

KUNDI VIKTÓRIA

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NEW TENDENCES IN TOURISM AND THEIR INFLUENCE ON THE TOURISM DEVELOPMENT OF HUNGARY

Introduction

The touristic demand has a lot of characteristics which make it different from the demand on other products on the market. It based on the speciality, that it tends to services which are build onto each other. The touristic demand is also subjective through the different traditions and style of people.

Nowdays the new and newer tendencies of tourism can be popular because the tourism demand is flexible enough instead of the standig changes. It can conform to the canges of the world, lifestiles and technical fassilities. As the touristic services are not primer services they react sensible for changeing of benefit, price, politics and economics.

The touristic supplier must take with the indecision of touristic demand into account. It means, that only the needs of the customers are fix and not the desired services also it secures more possibilities for touroperators by organising their programms and trips (Z. Voleszák, 1998).

The touristic packages must be completed with the needs of customers for the unique through their privat wishes. It means that privat needs of customers can be formed also by the operators.

The most important thing of the supply is the „touristic product”. It belongs rather to the services, so from marketing aspects it means a non-phisical problemsolution (Z. Voleszák, 1998). Because of its incomprehensibleness it isn't possibile to store the touristic service. The service and consume are at the same time.

The touristic product bases on trust it is characterised by strongly changeing what comes from its subjectivity. Further highlights of its are externals, prestige and the focus on image. Through its incomprehensible the customers lean on the prices by the decision.

Touristic services can be copied easily so innovation can't sure permanent comptetitive edge. If a tour operator want to stay in competition it always must offer new ideas and services for the customers (Z. Voleszák, 1998).

The strong competition between the touroperators is special because it goes about the discretionaly benefit of the customers which they could spend instead of makaing holidays for buying other goods.

1. New trends and lines in tourism

Through the economical and political changes in the world - which are always followed by changes of demand - new trends come up in the tourism.

The ageing population, the changing structure of families, the higher real wages, the distribution of the freetime force the quick correspondence on the new customer needs. Customer trends which were characterised for the products have also influence onto the touristic market. These are:

- Needs for stability
- Press of performance
- Experiences
- Search for identity
- New gender rules
- Health
- Saving the one's interest

The spreading and implantation of these trends influence the quickly adaptation of the new tourism lines. We can analyze the supply from more aspects. It can be examine to new travel habits, needed hotel services and also to new travell possibilities because due to the modern technologies and quickdevelopment we can reach all parts of the world almos in one day.

2. The new supplies of touroperators

Traveller without exrem needs has got also their own needs. They can comply with the changing of life or even they generate it. The new toruism tendences are in a strongly contact with the changing lifestyles and the ageing population of Europe – and also of Hungary.

2.1 Traditional supplies of touroperators

According to the forececast of the WTO the rate of the people over 60 will growing from 20% to 33%. The *medical and kilter-toruism* could benefit mainly from this anticipated situation. This is the reason why the biggest tour operators prepared Wellness & Spa catalogues in the last years with travel possibilities to the most important medical and wellness hotels of Hungary and Europe. We must not forget that these people aren't sick they want only to take care about their health. The high prices of the tour operators have 2 causes: On the one hand it is because of the strongly potential demand on this kind of services, on the other it comes from the strongly assesses because according to the law only those hotel can use the word „wellness” in their name which can reach at least the conditions of a 4* hotel.

The growing popularity of *eco-tourism* bases also on the changing lifestyle because the protection of the environment becomes more and more important. The number of guests visiting national parks increases year by year. The montanaring in summer and also the cave tours become more popular.

The growing interest of *rural tourism* is in contact with the suburbanisation. Therefore most important needs are the active or passive relaxation which are also in connection with the cultural and gastronomic needs.

The rural tourism – as a new tourism tendency – builds on traditional things like folklor, heritages, Hungarian gastronomy. Because it introduces the complex, traditional, Hungarian life for the interested tourists. It is very important that nearby to the most important eco-tourism areas there were built out thematic and wine routes (it is characteristic mainly in Baranya shire, in North-East Hungary and on the Great Plain. The spent time is usually at least one week in this case but those who prefer getting to know one part of a country through active or passive holiday, they make rather long weekend trips.

