

THE SURVEY OF ATTITUDES OF STUDENTS OF MANAGEMENT TOWARD TRAVEL TOUR PRICES

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Abstract: When choosing travel tours several factors play an important role such as a destination, purpose of travel tour, the agency's reputation, mode of transportation, accommodation, food, but price and any discounts. This article discusses the survey of attitudes of students of Faculty of Management University of Prešov in Prešov toward travel tour prices.

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Keywords: Price, attitudes, travel tour products, tourism.

Introduction

Nowadays the businesses and organizations must quickly and dynamically adapt to changes in pricing environment. The competitors reduce prices and thus create pressure, which is necessary to resist. It is important to find such a price which ensure a reasonable profit to the company, organization and also ensure a desired value to customer [5].

Customers and sellers do not understand the price by the same way. For the customers price represents cost, for sellers it represents income, the main source of profit. Quantity of products that people will buy depends on the price. The price is higher, the lower demand si for goods and services. By contrast at a lower price, the demand for products and services increases [more 7].

The customers pursue the selection of products according to the perceived value that the product can bring. When deciding on the purchase they consider the mentioned value compared with the equivalent - the price they have to pay. This equivalent is always evaluated subjectively by the consumers - buyers [4,8]. The pressure on the price creation is not developed only by competitors of the service producers but also the consumers themselves.

The issue of the price creation is actual in the field of tourism as well. The reasonable tourism price policy can be promoted by offering attractive tourist packages at reasonable prices for both domestic and foreign tourists and various types of discounts on selected types of products [more 2].

The aim of this paper is to identify through research conducted by questionnaires, what are the attitudes of students of 3rd year bachelor degree and 1st year master's degree study in the external form of the Faculty of Management, University of Prešov in Prešov toward the prices and discounts on travel tours.

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Research

Research was conducted from October 18th, 2010 to November 15th, 2010 with sample consisted of 123 external students of Faculty of Management in University of Prešov in Prešov. Paper questionnaire with 30 questions was used. For the purpose of this article 5 questions were used which concerned about prices and the attitude of the students. The possible answers were defined by using five-level Likert scale. The results of research are presented in this article.

Component of the questionnaire was the survey of demographic data - age, gender, marital status, highest level of education, average monthly gross income, the area in which respondents work, their working time, industry sector of the organization, number of employee in the organization and job title of the respondents in the organization.

Table 1. Gender of respondents

Gender	Number	[%]
Male	44	35,8
Female	79	64,2
Together	123	100

As the Table 1 shows, the sample consisted of 44 men (35.8%) and 79 women (64.2%).

Table 2. Age ranges of respondents

Age range	Počet	[%]
20 – 24 years	60	48,8
25 – 29 years	34	27,7
30 – 34 years	18	14,6
35 – 39 years	9	7,3
40 – 44 years	1	0,8
45 years and more	1	0,8
Together	123	100

As the Table 1 shows, the sample consisted of 44 men (35.8%) and 79 women (64.2%). In the Table 2 it can be seen the sample distribution by age. In the age range from 20 to 24 years they were 60 respondents (48.8%), within a range of 25 to 29 years were 34 respondents (27.7%), within a range of 30 to 34 years 18 respondents (14.6%), in the interval 35 to 39 years were 9 (7.3%), in the range 40 to 44 years 1 respondent (0.8%) and over 45 years also had 1 respondent (0.8%).

The figure 1 shows the attitude of respondents toward the price of the tour.

