

Ing. Milan Hasman

Mgr. Tomáš Souček

University of South Bohemia in České Budejovice

Faculty of Agriculture

Department of Tourism economy and services in Tabor

Czech Republic

MARKETING, TRAVEL TRADE AND EDUCATION*

UDK/UDC: 339.1(075)

Pregledni rad/Review

Primljeno/Received: 18. studenog 1999./November 18, 1999

Prihvaćeno za tisak/Accepted for publishing: 2. veljače 2000./February 2, 2000**

Abstract

We all simply understand that travel must behave as any other branch and must adjust its own development to all important fields of economics, management, marketing, technics, psychology, sociology etc. Including the market research without which a prospering firm cannot longer exist.

The goal of our department is to uncover relations and bonds between supply demand in cooperation with students and public.

Experience with data collecting and processing for the projects and grants, when students, teachers and scientists must well cooperate that all gives us a great prospective for the future. Mutual cooperation is an essential key to any successful role in our department. We have now a good chance to develop university departments on higher sophisticated level.

From analyses of Ministry of Regional Development of Czech Republic for the field of tourism: To development of travel in regions in close connection with marketing strategy, the analyses covers these points:

-Barriers in travel services development in regions

-Goals and strategies

-Higher priority fields and regimes.

Everybody can contribute to the support of regional development by preparation of suitable higher quality and real projects.

Key expressions: Travel, leissure time fund, marketing, market research, regional development, education.

* The basic statements of this paper were presented at IVth Biennial Conference Tourism in Croatia on the Threshold of 21st Century, Institute for Agriculture and Tourism, Poreč, October 28-29, 1999.

** Author's translation and proof-reading into English

1. INTRODUCTION

Travel, in the second half of the 20th century, became the leading activity and its developing started globally. It has ranked at the top of the most dynamically booming industries which is also one of the most economically profitable and employment providing industry.

The importance of travel is necessary to see not only from the global perspective, but also with the regional aspect. We must be able to sell the country and its capital as a whole, but also penetrate into the particular areas, country regions, which will bring more life into the social as well as economical sphere.

Travel has been one of the most important elements with regard to incomes, revenues and budgets. That is why travel must be implemented and supported in regional context. One of the leading roles, in terms of support of travel altogether and especially in regions, is well collaborated marketing strategy. In regions it involves predominantly small and medium sized enterprises dealing with travel. Market oriented thinking is a need in current competitive environment.

2. MARKETING, TRAVEL AND MARKET RESEARCH

We all simply understand that travel must behave the same as any other branch and must know for its own development all important fields of economics, management, marketing, technics, psychology, sociology etc. Including the market research, without which a prospering firm can not exist for a longer stretch of time.

Travel market is very changable with a dense concentration of competition subjects, and it is obvious that it is dependent on many changes. We are sure that success comes from appropriate demand research, competition customers etc. That is why such emphasis should be put on marketing implementation.

Important factor of success in travel is enough information which must be reachable, actual and valid. We deal mostly with bad cooperation, unwillingness to mutually exchange information. With that planning is interlinked which demands sources and demand research. Lack of planning can lead to chaos and harmful distribution of travel into overloaded areas while others are unused.

3. SUPPLY DEMAND RESEARCH

Our department, in whose research and statistics inquiry activities students are involved, tries to find relations and bonds between supply demand in tourism in the region. The goal is a development monitoring

considering the time and location perspective. So after a selected stretch of time market analyses may be undertaken and a recommendation for practices delivered. Especially because of the surplus of demand making analysis of the travel is necessary.

Student's involvement in market research is very beneficial for the sake of projects, for utilising in teaching process. Students may broaden their horizons of the subject, get some leadership and orientation, see the market pitfalls and difficulties.

Through such an activity students are usually involved to the problem they solve in their tasks. As an example we can outline such an activity on the current project prepared for the regional department in Tabor "Travel in Tabor region and condition analyses."

It would take much longer time for the staff to collect and prepare all needed information. In cooperation with the town authorities, students were visiting selected destinations collecting data by means of questionnaires. There were three target groups starting with the remote regional places and finishing in the regional town.

Another example is an internal grant of the faculty called "Utilization of leisure fund in travel" which resulted from the national selection (participating 3 098 respondents) and will continue also in the next year. Also here students play substantial role collecting data from all parts of the country.

We all know how important for each student is a direct link between theory and the real market environment. Often they can make a strong partnership which will later result in their post graduation placement. Participation at conferences, fairs, seminars gives the necessary prerequisite for the students to be up-to-date in their knowledge and is in profitable relation with all the faculty.

3.1. Results of the particular research internal grant

The source for research was a questionnaire of 15 different points implemented all over the country. Respondents were selected on random bases. County-wide results serve for comparison of data among selected parts or regions.

