

The Influence by the Elderly on Modernising the Organisation of Tourist Farms

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Background and purpose: The demographic structure of the countryside shows that the number of people aged 65 or more is increasing; however, they are still active and motivated for work and help the younger generation. The research aims at studying the influence of the elderly on the organisation of tourist farms; particularly the factors which affect the organisation of operation and modernisation thereof, such as the factors of inheritance, intergenerational organisational relationships and cooperation, the frequency of further training, inclusion of the elderly in tourist farms and the effect of the perceived changes in the organisation of subsidiary tourist activities on farms on the perception of modernisation.

Methodology: A critical review of secondary literature sources has been made and the findings were summarised by applying the synthesis method. Further on, a survey was conducted on tourist farms in all Slovenian cohesion regions in order to collect the data which was then analysed by multiple regression method, applying IBM SPSS software.

Results: Inheritance factors do not affect the perception of the modernisation of tourist farms in a statistically significant way; the same applies for intergenerational relationships for people, aged 51 or more while the influence was established for people under 51. Furthermore, the inclusion of the elderly does not have any influence neither does the frequency of further training while education and trainings themselves are important. It has been found out that the expansion of the offer, followed by the division of work, is the most significant for the perception of modernisation.

Conclusion: Survey results show good relationships among the social actors and possible solutions which can be implemented in order to help the population of the Slovenian countryside concerned.

Key words: The elderly, Modernising the organisation, Tourism, Tourist farms, Organisation.

1 Introduction

In these times of rapid changes and progress social systems are changing, followed by changing tourist systems (Holloway and Humphreys, 2019). Tourism is undergoing significant changes and facing new challenges, which result in new aspects regarding the operation of tourist systems. On the other hand, the demographic structure of the countryside is getting older, which means that the number

of people aged 65 or more is increasing; however, most of them are still active and motivated for work and help the younger generation, in our case on tourist farms (Kerbler, 2007; Program razvoja podeželja, 2015; Reid, Pezzi and Faggian, 2020).

People in the countryside are constantly striving for maintaining good conditions for the development of economy on the farms; and it is those conditions that are extremely important for the future generations who will continue to work on the farm (Kerbler 2011, Knežević

Hočevar 2013). Numerous families in the countryside consist of several generations, where also the elderly have a significant role and consequently also the influence (Augé, 2011); according to the same author: »Longer life expectancy, transition from the usual living with three generations to four generations gradually lead to practical changes in the regulation of social life.«

The problems in the countryside are connected with the decreasing number of families with several members. On the other hand, there are even as many as four generations on the same farm, we are facing the migration of young people to towns and migration of the elderly back to the countryside. All of the above causes deterioration of intergenerational relationships, disputes concerning inheritance (Kerbler 2011), lack of quality knowledge and further education and training (Burholt and Dobbs 2012; Glasgow and Brown 2012; Knežević Hočevar 2013).

Consequently, knowing the influence of the elderly on the modernisation and development of the organisation of tourist farms is of key importance (Dwyer and Bressey 2007; Cigale, Lampič, Potočnik and Repe, 2014; Phillipson et al., 2018), which is emphasised also in the rural development programmes (Rural Development Programme, 2015; NIC 2018). The whole world, particularly big countries such as the United States of America, Canada and Australia, is aware of the significance and relevance of those problems (Davis, Chrothers, Grant, Young and Smith, 2012; Beaulieu 2014).

Tourist system is operating more and more individually as mass tourism does not prevail anymore. The new way of organisation, affected by the individualisation of tourist services, requires the application of new technologies, new ways of management and, above all, a new way of training for tourism. This research aims at studying the influence of the elderly on modernising the organisation of tourist farms in Slovenia; particularly how the factors of inheritance, quality of intergenerational organisational relationships, further training, social inclusion of the elderly and the perceived changes in the organisation of subsidiary tourist activities on farms affect the perception of the modernisation of tourist farms.

