Analysis of the Financial Performance in the Slovenian Tourism Economy

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This paper aims to analyze the difference in financial performance of the different tourism economy activities in Slovenia. The analysis was performed for the period 1995–2009. We analyzed the financial indicators on the basis of the official company accounts data. The nominal financial data are deflated by the statistical deflator for value of inflation in order to obtain real values of financial indicators over the analyzed years. We included financial indicators that are related to the business performance of enterprises in the Slovenian tourism economy. The research hypothesis was tested using quantitative analysis employing nonparametric Kruskal-Wallis test and Wilcoxon-Mann-Whitney test of the secondary data used. The empirical analysis confirmed that there are significant differences in financial performance among different tourism economy activities in Slovenia.

Key words: financial analysis, financial performance, hypothesis testing, tourism economy, Slovenia

Introduction

Tourism as an economic activity has been an emerging economic and social phenomenon of the late 20th century and is one of the largest global economic activities. Therefore, countries regardless level of economic development, political orientation and cultural diversity, emphasize the development of tourism as a strategic development orientation (Cvikl and Fabjan 2004, 1). Tourism is a phenomenon that is, in contrast to most other activities, in the basic definition defined in terms of demand, although there are many definitions, which define tourism from the supply side, or as a tourist economy or industry. The concept of a tourism economy in this case includes all activities which produce goods and services to meet the needs and desires of tourists (Cooper et al. 1998, 9; Vanhove 2005, 29).

The previous studies show that tourism at the international level, or at least in Europe, creates a net distribution of wealth from north to south and from richer to poorer countries, thereby contributing to the convergence process (reducing disparities). From a regional perspective, tourism by its nature acts as a tool of the development of less developed regions and so contributes to reducing regional economic disparities (Proença and Soukiazis 2008, 792). In this paper our focus is on the analysis of the role of tourism in the economy and particularly on the statistical analysis of the financial performance indicators in the Slovenian tourism economy.

The Role of Tourism in the Economy

Tourism is one of the fastest growing and one of the most important economic activities significantly contributing to the gross domestic product (GDP) and employment. One of the main reasons why governments promote and encourage the development of tourism worldwide, is that tourism similar to other economic activities has a positive impact on economic growth and development. Tourism also generates jobs and incomes, and in addition, in several countries through tourism are reduced their balance of payment deficits.

Tourism is therefore expected to affect the GDP and GDP per capita, which is commonly used as a benchmark for the analysis of the economic development of countries. In addition, the tourism has multiplier effect on many other economic sectors such as transport, trade, construction, agriculture, etc. (Ivanov and Webster 2007, 379; Proença and Soukiazis 2008, 791).

Tourism industry is more broadly defined as one of the world's largest industry and as one of the fastest growing service industries. Due to its labor intensity it is one of the main generators of employment, particularly in remote and rural areas (World Trade Organization 1998). Tourism in the wider sense, which is also covered by the indirect effects, according to the World Travel & Tourism Council (2010), gave employment to over 235 million people in the world, while creating a 9.1 percent of global GDP.

Tourism is also important for the Slovenian economy. In 2010, tourism in Slovenia in the wider sense created 117,300 jobs or 13.6 percent of Slovenian employment. If the volume of tourism in Slovenia is presented with a share of GDP, it represented 12 percent of Slovenian GDP or 4,388,000 million EUR (World Travel & Tourism Council 2010).

Tourism industry is not limited only to hotels and restaurants, because tourism cannot operate without many other sectors of the

economy. The complexity of tourism economy itself is also a reason for a wide range of professions available in the tourism sector (Riley, Ladkin, and Szivas 2002, 21). Because of the complexity of tourism economy there exist multiple direct and indirect connections and impacts of tourism on employment in the national economy (Nemec Rudež and Bojnec 2007, 115).