3.1.1. Results from respondents

The elementary structure inquired respondents due to their sex and age is in table 1, 2:

Table 1: Sex

Sex	Number	Ratio in %
Male	1508	49
Female	1590	51
TOTAL	3098	100

Source: Private research

Table 2: Age

Age group	Number	Ratio in %
until 25 yrs	1242	41
26 - 29 yrs	693	22
40 - 60 yrs	872	28
over 60	291	9
TOTAL	3098	100

Source: Privat research

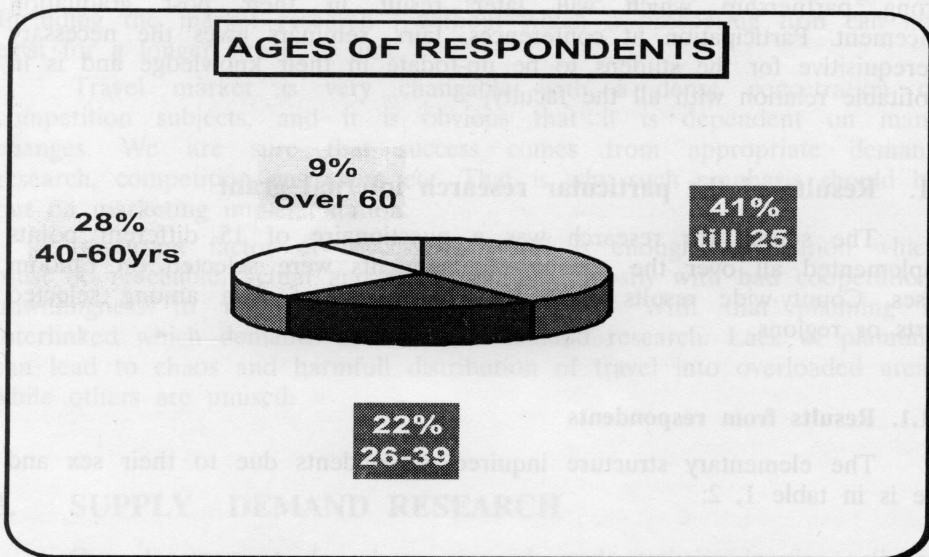


Figure 1: Age distribution of respondents

3.1.2. Respondents due to education

Distribution of respondents due to reached education in table 3.

Table 3: Education

Reached education	Number	Ratio in %
Basic	483	16
Secondary	1835	59
University	780	25
Total	3098	100

Source: Private research

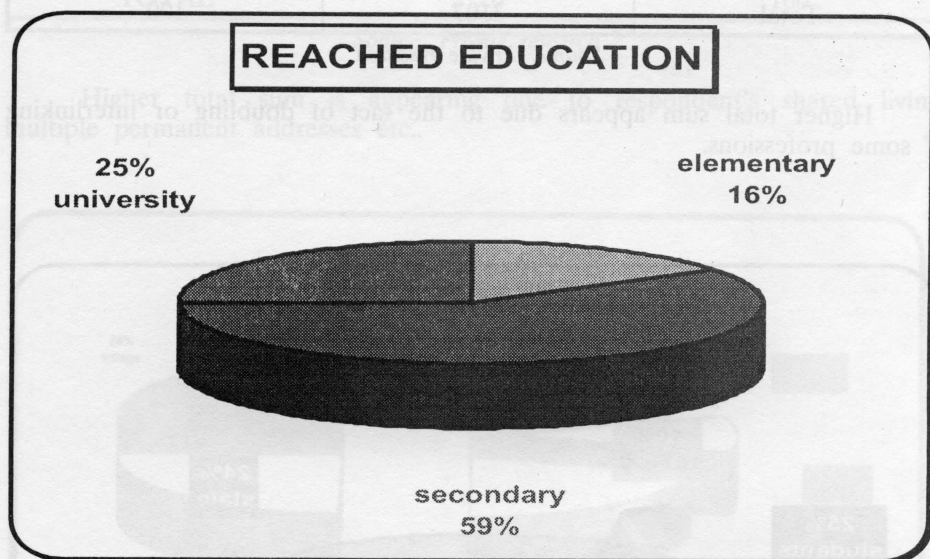


Figure 2: Education

3.1.3. Structure of respondents due to profession

Structure of respondents due to their profession in table 4.

Table 4: Profession

Profession	Number	Ratio in %
state	759	24
private	782	26
enterprising	377	12
agriculture	97	3
student	766	25
retired	326	10
Total	3107	100

Source: Private research

Higher total sum appears due to the fact of doubling or interlinking of some professions.

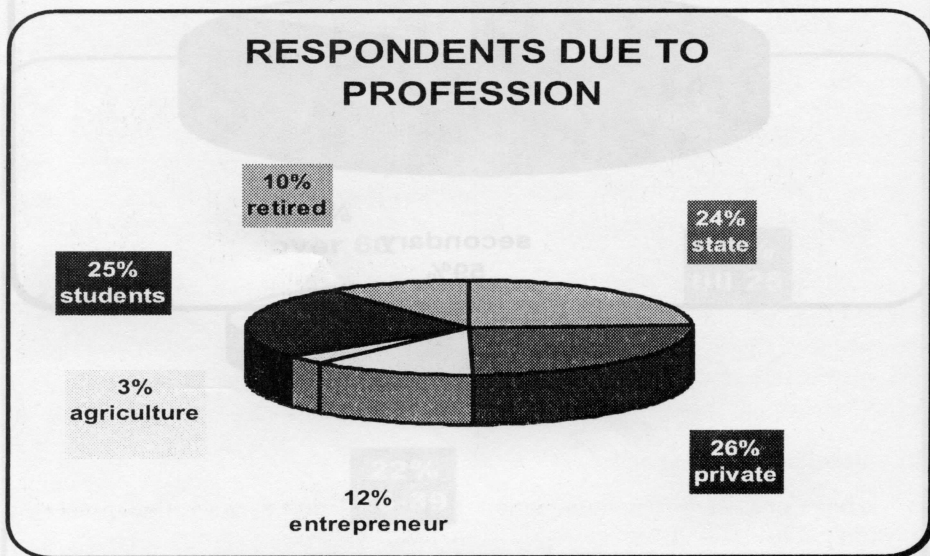


Figure 3: Respondents due to profession

3.1.4. Structure of respondents due to living place

Due to the size of place respondents live at, we can distinguish them like in table 5