2 Theoretical background

The number of people aged 65 or more who are still active and motivated for work and help the younger generation on tourist farms is increasing (Kerbler, 2007; Program razvoja podeželja, 2015; Reid, Pezzi and Faggian, 2020). Consequently, it is very important to know the influence of the elderly on modernising the organisation of tourist farms and therefore four pillars have been established as the factors which affect the organisation of operation and modernisation thereof. These are as follows: transfer of

ownership and inheritance, intergenerational organisational relationships and cooperation, further training and social inclusion of the elderly in tourist farms.

Transfer of ownership and inheritance – In the past (before land reform in 1848) various rules applied to inheriting farms, all sharing the same interest of the government or the landlord that farms would not be fragmented. Therefore rules on the inheritance of farms did not favour the division of property or they even prevented it by granting the right to succeed only to one child of the deceased (Kambič, 2007). It is also interesting that the “wife of the deceased person was entitled only to the movable property in the house, which was a very common custom in the old Austro-Hungarian lands» (Kambič, 2007). While in Europe the change of generations or transfer of ownership in case of non-agricultural SMEs often means closing down or sale of the enterprise (e.g. Croatia 35%, Finland 70%) (Alpeza, Tall, & Mezulić Juric 2018), this is not usually the case in the transfer of the ownership of farms.

Nowadays, Inheritance of Agricultural Holdings Act regulates the inheritance of agricultural land in the Republic of Slovenia. It is laid down in Article 7 of the said Act: The agricultural holding shall be inherited by the statutory heir under the general inheritance regulations who plans to cultivate the agricultural land, and who is selected by agreement by all the heirs; in case the agreement referred to in the preceding indent cannot be reached, the inheritance priority shall be held by the spouse of the deceased and the children who are training or have trained in the field of agricultural or forest activity. In case there are several such persons, the priority shall be held by those who are or have been growing up on the farm and have contributed by their work or earning to maintaining or development of the farm. In case of equal conditions, the precedence in inheriting the protected farm shall be held by the spouse of the deceased. In case the whole or a part of the protected farm comes from the surviving spouse of the deceased, that spouse and the children the spouse has with the deceased, shall have precedence from other children of the deceased; (...).« (Inheritance of Agricultural Holdings Act, 1995).

In order to maintain the integrity of agricultural land the Inheritance of Agricultural Holdings Act Article 5 lays down also that “as a rule, a protected farm shall be inherited by one heir only. The farm may be inherited by several heirs only in case the conditions referred to in that Act are met.« (Inheritance of Agricultural Holdings Act, 1995).

Intergenerational organisational relationships and cooperation – According to (Dimovski and Žnidaršič, 2007) »It is not rare today that four generations live together. Due to low natality children are surrounded by more adults and elderly people”. Results of an analysis, conducted by Knežević-Hočevar (2013) on farms in Prekmurje (north-east Slovenia), show that most interviewees are of the

opinion that it is an advantage when young and older people live together, provided they get on well. Older generation stated that among the advantages there is safety and care when they get older, mutual intergenerational learning and the feeling that you always get help when you need it.

Social relationships and intergenerational communication are of key importance for several generations to live together. Ramovš and Slana (2010) point out the lack in mutual contacts and quality communication, particularly between the young and older generation. The above are essential in order to strengthen intergenerational solidarity and quality aging in the future. Human solidarity is developing and strengthening in parallel with enhancing the quality of intergenerational communication. All those relationships are required for good cooperation and modernising the organisation of tourist farms (de Bel, Kalmijn and van Duijn, 2019).

Education – The strategy of lifelong learning is significant for quality development of knowledge and qualification in the countryside. People in the countryside, who are engaged in subsidiary tourist activities on the farm, are constantly dealing with tasks and problems they did not have prior to starting up the activity. Nowadays, lifelong learning is required as a development concept, upgrading education, developed and created in the past, and provides a new, paradigmatic shift also for schooling of the youth or formal initial education (Bahçelerli, 2018).