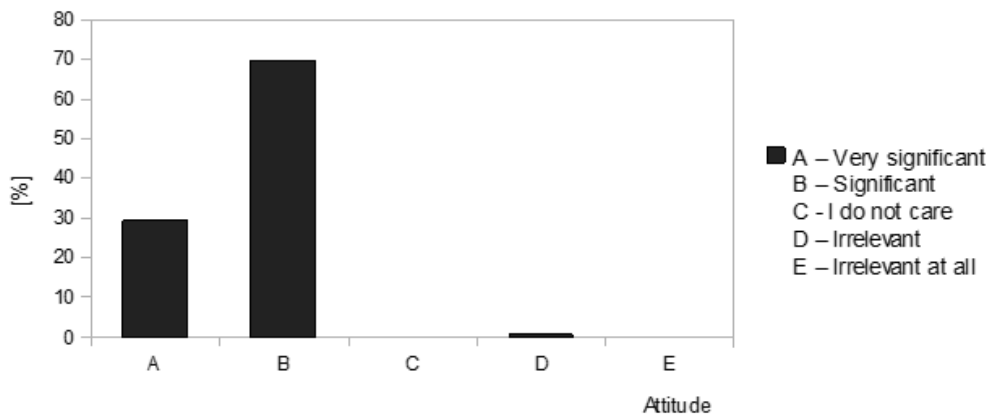


Figure 1. Attitude toward the price
Source: Own research

It means that the price of the tour is significant in its choice for 99.2% (very significant elected 29.5% and significant 69.7% of respondents). Interesting is that other types of responses did not vote any respondents, excluding irrelevant where the result was 0.8%.

The tour price is almost for the entire research sample of respondents (99.2%) (regarding to the survey for the needs of this article) significant (69.7%) or very significant (29.5%).

The figure 2 we see the attitude of respondents toward the discounts.

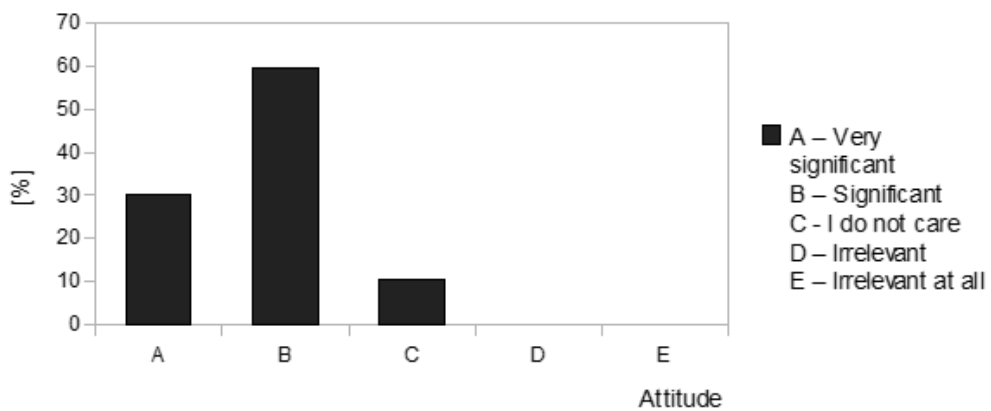


Figure 2. Attitude toward the discounts
Source: Own research

In monitoring of attitudes toward the price discounts from the travel tour, we found that for the majority of respondents - 89.4% - is offered discount significant in their choice (very significant 30.1% and significant 59.3%). 10.6% of respondents were

not interested in the discounts and none of the respondents stated the possibility irrelevant or irrelevant at all.

The reduction from the tour prices are for the research sample of respondents (89.4%) (regarding to the survey for the needs of this article) significant (59.3%) or very significant (30.1%). Approximately one tenth of respondents chose neutral response (10.6%).

Figure 3 shows the attitude of respondents toward the bulk discounts.