Table 5: Living place

Size of place	Number	Ratio in %
over 100.000	603	19
over 50.000	311	10
over 30.000	657	21
over 10.000	776	25
Less than 10.000	773	25
TOTAL	3120	100

Source: Private research

Higher total sum is appearing due to respondent's shared living, multiple permanent addresses etc..

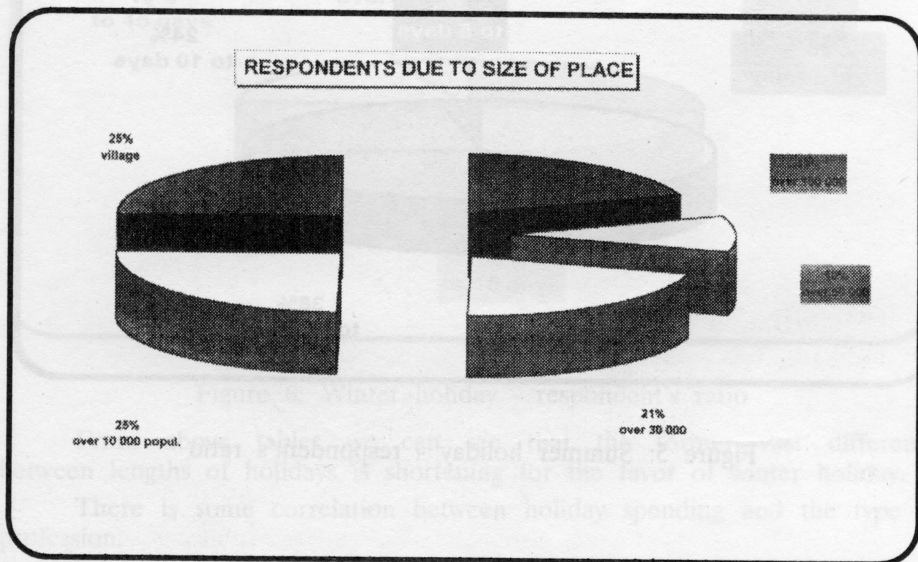


Figure 4: Respondents due to their living place

3.1.5. Holiday spending

3.1.5.1. Summer holiday (table 6)

Table 6: Length of summer holiday

Nr. of days	Number	Ratio in %
Up to 5 days	71	3
To 10 days	594	24
To 15 days	968	38
To 20 days	889	35
TOTAL	2522	100

Source: Private research

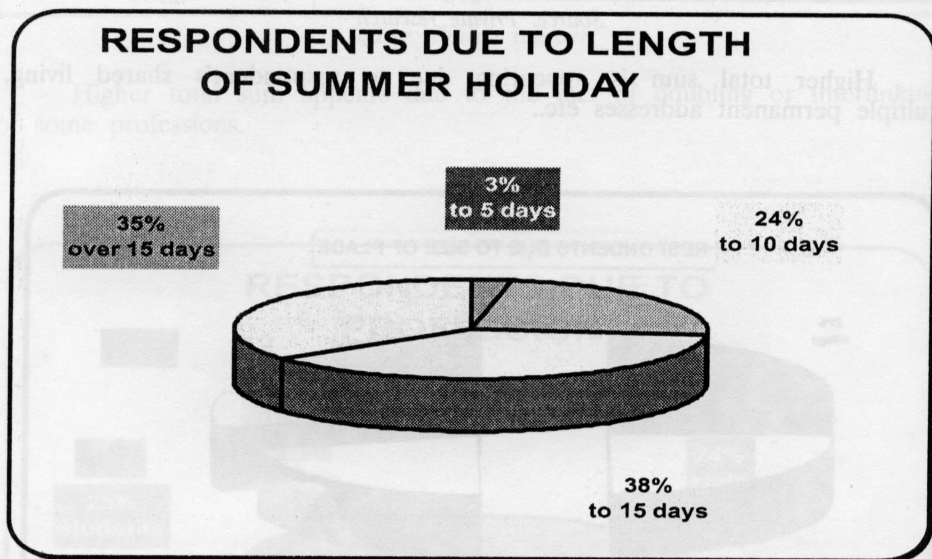


Figure 5: Summer holiday - respondent's ratio

3.1.5.2. Winter holiday (table 7)

Table 7: Length of winter holiday

No. of days	Number	Ratio in %
to 5 days	503	26
to 10 days	959	50
to 15 days	357	19
to 20 days	102	5
TOTAL	1921	100

