

A Global Perspective on the Development of Tourism Marketing

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Abstract

The motivations of tourism has evolved over the years - from the pursuit of culture of the leisurely rich to a focused consumption activity of the masses; from an unorganized and unprofessional activity to a standardized and structured offering and from predominantly a word of mouth led pursuit to an aggressively marketed commodity. Technology and internet also changed the scale and scope of the tourist pursuit. The present paper attempts to trace the development of tourism motivation, the structures and the contextual philosophies that influenced its evolution through the pre-modern, modern and post modern times. The development of organization and marketing aspects of tourism is discussed from the artisanal premodern times to the Macdonaldization of tourism in the modern to tribal consumption and the Disneyization of tourist products in the post modern era. The authors submit that while modern and post modern trends coexist in market segments, the recent economic developments can possibly influence the tourism patterns and motivations across the globe in new directions.

Keywords: tourism marketing, pre-modern, modern, post-modern tourism, travel consumption motivation.

1. Introduction

Tourism activity can be classified in many ways, one way is to classify tourism by its duration and by its motivation (Arva, 2010). Before the second World War, even in the developed countries, people usually do not have long paid holidays; it became a widely used practice only after the war. Though long duration paid-holidays were given to the employees after the second World War, in the 50s to 70s, a person usually had only two weeks paid holidays and thus people generally had one main holiday a year. These long holidays were usually family holidays because, during that time majority of people lived in families. Apart from the main vacation,

people that time also had short duration trips during week-ends, when they did not have to take paid leave from their working places (Firat et al., 1995). By the end of the 20th century people had long duration paid holidays in the developed countries. For example, in France, people used to get 5-6 weeks of leave a year and instead of going for only one long main vacation, they had two to three longer vacations. Usually they go to the beaches in summer time and for skiing in December and to the mountains, perhaps for trekking or simply to have rest in fresh air. And besides these long duration vacations, people continued to have shorter voyages during the long weekends (Stephen, 1997). At the end of the century family vacations became rare, and it was only typical mainly for the families who had young children.

These changes had different causes. According to Page (2007), first, people get married late in the developed countries or even never get married at all. Second, people even if they get married, have lesser children in Europe, the USA and Japan as well. Third, children started to travel alone early, even early teen age boys and girls travel alone nowadays.

If we look at the motivations of tourism of our days, we have a very wide variety of them, and these motivations often are overlapping. Some of the most important motivations of tourism are: 3 S (sea, sand, sun) tourism, holidays in the mountains (skiing, trekking, etc), short city breaks, shopping tourism, health tourism, religious tourism, stag parties and hen parties (when a boy or a girl is getting married, long parties before the ceremony), honeymoons, adventure tourism and extreme tourism, educational tourism, gastronomical and wine tourism, rural tourism, whale watching, bird watching, space tourism, diving, trekking, climbing, cycling, cultural tourism, festival tourism, business tourism and/or MICE tourism - meeting, incentives, conferences and exhibitions), study tours, sport tourism

- as a player/participant or as a fan, catastrophe tourism, sex tourism, party tourism, eco tourism. Naturally, this list is far from being complete, but hints about the large variety of tourism motivations (Arva, 2010). In order to understand tourism motivations, it is important to understand how organizational and marketing structures of tourism have changed over the decades.

2. Development of Organization and Marketing Aspects of Tourism

Tourism and motivation for tourism has developed remarkably over the centuries. Till the second World War, tourism was mainly a free time activity of the rich people, who traveled in order to get acquainted with the classical culture of other countries (e.g. Italy, the Grand Tour in the 16th and 17th century) or to spent time at seaside resort in England, in France or at spas in Karlsbad, in Baden Baden or in Marienbad (Arva and Konyves, 2008)

2.1 Pre-Modern Tourism

Before industrial times tourism industry was rather artisanal. Pre-Industrial tourism was not organized; generally rich people have decided themselves to visit certain far-away places to learn about the culture of foreign locations, to see the antique ruins, or visit holy places. Voyages were long, tiresome and often dangerous and needed strong determination to travel even a distance of hundred kilometers.