In the countryside, particularly on tourist farms, lifelong learning is essential and therefore we want to emphasise the important learning objectives. It is of extreme importance for marketing of products and communication with the environment and provides a competitive advantage in ever increasing competition. Specific knowledge, required for successful production and processing of foods, and accommodation and food service activities, demands the contents of education in all fields of work on a tourist farm for all age groups to be adapted. They also have to include the programmes of intergenerational cooperation (Kump and Jelenc-Krašovec, 2005; Pažek, Majkovič and Borec, 2005).

Social inclusion of the elderly on tourist farms – Educational and career centres as social networks deal with social inclusion of the tourist farm members. Social environment monitoring is important as members of all generations on the farm are aware of the responsibility for active participation at all levels of educational and social and cultural activities. The knowledge and skills create the organisational structure and adapting to the specifics of work by individual family members. In the countryside, there are good conditions for the involvement of the elderly in various societies. This strengthens the feeling of responsibility and importance also in later periods of life. There is some dissatisfaction felt among young people regarding the status in the family; due to fear older members are too

late to transfer the ownership of the property to younger generation. This often leads to family disputes concerning inheritance and continuation of the family holding (Albanese and Bocci, 2019).

An important topic which should contribute to further training and development of public policy, associated with the social inclusion of the elderly, deals with how different generations can participate and contribute to social inclusion and benefit from them. The elderly themselves are a heterogeneous group. This is shown also in the vitality and productive engagement of the generation in the third age group (e.g. 65–84 years of age), contrary to the proportionally higher limitations of dependence and health in the fourth age group (e.g. 85 and more years of age). Creative approaches to social inclusion should be focused on how voluntary work by the younger elderly can best support social inclusion and autonomy of the oldest (Windsor, Curtis and Luszcz, 2016).

The biggest problems are the basic needs and wishes of the elderly in rural areas where the access or departure from home is more difficult, particularly in winter. This affects the mobility at home and outside or travelling and driving. In rural areas it is essential to drive in order to go to the doctor, cultural institutions or shops as public transport is rare. If the elderly are not able to drive, they become dependent on their families, neighbours or service providers. This is particularly true in winter time when there is a lot of snow in certain areas. The second problem are supporting services such as deliveries, health care support, and similar (Biniok, Menke and Selke, 2018).

3 Research questions and hypothesis

For the research purposes four research questions have been posed, explained and justified below:

RQ1: »How do inheritance factors affect the perception of the tourist farm modernisation?«

According to numerous authors the farms where the ownership was transferred earlier, are more modernised than those subject to later transfer of ownership or those where the ownership has not been transferred yet; parents often transfer their property to their successors late and the future heirs do not dare or are not interested in investing their capital or knowledge if they are not completely sure they will inherit the farm (Fennell, Phillipson and Evers, 1988; Gosar, 1998; Pečjak, 1998).

RQ2: »How does the quality of intergenerational relationships with the elderly in the family affect the perception of the tourist farm modernisation?«

There are as many as four generations living in the same household (Kerbler, 2011; Burholt and Dobbs, 2012; Glasgow and Brown, 2012). In such cases the relationships

concern young, middle and old generations and in those family businesses cooperation is of key importance for the modernisation of the organisation itself (Brandth and Haugen, 2012; Knežević-Hočevar, 2013; Li, Mi and Zhang, 2020). It is assumed that the better the intergenerational relationships the better the modernisation of the organisation of tourist farms.

RQ3: »How does the frequency of further training for the needs of subsidiary activity affect the perception of the tourist farm modernisation?«

Further training and lifelong learning are important as in the modern world the progress of various technologies is the fastest ever seen; it strengthens reasonable dialogues of two or even three age generations in the family (Amolah and Baum, 1997; Kump and Jelenc-Krašovec, 2010; Simándi, 2018).

RQ4: »How does the inclusion of the elderly in the affect the perception of the tourist farm modernisation?«

Social inclusion of the older generation in the social and cultural life is of key importance for maintaining their physical, psychological and mental fitness (Biniok, Menke and Selke, 2018; Windsor, Curtis and Luszcz, 2016).