Source: private research

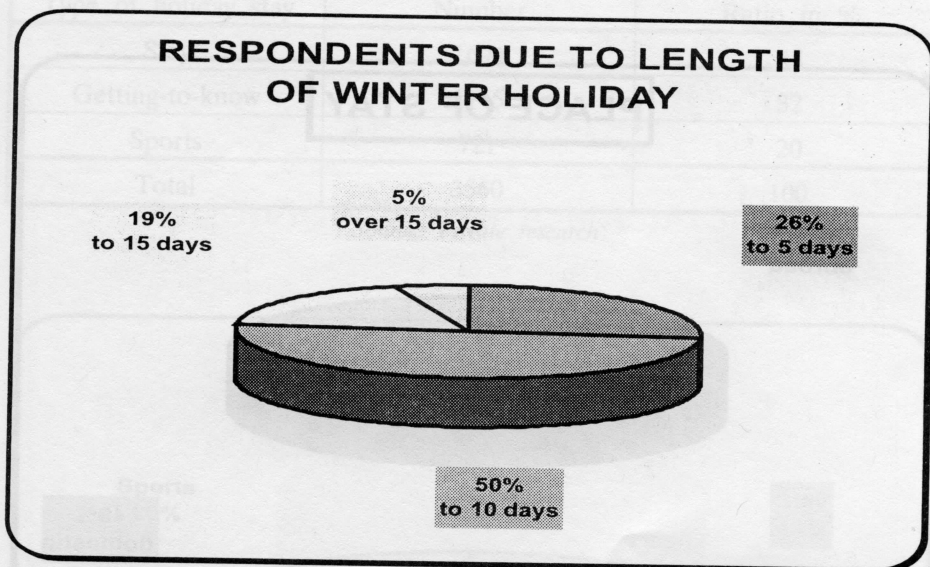


Figure 6: Winter holiday - respondent's ratio

From above tables we can see that the former vast difference between lengths of holidays is shortening for the favor of winter holiday.

There is some correlation between holiday spending and the type of profession.

1. With respect of entrepreneurs who are in their job successful and can find their leisure time, we can say their holiday is absolutely optional except farmers in their seasonal duties

2. On contrary people from the state sector are much more dependent on the factory or their employer issued holiday, that is why they spend their holiday in summer.

3.1.6. Preferences of holiday stay

The research was focussed mainly on the place of stay (domestic, foreign).

The preferences are shown in the following table. Higher total sum is due to multiple versions of holiday spendings.

Table 8: Place of stay

Place of stay	Number	Ratio in %
Abroad	1671	51
domestic	1576	49
Total	3247	100

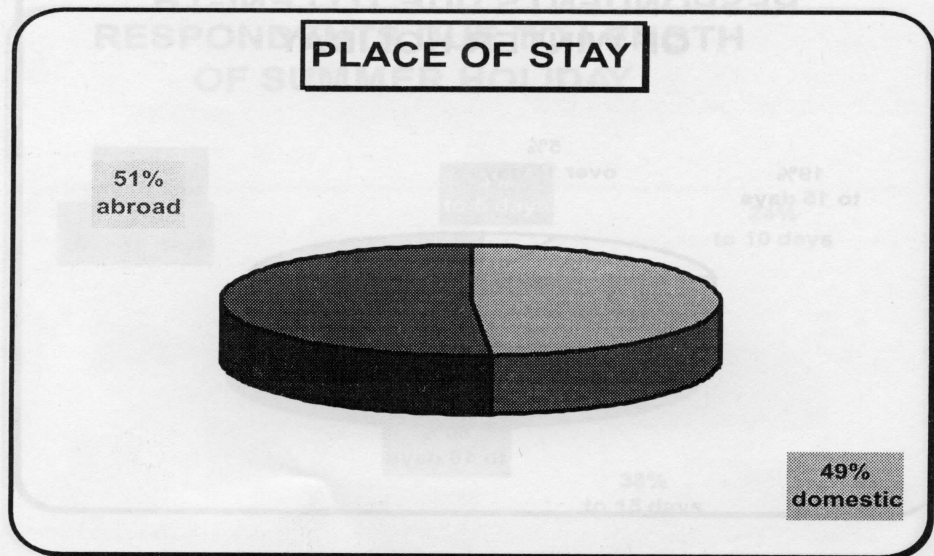


Figure 7: Place of stay

From above mentioned parameters we can see that foreign stays were preferred by two more percent than domestic stays - ratio 51% : 49%. This tendency was caused in 1998 by the worsening economical situation in the country.

A certain group of respondents claims combination of both (foreign, domestic). Of little importance is a group of population without any holiday spending.

3.1.7. Types of holidays

Respondents had various scale of responses here. Some responded two some all possible choice. There appeared a certain correlation of choice on the type of education (lower education much prefer stay- hotel types).

Ever popular stay holidays ranked first 48% respondents, 32% respondents prefer getting-to-know holidays, especially students. Sport holidays are popular among 20% respondents.

Type of holiday corresponds with the respondent's hobbies just a minor fraction has no special preference.

Selection of types of holidays describes table 9.