Hotels did not exist before industrial times; voyagers used to have accommodations in small inns or even at private houses. Voyagers often did not pay for the accommodation at private houses. Organized trip was not general; though there were instances of organized trips in case of pilgrimage only. Professional guides did not exist either, friends or even unknown person volunteered for introducing the foreign visitors to the attractions of a town, but their services were also often free. There was a kind of reciprocity in payments for tourism services. When someone visited a foreign town, he could expect free accommodation and free guides, as at home everyone was ready to give accommodation to foreigners and help them to find interesting places in the town (Urry, 1995; Ray, 2000).

Pre-industrial tourism was a relatively modest free time activity of a small number of the well off, adventure seeking people. This time tourism was not definitely different from other free time activity - and those rich people who travelled abroad generally had practically limitless free-time as they generally did not work.

In case of pre-industrial tourism different tourism motivations were mixed together, and it is not easy to define various types of tourism motivations of the pre-industrial society. If we would like to enumerate the important types of tourism motivations before the industrial time, we can have the following list (Arva, 2010): health related tourism, educational tourism (visiting universities), learning the culture of foreign countries, and religious tourism (mainly pilgrimage). But we have to underline again that more than one of these tourism motivations were often present in a journey, and also tourism was not different from other free time activities. Tourists often did not know that their activity is tourism.

Industrial society in the 19th century has gone through important changes in tourism as well. Tourism as we know it today is the child of the industrial society. Industrial society reduced the cost of travelling and at the same time made it much more comfortable. Welfare state at the other hand has introduced paid holidays for the workers and for other employees (Page, 2007). Mass tourism is the child of the mid 20th century, and has started to increase rapidly especially after the 2nd World War.

2.2 Fordist Production and Consumption Structures of Tourism in the Industrial Society - Mcdonaldization of Tourism

Fordist organization of production made possible mass production and consumption in the 20th century and it was on the basis of the "affluent society". Most important characteristics of Fordist production is mass production of non differentiated products.

Fordist type production patterns were applied to service industries and tourism as well. According to Shaw and Williams (2004), the characteristics of Fordist-type of tourism are: collective consumption by undifferentiated tourists, collective gaze of tourists, demand for

familiarity by tourists, demand for undifferentiated products, rigidity of production - highly standardized, large scale, dependent on scale economies, low prices and a large number of tourists consume the products of mass production.

The most clear-cut application of Fordist organization of production in service industry could be observed in case of McDonald's restaurants. George Ritzer from University of Maryland has found (Ritzer, 1995, 2003) that basic principles of the McDonald's restaurant have been applied to other service activities. McDonald's are regarded as a symbol of the modern service industry: quick, efficient, uniform all over the World. Later these organizational principles were applied to other services as well (Ritzer, 2005).

McDonald's restaurants are characterised by efficiency, calculability, quantifiability, easy understandability and the predictability all over the World. Ritzer and his colleagues have convincingly presented large number of examples how the principles of the McDonald's restaurants were applied in many segment of modern, industrial society. This is what he calls McDonaldisation. Journals, which apply the principles of McDonald's are also easily understandable, predictable, and simple. Typical example is the USA Today, what you can read (and understand) till you drink your morning coffee at the street-corner McDonald's. McUniversities are proposing mainly basic BA courses, and these courses are the same all over the World, they use the same handbook, and there are no room for originality or personality in them. McVoyage is tourism applying McDonaldisation on tourism products. Similar and relatively cheap hotels are included in these packages, with uniform town-visits, and uniform entertainments. McSex is the industrialized form of sex business, where uniform services can be bought at fixed prices. The mega sex houses in Amsterdam, where girls occupy standard rooms and where services are listed in a special menu, are typical examples of the industrialized mass sex industry (Ritzer, 1995, 2005).

All of these, and other examples analyzed in Ritzer's books show that principles of McDonald's can be applied to lots of activities, where mass consumption is the rule

and where consumers prefer low prices to higher quality, personalized services and individualization of the products.

2.3. The Demise of McDonaldisation - Tourism Production and Consumption Structures of the Post-Industrial Time

There is only one problem with McDonaldisation, namely that their products are extremely boring, and as people have more free time, more disposable income and more information - mainly through internet - they need something new. The demise of McDonaldisation and mass tourism arrived towards the end of the 20th century and at the beginning of the 21st century. According to Ritzer and Lisha (1997), the post-fordist, post-industrial society, and consumption including tourism is getting more "post-modern". According to them, the main tendencies of this "post-Fordist", "post-industrial", "post-modern" tourism are the following: de-differentiation of tourism from other activities, need of more personalized tourism product, need of participation, activity, and the presence of virtual reality.

