

Landscape as a motivating factor for tourists

Réka Bodnár¹

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Actuality of the topic is given by the fact that the term of landscape seems to receive a new meaning. Increasingly the value of landscapes is experienced as the significance of healthy landscapes and the importance of their conservation are recognised in more-and-more aspects of life (Csorba & Bodnár 2007; Bodnár 2008). Moreover, due to the sharp market competition experienced in tourism it is essential to better understand the motivations of tourists in tourism researches (Fodor 2007).

Landscape in the geographical perspective and its beauty and natural values give the basis of natural tourism, and landscape also presents the framework for other type of tourist activity. This is why the present work examines the motivations of tourists visiting protected areas regarding the relationship between landscape and tourism. In other words, tourist utilization of lands valuable regarding landscape is investigated via studying the personality of visiting tourists, thus contributing to the developing scientific field of human tourism.

Due to the geography qualification of the author, the investigation studies the problem from the geographic, landscape point of view. However, in analysing the results the author aims to investigate the complex problem from psychological, anthropological, sociological, public and economic aspects as well (Király 1990; Craik 1991; Csíkszentmihályi 1997; Pléh 2003; Pearce 2005; Forgács 2007). Classifying tourists according to their personality could be best performed by studying their temperament as applied already by Hippocrates (Table 1). Main characteristics of one of the four major temperaments are dominate in every person, (Allport 1998) giving the basis for studying the landscape and landscape element preferences of visitors in relation to their personality.

Table 1: The four temperament classes in a science historical perspective (Allport 1998).

Empedokles (ca. 450 BC)		Hippocrates (ca. 400 BC) Galenus (ca. 150 AD)	
<i>Cosmic elements</i>	<i>Characteristics</i>	<i>Related sap</i>	<i>Related temperament</i>
Air	Warm, wet	Blood	Sanguine
Earth	Cold, dry	Black gall	Melancholic
Fire	Warm, dry	Yellow gall	Choleric
Water	Cold, wet	Mucilage	Phlegmatic

When the study areas were picked it was an important aspect that they would be not only well known from the tourism point of view, but also valuable regarding landscape ecology, i.e., protected areas. Thus from the 229 small landscape units of Hungary the Hortobágy, the Aggtelek Mountains and the Tapolca Basin and their buttes were chosen.

The framework of the present work is given by the questionnaire study involving 1000 people, and was carried out in the summer of 2007 and 2008 in equal rate in the three study areas among the visitors. The self-constructed database consisting of 92 000 data cells was analysed using the software SPSS 13.0. Based on the results, the order of preference among those filling the questionnaires can be determined. According to these, the most favoured area is the Tapolca Basin and its buttes, second is the Aggtelek Mountains and third is the Hortobágy. The research behind the present work reveals the reasons of the above result.

¹ University of Debrecen H-4032 Debrecen, P.O. Box: 9. Hungary, E-mail: fyp444@gmail.com

Therefore one of the most important questions of the research is the landscape factor of choosing the destination, i.e., where do visitors travel and why there? It is reasonable to start from the most attractive factors of the landscape according to those questioned. The majority of landscape research literature emphasizes the importance of water in the landscape and that the more mosaic a landscape is, the more attractive it will be considered as that gives the dynamism of the landscape.

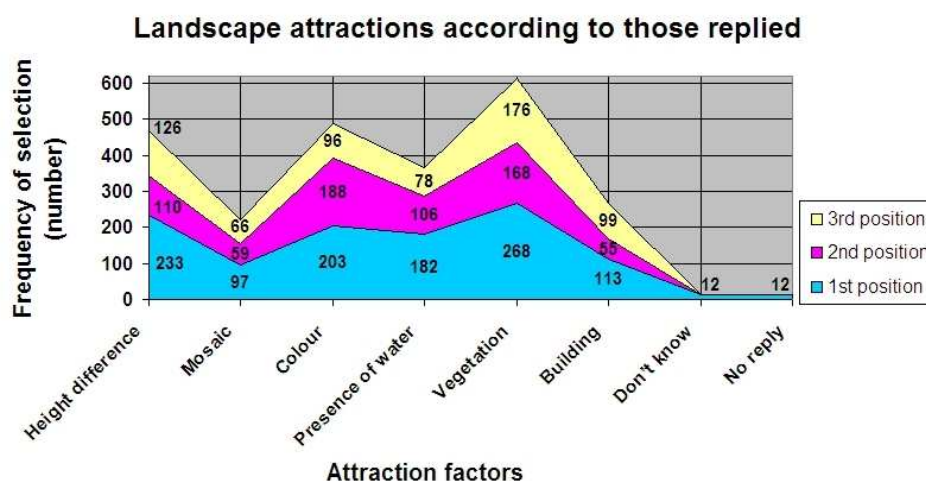


Figure 1: Landscape attractions in relation to selection frequency and position, (own construction).

Figure 1 shows the number of selections of the given attraction factors as frequency in relation to the position of the selection. The results do not prove the theory of landscape researchers. On the contrary, for the layman visitor landscape details regarded to be the most valuable ones by researchers are not important; He respects the landscape as a whole, the complexity of its variable colours and the harmony of the relief. This fact should not be neglected in the marketing communication aimed at them!

Revealing and understanding visitor motivation is important not only because developments in tourism can be investigated from other aspects –as well as contributing to the establishment of developments viable in long term – but also to make marketing towards tourists more effective by knowing what shall be advertised to certain groups. If the complex process of choosing and behaving in the area of the destination of the different tourist types from the beginning till the end – i.e. from choosing the destination till travelling back home – was known, marketing activity targeting at them could be communicated, organised and driven much more effectively. Furthermore, in today's sharp competition, it is important for tourism services to know the demand and the personality of their guests in order to realize better their wishes. And the best and cheapest advertisement for the business is the satisfied guest...!

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