Table 9: Types of holiday stay

Type of holiday stay	Number	Ratio in %
Stay	1694	48
Getting-to-know	1145	32
Sports	721	20
Total	3560	100

Source: Private research

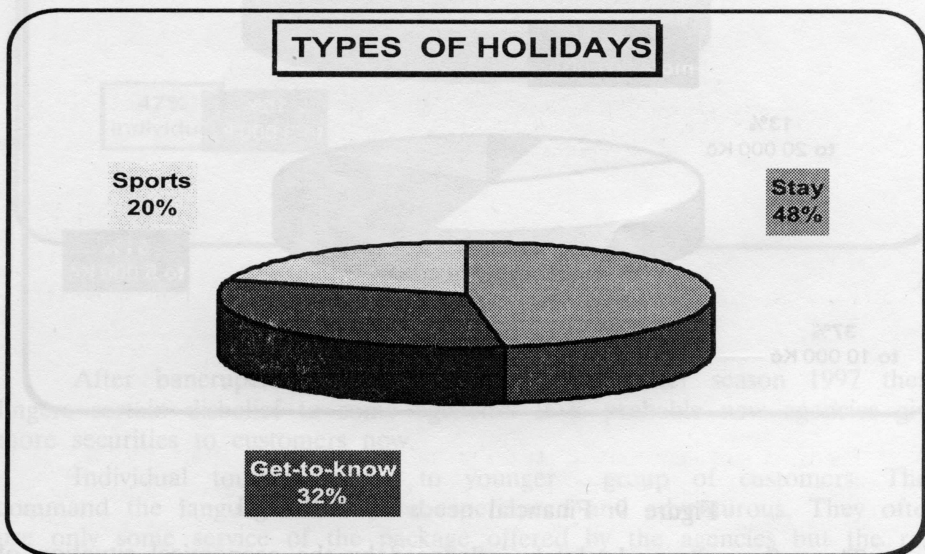


Figure 8: Type of holiday ratio

3.1.8. Financial amount of an individual

Profession and financial family situation has always been involved. Willingness to spend an amount of money shows table 10.

Table 10: Affordable money

Financial amount	Number	Ratio in %
to 3.000 Kč	459	15
to 5.000 Kč	948	31
to 10.000 Kč	1168	37
to 20.000 Kč	394	13
More than 20.000 Kč	129	4
Total	3098	100

Source: Private research

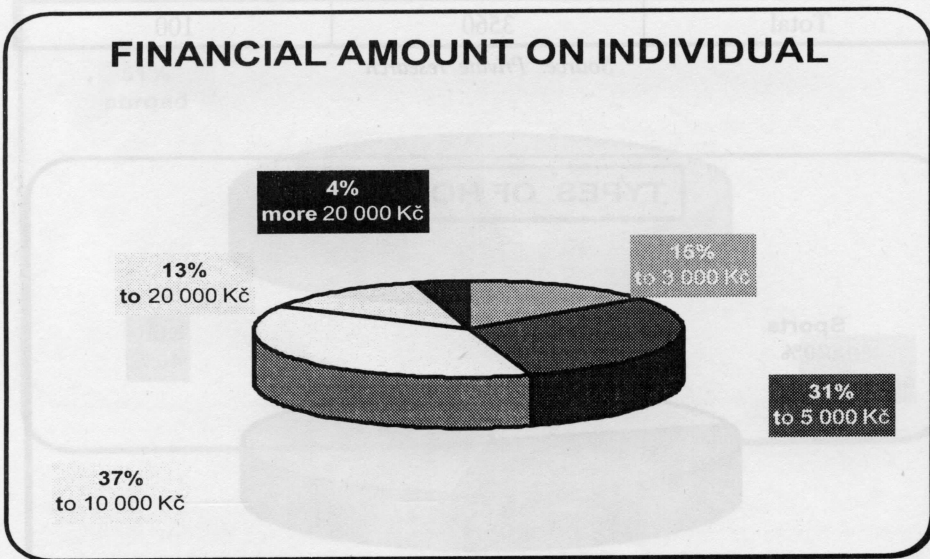


Figure 9: Financial needs on individual

These figures are absolutely influenced by the economical situation of people. Lower wages lead to smaller demand of services and goods. Leisure expenses are the first to be cut.

3.1.9. Form of travelling

For holiday travel respondents choose individual or agency transportation. Results are shown in table 11.

Table 11: Forms of travelling

Form of travelling	Number	Ratio in %
Travel agency	1703	53
Individually	1501	47
TOTAL	3204	100

Source: Private research

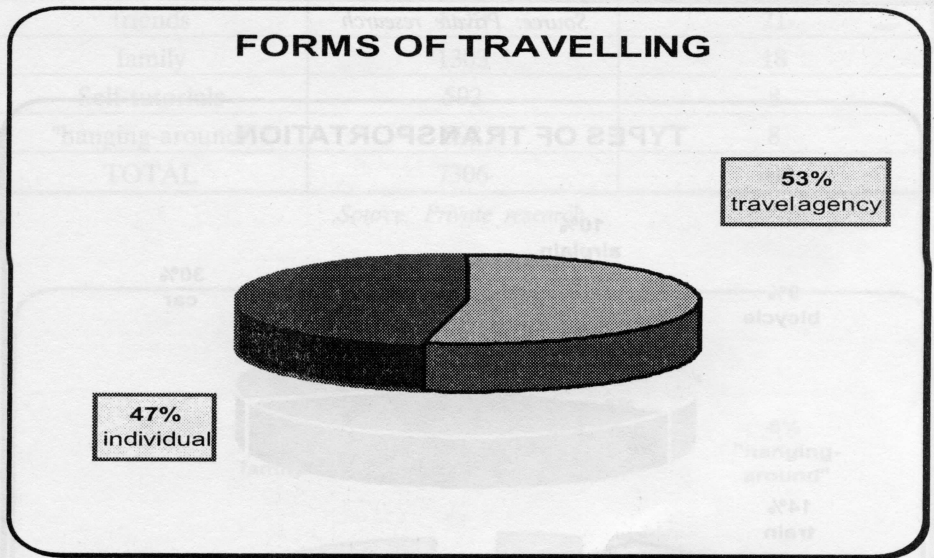


Figure 10: Forms of travelling

After bankruptcies in travel agencies in summer season 1997 there lingers certain disbelief to some agencies. It is probable new agencies give more securities to customers now.