In 21st century tourism is connected to activities which formerly had been remarkably differentiated from tourism. Business tourism (meetings, incentive tours, conferences and exhibitions) are getting more important and at the other hand, health care is also getting more and more connected to tourism (health and wellness tourism). Increasesingly, students attend universities far from their native towns or countries and in this respect education is getting more and more related to tourism as well. This means that the product/service that was not regarded as tourism earlier, is seen as a new tourism product/service.

As people have more income and more free time, price is no more as important as it used to be. People want to be explorers, and they have money - at least in the Western European countries, in the USA, and in Japan but even more in China, to pay for these personalized tourism products (Ritzer, 1995, 2005). People are more and more active. They are not satisfied anymore by gazing, they want to participate. Active tourism formerly was regarded as a special tourism type, mainly biking, trekking, mountain climbing - today everyone want to

be active, even in museums, or at the beaches, where tourist used to be rather passive. As virtual reality is increasingly getting part of our everyday life, even during our tourism activity, we need it (MacCammell, 1976).

The Fordist type of tourism consumption was the result of the "trente glorieuses", the thirty-year-long rapid economic development in Western Europe and that happened in USA between 1945 and 1975. The first and second oil crisis (1973-1977) and consequently, the introduction of new technologies - computers, IT technologies, satellite communication - and new production methods - Toyota just in time system, foreign investments and multinational company structures - speeded up the process of creation of the "Global Village" (McLuhan, 1962). In this "global village" information spreads at the speed of light and the IT based technologies make the development of tailor made, specialized products for a differentiated market easier. With the spread of foreign investments and the development of the multinational companies, income differences also have started to grow rapidly and this contributed to differentiation of tastes and demands (McLuhan, 1962)

It is important to note that philosophers and sociologists are referring to this complex post-industrial attitude as post-modernism, stating that the philosophical and artistic movement of the 20th century are greatly the offsprings of the industrial, mass society with its mass consumption attitudes (see the works of Lyotard, 1984; Brown, 1997; Shaw and Williams, 2004). Based on the writings of Shaw and Williams (2004), we can summarize the pattern of post-Fordist or post modern consumption as the following (See Table 1).

New types of consumption have transformed tourism demand as well, and tourism supply and tourism marketing activities have also profoundly changed in the last years. Differentiated product development and differentiated marketing became more important. It is important to generate experience with all tourism products. At the same time, visitors are not only passive consumers of experience but would like to participate in the generation process of the experience actively.

3. New Tendencies of the Marketing Science in the Post-Industrial Time

3.1. Post-Modern Marketing

Post-Fordist production and post-Fordist consumption patterns have influenced theoreticians of marketing science. At the end of the 20th century a new school of marketing has emerged, "post-modern marketing school" (Hahn, en).

Traditionally, marketing researches aimed to establish solid empirical basis for market segmentation (Belk, 1995) and have developed in three directions afterwards: first, in increasing the number of factors influencing consumers attitude, second, in the increasing complexity of the theoretical models, third, in using more and more complex mathematical-statistical methods applied in analyzing the models.

Towards the end of the 20th century practitioners and theoreticians in marketing sciences have started to feel that market segmentation is somehow not working as smoothly and perfectly as it used to be. As the society has become dominated by the well educated "new bourgeoisie" and "new petit bourgeoisie", it is increasingly evident that consumers' behaviors are rather influenced by psychological than sociological factors. Market segmentation models based on sociological factors simply failed to work. It become evident that in the developed post industrial societies of North America, Western Europe and Japan, consumers' behaviors are less influenced by income, living place, educational level or occupation. This is because, in these societies income differences have decreased, more and more people had important discretionary income and large and increasing share of the population has graduated from higher educational institutions.

The result of these changes was that marketing science has turned more and more to the so called psychographic market segmentation, based on the analysis of personality traits and characters; The inherent assumption is that income, living place, educational level and occupation cannot be used properly in explaining different buying habits and decisions (Baker, 2000).