Different methodologies are used in order to measure the economic role and impacts of tourism on the economy. There are two generally accepted methodologies: tourism satellite (TSAS) accounts and general equilibrium models (CGES) (Ivanov and Webster 2007, 380). CGES can better capture cross-sectoral and macroeconomic linkages (Zhou et al. 1997, 78). CGES are widely used in Australia, the United Kingdom, the United States of America and Canada (Dwyer, Forsyth, and Spurr 2004, 307). With CGES it is possible to estimate how the economy of a country responds to changes in policy, technology or other external factors change. CGES are useful when assessing the impact of such changes in one part of the economy on the rest of the economy (impact of value added tax on the price of tourist services and perhaps on wages and employment) (Hosoe, Gasawa, and Hashimoto 2010, xviii). Blake et al. (2006, 303) stated that CGES are appropriate when trying to quantify the macroeconomic and sector effects of changes in tourism demand.

TSAS represent an important step in the overall assessment of the economic importance of tourism in the economy (Sirše et al. 2004, 5). They are formed as a supplement to the system of national accounts, in which specific areas of tourism could not be fully considered as an independent economic sector (Commision of the European Communities et al. 2001, 3). By using the TSAS, the indirect effects of tourism on other sectors of the economy can be estimated (Prodnik and David 2009, 100).

A body of literature has developed on the economic importance of tourism in the economy and on the financial performance of tourism entities. A few authors have analyzed the financial performance of different tourism economy activities (Chen 2010; Sarıışık et al. 2011; Reichel and Haber 2005; Assaf, Knezevic Cvelbar, and Pahor 2012). Some of them compared the economic impact of tourism and other main tourism economy activities to the national economy (Sarıışık et al. 2011; Archer 1995). Some others used CGES in order to estimate the economic impact of tourism (Blake et al. 2006; Blake et al. 2008). From a macroeconomic perspective, the estimates of the economic impact of tourism on the economy are still the central focus of studies (Song et al. 2012).

Tourism statistics in Slovenia plays an important information role, because among other things it also indicates the level of development of the country. Governments also cannot effectively manage the future development of tourism economy without the full picture of the current state of the Slovenian tourism economy (Cvikl and Fabjan 2004, 2). In Slovenia there are several organizations involved in statistical monitoring of the tourism economy. These organizations also issue various publications on this topic.

Due to lack of comparability of statistics with other countries and international organizations, Slovenia in 1994 took over new classification, which is aligned with international standards (Cvikl and Fabjan 2004, 2). Standard Classification of Activities is a mandatory national standard used for recording, collecting, processing, analyzing, and disseminating data related to the specific economic activity. It is used to determine the classification of business entities for the purposes of official and other administrative databases, and for statistical and analytical purposes (see http://www.stat.si). Standard Classification of Activities covers 21 areas and the tourism economy can be found in four sectors. Hospitality sector can be found under sector Hotels and similar accommodation.

The Statistical Office of the Republic of Slovenia is the main producer and coordinator of carrying out programs of statistical surveys. In the field of tourism statistics, the Statistical Office of the Republic of Slovenia collects, processes and disseminates information in the following areas (Gruden 2004):

- Accommodation statistics by month.
- Arrivals and overnight stays of domestic and foreign tourists.
- Monitoring the number of visitors in selected tourist points of interest (museums, art galleries, natural beauties and attractions), swimming pools and casinos.
- Monitoring the work of Slovenian travel agencies (the number of one-day and multi-day trips and the number of participants on these trips).
- Monitoring of nautical tourism (number of vessels and persons in three Slovenian marinas).
- Follow-up surveys of trips by the local population.

To illustrate some basic developments in the Slovenian tourism economy, we can see in Table 1 that the number of arrivals and overnight stays is almost constantly increasing over the observed time period. But the number of overnight stays is increasing slower

TABLE 1 Arrivals and overnight stays of all tourists in Slovenia, 1995–2009

Year	Arrivals	Overnight stays	Year	Arrivals	Overnight stays
1995	1,576,672	5,883,046	2003	2,246,068	7,502,569
1996	1,657,669	5,832,244	2004	2,341,281	7,588,737
1997	1,823,129	6,384,062	2005	2,395,010	7,572,584
1998	1,798,925	6,295,308	2006	2,484,605	7,722,267
1999	1,749,532	6,056,563	2007	2,681,178	8,261,308
2000	1,957,116	6,718,998	2008	2,766,194	8,411,688
2001	2,085,722	7,129,602	2009	2,722,022	8,302,231
2002	2,161,960	7,321,061			

NOTES Adapted from http://www.stat.si.

than the number of arrivals. As a consequence the average length of stay is decreasing.