Individual tourists belong to younger group of customers. They command the languages are more experienced and adventurous. They often use only some service of the package offered by the agencies but the rest they want to organize by their own.

This trend is going to prevail especially when quality of some agencies is behind the price.

3.1.10. Types of transport

Due to preferences respondents belong to various groups shown in table 12.

Table 12: Types of transport

Type of transport	Number	Ratio in %
car	1243	30
bus	1499	37
Train	572	14
Bike	356	9
Airplain	428	10
TOTAL	4098	100

Source: Private research

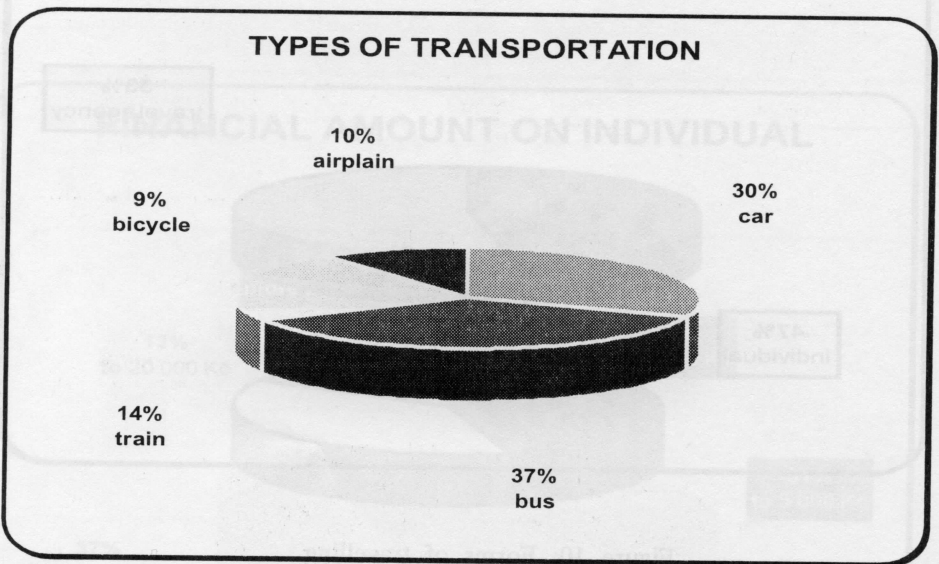


Figure 11: Transport

The financial situation is again reflected on the transport choice.

Also the distance is involved, when car is massively used to the distance of about 1 500 km.

Trains is mostly used on the domestic bases and is quite expensive abroad.

Bicycle is used only on the local framework.

Little number is taken by combined choice so that the total is higher than number of respondents..

3.1.11. Leisure spending

This question was very difficult for the respondents to answer directly. Mostly there appear to be many combinations when some activity prevails. (shown in table 13)

Table 13 Leisure spending

Leisure type	Number	Ratio %
sport	1181	16
reading	1155	16
recreation	964	13
friends	1513	21
family	1303	18
Self-tutorials	592	8
"hanging-around"	598	8
TOTAL	7306	100

Source: Private research

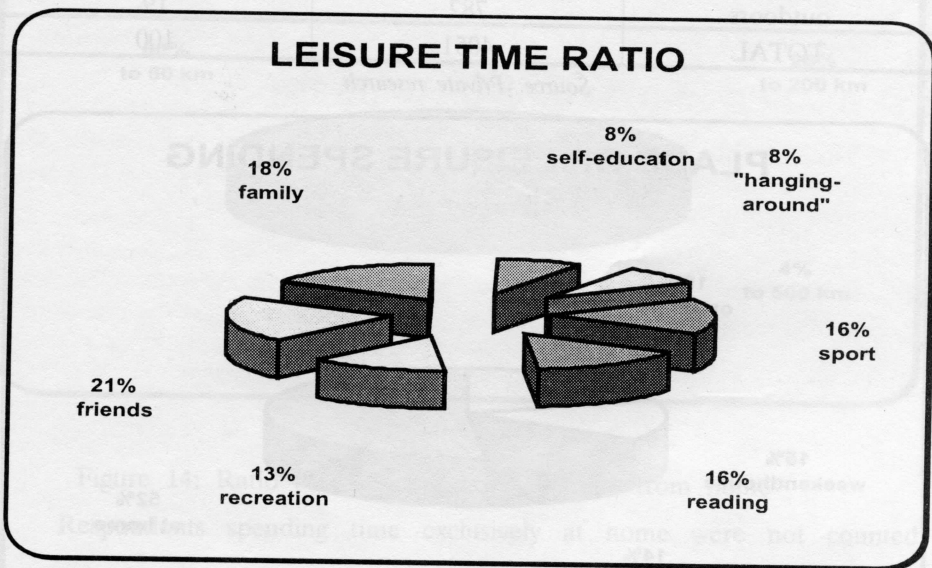


Figure 12: Leisure types

3.1.12. Leisure frequency

Depicts when mainly the time is spent by leisure activities. (table 14)

Table 14: Leisure frequency

Leisure frequency	Number	Ratio %
daily	726	21
weekend	969	28
When possible	1396	40
holiday	412	11
TOTAL	3503	100

Leisure spending is influenced mostly by profession.

