TOURISM DESTINATION MANAGEMENT

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PRODUCT DEVELOPMENT FOR HEALTH TOURISM IN ALPINE REGIONS

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Abstract: The paper deals with approaches and challenges within the development of tourism product in health tourism, especially in medical wellness. Three areas of the literature serve as a foundation of this study: product development and competitiveness of destinations, health tourism and its development in the Alpine region, and health tourism destinations as a place for product and service development. The empirical study reports the results of an online questionnaire which was sent to 58 directors of Alpine tourism destinations. The results reveal which components a health tourism product consists of; furthermore, the findings show that prerequisites and requirements for health tourism products in the Alpine regions range from specialized tourism services over specific medical treatments to natural resources functioning as a fundament or basic requirement for health products. Finally, implications for product development in Alpine health tourism destinations are discussed.

Keywords: product development, health tourism, competitiveness, tourism destination.

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SPORT AND TOURISM AS ELEMENTS OF PLACE BRANDING
A CASE STUDY ON POLAND

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Abstract: This article focuses on sport and tourism as important components of place branding process (national, regional and local). The literature in the field of place branding is reviewed. Next, the article discusses the importance of creating brand image on a domestic (national), regional and local (city) scale, including the subjects (stakeholders) involved in this process. This article also presents arguments in favor of the use of tourism and sport to help create a national, regional or local brands. Moreover, the correlations between the place’s brand and its image were analyzed, and the stages of tourism brand identity management were identified. Finally, Polish initiatives on sites branding have been reviewed: the brand of “Poland” – as an example of national brand, and awarded in the Super Brands Contest 2011 the following Polish city brands: “Poznan – the City of Know-How”, “Fall in love with Warsaw”, and “Masuria – the Wonder of Nature” as examples of the regional brands. The analysis of strategic documents and case studies found that there is a need for branding of places, by taking comprehensive measures in the area of marketing with the use of sports and tourism. The task of the authors is, therefore, to highlight that the branding of above mentioned elements should be subject to greater interest for Polish public administration, with emphasis on foreign patterns of creating the branding of places, not only in branches such as football, but also to popularize other sports in our country, such as volleyball, handball, rowing, and boxing.

Keywords: place branding, place brand, sport, tourism, Poland.

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AN INVESTIGATION ON TWO STRATEGIC ALLIANCES IN THE BUSINESS AND CONVENTION INDUSTRY: BCGA AND FCCI

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Abstract: Alliances in the convention industry are created in order to benefit its group members. Knowing the goals of the alliance are ‘in sync’ with the individual member’s expectations is fruitful for an effective partnership. This research investigated two alliances, Best Cities Global Alliance (BCGA), an older and more established alliance, and Future Convention Cities Initiative (FCCI), a newly established alliance, to determine how their members’ goals compare to the alliances’ stated goals. Four areas investigated were: research aim, customer attendance, membership concern, and local area benefit. All fifteen city representatives in the two alliances, as well as the two executive directors, were surveyed. Wang and Xiang’s (2007) theoretical framework on Collaborative Destination Marketing is used as a guide. FCCI, being in the beginning stage of this theoretical framework, showed highest frequency in ‘local area benefits’; BCGA, in the evaluation stage of the framework, had highest frequency for ‘customer attendance.’

Keywords: convention industry, alliance building, goals, BCGA, FCCI.

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DESTINATION DEVELOPMENT IN AMRITSAR – A REGIONAL VIEW OF PERIPHERAL ATTRACTIONS

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Abstract: The present study examines tourism development in the periphery of Amritsar city, which is visited by nearly 60,000 tourists daily for its core attraction - the Golden Temple. Amritsar represents the premier example of rapid tourism development and has benefited enormously from tourism, but only a little attention has been paid to the development of potential attractions spread in the periphery of the city. First, by random sampling, data were collected from 100 visitors to analyse their attitude and satisfaction level with the current sites. Based on the Gunn’s model of regional tourism planning and management region around the core area has been planned for future development. First assessment of attractions was done and clusters were formed. Then new circulation corridors with attraction complexes were planned. The regional hinterland of Amritsar was divided into seven new tourist circuits which would help the tourists to spend their free time in a more meaningful way. These circuits will introduce the real cultural of Punjab to the tourists which most of them miss while on tour to Amritsar. On the other hand peripheral region will also develop economically as more employment opportunities will be generated. The paper concludes surrounding of Amritsar has vast potential to develop, if planned systematically and prudently not only tourist stay can be increased but also many more tourists can be attracted.

Keywords: clustering of attractions, circulation corridors, attraction complexes, hinterland, tourist circuits

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Abstract: In tourism there are periods when the workforce cannot be employed, during winter months at the holiday resorts used by beach tourism, therefore the majority of these employees lose their jobs temporarily. If people can find a job during this period in a region/country, where the high season is in the other part of the year, they contribute to the employment of the workforce out of the season, the development of professional competences and expansion of people’s horizons, as well as prevention on employment. At the same time, in the host country such people may assist in satisfying the increased workforce demand and, indirectly, contribute to the development and improvement of the quality of tourism. In this research are examined the opportunities of individuals employed in Hungary, on the territory of Balaton tourism in the summer, to take employment in Austria during the winter skiing season. The employment agencies of the two countries have been collaborating since 2002 and have been assisting the seasonal employment of Hungarian individuals in Tyrol. This study presents how this cross-border partnership contributes to satisfying Austrian work-force demand in the skiing season, to preventing or decreasing the duration of seasonal unemployment in Hungary and to developing tourism in the two countries.

Keywords: seasonality in tourism, seasonal employment, migration, cross-border partnership, Hungary and Austria
DESTINATION DEVELOPMENT AND MANAGEMENT
FOR DISABLED PEOPLE

Lóránt DÁVID*, Nicoletta KISS**

Abstract: There are about 650 million disabled people in the world and about 50 million in Europe (Dézsi, 2004). The number of disabled people in Hungary reached 577,000 in 2001, which represents 5.77% of the population. These numbers show rather unfavourable results for the supply sector of accessible tourism. Therefore we suggest that equal opportunities for all people should be created in Hungary. People with disabilities unfortunately have slim chances for travelling, relaxation or rehabilitation. This paper aims to highlight the importance of this tourism sector by introducing the Ability Park project and trigger changes in attitude as disabled people should have equal rights in this respect as well. The park will provide unique, high quality services for Hungarian and foreign disabled guests who will receive full care and have a chance to participate in sporting activities together with their beloved ones, family and friends. The primary objective of this paper is to draw attention to the needs of disabled people and the importance of accessible tourism. This paper would like to draw attention to the importance of this sector (considering economic aspects and the point of view of disabled people and these unique tourism products) through the example of the Ability Park in Tamási. Furthermore, a change in attitude would also be welcomed as disabled people have the same right to easy access as everyone else. The park will provide unique services for national and international disabled tourists where they can enjoy all the facilities and amenities together with their friends and family. The final implementation of the project will generate great demand not only in Hungary but also all over Europe.

Keywords: equal opportunity, accessible tourism, disabled people, Hungary.

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