According to my experiences *the business- and cultural tourism* belong to another group of new tendencies. The prestige as a motivation factor is very strong in this case. The demand for these two types of tourism come also from the changed lifestyles. Nowadays there are more but smaller families than before because of the ageing and decreasing population. Since the own car and higher real wages became more important the two-person families are typical all over the world which make more but shorter trips in one season.

The business tourism - incentive and corporate - wants the most highly quality. This is the ground for establishing new departments at the tour operators which are specialised for organising these kind of trips.

The growing popularity of cultural tourism can be explained by this carrier-oriented lifestyles. The cultivation and the discovery of the most important historical heritages and places of the world, the exploring of the wonders of the world is a prestige in our present. This is the reason for organising short trips for visiting a theater performance in Verona, a concert in Aspendos in Turkey or a helicopter-trip above Cappadocia. The takepart on the Operagala in Vienna is a typical example for „snob tourism” where the motivation isn't the culture but to taking part on the event.

2.2 Extrem and extravagant trips at the tour operators

Beach holidays, wintersports in West Europe – these were the needs of travellers some years before. Nowadays these trips could be only usually. The changing needs of the tourists based on the growing real wage and on the needs for new things.

In our present it is not too extreme any more that tour operators organise travels for visiting places of war or they send the customers to „relax” next to dangerous volcanos. They do it for the highest profit, of course.

In these cases tents and prepared foods – not to forget the security - are preferred instead of the services of the premium hotels. Lots of tour operators think that the organising of these trips is non-ethical as because of the dangerous conditions the safety of tourists can not be guaranteed. On the other hand this insecurity is the need of the potential customer. The snowboarding, climbing or rafting seem to be less extreme, if we know this kind of types of travel.

There is also an „other type” of extreme trips on the market. There are more and more tour operators which are specialised on organising trips and holidays for homosexual and

lesbian couples. The anonymity is a basic priority, of course. The profile of these offices is not the sex-tourism. They organise trips to those destinations where their customers aren't attacked because of their sexual identity. There are some places (cities and islands) which are specialised for these *G&L trips*.

The *sex tourism* is not a tabu-theme nowadays. In the past the Ost-European countries were the destination for those, who were interested in these types of „travelling“. Nowadays there are also some places where these customers are wellcomed. How can it be? These places don't offer sexual services – official they can't do this – but they secure the possibilities for the visitors to find their needs (go-go shows, pubs, chip and dale performances, etc.)

3. The new supply of hotels

The traditional accommodating can have also new lines. Due to the growing number of visitors more hundred hotels were opened. The result of this is the *masstourism*, which is not sustainable. In the present these kind of trips are not so popular any more because the tourists need instead of overcrowded places the calm areas for active and passive relaxing. The law for medical and wellness hotels forces services with highest quality. Most of this kind of hotels are placed on the top of mountains or in the untouched nature next to rivers, sometimes on the beaches. The hotels must employ educated doctors and nurses, trainers and physiotherapists. On the field of dietetics they must prepare up-to-date diets and people must be motivated in taking part in animation programmes!

Most of the hotels offer not only basic and premium services but also they offer complementary services, like riding trips, cultural programmes, organising of visiting national parks. Also the *incentive trips* are more and more popular. The employees are sent to the best hotels in an exotic country or island.

3.1 Extrem and extravagant hotels in the world

About medical and wellness hotels could be read above but nowadays they do not represent the newest tendency. Based on the needs for unique and the prestige of the premium hotels the second 7* hotel of the world was opened in 2005 in Turkey. It offers especially high quality with unique services for all of the guests.

Extravagant as a new factor of the touristic demand can be separated into *two groups*. On one hand there are the premium hotels on the other the unique hotels. To the second group belongs for example the AlpHotel in Dubai with a ski-truck on the backside. In the Mandala Bay Hotel the guests can wonder the feeding of piranhas, on the top of the Stratosphere Hotel there is a loona park. But there are also hotels which are built from ice and these must be rebuilt every year. In the Emirates there will be one island group through the filling of the sea with sand. Here we can find premium hotels, villas and other services.