3.1.13. Places for leisure

Decisive factor was the homeplace of respondents (except holidays) There were also some combined answers without any preferences (table 15)

Tale 15: Places for leisure

Place	Number	Ratio %
home	2090	52
cabins	573	14
Weekend-houses	606	15
outdoors	782	19
TOTAL	4051	100

Source: Private research

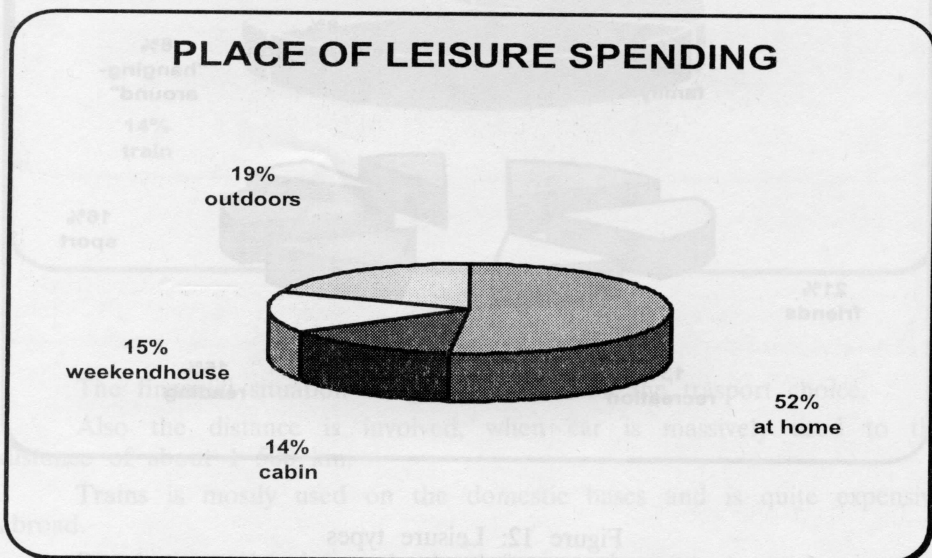


Figure 13: Place for leisure

More than 50% respondents stay at home. Especially town people go out for their leisure. Hardly any villagers do so

3.1.14. Distance from home

Table 16 shows preferred leisure destinations in kms - except holidays.

Table 16: Distance from home

Dist. from home	Number	Ratio %
less 50 km	1543	68
less 200 km	577	26
Less 500 km	100	4
More 500 km	42	2
TOTAL	2262	100

Source: Private research

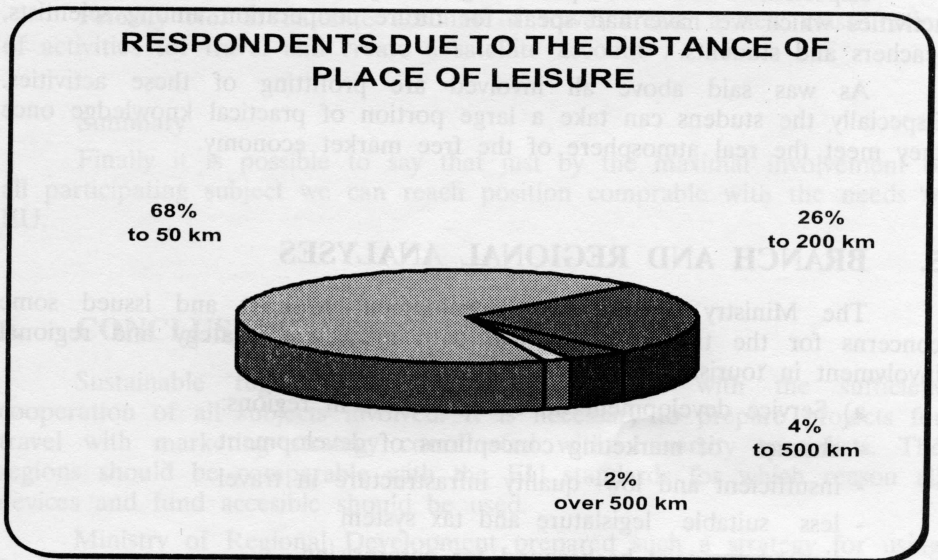


Figure 14: Ratio of respondents on distance from home

Respondents spending time exclusively at home were not counted.

3.1.15. Research conclusions:

The goal of the questionnaire was to find out the preferences of leisure spending on domestic as well as the foreign bases.

Effective time spending and leisure activities are sort of painful points of today's society.

Sometimes too much time is being spent at work or on contrary, there is a wide offer of alternative attractions.

A well prepared programmes and projects can make tourism more effective and incentive,also for people without special preferences.

Tourism should introduce people domestic atractivities as well as new cultural experiences.

It should introduce ways to a healthy life styles of all conceivable kind.

That is just travel which , in relation with leisure time fund is the mediator to realisation of the goals highlited.

4. MARKET RESEARCH AND EDUCATION

Experience with data processing for grants , projects or research activities which we have had speak for future cooperation among scientists, teachers and students.