For business accounts and financial statements data important is the Agency of the Republic of Slovenia for Public Legal Records and Related Services (AJPES). The AJPES is an indispensable primary source of official public and other information on business entities in Slovenia. It provides data, which are important for a financial analysis of how Slovenian business entities have operated over a longer time period (from 1994 onwards). The AJPES offers access to a database of complete financial statements and the most important financial indicators about companies, cooperatives, sole proprietors and associations (http://www.ajpes.si).

Based on the analysis of selected tourism economy activities in the Slovenian economy, we formulated the research hypothesis that there are differences in financial performance among different tourism economy activities in Slovenia.

Methodology

In order to obtain an answer to our research hypothesis, we analyzed five financial indicators that are related to the business performance of enterprises in the tourism economy on the basis of data provided by the AJPES: net profit or net loss, returns on assets (ROA), returns on equity (ROE), share of labor costs in total revenue, and total revenues per employee.

ROA is defined as:

$$\text{ROA} = \frac{\textit{net income after income tax}}{\textit{total average assets}}. \tag{1}$$

It measures the effectiveness of management's use of the organization's assets (Coltman and Jagels 2004, 155).

ROE is defined as:

$$\text{ROE} = \frac{net\ income\ after\ income\ tax}{average\ stakeholder's\ equity}. \tag{2}$$

It measures how each monetary unit of investment by stockholders contributes to net income (Dlabay and Burrow 2007, 129).

The analysis was performed for the period 1995–2009. The nominal financial data are deflated to the 1995 as the base year in order to obtain real values of data, which are used in the calculations of financial indicators over the analyzed years. The deflator for value of inflation was obtained from the Statistical Office of the Republic of Slovenia.

To confirm or reject our research hypothesis, we used the non-parametric Kruskal-Wallis statistical test. We used this test because the preliminary analysis confirmed that the selected financial data are not normally distributed. With Kruskal-Wallis test is investigated whether samples originate from the same distribution with the same median (Košmelj and Kastelec 2002, 81). Kruskal-Wallis test is used when comparing more than two independent or not related samples. We therefore tested whether there are significant differences in financial performance among different tourism economy activities in Slovenia. For the empirical analysis, we formed the null hypothesis (H0) and alternative hypothesis (H1):

H0 $Me_1 = Me_2 = \cdots = Me_K,$

H1 $Me_i \neq Me_j$ *for at least one pair of medians, $i \neq j$,*

where *Me* is median, while from 1 to *K* are different tourism economy activities.

In the next step we performed the Wilcoxon-Mann-Whitney test in order to find out whether there are statistically significant differences in medians among tourism economy activities in Slovenia. The Wilcoxon-Mann-Whitney test is also a non-parametric statistical test. It is used to test the null hypothesis which assumes that the medians of two independent samples are the same (Jesenko 2001, 361). This is a test that uses an absolute range and their sum (Sagadin 2003, 337). We wanted to find out whether there are statistically significant differences in medians among tourism economy activities in Slovenia. Once more we formed the null hypothesis (H0) and alternative hypothesis (H1):

H0 $Me_1 = Me_2,$

H1 $Me_1 \neq Me_2.$

For the purpose of our analysis, we divided the tourism economy based on Standard Classification of Activities into the following specific tourism economy activities:

- Casinos
- Hotels and similar accommodation
- Restaurants and inns
- Ski centers
- Cable railway
- Travel agencies and tour operators
- Marinas

We are aware that selected tourism economy activities do not fully represent the entire tourism economy, but they capture the majority of tourism economy activities and therefore the data collected are sufficiently representative.

