (b_4 + b_5) + 0,62 * b_2) + w_3 * \sum_{n=1}^2 \frac{c_n}{2} + w_4 * \sum_{n=1}^3 \frac{d_n}{3} + w_5 (e + g) + w_6 (f + j) + w_7 * (\sum_{n=1}^{12} \frac{h_n}{12} + \sum_{n=1}^3 \frac{i_n}{3})$$

where:

IREO — Openness to International Real Estate Transactions index of the country; a_1, a_6 — elements of IREO criterion "Transparency of real estate and real estate transactions"; b_1, b_5 — elements of IREO criterion "Direct and indirect restrictions to foreigners in real estate alienation transactions"; c_1, c_2 — elements of IREO criterion "Time of real estate alienation transaction"; d_1, d_3 — elements of IREO criterion "Transaction costs"; e — Administrative obstacles and level of bureaucracy; f — Governmental policy encouraging international investments; g — Governmental policy protecting international investments; h_1, h_{12} — elements of IREO criterion "Professional competency of the persons involved in the industry"; i_1, i_3 — elements of IREO criterion "Development of technologies related to real estate transactions"; j — Activities of credit institutions encouraging real estate transactions; w_1, \dots, w_7 — Relative weight of criterion, $w_1 + w_2 + w_3 + w_4 + w_5 * 2 + w_6 * 2 + w_7 * 2 = 1$; n — quantity of elements of each IREO criterion.

Conclusion

- The calculation of the IREO index shows that the International Real Estate Openness of Latvia in 2019, as compared with 2018, has decreased (the index has dropped from 5.89 to 5.61).
- Of all the IREO criteria in 2018 and 2019, the lowest score was received by "Administrative obstacles and level of bureaucracy", "Governmental policy encouraging international investments", "Governmental policy protecting international investments", and "Investment encouraging activities of credit institutions". These are indicators that public authorities must take into account in order to prove their intention to attract foreign investments, as well as to provide grounds to foreign investors for a cautious approach to making decisions on investments in Latvia.
- In future it is advisable to conduct an equal assessment of the institutional environment of the IREO abroad (for example, in the Baltic states) to help foreign investors to evaluate the openness of each country to such transactions and to cross-check individual criteria at the international scale.