Table 1: The pattern of post-Fordist or post modern consumption

Characteristics of industrial, post-modern consumption	Examples from outside of tourism
Consumers are increasingly dominant and producers have to be much more consumer orientated	Rejection of certain forms of mass consumption, of mass products - people with higher income don't enter into some notorious super-markets
Greater volatility of consumer preferences	People want always new and new products and services - fashion is getting more and more important, not only in the women clothing market
Increased market segmentation	Segments are smaller and more volatile, and different products and services are needed by these segments - more and more models are proposed by the producers
Growth of consumers' movement	Much more information provided about alternative products and services by the media and by Internet - a badly received product can disappear rapidly
Development of many new products, each of which has a shorter life	Rapid turnover of products and services, shorter life cycle -- mobile phones are changed in the developed countries after some months only
Increased preferences expressed for environment conscious consumption/ production	Need for special products, "green preferences" - paper bags in shops, old electronic products are collected in the shops
Consumption as less and less functional and increasingly aestheticized	Functionality is less and less important, price is less and less important factor in consumers' choice - fashion of the "retro-cars"

Though for a while it seemed that market segmentation can be saved by introducing psychographic variables instead of sociological variables, other marketing experts were afraid that this solution may not be able to save market segmentation. A smaller group of marketing experts has started to declare that by the end of the 20th century social relations have become so fluid and rapidly changing that any market segmentation can be an illusory in this respect. These experts have based their theories on the so called post-modern philosophy, and have started to call their marketing theories as "post-modern marketing"(Firat, 1995; Brown, 1997).

In order to be able to understand the meaning of post-modern marketing, we have to take a short glance at post-modern philosophy as well. Basic principles of post-modern philosophy are decomposition, fragmentation and rejection of meta narratives. According to this perception, society has fallen into small groups and the great, universal and unifying ideologies have lost their relevance (these great ideologies are called meta-narratives by the post-modern writers (Lyotard, 1978).

Post-modern philosophy is reflected in the uncertainty of our life at the end of the 20th century. Great philosophies, as Christianity, Marxism, or Maoism, have lost their attractions. People are disillusioned and they reject all authorities (Bourdieu, 1984). This is what post-modern philosophy means under rejection of the "meta-narratives" or "great narratives". Christian philosophy, Marxism, Maoism, Fascism are all regarded as "great narratives" by the post-modern philosophers, but these "great narratives" can't be proved or justified according to these thinkers (Bourdieu, 1984).

As the great narratives are rejected, people are free to decide themselves what ideas would they follow. This is the origin of heterogeneity of ideas in the heads of the people. What is also new is that ideas in the heads of the people are not determined by their sociological status. In the beginning of the 20th century a worker was very lively a leftist politically, and probably followed a conservative political movement. Peasants were rather tradition-minded and were very often church goers. This is not true anymore at the last decades of the 20th century (Lyotard, 1978, Bourdieu, 1984).

Traditional marketing has largely used these tendencies in their market segmentation. Products for the peasants were different from the products developed for the city dwellers. This was true not only for tangible goods, but for services as well, including tourism products. Some marketing experts at the end of 20th century have felt that post-modern philosophy has realized something very important, and some of them tried to apply the logic of post-modern philosophy in marketing researches as well (Brown, 1993).

Stephen Brown, leading figure of post-modern marketing, has convincingly argued that the principles of post-modern theory could be applied to marketing analysis as well (Brown, 1993, 2000). Brown attacked vehemently Kotler, the most popular theoretician of traditional marketing thinking, maintaining that Kotler made the marketing science a dead body of useless and irrelevant principles. Brown - referring to the fragmentation of the post-industrial society - has sharply rejected traditional market segmentation and suggested that fragmentation of the society has led to the absurd situation that all individual should be regarded as an independent market segment.

Post-modern marketing in its ultimate form could not exercise lasting influence on marketing science because its proposals would lead to the rejection of any marketing action - if the individuals are the final market segments, no meaningful marketing actions could be realized, as everyone is different and everyone should be convinced individually - what is not possible in the reality. But a less extremist form of post-modern marketing approach tried to reconcile post-modern theory and traditional marketing science. Outstanding representatives of this reconciliatory school are Bernard and Véronique Cova (2002). According to Cova the "Latin school of post-modern marketing" is rejecting extreme individualistic approach of the "Northern school of post-modern marketing", but maintains at the same time that in post-modern society it is difficult to find lasting and compact groups of consumers, which could be regarded as the basis of traditional market segmentation.