RQ4: »Which changes have the highest effect on the perception of the tourist farm modernisation?«

4 Methodology

4.1 Research approach

A combined research approach was applied for the needs of the research. A critical review of secondary literature sources has been made and the findings were summarised by applying the synthesis method. Further on, a quantitative research, namely a survey was conducted on tourist farms in all Slovenian cohesion. The survey was conducted on web portal <https://www.lka.si> and in printed forms, sent to respondents with the help of the agricultural counsellors and employees at the Association of Tourist Farms of Slovenia. The survey questionnaire was emailed to 738 units. These were farms with registered subsidiary tourist activity on the farm, and activities, associated with the traditional knowledge on the farm, services or products. The email was received by 585 respondents, opened by 546 people, and 131 respondents answered the questions – values are missing in some questions as not all the respondents answered all the questions.

Where possible, the results are presented comparatively, according to the young or the older generation of the tourist farm members. Holders of the tourist farms as well as their spouses and their descendants were surveyed. Statistical analysis under IBM SPSS software, multiple regression analysis and calculation of the Spearman cor-

relation coefficient were applied in order to verify the hypothesis below.

4.2 Presentation of the sample

Representatives of family farms from all 12 Slovenian regions participated in the research. Age structure of the respondents is as follows: 58.0% of the respondents were between 31 and 50 years old, and the lowest sample (3.8 %) were people, aged 65 or more. 5.3% of respondents were between 16 and 30 while the sample of people aged between 51 and 65 accounts for 32.1%, one person did not answer. 50.4% of respondents were female and 36.6% male; 17 people did not answer.

Education structure of the sample was as follows: 17.6% of respondents completed primary or vocational school, while the most (35.1%) finished secondary school. 11.5% respondents completed short-cycle college, 4.61 % professional college, 6.1 % higher education, 10.7% university education, and 2.3% have a master's degree.

Most respondents live in partnership, either married (77.1%) or in cohabitation (14.5%). Only 3.1% are single, 2.3% widowed, 1.5% are in a relationship but they do not live with their partners, two respondents did not answer.

Most respondents have a decisive role on the farm as they are either holders of subsidiary activity (74.89%) or owners and heads of the holding (41.2 %). Nearly a tenth of the respondents are future heirs of the farm (8.4%) while 6.1% are already the heirs. Others indicated other roles such as the co-owner of the farm (8.4%), housewife or mother of the holder of the subsidiary activity.

5 Results

Dependent variable “perception of the tourist farm modernisation” and the following independent variables: “inheritance factors”, “quality of intergenerational relationships with the elderly”, “frequency of further training for the needs of subsidiary activity”, “inclusion of the elderly”, and “modernisation changes” were established.

Multiple regression analysis was applied to verify whether there are positive and statistically significant links between the inheritance factors and perception of the tourist farm modernisation. As shown in Table 1, they were not recognised.

Multiple regression analysis was applied to verify whether there are positive and statistically significant links between the quality of intergenerational relationships with the elderly in the family and perception of the tourist farm modernisation, where the respondents were divided into two groups according to their age – up to 50 years of age and 51 or more. As shown in Tables 2a and 2b, they were not recognised in the case of the elderly while it was recog-

nised in the group up to 50 years of age, which shows that the better the intergenerational relationships with the elderly in the family, the higher the perception of the tourist farm modernisation is (beta is 0.217 and it is statistically significant at the rate of 0.052).

Spearman correlation coefficient was applied to verify whether there are positive and statistically significant links between the frequency of further training for the needs of subsidiary activity and perception of the tourist farm modernisation. As shown in Table 3, the link is not statistically significant.

Multiple regression analysis was applied to verify whether there are positive and statistically significant links

between the inclusion of the elderly and perception of the tourist farm modernisation. As shown in Table 4, they were not recognised.

Spearman correlation coefficient was applied to verify which changes have the highest and statistically significant influence on the perception of the tourist farm modernisation. As shown in Table 5, there are positive and statistically significant links between the perception of the tourist farm modernisation and: changes in the organisation of farm work, education and training, expansion of the offer at the farm, enhanced cooperation by all family members, and sharing of work in the family.

