



ANALYSIS THE DETERMINANTS INFLUENCING SOUTH-EAST ASIA AS TOURISM DESTINATION: EUROPEAN VIEW

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ABSTRACT

The study focuses on conditions of development the destination tourism that is based on the research of the random sampling of management students. The research addresses not only the motivation of potential tourists, but also other aspects, such as economic, that may affect decision of Europeans for traveling to South-East Asia destination. What techniques are useful might also be influenced by the fact how the management students, whether as future tourism providers or participants in tourism, are informed and have their views on spending leisure time. The article provides results, which were processed using the mathematical and statistical methods.

KEYWORDS : Tourism, South-east Asia, Conditions, Destination

INTRODUCTION

Although the destination attractiveness might influence the tourism development, the proper resort management with the services of high quality predominate over the picturesque scenery and directly influence the tourists' as customers' demand. Some added value in the hotel marketing to attract tourists means powerful tool in development the resort strategies. Misty M. Johanson [8] stresses, focusing especially on spa management, performance of health and wellness attributes as market trend making hotels able to compete. Modern market trend requires not only the implementation of fitness facilities into the hotel area but also complex wellness offering stress-reducing and life-enhancing techniques. What techniques are useful might also be influenced by the fact how the management students, whether as future tourism providers or participants in tourism, are informed and have their views on spending leisure time. Some of the effective teaching methods are described in the research works of Elisa Alén, Trinidad Domínguez and Pablo de Carlos [1] and Zuzana Sándorová, Terézia Repáková, Zuzana Palenčárová and Norbert Beták [10]. They describe many reasons supported by the research activities and experience for the debate and design thinking as the effective methods in teaching the university students. Zuzana Birknerová [3] recommends business games as specific method that is suitable especially for the management students.

Enhancing the team of exercise physiologist lifestyle specialists helps redirect marketing to endeavor on spa amenities that center not only on body but using the relaxation procedures strengthen also spirit and mind in their complex integrity. As successful implementation of such health and wellness within the resort setting, which satisfy the customers' demand is directly connected with the services of high quality, the management in competitive hotels creates also motivative surrounding for their employees [9] to enable them also to express their artistic skills. While Anna Antonyová [2] analyzes how fulfillment of traveling purposes impact development in tourism, Nancy M. Hritz, Cara L. Sidman and Michelle D'Abundo [7] describe specific interests of men versus women.

The impacts of mass tourism development are reflected not only in the economy and environment but also in the socio-cultural well-being of the hosts. For example, the results of a survey in Bali [6] indicate an impact of tourism activities on business management, but above all on people, their traditions, heritage and the overall culture of islanders.

Natasha Chassagne and Phoebe Everingham [4] introduce the term of "Buen Vivir", which originated from Ecuador language, representing the way in sustainability and connecting not only economic and social well-being through tourism but

also environmentally cleaner surrounding. This way of thinking means a kind of ideal vision for the present and future generation as well as for the planet itself. One of the stated principles is the necessity of eco and agro-tourism initiatives supported by the participation of local government institutions.

Lan Yang, Chengdong Wang, Huajun Yu, Meijie Yang, Shoubing Wang, Anthony S. F. Chiu, and Yutao Wang [12] assess the sustainability of three islands countries of Southeast Asia, including Indonesia, Malaysia, and the Philippines in a time series of 2000, 2005, 2010, and 2015. In particular, the following indicators were used for comparison: environmental index of sustainable development, dependence on non-renewable resources, reliability on imported inputs, emerging sustainability index, etc. Finally, the research results show different characteristics for each of those selected countries in the South East Asia region.

Also, most of the surveys focus on the relationships between so called Western countries' people or European people and Asians from such point of view when Western people and Europeans are visitors and Asians are hosts [11]. However, nowadays situation in tourism is characterized with the rapid development of tourist's activities of Asians as visitors of various destinations. Such situation put the tourism managers role how to attract the attention of the tourists from Asian destination. Trends in tourism the visitors from six major countries in East Asia: Indonesia, Japan, Korea, Malaysia, the Philippines and Singapore to Thailand is the objective of the scientific research of Chia-Lin Chang, Songsak Sriboonchitta, and Aree Wiboonpongse [5]. The aim in their research is not only prediction in arrivals from the six major tourism source markets in East Asia to Thailand, especially using the seasonal ARIMA (autoregressive integrated moving average) model but also analysis Thailand as an attractive destination for the tourists. Describing Thailand as an important tourist destination should not forget its well-known world-class hotels and resorts, especially in Phuket, Chiang Mai and Pattaya, diverse historical, cultural, and culinary attractions; the beautiful beaches, especially in the southern region, and excellent shopping places, especially in Bangkok.