"Latin school of post-modern marketing" in 1994 has organized itself around the "Club de Marseille", and one

of its outstanding figures was the outstanding French professor of sociology, Michel Maffesoli (1996), who has formulated the thesis of tribalisation of the societies. According to Maffesoli, society has strong tendencies to move in the direction of extreme individualization, but at the same time there are forces in the society which push it into social re-composition. This is what he calls tribalization, formation of new groups in the society.

Tribes of our days - contrary to the tribes of traditional societies - are small and unstable organizations, which are kept together by the cohesion of common emotions and passions. These tribes are generally short-lived, and one person can attach to different "tribes" at the same time and these attachments are generally short lived (Cova, 2002).

To illustrate the phenomena of "tribal consumption", Cova refers to the groups of the Lomo camera fans. Lomo is an old fashioned Soviet (Russian) camera which makes low quality pictures. Lomo camera has been discovered by young persons in Western Europe and they have regarded it as very "cool". Lomo cameras became fashionable and Lomo fan clubs were organized all over in Western Europe, and in, special leaflets and later in blogs were the Lomo pictures published. Naturally this mania was not long lasting and this consumption tribe has disappeared in oblivion as rapidly as it has emerged out of the blue (Cova, 2002).

According to Cova another consumers' tribe is the Citroen 2CV fans or the urban rolling skaters clubs. These tribes are different from traditional consumption groups or market segments: the tribes express strong affection towards the goods what they are consuming and idolizing, members of the tribes often show externally that they belong to a certain consumers' tribe, members generally try to communicate each other, and sometimes are able for common actions.

At the same time these tribes are different from traditional market segments, as in case of the tribe objective sociological factors (living place, educational level, income, etc.) are irrelevant. Members of traditional market segments generally don't know each other and they don't communicate with each other. Members of the post-modern consumption tribes are often very

different according to their sociological background (they might have different living places, different incomes, different education and jobs), but their value systems are similar and this attracts the members together, and the Internet makes possible for them to interact with each other, and able to organize common actions (Maffesoli, 1996).

Tribalization can be observed more often in case of fashion garment consumption. Fashion brands are writing their brand names with capital letters on their products and the fans of these brands are wearing these labels proudly on their blouse, shoe, jeans or jackets, expressing that they belong to a consumers' tribe. Fans of certain fashion brands often communicate on the Internet, using Facebook, or other similar community tools. It is especially true in case of women fashion products, as these products as Eliot (2000) maintains "enable small groups and individuals to define themselves and to express their identities through their consumption behavior".

This theoretical debate between different schools of traditional and post-modern marketing has important practical consequences on everyday marketing actions. (If middle class is really as important in a society as it is maintained by post-modern writers, in market segmentation traditional approaches are getting irrelevant.) Instead of sociological factors as income, place of living, type of job or educational level, rather value systems and attitudes are more important - as maintained by the Latin school of post-modern marketing. In that case analysis of value systems and attitudes are important in market segmentation that, analysis of traditional sociological factors, and instead of stable market segments we could define less stable and more fluid "consumption tribes". At the same time we should see that in case of these tribes common activity of the members and expression of "belongings" is much more important than in case of traditional market segments (Brown, 2002).

Post-modern marketing is highly debated in our days, but regardless of that debate, principles of post-modern marketing are widely used. But what are the principles of post-modern marketing which are used in product

development and in product promotion in our days?

One of the most important innovations of post-modern marketing is personalization of the products. It is important because consumer doesn't want to be treated as one among the others, he wants to be different. This personalization can be reached by the flexibility of the product, what can be regarded as the second innovation of post-modern marketing. This flexibility can be reached in the case of durable goods by offering lots of optional extras for the product; in case of services by offering the customer the possibility to chose different sub-elements and to set up the service package as if it were a lego-toy. This method is used more and more widely in case of tourism products (Miles, 1998).