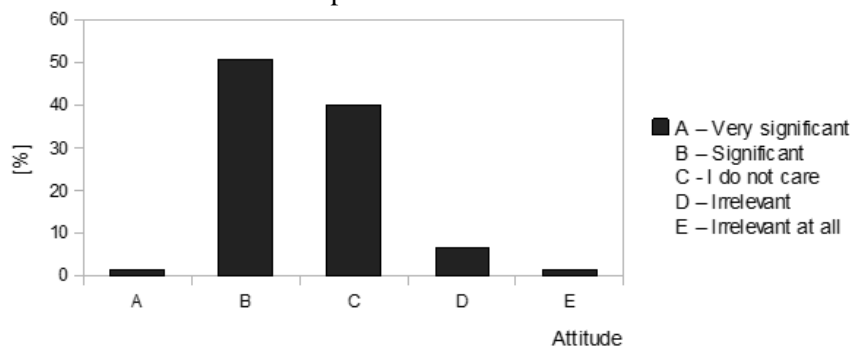


Figure 3. Attitude toward the bulk discounts

Source: Own research

Unlike the previous terms of attitudes towards the price discounts from the travel tours it can be stated that the bulk discounts are only significant for 52% respondents (including 1.6% very significant and 50.4% significant). 39.8% of respondents are not interested in the bulk discounts, and for 8.1% of respondents consider the bulk discounts as irrelevant.

The bulk discounts are significant only for about half of respondents (52%), about one tenth (8.1%) of consider these discounts to be irrelevant.

Figure 4 shows the attitude of respondents toward the so-called first minute prices.

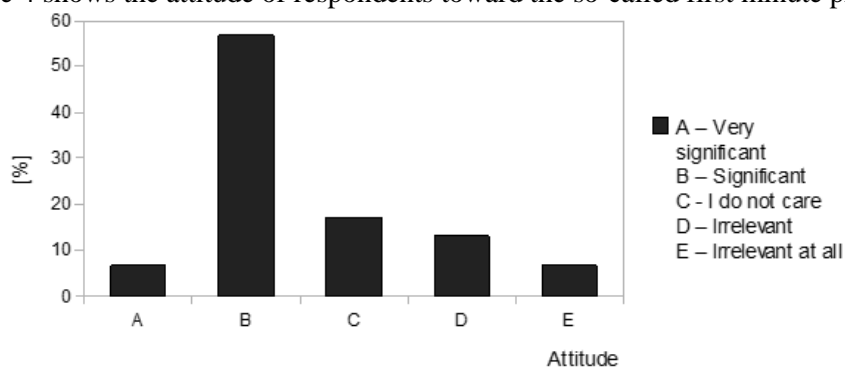


Figure 4. Attitude toward the first minute prices

Source: Own research

The first minute prices are for the research participants substantial - 63.4% - irrelevant to 19.5% (13% irrelevant, irrelevant at all 6.5%), neutral response was obtained in 17.1%.

The first minute prices are essential for almost two thirds of respondents (63.4%). Almost a fifth of respondents (17.1%) expressed toward the first minute prices a neutral position.

Figure 5 shows the attitude of respondents toward the so-called. last minute prices.

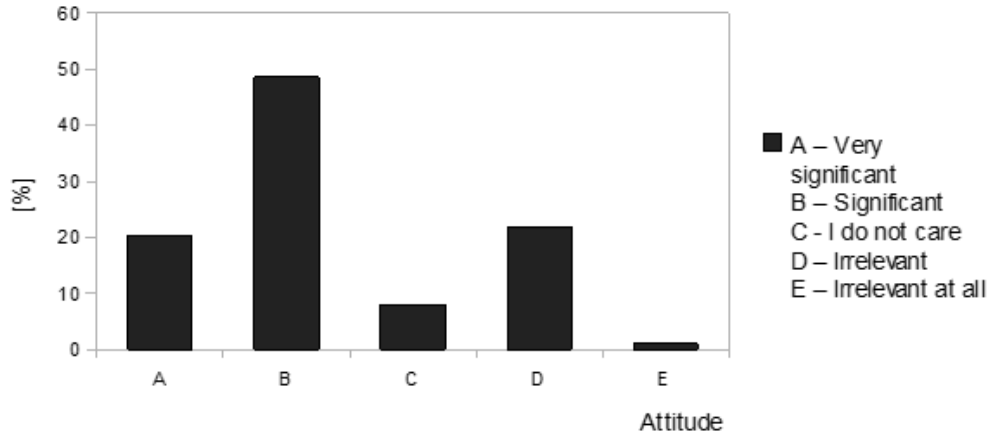


Figure 5. Attitude toward the last minute prices

Source: Own research

In the case of attitudes towards the last minute prices are for the substantial research participants - 69.2% (very Significant 20.3% and 48.8% Significant) - irrelevant to 22.8% (13% irrelevant, irrelevant at all 6.5 %), neutral response 17.1% voted.