MATERIALS AND METHODOLOGY

Our research is focusing on the purpose as well as the conditions of potential tourists to visit some of the South-East Asia country. To obtain the data for our research, the respondents were interviewed through the questionnaires. Through the random sampling, we interviewed 2 respondents in the age 15-17 years, 6 in the age of 18-20, 30 in 21-25, 11 in 26-30 and 1 in the age of 31-35 years, which were of the external and daily students of our university. Therefore, we did not ask them neither regarding their education nor position in

the resort of their work. Opinions of respondents about South-East Asia and travel to this destination are created and shaped mainly through various media. Identifying the sources for this their specific information of traveling to Southeast Asian countries, we found that, as obvious, the Internet is the largest source of their information (46%), then recommendation of their friends or family members (31%), then on the same level television (10%) and radio (10%), and travel agency only in 3%, which might be a reserve as well as an incentive for agency activities.

DATA ANALYSIS WITH DISCUSSION

There are many general as well as specific reasons depending on the personality, why somebody make decision to travel. Setting the conditions that the traveller expects that would be fulfilled during the journey are illustrated in Figure 1. The figure expresses result with respect to the age of respondents. The conditions are mostly connected with the economic criteria, that means price (hotel, transportation, keeping the living standard, etc.), quality of services that the traveller would expect (privacy and cleanliness in hotels, safety, food quality, etc.), recommendations that relate to the experiences and satisfaction of the previous visitors. Partly more or less the decision to travel might be influenced with the distance of the chosen destination.

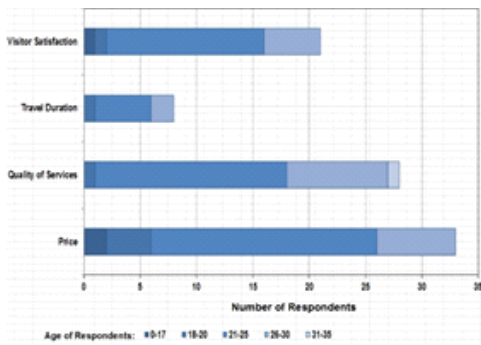


Figure 1: Conditions that the traveller expects that would be fulfilled during the journey with respect to the age of respondents

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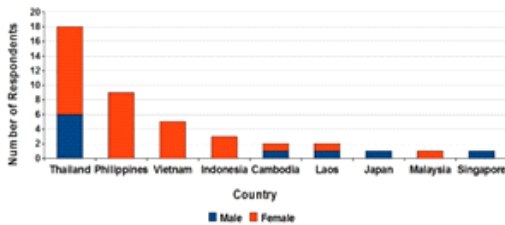


Figure 2: Expression of the interest in traveling to a specific country of South-East Asia with respect to the gender

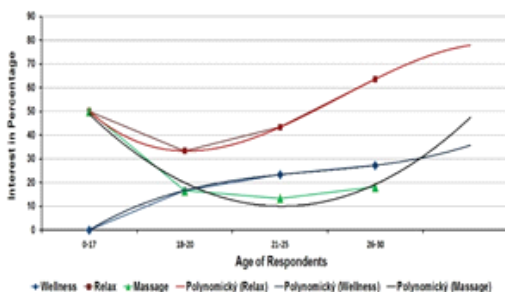


Figure 3: Interest of the respondents in the procedures such as: wellness, relaxation and massage

The individual interest of potential tourists in wellness, relaxation procedures and massage are illustrated in Figure 3. The possible dependency with respect to the age of respondents was tested using the statistical method of regression analysis.

Using the regression analysis, we set variables the following way:

x_i – the age of the respondents,

y_i – number of the respondents which are interested in the procedures.

The function for dependence, which is denoted as $f(x)$, was determined as a polynomial dependence, whose suitability was also confirmed by the value of the coefficient of determination R^2 . The obtained dependency was used also to set prognostics of the interest in procedures for the next period of the age. According to application of formulas for the next period of the age, the interest in procedures is set for the people in the age period from 31-35 years. The results for the interest in procedures were obtained by substituting 33 years as the mean value of the interval at x -value.

Final results of dependency related to the particular procedures were determined using the program system EXCEL.

Wellness

$$f(x) = 1.215x^3 - 12.295x^2 + 45.05x - 33.97 \quad R^2 = 1 \quad (1)$$

Massage

$$f(x) = 9.545x^2 - 57.605x + 96.97 \quad R^2 = 0.9729 \quad (2)$$

Relaxation

$$f(x) = -2.7267x^3 + 29.695x^2 - 86.668x + 109.7 \quad R^2 = 1 \quad (3)$$

CONCLUSIONS

The study focuses on conditions when the European tourists tends to travel to South-East Asia. The realized research that is based on questionnaire filled with the Slovak daily as well as external students provides results, which were processed using the mathematical and statistical methods.

The conditions which may influence the decision to visit a distant country were according to their importance chosen in the following order: price, quality of expected services, satisfaction of the previous visitors and partly also the travel duration. The interest in a particular country of South-East Asia is influenced also with the respondent's gender.

The obtained research results are of importance both in theory and in practical planning of activities in tourism industry, and development a curriculum for the management students. In our future research in the field we would like to focus on opinions, information level and experiences of management students tending to work as tourism providers.

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