Table 1: Multiple regression for RQ1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,176	,448		7,087	,000
Early transfer of property to the heir is extremely important	-,018	,092	-,021	-,193	,847
Planned way of inheritance is extremely important	,145	,101	,162	1,442	,152
We follow the tradition that the heir is the first-born son or daughter if there is no son	-,048	,064	-,072	-,750	,455
Inheritance causes stress and disputes in the family	,020	,070	,033	,282	,779
Brothers and sisters are on bad terms due to inheritance	,009	,067	,015	,128	,898
Appropriate inheritance can regulate the relationships in the family	,010	,063	,016	,161	,872
a. Dependent Variable: Perception of the tourist farm modernisation					

Table 2a: Multiple regression for RQ2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Std. Error	Beta			
1	(Constant)	3,681	,429		8,582	,000
	Intergenerational relationships with the elderly in the family – 51 years and more	-,005	,099	-,009	-,054	,957
a. Dependent Variable: Perception of the tourist farm modernisation						

Table 2b: Multiple regression for RQ2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B		Std. Error	Beta			
1	(Constant)	3,237	,274		11,815	,000
	Intergenerational relationships with the elderly in the family – up to 50 years of age	,130	,066	,217	1,973	,052
a. Dependent Variable: Perception of the tourist farm modernisation						

Table 3: Spearman correlation coefficient for RQ3

			Frequency of further training for the needs of subsidiary activity
Spearman's rho	Perception of the tourist farm modernisation	Correlation Coefficient	-,025
		Sig. (2-tailed)	,788
		n	118

Table 4: Multiple regression for RQ4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B		Std. Error	Beta			
1	(Constant)	3,840	,519		7,402	,000
	The elderly are good mentors at work	,154	,118	,192	1,307	,195
	They strongly influence our decisions	-,154	,117	-,173	-1,321	,191
	Quality work would not be possible without parents' advice and cooperation	,041	,108	,061	,382	,703
	We would not have decided for the subsidiary activity at our farm without the material and financial basis, created by our parents	-,091	,086	-,144	-1,066	,290
	Our parents' opinions do not help in the organisation of work	,096	,104	,138	,920	,361
	Parents are completely excluded from the subsidiary activity	-,104	,093	-,175	-1,113	,269
a. Dependent Variable: Perception of the tourist farm modernisation						

6 Discussion and conclusion

The problems of the change of generations, inheritance and intergenerational relationships on the farm are shown as good examples of developing social and economic power of the topic concerned. As it has been mentioned, tourist farms are facing numerous challenges or problems such as rapid changes and progress where social systems are changing, followed by changing tourist systems (Holloway and Humphreys, 2019; Poslad et al., 2001).

On the other hand, the number of people aged 65 or more who are still active and motivated for work and help the younger generation on tourist farms is increasing (Kerbler, 2007; Program razvoja podeželja, 2015; Reid, Pezzi and Faggian, 2020). Consequently, it is important to find out the influence of the elderly on the organisation of tourist farms according to four pillars which are as follows: transfer of ownership and inheritance, intergenerational organisational relationships and cooperation, further training and social inclusion of the elderly in tourist farms.

It follows from the research that the inheritance factors themselves do not affect the perception of the tourist farm modernisation. It was established in the previous qualitative research, conducted by Zalar (2014), that in eastern regions parents decide to transfer the ownership to the heirs earlier than in western regions. It is common in western regions that the heirs divide the property only after their parents have died and they agree with that. This often leads to disputes and destruction of the family. Our research does not confirm the link between earlier transfer of property to the heir and the perception of tourist farm modernisation.

It was found out that in case of people aged 51 and more intergenerational relationships on tourist farms do not affect organisation modernisation or the introduction of a new paradigm of relationships on the tourist farms, while such effect is present in case of people under the age of 50; the better the relationships, the more modernised the organisation. It follows from the above that the younger and the older generation get on well in all aspects. Consequently, at the time of the research tourist farms were modernised well. There are occasional disputes and arguments in families but that does not affect the modernisation of organisation or renovation of farm and accommodation facilities. It is a positive influence of intergenerational relationships on the self-assessment of the organisation modernisation. The better the relationships, the higher the perception of the younger that the organisation of their farm or subsidiary activity is modernised.

