

The impact of the price as part of the marketing mix in tourism to perceive the accommodation facility

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Abstract: The main objective of this article was to find statistically significant differences in price perception as part of the marketing mix and their impact on the perception of tourist accommodation facilities. As a way of collecting information, we chose questionnaires and the surveyed responded anonymously. There are 8 questions in the questionnaire which focuses on the issues of a restaurant. The results suggest that there are no statistically significant differences in perceived meal prices from the menus and between the satisfaction with the menu in the dimension of its extension.

Keywords: price, marketing mix, tourism

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Introduction

In defining the basics of service marketing, we are confronted with defining the importance of marketing services for businesses and entrepreneurs. Based on market analyzes in marketing practice, it is essential that companies conduct marketing theories, because those who do so, focusing on the customer and the market, are experiencing more market success than firms that, on the contrary, share their goals with a focus on profit or production.

1. Literature review

If we want a company to be successful in the current conditions, it is necessary to realize the need for a sophisticated marketing strategy and image. The strategy is then to be implemented throughout the organization as a business plan or long-term project and to incorporate it into everyday life of the company, including the working lives of workers. Marketing is a very important element that completes the overall personality of the company (Štefko 2003). Marketing businesses must perceive the importance of marketing and take important measures to improve the direction of the company towards the customer. Although the company does not have a separate department dealing with marketing, it is necessary that at least a part of the company is focused on implementing marketing. From practice, we can confirm that there are companies which are considered to be very well managed and are an example in meeting the needs of their customers. In such a company, each employee works for his business and performs a marketing function, regardless of the level of management he is working on and what are his main duties. Marketing in these companies is considered a way of life and represents the whole business (Grosová 2004). The base of marketing communication services is according to some authors in order to ensure its success it is necessary to be a part of the lifestyle of the company which is strongly linked to branding and its orientation is based on adapting as much as possible to the customer and the market. This makes it adaptable (Hartmannová, Otrubčák 2009).

Tourism services are based on what tourism is specific for. Tourism in the conditions of the Slovak Republic is the most detailed one dealt with by Oriška, who talks about tourism as a sector where demand and offer for travel and travel experience meet. There is a necessity to meet the needs of traveling, with the condition that this travel is outside the permanent residence. The goal is to acquire a comprehensive experience, rest and further on what was the goal. The customer generally has different travel-related goals. Some clients like the vision of learning, cultural experiences, others are motivated by improving their health, relaxing, or sporting experiences (Oriška 2010).

Jarábková understands tourism especially from its economic point of view. She speaks about tourism as a part of a very substantial economy which deals mainly with the transfer of services from the provider to the recipient, offering both tourism as a primary and secondary offer. The purpose and objectives of the consumer are defined by the needs of tourism and, on that basis, tourism can be divided into recreational tourism, tourism for health purposes and for tourism in order to achieve a cultural effect on the consumer. Since it is a part of the economy as such, it is based on economic principles, in particular on the principles of trade. It results therefrom that the consumer pays for the service provider. From this point of view, mutual satisfaction should be achieved under optimal conditions (Jarábková 2007).

In the foreign literature, we meet with the definition of tourism as follows. According to Beaver the development of the definition of tourism is linked to the formation of world travel and the development of industries directly related to tourism. According to him, tourism was a term for the set of journeys performed by residents of that country, regardless of whether they were traveling in their countries or from country to country, internationally. Later, the definition has expanded to its present form, including, in addition to moving from a place to a place directly linked to the development of transport, to areas such as marketing, hotel industry, transport, infrastructure, and etc. The greater the economic benefits for the population and the country as a whole, the more important it is to deal with it (Beaver 2005).

2. Data and Methodology

The main objective of this research was to find statistically significant differences in price perception as part of the marketing mix and their impact on the perception of tourist accommodation facilities.

