

CONSUMER SATISFACTION SURVEY IN KUNSÁGI MAJOR

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Abstract: In our work, we examined one of the elements of rural tourism, within that, we conducted a questionnaire survey with the visitors of Kunsági Major near Kecskemét. We were curious about their views, their insights, and their experiences there. We found that participants in previous programs were generally satisfied with the experiences they had, and they would be happy to recommend the venue to others. As the respondents - former visitors - are typically parents with small children, it seems obvious to develop and design elements that can be used by children. During the satisfaction survey, the respondents gave the least points to the quality of accommodation and the quality of services such as bowling, squash, or swimming pool. Based on this, it is clear that these should be improved primarily. As a result of the research, it can be stated that in contrast to equestrian programs, there is a greater opportunity in the development of activities aimed at the relaxation of guests. The survey also revealed that marketing communication also needs to be improved, because the respondents either did not even see such an advertisement or do not remember it. So, we recommend using social media more regularly - to advertise the Major.

Keywords: tourism, marketing research, Hungary, questionnaire, satisfaction, pandemic

1. Introduction

Tourism. As we hear this word nowadays, we imagine empty cities, uninhabited streets, closed travel agencies, our dusty suitcases on top of our closets. and we can fly ourselves back to a time when we could still travel by looking photo albums, and when our desires were limited only by our wallets. In the course of our work, we wanted to recall this - not so - old-time, through the example of a Hungarian Major. The location of the Kunsági Major is shown in Figure 1.



Figure 1. Location of Kunsági Major source: google map

In our research, we asked former visitors of the Major about their experiences and opinions - with the help of a questionnaire survey. Our goal was to assess the opportunities of the Major and to develop a future strategy, which allows the major operator to implement additional new program options.

1.1. Tourism

We have a wide variety of definitions in the literature. In 1905 Feuler worded as: „a phenomenon unique to modern time which is dependent on the people's increasing need for a change and relaxation, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities approach each other thanks to the developments in commerce and industry and the communication and transportation tools' becoming excellent. (Tilahun et al 2017) It is also well known that the WTO definition is that: „Tourism comprises the activities of persons travelling to and staying in places ... deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home" (Mak, 2004). According to Glücksmann, tourism is a journey to a place that is not the residence of travelers. Schwink expands the concept and, in addition to the previous ones, also displays specific motives, for example, mental, physical, or professional motivation that requires a temporary departure from the place of residence. Norwal's wording contradicts the previous concept because it restricts tourism to travel abroad and does not classify business-motivated travel as tourism. Swiss professors Hunziker-Krapf have developed a definition that is almost the similar that today's formulations, whose essence is that people leave their place of residence neither for settlement nor for a money-making opportunity. At the 1963 UN conference, the UN divided the subjects of tourism into three categories. It considers as a visitor people who leave their place of residence for any purpose other than money-making motives. Tourists are people who stay in the country for a minimum of 24 hours for leisure or business. Excursions are those who spend less than 24 hours at a location, including cruise participants. (Fekete 2005)

The essence of tourism can be well formulated based on the product-market relationship system, in this case, the “market” (people who want to travel, so the tourists) goes to the “product” (the attractions and services of the tourist reception area). This fact contrasts with other sectors of the economy where we bring the product to market. This is called as the market destination principle or receiving area principle. After understanding this principle, it is necessary to understand the characteristics of the market to formulate the reasons and motives why tourists travel from one resort to another. The reception area's attractiveness depends on properties which make visitors choose that place. Such as:

- natural attractions,
- human-made attractions,
- historical attractions,
- cultural and ethnic attractions,
- special events and festivals,
- family and friends
- business, office, and scientific events (Kovács, 2003).

In general, one may distinguish six types of tourism:

- - Relaxing tourism;
- - Relaxing and health care tourism;
- - Visiting tourism;
- - Transit tourism;
- - Reduced distance tourism;
- - Professional tourism (Tureac, 2008).

1.2. Rural tourism

Rural tourism cannot be considered as a separate type of tourism, rather, it can be defined as a set that includes types and groups of tourism. Rural tourism provides a lasting experience for the participant through varied and distinctive programs. These include equestrian, hunting, gastronomic, thermal, wellness, cultural, wine, and bio tourism. The main goal of the service users is to relax, experience the closeness of nature, and experience adventures (Volentics, 2011). In his work, Kovács (2015)

discusses two approaches to villager tourism. According to the traditional interpretation, the hosts accommodate the tourists in their own homes and consider the hospitality as a supplement to their income. A more comprehensive approach to villager tourism is provided by the wide range of venues offering the programs (such as farmhouse, village boarding house, riding stables, tavern, thermal spas). Based on all this, it is understandable that the concept of rural tourism is used more, as much more can be classified under this concept, so that villager tourism can only be considered as a possible sub-type of rural tourism. Rural tourism has become widespread in the international literature, that is why several reports have been associated with it over the years, so the services listed here are also different. The coherence of the concept of rural tourism is given by the fact that it includes services that take place in a rural environment. Lane explains in his work that the activities classified as rural tourism are not clear, because there are overlaps between urban and rural programs. The Hungarian definition of rural tourism was published by the National Association of Rural and Agrotourism. The range of services implemented in a rural environment, which contributes to the preservation of the natural treasures of the given landscape in cooperation with people living there (Gulyás, 2016). Perales (2002) distinguishes two types of rural tourism in his writing: traditional rural tourism is based on the style of accommodation in a rural area, while in the case of modern rural tourism, the visitor requires a deeper knowledge of nature and architectural heritage (Molnár - Remenyik, 2017).