The third innovation of post-modern marketing is the fluidity of a product. The best examples of this fluidity are shopping malls. A space in the shopping mall can be at the same time a shop, an entertainment center, or even a learning space or a place to meet with our friends. The functions of the places of the shopping malls are not separated. A given space in a shopping mall can serve completely different purposes. The fourth innovation of post-modern marketing is virtuality. Nothing is exactly what it seems to be. Post-modern products are "look-alike" (Ray, 1991). Fifth innovation of post-modern marketing is the reference to something completely different. Post-modern buildings are refer to the styles of ancient times, or referring to a building which is nearby to the given post-modern house. A post-modern car is referring to a car produced some years or some decade ago. In our post-modern times retro is extremely popular (Ray, 2000).

3.2. Emotionalization of Tourism - Disneyization of Tourism Products

New characteristics of post-modern tourism have resulted in a profound transformation of traditional tourism products, what we can summarize after Mikunda (2004) and Ritzer (1995) as "emotionalization" or "disneyization" of tourism. Mikunda has stated "everywhere core function is completed by an emotional extra of almost equal value", and this is true even more in tourism than in case of any other products or services.

In this context leisure time and tourism activities are organized frequently inside of the décors of fantasy, of dream and of virtual reality. Mikunda and Ritzer in their articles and books present the victorious conquest of this virtual reality; starting with the original Disneyland, following by the mushrooming entertainment parks, concluding with the shopping malls. This tendency is called Disneyization. What it means that even ordinary places are organized like Disneyland in order to make them more interesting and more attractive (Miles, 1998).

This "Disneyization" of leisure time and tourism is present not only in the richest countries such as Western Europe, North America and Japan, but also in Hungary and India as well.

Shopping malls are creating their own mystical legends, like the "Mamut Days" of the Mamut Plaza in Buda, and even Hungarian restaurants are attracting guests not only with traditionally delicious Hungarian food, but with special décors and even with extravagant entertainments. Amusement parks and theme based restaurant chains (eg. Rainforest, the village, Le Sutra etc) are very popular in major cities of developing countries such as India (Brenden, 2010).

Disneyization in tourism industry creates new experiences and whether we like it or not is unavoidable in the fierce competition between destinations for tourists. In Table 2, we have summed up the characteristics of pre-modern (pre-industrial), modern (industrial or Fordist), and post-modern (post-industrial or post-Fordist) types of tourism.

We can see that post-modern tourism is more individual, not mass-product orientated, but rather personalized, much more value based than modern, industrial tourism. It is interesting to note that though in case of post-modern tourism customers are generally paying for the services, at the same time we can observe increasing use of reciprocity. Often young students visit other countries and spend days at friends or at even unknown persons, and as a compensation they invite these persons to their country. There also more organized reciprocity system in tourism as well: we can mention time sharing system, or those Internet communities, which make

possible exchange of flats of the participants. In that case reciprocity is the dominant way of payment (Ritchie, 2003, Arva and Konyves, 2008).

It is also important to note that in case of post-modern tourism there is emphasis on fantasy, and virtual reality. In these respects post-modern tourism is much more similar to pre-modern tourism than to modern tourism. On the other hand, post-modern tourism is more similar to modern tourism that number of travelers are to increasing and millions are moving around the world as tourists.

3.3. Development of the Third Place as Tourism Attraction

The "third place" is a term used in the concept of community building refers to social surroundings separate from the two usual social environments of home and the workplace. It was Ray Oldenburg (1989, 1991, 2000) who introduced this concept into the literature, arguing that third places are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place.

According to Oldenburg one's "first place" is the home and those that one lives with. The "second place" is the workplace - where people may actually spend most of their time. "Third places", then, are "anchors" of community life that facilitate and foster broader, more creative interaction. All societies already have informal meeting places; what is new in modern times is the intentionality of seeking them out as vital to current societal needs. The hallmarks of a true "third place" according to Oldenberg are:

- free or inexpensive
- availability of food and drink: not essential, but are important
- high accessibility: proximate for many (walking distance)
- regular involvement - those who habitually congregate there
- welcoming and comfortable
- both new friends and old should be found there

Shopping malls are typical "Third Places" of the post-modern society, where people can meet each other, have