The Poseidon Hotel is an underwater premium hotel used mainly by those people who like the underwater world. Its owner is Bruce L. Jones who is the owner of the world's biggest u-boot company as well. His company prepares such kind of U-boats which are used for tourism. One private U-boot costs about 80 million dollars. By this „see wonder“ the guests can travel 3300 sea-miles with one diving. That means that they can travel from the Mediterranean Sea

to the Caribic in 3 weeks. This type of travelling and accommodation exist only in the USA till now.

So we can say that only the miss at creativity can limit to the new ideas.

4.The results of the primer research

My hypothesis was that our country follows the new tourism tendencies with a short lag, but we don't generate them. On the other hand there are needs for the new tourism supply on the tourism market.

I used questionnaires to my research which was made by not random sampling. It covers a quite big area of tourism which can be separated into two groups. One part of the questions tried to explore the travel habits, the other group to find the answer for what kind of new tendencies there are in Hungary. I also find important to analyse the motivation of different trips in compare with the content of them.

300 people took part on the research all of them are between 25-60 years. I have choosen this ages because they make potential demand on the market. Elder people were also involved because usually the needs and interests of new things decrease with growing age.

The respondears prefer mainly travelling abroad for a trip or holiday 41,8% of them do vacation in abroad once a year. It can be explained by the bad eonomical situation and increasing real wages in Hungary. On the other side people make inland trips in 33,9% 3-4 times a year. They usually travel with their families. The number of travellers alone is vanishing only 5,1%.

The visitinng of wars and places of disasters is in the world not extremly new tendence, but for us it is. According to the answers in our country it is not only extremly new but only very extravagant. This could be the reason for the low number of those people who would like to take part on this kind of trips (5,1%). 78, 3% and 80,6% of the respondents find this type of tourism exrem.

The decision on trips are influenced mainly by the price (71,2%). The geographical situation, infrastructure, security, cultural and natural heritages have got also a strong role (the percentages are in this cases over 55). World heritages, river sides, national parks and gastronomie are under 50% from this aspect, but they are still strong.

It is an important result in the research that the importance of sustainable environment, wellness, sport possibilities are only middle-strong factors onto the influence of travel-decisions. Thermal wather (24,9%), medical services (30,5%), extremity and exclusivity are unconcerned for travellers.

Most of the respondents (77,4%) prefer the beach-holidays, 65,5% the cultural and see-side vacations and also the trips to the mountains (55,4%) are beloved. The judgement of city-tours is a bit weaker in this case. According to the answers these travell-types belong to the traditional trips. The motivation of participation on extrem sporttrips (11,9%), in termaltourism (22%) or on climbing which belongs to the new tourism tendencies is lower significantly. The research explored that the medical tourism belongs to the new trends in the world but according to the answers of this research it belongs to the traditional travel type in

Hungary. According to my opinion there is in a strong connection with the fame of the Hungarian bathes and that under 85% of Hungary there is thermalwater.

Instead of the medical tourism wellness trips were marked in 79,1% as new tendence in tourism as also the conference-tourism (58,2%).

Trips of cruses are still well knowed in Hugary but the responders categorised this kind of trips in 38,4% as new and 36,7% as extrem tendence. According to my opinion it can be explained by the quite high prices of these trips.

The watersport and bicycle trips belong to the traditional but rafting and climbing squarely to the extrem tendences. 19,2% of the answerers think that our country has got also possibilities to content the extrem-demandes mainly in our small mountains, caves and forests like in the Pilis, Bakony or in North-Hungary. These parts of Hungary can offer possibilities for climbing, bunji jumping, caveing and wellness. We should involve also our rivers and our plain to fullfill the demand of extrem tourism.

People would be also interested in extrem hotels in Hungary, if it was opened. According to the answers people prefer pensions and 3* hotels as accomodation for the holiday.

5. Conclutions

The results of my research confirm my hyphotesis that the extrem and new tourism tendences in the world are knowed but they don't have strong influence onto the holiday decisions in Hungary so far. According to my opinion it can be explained on one hand with the supply bottleneck and with the quite high prices of this tours on the other that there are only few offices who organise these kind of trips.

People are interested in all new tendences in high percent which are not too extrem. In our country the sustainable tourism plays more and more important role so it will influence the decisions about holidays more strongly in the future.

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