As was said above all involved are profitting of these activities. Especially the studens can take a large portion of practical knowledge once they meet the real atmosphere of the free market economy.

5. BRANCH AND REGIONAL ANALYSES

The Ministry of Regional Development brought and issued some concerns for the travel. These deal with marketing strategy and regional involvement in tourism.

a) Service development hit some barriers in regions:

- absence of marketing conceptions of development
- insufficient and low- quality infrastructure in travel
- less suitable legislature and tax system
- limited financial background for enterprising
- shortage of finance for the cultural heritage fund keeping

b) Objectives:

- Encourage and promote stabilization and creation of new job possibilities expecially in region with high unemployment
- Support small and medium size tourism entreprising in industrialy weaker
- Support foreign exchange profits and budget development
- Enrich the tourism product offer

- Provide better education for tourism workers
- Struggle for the Czech tourism competitiveness

c) Priorities :

Priority No. 1: Support of small and medium size enterprising new job creating

Priority No. 2: Creating of new products in tourism and regional products in tourism emphasis on modern forms like agrotourism, cyclotourism, congress and incentive tourism cultural and religious tourism due to the specific characters of regions and sustainable tourism

Priority No. 3: Preparation of human potentials for tourism, better preparations of specialists in schools and individual fields and services of tourism like hotels, travel agencies etc. There should be better with EU programmes and special courses preparation

Priority No. 4: Extending and improving the range of publicity of Czech tourism and creating united system of tourist informative links. Also the Czech tourist authority should develop its activities. There should appear info-centers supported from the state and private field

Priority No. 5: Satellite account of travel create a new classification of activities for travel and create a satellite account

Summary

Finally it is possible to say that just by the maximal involvement of all participating subject we can reach position comparable with the needs of EU.

6. CONCLUSION

Sustainable regional development is possible with the sufficient cooperation of all subjects involved. It is necessary to prepare projects for travel with marketing strategy coordinated with university specialists. The regions should be comparable with the EU standards for which reason all devices and fund accessible should be used.

Ministry of Regional Development prepared such a strategy for using funds of EU on the fore-structural and structural bases.

We all can contribute by preparation of projects.

SOURCES

- Hasman, M. - Nemečková, H. - Šíp, J.: Struktura potencionálù na trhu cestovního ruchu a možnosti jejich aktivace. Interní grant ZF JU za rok 1998, JU České Budějovice, leden 1999, str. 1-16
- Hasman, M.: Regionální cestovní ruch a marketing. In: Sborník referátù z mezinárodní vědecké konference AGROREGION 99. JU v Českých Budějovicích, 1999, str. 63-65.
- Hasman, M. - Souček, T.: Vyzkum poptávky a nabídky v cestovním ruchu. In: Hasman, M. (ed.) Sborník referátù ze 4. mezinárodní konference, Cestovní ruch, regionální rozvoj a školství, 3. část, 1999, JU České Budějovice, str.47-53.
- Hofman, J.: Marketing, region a cestovní ruch. In Hasman, M. (ed.) Sborník referátù ze 4. mezinárodní konference, Cestovní ruch, regionální rozvoj a školství, 1999, JU České Budějovice, str. 1-12
- Jakubíková, D.: Aplikace marketingu v cestovním ruchu. In Hasman, M. (ed.) Sborník referátù ze 4. mezinárodní konference, Cestovní ruch, regionální rozvoj a školství, 1999, JU České Budějovice, str. 20 -29
- Materiály Ministerstva pro místní rozvoj, odbor cestovního ruchu, Česká republika

Ing. Milan Hasman

Mr. Tomáš Souček

Sveučilište Južna Bohemia u Českým Budějovicama

Poljoprivredni fakultet

Odjel za turizam i usluge u Taboru

Republika Češka

MARKETING, TURIZAM I OBRAZOVANJE

Sažetak

Podrazumjeva se da se turizam mora ponašati poput ostalih grana i mora voditi računa o vlastitom razvoju unutar ostalih važnih segmenata ekonomije, managementa, marketinga, tehnika poslovanja, psihologije, sociologije i - td. Naravno, uključujući pritom istraživanje tržišta bez kojeg prosperitetna tvrtka ne može dugo opstati.

Cilj rada je sa studentima i javnošću otkriti odnose i veze ponude i potražnje. Iskustvo u prikupljanju podataka i u izradi projekata i dobivanju potpore, pri čemu studenti, nastavnici i znanstvenici moraju surađivati, omogućava dobru perspektivu u budućnosti. Opća suradnja je bitan čimbenik za ostvarenje uspješnih rezultata u našoj ustanovi. Sada imamo dobru priliku da razvijemo Sveučilišni institut na visoko sofisticiranoj razini.

Iz analiza Ministarstva za regionalni razvoj Češke Republike (područje turizma) proizlazi da je razvoj turizma po regijama u uskoj vezi s marketinškom strategijom, pa se ove analize dotiču slijedećih točaka:

- ograničenja u razvoju regije vezana uz turističke usluge,*
- ciljevi i strategije,*
- davanje prioriteta od strane vlade i odgovarajućih resora.*

Svatko može pridonijeti uspješnosti regionalnog razvoja stavljajući u prvi plan odgovarajuću razinu kvalitete i realne projekte.

Ključne riječi: turizam, korištenje slobodnog vremena, marketing, marketinško istraživanje, regionalni razvoj, obrazovanje,