Table 2: Characteristics of pre-modern (pre-industrial), modern (industrial or Fordist), and post-modern (post-industrial or post-Fordist) types of tourism

	Pre-modern (pre-industrial)	Modern (Industrial)	Post-modern (post-industrial)
Types of travel	Individual, non organized	Mass travel, organized by tour operators	Individual, often organized by the customer
Factors of choice of destination	Special interest of the traveler Influence of the friends	Price, Influence of the mass media	Entertainment Influence of the blogs and other Internet resources
Products characteristics	Conscious product development is not present in pre-modern tourism	Uniform products Mass production	Personalization of products Product differentiation
Packages	Not existing yet	Yes, packages are set up by tour operators	Can be, but packages are often set up by the customer
Type of entertainment	Small variety, often cultural	Small variety, often material (sea, sun, sand)	Large variety, can be material, but often cultural, and uses virtual reality
Type of tourist participation	Active participation	Passive, gazing	Active participation
Payment	Often not paying, reciprocity	Paying	Generally paying, but reciprocity is increasing
Organization principles	Artisanal organization	Fordist organization McDonaldization	Disneyization
Relation with the environment (physical and social as well)	Polluting but as it is small scale activity, its effect is not so important	Mass tourism is highly polluting - physically and socially as well)	Notion of green and environment friendly and socially responsible tourism is spreading - but in reality tourism stays highly polluting
Organization principles in case of coexistence of different types of consumption		Modern + Post-Modern: McDisneyization	

entertainment, can make shopping, can eat, drink and so on. Mikunda (2004) maintains that "Third Places" are becoming tourism attractions as well. "Many Third Places, whose actual function is selling, are simultaneously marketed as sight-seeing attractions - as Nike Town. In the eyes of marketing departments such sales places are nothing but 3-D advertising, PR that can be walked into and stepped on." Shopping

malls are places which tourist frequent not only for shopping purposes but simply to spend their time there, for entertainment. Mikunda calls these shopping malls as Urban Entertainment Centers, as in these places entertainment is getting more important than shopping. It is interesting, that shopping malls (or Urban Entertainment Centers) are built not only in the towns, but outside of the towns as well, even at places where

otherwise there is nothing. In that case the Entertainment Center is the tourism attraction alone (Mikunda, 2004).

4. Conclusion

Coexistence of Modern and Post-Modern Tourism in the 21st Century

Post-modern and modern tourism are living beside each other in our days. It is simply coming from the fact that post-modern tourism is tourism of the well-off middle class of the post-industrial rich countries, and modern (or rather mass) tourism is tourism of the poorer countries and poorer people, for whom money is more important than fantasy, self realization or virtuality.

Mass tourism is present even in the most developed countries, as there are a lot of poor people - workers, poorly paid clerks and their family. They act in their tourism consumption as "modern" mass tourists of the industrial societies behaved. In the periphery of Europe - in Eastern Europe and in the Balkan - post-modern consumption is present only among the rich 10 percent of the society. And in China and India, which are becoming important sender countries of tourism, there are a lot of relatively poor people, who simply don't have money nor knowledge for the sophistication of post modern tourism (Hollaway, 2002).

Globally, modern and post-modern tourism coexist side-by-side, and it is especially true in Hungary, at the close periphery of Europe. India is predominantly modern in its tourism perspective and attitude. Coexistence of modern and post-modern consumption is present not only in different segments of a society, but one person can follow one day efficiency in his or her buying, and at the other day he or she can be completely "post-modern", can look for aesthetic values and fantasy. Marketing experts have realized these seemingly contradictory tendencies and have worked out products, which are efficient and have "post-modern" values at the same time. Fantasy, virtual reality, or even personalization is not contradictory, if these aspects are properly mixed and developed. This is exactly what Ritzer and Liska (1997) have called "McDisneyization, application of the rules of efficiency (McDonaldization)

and post-modern fantasy (Disneyization) at the same product".

In the recent past, due to the world wide economic crisis, disposable revenues of people have diminished and these consumers are obliged to be more price conscious, but generally they don't want to give up their post-modern consumer's preferences. This is especially true in South and East European countries, where disposable income of people have declined radically after 2008. Further research needs to be done to address how consumers are reacting to the recent economic developments.

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