It follows that last minute prices are essential for more than two thirds of respondents (69.2%). More than a fifth of respondents (22.8%) expressed the prices last minute irrelevantný position and nearly one tenth of respondents neutral position (8.1%).

The research results were also subjected to scrutiny by the correlation analysis, where we tried to detect dependencies between individual items in the questionnaire. Correlation analysis, however, we failed to produce relevant results. In some cases we found correlation between variables, but this dependence was assessed as insufficient to formulate any conclusions.

Conclusion of the research results

Based on the results described in the charts it can be stated that the price of the travel tour is almost for the entire research sample of respondents (99.2%) significant (69.7% significant responses, 29.5% very significant responses). The discounts on travel tour prices are significant for 89.4% respondents (59.3% voted significant response, 30.1% very significant response). Approximately one tenth of respondents chose a neutral response (10.6%). The bulk discounts are significant only for about half of respondents (52%), irrelevant for about one tenth (8.1%) of

respondents. The first minute prices are essential for almost two thirds of respondents (63.4%). Almost a fifth respondents (17.1%) expressed the first minute prices as neutral. The last minute prices are essential for more than two thirds of respondents (69.2%). More than a fifth of respondents (22.8%) expressed their irrelevant position and nearly a tenth of the respondents neutral position (8.1%) toward the last minute prices. The dependencies between individual items of questionnaire surveyed by correlation analysis were evaluated as insufficient and therefore not relevant to the formulation of conclusions.

Summary

Price may be considered as a crucial element of marketing mix, as it generates revenue, while other elements (product, distribution, promotion) generate costs [1]. The consumer is always trying to choose a product which for the same price maximizes its satisfaction.

In modern marketing, it is important to correctly assume feedback, opinions and attitudes of consumers at different price levels of products, taking into account all the factors affecting purchasing behavior. Consumers have enough information about prices nowadays (about price of competition as well), especially through online sources. Such information is interpreted on the basis of knowledge from the previous shopping experience, acts of communication tools, but also through communication with family members, friends and acquaintances and on their attitudes and beliefs [more 6]. The success of marketing specialists lies in that it can do some of the attitudes and values change, change must be anticipated, to produce attractive products at affordable prices and adequately present them to the target market segment [3].

The research results presented in this article can be suggestion for the further research (for perceptions of preferences and consumer opinion survey) from tourism (supply and sale of package travel tours) focused on a larger sample of respondents (potential customers or real clients). New findings using other statistical methods could positively affect marketing planning relevant actors (travel agencies, tour ticket) and setting reasonable prices or price reductions in terms of meeting the needs of their target markets.

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BADANIE POGLĄDÓW STUDENTÓW WYDZIAŁU ZARZĄDZANIA ODNOSZĄCE SIĘ DO CEN WYCIECZEK

Streszczenie: Przy wyborze trasy podróży kilka czynników odgrywa ważną rolę, takich jak kierunek, cel podróży, reputacja przewoźnika, środek transportu, zakwaterowane, wyżywienia jak również ceny i rabaty. W tym artykule omówiono badania opinii studentów Wydziału Zarządzania Uniwersytetu w Preszowie biorąc pod uwagę ceny wycieczek. Wkład był częścią rozwiązania grantu na projekt VEGA č. 1/0876/10.

关于学生对于旅费态度管理的调查

摘要：当人们选择旅游路线的时候，很多因素起着重要作用，例如，目的地，旅行的目的，旅行社的声誉，交通方式，住宿，食物，除了价钱和打折。本文讨论了Presov大学管理学院学生对旅游团费的态度。