In spite of the fact that the frequency of further training does not affect the perception of tourist farm modernisation in a statistically significant way, education and training are important and they have a statistically significant positive contribution to the perception of tourist farm modernisation. Social inclusion of the elderly in various social

activities does not affect the modernisation of the tourist farm organisation. It regards mainly general knowledge of the elderly about the current topical social issues. In this way, the elderly have more insight in the problems and understanding of the younger generation when faced with organisational and business decisions and plans. That contributes to intergenerational coexistence and life in families where even up to four generations live in one or two households on the same farm.

Social inclusion of the elderly affects only their mental and health condition and quality spending of free time they have more of than the active younger generation. The latter, particularly the female part of the family, have to go to work and be engaged in the subsidiary activity at home. The elderly are often only moral and financial supporters of the family organisation of the farm operation. This means mutual influence between the elderly and younger generation. In this case, the elderly do not have a direct influence on the modernisation of the organisation.

We would like to point out the factors which positively and statistically significantly affect the perception of the tourist farm modernisation, which are as follows: expansion of the offer at the farm, sharing of work in the family, changes in the organisation of farm work, enhanced cooperation by all family members, and education and training.

It has been found out that the influence of the modernisation of the organisation is mainly moral, which is reflected particularly in good intergenerational relationships and financial support to young generation who is starting their career path. Survey results show good relationships among the social actors and possible solutions which can be implemented in order to help the population of the Slovenian countryside concerned.

In the field concerned, attention should be paid to maintaining and development of social actors who strive for the best possible overall image of the organisational structure of the subsidiary activity on the farm. Comparison of the theoretical background and the research topic gave insight in the excellence in improving organisational capabilities of tourist farms in Slovenian countryside. The tasks and objectives are to strive for maintaining the organisational capabilities of tourist farms and keeping rural population in the countryside by encouraging good economic and social position of the inhabitants.

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Vpliv starejših odraslih na posodabljanje organizacije turističnih kmetij Slovenije

Ozadje in namen: Demografska struktura podeželja stara; vedno več je ljudi, ki so stari 65 ali več let, in so še vedno aktivni in motivirani za delo ter pomagajo mlajši generaciji. Cilj raziskave je proučiti vplive starejših odraslih na organizacijo turističnih kmetij, predvsem dejavnike vpliva na samo organizacijo poslovanja in njeno posodabljanje, kot so dejavniki dedovanja, medgeneracijski organizacijski odnosi in sodelovanje, pogostost dodatnega izobraževanja, vključenost starejših na turističnih kmetijah ter vpliv percipiranih sprememb organizacije dopolnilne turistične dejavnosti na kmetiji na dojemanje posodobljenosti.

Metodologija: Izdelali smo kritičen pregled sekundarnih virov literature in na osnovi metode sintez strnili ugotovitve. V nadaljevanju smo z anketo na turističnih kmetijah v vseh kohezijskih regijah Slovenije zbrali podatke in jih analizirali z metodami multiple regresije, ker smo uporabili program IBM SPSS.

Rezultati: Dejavniki dedovanja ne vplivajo statistično značilno na dojemanje posodobljenosti turističnih kmetij, podobno velja tudi za medgeneracijske odnose pri starejših od 51 let, vendar pa smo ugotovili vpliv pri mlajših od 51 let. Vključenost starejših prav tako ne vpliva, enako je s pogostostjo dodatnih izobraževanj, so pa pomembna sama izobraževanja in usposabljanja. Ugotovili smo, da ima največji vpliv na dojemanje posodobljenosti širitev ponudbe, kateri sledi delitev dela.

Zaključek: Rezultati raziskave nakazujejo dobre odnose med socialnimi akterji in možne rešitve, ki jih bo mogoče implementirati v obravnavano področje, da bi z njimi pomagali obravnavani populaciji slovenskega podeželja.

Ključne besede: *Starejši odrasli, Posodabljanje organizacije, Turizem, Turistična kmetija, Organizacija.*