Results and Discussion

FINANCIAL PERFORMANCE INDICATORS

Prior to the statistical analysis to test the set hypothesis, we looked at financial results of selected tourism economy activities. Table 2 shows net profit or net loss for selected tourism economy activities and comparisons of these results with the Slovenian national economy as a whole. Net profit or net loss is the difference between total profit and tax revenue (Zaman et al., 2007, 125). The amount of net profit is therefore influenced by the level of income tax. In Slovenia, the tax legislation is unfriendly to business, because tax rates are high (Kosi and Bojnec, 2011). Companies (especially casinos) demand for lower tax rates. In addition, we can see considerable volatility in net profits or net losses over time. Finally, except for marinas, which in 2008 reached a high net profit because of increase in financial income, all other tourism economy activities have faced a steady reduction in net profit (or increase in loss since 2007.

Table 3 shows empirical results for calculated ROA and ROE. Both financial ratio measures are negative, particularly during the economic downturn in 2008 and 2009. As expected owning from income elasticity, the tourism economy activities have experienced even greater downturn with lower values than the Slovenian national economy as a whole.

We can see from Table 4 that throughout the analyzed period values of total revenue per employee are significantly higher for travel

TABLE 2   Net profit or net loss by different tourism economy activities and comparisons with the Slovenian national economy (in EUR in 1995 real amounts)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1995	−880,930	−10,028,063	−2,288,201	−13,173	−439,877	9,114,622	33,634	−162,864,515
1996	1,119,301	−10,890,567	−3,232,358	1,594	−171,325	9,519,876	1,247,574	−327,595,410
1997	6,040,393	−19,102,646	−1,704,226	11,848	345,719	−8,943,609	878,987	−18,015,895
1998	5,148,237	−11,866,751	−1,726,122	−165,170	575,497	7,457,935	939,217	150,071,588
1999	3,862,033	−4,845,728	−1,421,041	−221,325	−173,786	2,697,992	903,695	438,927,816
2000	3,461,947	−7,329,269	−2,332,074	−367,441	−531,970	6,454,772	564,845	374,263,490
2001	4,405,123	360,207	−1,624,819	−384,964	−1,735,612	4,237,550	901,923	−840,581,952
2002	2,745,597	2,209,397	−1,461,168	−569,910	−3,619,402	−4,211,785	1,047,062	541,758,694
2003	4,304,441	6,367,191	651,830	−562,983	417,112	1,562,366	466,529	732,266,282
2004	13,646,857	−5,031,659	505,682	−459,175	26,195	−965,207	745,982	863,298,571
2005	14,133,286	−1,593,037	−163,213	−363,546	484,219	3,201,233	823,250	930,838,700
2006	7,381,690	8,227,862	2,824,477	−140,582	336,857	738,785	751,842	1,288,258,091
2007	−2,992,268	7,327,507	−316,040	−283,846	73,813	3,644,536	668,249	1,631,194,318
2008	−4,816,569	−9,569,865	−3,626,346	−594,685	−106,257	−174,525	6,711,840	769,716,765
2009	−24,435,425	−13,756,045	−988,012	−642,562	−89,821	−2,857,231	792,560	250,779,445

NOTES   Column headings are as follows: (1) year, (2) casinos, (3) hotels and similar accommodation, (4) restaurants and inns, (5) ski centers, (6) cable railway activities, (7) travel agencies and tour operators, (8) marinas, (9) national economy. Authors' estimations based on data from AJPES (http://www.ajpes.si).