1.3. Elements of tourism products

Attraction is the most important element of a tourism product because it motivates visitors. They are looking for a product or service that matches their motivation (Fehér-Kóródi, 2008). The motivating factors of those involved in rural tourism are primarily relaxation, enjoyment of leisure time, the search for adventure and romance. It gives an experience to the visitors to learning about cultures, people, hobbies, lifestyles, visiting special places and events, and learning about the customs of certain ethnic groups. Those who want to relax will find relaxation, the experience of experiencing nature, a difference from casual rhythm and activity of life and other customs and traditions of knowledge in one place (Insomnia, 2008).

In addition to the above, the elements can be summarized as follows:

- infrastructure and transport
- accommodation
- entertainment
- safety and hygiene
- hospitality (Fehér-Kóródi, 2008).

1.4. Actors of rural tourism

Participants in hospitality can be divided into two groups, who provide the service - also known as the host - and who use the service - the guest. Two kinds of ways of thinking meet and try to adapt to the other party. The guest-host relationship is characterized by mutual confidentiality and distance, which is a particular burden for the host. The guest sets high standards in their journey. They are critical, well-informed, experienced, and demanding. They are usually looking for a program opportunity or service that gives experience and emotional attachment them. A target group is a group of visitors who have certain common characteristics. The host needs to know the type of the target groups so that the host can provide adequate care to the visitors. The condition for the success hospitality is a guest-centered approach. The needs of the groups are determined by age, gender, the type of family and nationality (Kulcsár, 2003).

2. Material and method

In our quantitative research - after compiling the questionnaire, we asked the owner of the Major to help us. On the one hand, he shared it on his Facebook page, and on the other hand, he sent the questions by e-mail to those who had previously participated in a program. Thus, 214 responses were returned in 3 days. The completion period was between 14-16 of October 2020. The questions

concerned the visit of the major, the indication of the specific purpose of the visit, the use or qualification of the individual services, the classification of the individual parameters and characteristics, the perception of the marketing communication tools, the recommendation, and the building suggestions. The obtained data were processed with MS Office, Excel 2010, and our figures were created with the help of this.

3. Results and evaluation

The demographic characteristics of our respondents are shown in the first table. As can be seen, responses were typically given by 26-35 years old ladies, who live in the nearby area. At the same time, the data do not give a complete picture of the visitors, because young campers, children, and older relatives attending weddings were able to access the questionnaire to a less extent due to their internet using habits. From the age of the respondents, we can conclude that the 26-45 age group, which contains mostly families with small children, is interested in the opportunities offered by the holiday complex.

Table 1., Demographic data of the respondents (% , N=214)

Gender	Men	32
	Women	68
Age	18-25 years	19
	26-35 years	38
	36-45 years	27
	Over 46 years old	16
Residence	Kerekegyháza	40
	Bács-Kiskun megye	24
	Budapest	20
	Tiszántúl	8
	Dunántúl	8

After presenting the participants in our research, we move on to the specific questions and the answers. We found out that 78% of the respondents visited the Major 3 or more times in their lifetime. So, the guests of the farm return there from time to time. During the summer period, the same camps are held every year, so the adults and children who attend here, are considered returning guests. It is a common that couples who have previously held their wedding in Major, appear as guests at another wedding. In the use of certain services, the pool, horse-drawn carriage, and bowling received an exceptionally high percentage; however, archery, squash, and sauna were not such a popular activity. We can conclude that recreational activities have been more successful than specific sports activities. Satisfaction with different services had to be assessed on a 1 to 5 scale, where 1 represented the total dissatisfaction. We calculated the averages based on the obtained values; the results are shown in Figure 2. The first thing we can conclude is that in all cases the services of the major were rated as above 4.0. We think this is a really great performance. We can see similar data in szallas.hu, where only 19 guests wrote reviews, but they gave the accommodation a total of 8.6 points too (out of a maximum of 10). The highest rating was given to the restaurant (9.1), while the lowest was given to the comfort and cleanliness, both rated 8.4 by the guests. In our survey, the equipment appears first, followed by the available space. The quantity, appearance, and quality of the food and drinks received 4.5 points, while the cleanliness of the accommodation finished almost in the last place too. In the end, the quality of each service received the least points. This is interesting because for example the pool was used by a lot of people, while the squash room was almost empty, so that is why it is so hard to form an opinion about something.