As a way of collecting information, we chose questionnaires and the surveyed people responded anonymously. The questionnaire, which is focused on the restaurant, consisted of 8 questions. In the general part of our questionnaire, respondents had to answer for three basic questions - specifically gender, age and place of residence. The second part of the questionnaire consisted of five questions. In order to make it easier for the respondents, we used a scale of five responses (1-very bad, 5-very good) in two questions. The second questionnaire we chose focused on the accommodation in the boarding house. There are 11 questions in the questionnaire. We asked again the three basic questions as in the previous questionnaire. We used the rating scale in case of four questions. For two of the questions was allowed to give open responses. The questionnaire survey was conducted from 6.1.2017 to 20.3.2017 at the SET guesthouse in Košice, where we surveyed the guests and customers of the restaurant.

As a form of analysis, we chose a questionnaire what we created on the freely available website www.survio.com. The survey sample consisted of visitors and consumers in the selected tourist facility. The questionnaire, which was aimed at the restaurant, existed in an online form on the official site of the accommodation in the daily menu section and in the restaurant in printed form. The total number of responses was 104. Due to the incorrect filling of the questions, we had to reject five questionnaires. The questionnaire for the accommodation section was provided in paper (printed) form in each room. The total number of responses was 109, of which nine have been removed due to inadequate or incorrect completion of the questions.

3. Results and discussion

H_1 : We assume that between age and gender categories there are statistically significant differences in perceived meal prices.

H_0 : There is no statistically significant difference between the categories.

H_A : There is a statistically significant difference between categories.

Table 1. How do you rate the price of meals?

Age	N	Mean rank
<= 25	17	36,65
26 - 30	14	27,75
31 - 40	15	27,07
41 - 50	12	32,58
51 +	5	41,50
Total	63	

The highest number is apparent in most categories at the average rating, except in the oldest age category, where high price ratings prevailed. The price as very high perceives relatively significant categories of age below 25 and 41-50 years and this number is not negligible even in the oldest category.

The previous table in the Mean rank column describes the output value of the tested variables, the highest value is for category 51+, which means this category considered the highest-ranking price to be very high, but the number of this category is also the lowest, thus contributing to the test with the lowest weight. At least the most critical were the age categories from 26 to 30 and from 31 to 40. To accurately determine differences of opinion on the cost of individual categories, we will use the Kruskal Wallis Test, which we understand as a nonparametric multi-choice test similar to ANOVA. The test is based on a comparison of the value p and on the basis of this value which accepts one of the following hypotheses.

The value p is in our case equals to 0.284, which is higher than 0.05, so we recommend to reject the hypothesis H_0 . We take the view that there is no statistically significant difference between categories. Age categories do not have statistically significant differences in perceiving meal prices.

H_2 : We assume that between perceiving the price of the meal in the menu and the satisfaction with the menu, in the dimension of its extension there is a statistically significant relationship.

Due to the type and level of the analyzed items, we decided to use the Cramer V correlation coefficient, which is in the range from 0 to 1, is non-symmetrical, non-linear. The test is based on a comparison of the value p and on the basis of this value which accepts one of the following hypotheses.

H_0 : There is no statistically significant association rate between the categories.

H_A : There is a statistically significant association rate between the categories.

Table 2. Daily menu extension

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0,288	0,801
	Cramer's V	0,166	0,801
N of Valid Cases		94	

The value p is equal to 0.801, so we recommend not to reject the hypothesis H_0 , there is no statistically significant association between the categories. Since this argument is inconsistent in our hypothesis, we recommend to reject it and accept its alternative, in which there is no statistically significant relationship between menu perception and menu satisfaction in the dimension of its extension.

4. Conclusion

Tourism's marketing is a very specific area of marketing communication as a whole, both because tourism products are services and also because there is now a lot of competition on the market, there are new ways and methods of getting customers and to hold them for a long time. This concerns not only large tourism businesses such as hotel chains, wellness centers, restaurant networks, but also smaller boarding houses in Slovakia as well as abroad.

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