TABLE 3   ROA and ROE by different tourism economy activities and comparisons with the Slovenian national economy

(1)	(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	ROA	ROE	ROA	ROE	ROA	ROE	ROA	ROE	ROA	ROE	ROA	ROE	ROA	ROE	ROA	ROE
1995	−1.2	−2.1	−1.7	−2.2	−3.5	−6.1	−0.3	−0.3	−7.5	−11.9	3.9	6.1	1.5	1.7	−0.5	−0.8
1996	1.7	2.9	−2.0	−2.8	−5.9	−11.6	0.1	0.1	−1.2	−3.5	5.1	8.1	9.4	11.6	−1.0	−1.9
1997	7.6	10.9	−3.8	−5.5	−3.3	−6.9	0.5	0.8	2.5	5.5	−5.5	−9.5	6.9	8.5	−0.1	−0.1
1998	5.4	7.2	−2.7	−3.9	−3.4	−7.0	−6.2	−11.4	3.9	7.8	5.1	9.6	7.0	9.1	0.5	0.9

(1)																
1999	3.9	5.3	−1.0	−1.4	−2.8	−6.0	−5.9	−14.1	−0.8	−1.8	1.9	3.8	6.4	8.7	1.4	2.7
2000	3.4	5.0	−1.4	−2.0	−4.7	−9.8	−7.7	−19.4	−2.0	−6.0	4.9	9.7	4.0	5.2	1.2	2.4
2001	4.1	6.3	0.1	0.1	−3.1	−5.9	−6.3	−20.3	−6.0	−20.2	3.3	6.7	5.6	8.0	−2.6	−5.4
2002	2.4	4.0	0.4	0.7	−2.9	−6.2	−9.0	−42.3	−13.7	−52.3	−3.6	−7.5	5.3	9.5	1.7	3.6
2003	3.8	6.4	1.2	1.9	1.2	3.0	−8.3	−40.5	1.9	8.2	1.4	3.1	2.2	4.4	2.3	4.8
2004	10.0	17.4	−0.1	−1.5	0.8	2.5	−7.0	−20.8	0.1	0.3	−0.9	−2.0	3.6	7.0	2.6	5.6
2005	9.0	15.4	−0.3	−0.5	−0.2	−0.8	−4.4	−14.5	2.2	4.9	3.0	6.6	3.9	7.3	2.5	5.8
2006	4.4	7.8	1.4	2.5	3.3	12.3	−1.2	−5.2	1.4	3.4	0.7	1.6	2.6	4.7	3.4	8.5
2007	−1.5	−3.0	1.1	2.0	−0.3	−1.5	−2.0	−10.0	0.3	0.8	3.1	8.3	2.1	4.1	4.0	10.3
2008	−2.1	−4.6	−1.3	−2.6	−2.4	−7.3	−4.0	−24.1	−0.4	−1.2	−0.2	−1.8	18.8	37.0	1.7	4.6
2009	−10.9	−28.0	−1.7	−3.7	−0.7	−3.3	−4.1	−27.6	−0.3	−1.0	−3.2	−26.5	2.0	3.4	0.5	1.5

NOTES   Column headings are as follows: (1) year, (2) casinos, (3) hotels and similar accommodation, (4) restaurants and inns, (5) ski centers, (6) cable railway activities, (7) travel agencies and tour operators, (8) marinas, (9) national economy. Authors' estimations based on data from AJPES (http://www.ajpes.si).

TABLE 4   Total revenue per employee and comparisons with the Slovenian national economy (in EUR in 1995 real amounts)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1995	56,962	33,469	33,192	102,013	33,786	70,826	52,734	67,387
1996	58,683	33,998	29,910	102,202	46,304	56,292	38,664	65,858
1997	57,483	32,372	28,305	104,147	60,153	53,468	35,477	65,913
1998	56,050	29,000	26,432	97,998	43,691	52,201	23,709	63,411
1999	57,142	26,870	24,750	82,100	44,203	53,765	30,991	62,142
2000	59,652	26,562	21,863	84,536	42,769	49,475	17,740	61,789
2001	59,951	26,013	22,976	80,388	32,364	51,620	19,271	60,113
2002	57,159	27,673	22,561	80,001	26,871	55,068	16,581	59,560
2003	54,854	26,544	23,055	81,587	47,924	46,405	22,576	60,265
2004	56,739	26,758	22,127	90,758	40,422	54,843	27,691	63,064
2005	60,652	26,338	23,078	104,731	40,248	65,726	28,966	65,318