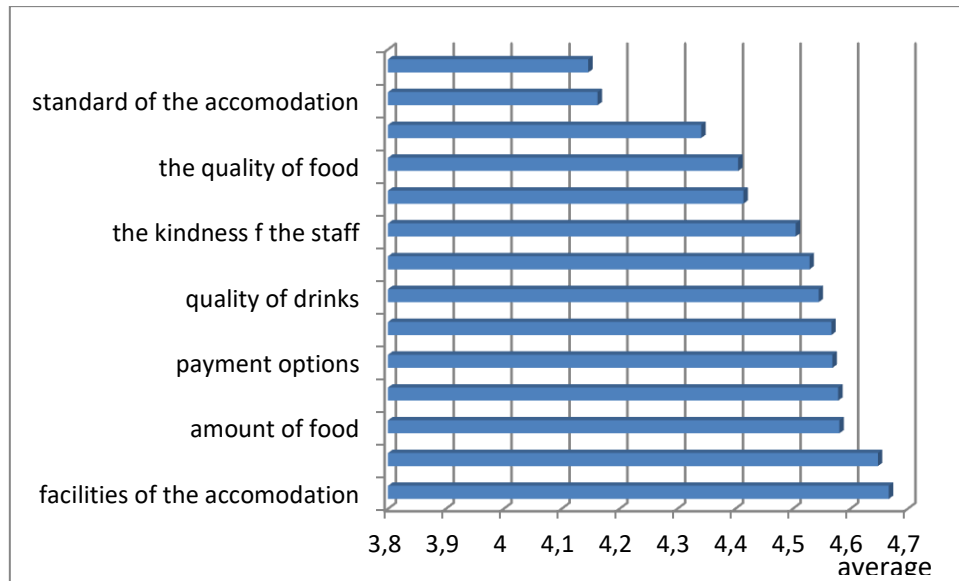


Figure 2. Evaluation of the services offered by Major, average (N=214)

Among the proposals made for the development of the major, we would like to highlight the following:

- "The buildings could be upgraded better."
- "Pool renovation."
- "The cleanliness and equipment of the accommodation needs to be improved."
- "The range of programs should be expanded"

Despite all these shortcomings, fillers (also on a scale of 1 to 5) would recommend the accommodation to others at a strength of 4.64. They listed the hospitality, delicious and abundant food, tranquility, services for relaxation, and beautiful surroundings as the justifications. Finally, questions related to marketing communication followed. 34% of respondents said that they had not encountered advertising about the Major, while 20% said they did not remember such promotions. Whether the first or second statement is true, this seems rather frustrating, because more than half of the guests said that. The good news is that they have already been in the Major nonetheless, though, most likely they attended primarily weddings as an invited guests. Among the opinions intended to improve, we could also read about the need for more, higher quality marketing communication.

4. Suggesting

Based on our research, we formulated the following suggestions and forwarded them to the owner of the Major:

- With the expansion of marketing communication, a larger number of guests would be available, and more people would become aware of the farm and its recreational opportunities. The Major also has a website and an Instagram account, but none are up to date. Fillers highlighted that the most beautiful sunsets can be seen from the Major area: They should organize a photo competition with the name "Where the sunset is the most beautiful" and the photo that collects the most likes would be rewarded.
- The development and expansion of sports and entertainment facilities in the Major area can be a solution to expand the clientele. By modernizing the bowling alley, heating the room, and expanding the sports facilities (for example construction of a gym, bowling alley, or a running track), the interest of the younger generation in the Kunsági Major can be aroused.

- Our next solution was to extend the opening hours, to build an attractive service even in cold weather, and to create a wellness department. Most people travel to the mountains during the winter months, but there are so many who do not do these sports. They may benefit from the wellness facilities offered by the hotel. This can be a good attraction in winter and summer too.
- The Kunsági Major also has a well-equipped kitchen and adequate service space to create an a'la carte restaurant. The guests can be attracted by the farm environment, the clean forms found in the restaurant, the traditional equipment, the kind, and the hospitable service. In addition to Hungarian dishes, the menu would also include food specialties suitable for health-conscious nutrition. Another solution to utilizing kitchen capacity is to introduce menu items. There are several smaller towns and villages near the farm, such as Szabadszállás, Balázspuszta, Kerekegyháza, Kunadacs, Kunbaracs, where delivering the daily menu can be a profitable choice.
- It can be a solution to create winter traffic if the Kunsági Major organizes its own events for visitors. Such programs can be for example special gastronomic days - even in connection with famous days, advertising of food promotions, musical events, concerts, balls, family days even aimed at older people. Thinking about families with small children, they could periodically advertise package deals that include accommodation and meals, sometimes with a program - at a reasonable price.

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