TABLE 4 *Continued from the previous page*

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2006	57,811	28,019	30,282	123,164	40,709	50,990	39,225	69,948
2007	53,353	28,431	24,781	147,578	41,921	61,778	33,214	74,049
2008	50,593	29,482	33,215	154,627	45,526	116,342	29,777	77,833
2009	47,127	28,019	23,593	138,566	39,938	53,689	35,319	68,331

NOTES   Column headings are as follows: (1) year, (2) casinos, (3) hotels and similar accommodation, (4) restaurants and inns, (5) ski centers, (6) cable railway activities, (7) travel agencies and tour operators, (8) marinas, (9) national economy. Authors' estimations based on data from AJPES (http://www.ajpes.si).

TABLE 5   Share of labor costs in total revenue and comparisons with the Slovenian national economy

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1995	51.22	33.25	30.74	13.28	40.85	17.07	–	16.72
1996	49.57	30.27	30.07	34.70	30.05	18.83	25.25	15.97
1997	47.44	29.94	28.50	34.82	20.92	16.49	24.16	15.39
1998	46.55	30.84	27.39	41.68	28.60	15.29	22.52	15.43
1999	42.96	33.24	27.67	32.60	29.65	15.59	22.45	15.38
2000	38.06	31.60	28.42	45.73	26.56	14.01	21.99	14.91
2001	37.96	31.94	27.44	44.11	33.05	13.34	19.42	14.99
2002	36.50	29.47	27.52	48.93	31.99	11.40	18.29	14.80
2003	37.36	29.91	27.07	27.95	17.78	10.84	20.28	14.70
2004	33.41	30.41	27.62	29.79	22.50	9.64	17.72	14.39
2005	31.57	32.29	27.31	27.88	23.98	8.96	14.89	14.27
2006	32.51	27.28	20.74	24.01	21.59	7.41	21.50	13.59
2007	32.34	25.31	25.76	25.86	21.71	6.46	16.32	12.85
2008	33.31	27.91	20.65	27.66	20.80	6.72	10.01	12.76
2009	33.59	32.29	28.47	22.77	23.22	7.39	20.77	14.48

NOTES   Column headings are as follows: (1) year, (2) casinos, (3) hotels and similar accommodation, (4) restaurants and inns, (5) ski centers, (6) cable railway activities, (7) travel agencies and tour operators, (8) marinas, (9) national economy. Authors' estimations based on data from AJPES (http://www.ajpes.si).

agencies and tour operators than for other tourism economy activities and the overall economy. The lowest values are for restaurants and inns. On average, the Slovenian national economy has experienced increase in total revenue per employee, but this development patterns do not hold for most of the tourism economy activities, except for travel agencies and cable railway activities.

From table 5 it is evident that in all tourism economy activities, except for ski centers, the share of labor costs in total revenue has declined. The share of labor costs in total revenue has also declined for the Slovenian national economy. We can also see that the share of labor costs in the tourism economy activities is much higher than in the national economy. This can be explained by two reasons: first, tourism is a labor-intensive activity and the human factor is indispensable for the provision of services. Second, Slovenian labor is highly taxed (Vodopivec et al. 2007, 61). Kosi and Bojnec (2010, 46) in their study found that in Slovenia the tax burden on labor is more than 40 percent, which places Slovenia among the countries with the highest tax burdens among Mediterranean countries. The effect of the high tax burden is lower net earnings (Daneu 2010, 3). Such high tax burden on labor has a negative impact on the competitiveness of Slovenia as a tourist destination (Kosi and Bojnec 2010, 47).

STATISTICAL ANALYSIS AND TESTING OF THE SET HYPOTHESIS

After examination of financial indicators, we performed statistical analysis to test the set hypothesis. In the first step, the Kruskal-Wallis test is used to test the set hypothesis. Table 6 shows the results of Kruskal-Wallis test. We rejected the H0 in favor of the alternative H1. With the Kruskal-Wallis test we confirmed that at least one pair of medians is not equal and that therefore there are significant differences between the medians.

In the next step we performed the Wilcoxon-Mann-Whitney statistical test. We wanted to find out whether there are statistically significant differences in medians among tourism economy activities in Slovenia. The test showed that statistically significant differences exist among all tourism economy activities in Slovenia. The most apparent differences appeared at the share of labor costs. Therefore, we present in-depth results for this indicator.

Table 7 presents the results of Wilcoxon-Mann-Whitney test for the share of labor costs in total revenue. It can be seen that statistically significant differences occur in almost all tourism economy activities in Slovenia. At only two pairs of tourism economy activities it cannot be confirmed that there are statistically significant dif-

TABLE 6 The results of Kruskal-Wallis test

Item	Total revenue per employee	Net profit/loss	Share of labor costs	ROE	ROA
χ^2	76.06	27.78	96.35	45.69	49.82
df	6	6	6	6	6
Asymp. sig.	0.000	0.000	0.000	0.000	0.000

TABLE 7 The results of Wilcoxon-Mann-Whitney test on the share of labor costs in total revenue

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Casinos						
Mann-Whitney U	48	0	0	0	0	0
Wilcoxon W	168	120	120	120	120	120
Z	−2.675	−4.666	−4.666	−4.666	−4.666	−4.666
Asymp. sig. (2-tailed)	0.007	0	0	0	0	0
Hotels and similar accommodation						
Mann-Whitney U		0	0	0	0	0
Wilcoxon W		120	120	120	120	120
Z (test statistics)		−4.666	−4.666	−4.666	−4.666	−4.666
Asymp. sig. (2-tailed)		0	0	0	0	0
Restaurants and inns						
Mann-Whitney U			0	0	102	0
Wilcoxon W			120	120	222	120
Z (test statistics)			−4.666	−4.666	−0.436	−4.666
Asymp. sig. (2-tailed)			0	0	0.663	0
Ski centers						
Mann-Whitney U				0	0	15
Wilcoxon W				120	120	135
Z (test statistics)				−4.666	−4.666	−4.044
Asymp. sig. (2-tailed)				0	0	0
Cable railway activities						
Mann-Whitney U					0	97
Wilcoxon W					120	217
Z (test statistics)					−4.666	−0.643
Asymp. sig. (2-tailed)					0	0.52
Travel agencies and tour operators						
Mann-Whitney U						0
Wilcoxon W						120
Z (test statistics)						−4.666
Asymp. sig. (2-tailed)						0

NOTES Column headings are as follows: (1) item, (2) hotels and similar accommodation, (3) restaurants and inns, (4) ski centers, (5) cable railway activities, (6) travel agencies and tour operators, (7) marinas.

ferences, namely at a pair travel agencies and tour operators and restaurants and inns. The second pair is marinas and cable railway.

Based on the results of statistical analysis we can reject the H0 in favor of the alternative H1. With the Wilcoxon-Mann-Whitney test we determined that statistically significant differences occur in almost all tourism economy activities in Slovenia.

On the basis of the statistical analysis we can conclude that the selected financial indicators vary among different tourism economy activities in Slovenia. Therefore, we can accept the research hypothesis, that there are differences in the financial performance among the different Slovenian tourism economy activities.

Conclusion

The empirical analysis confirmed that there are significant differences in financial performance among different tourism economy activities in Slovenia. It is important to analyze which tourism economy activities are financially more successful and which are less. This is a challenging issue also for future research as such findings might be relevant when creating new guidelines for the future development of the tourism economy. It would be also necessary to analyze in more detail each tourism economy activity in Slovenia in order to identify their competitive opportunities for further development.

Despite the increase in the number of arrivals and overnight stays, the Slovenian tourism economy has faced difficulties with relatively poor financial results. Therefore, attention should be directed towards increasing the competitiveness of the Slovenian tourism economy to increase revenues and towards rationalization in costs of operation. Finally, in the past, a lot of investments have been allocated in tourism infrastructure; now there is a need for restructuring to increase quality and to systematically invest in employees and in the development of jobs and tourism destination competitiveness. These are also issues for future research.

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