

# Tourism Product and Knowledge Product Strategy of Tatralandia Joint Stock Company Liptovský Mikuláš

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**Abstract.** The marketing mix has become a significant factor in product strategy. The market is saturated with many competing products. The company must find ways to apply its products [1]. The service providers focus to customer needs and opportunities. Product development and product range in this field have to be constantly adapting. Water parks are dynamic tourism industry. They provide year out new offers of water fun and relaxation. The aim is to attract and satisfy amenities facilities, attractions, different water temperature as well as sea water and waves. In the paper we describe aspects of development and product development Water Park and in terms of implementing knowledge management in product strategy largest water entertainment complex in Slovakia.

## 1 Introduction

Tatralandia Holiday Resort is the largest water fun complex with accommodation in Slovakia, Czech Republic and Poland. It is situated in Liptov region – region with plenty of cultural sights, typical folk culture and folklore, surrounded by the highest mountains in Slovakia – High and Low Tatras, Veľká Fatra (Great Fatra), Malá Fatra (Small Fatra) and Choč Mountains. The Holiday Resort offers full of adventure and fun with year-round seaside paradise Tropical Paradise, summer Funpark Tatralandia and accommodation complex Holiday Village Tatralandia. This relax place for summer and winter holiday is suitable for all ages. Small and big ones can enjoy the summer season in 14 pools with sea, thermal or pure water. There are 28 tubes and slides, attractions in Fun Park, all day long program with the biggest animation team in Slovakia or summer events. In case of raining, people meet under the translucent roof of the year-round Tropical Paradise, where the temperature of water and air does not drop below 30°C.

Water Park also offers basic physical and restorative activities, such as active swimming, resting lying or sitting in the pool, the wellness massage seats or massage under Gargoyles, aqua volleyball, aqua basketball, and fun in the water seesaw, there is also a climbing wall, a number of tubes and slides and, finally wellness. Appropriate to complement the product offering various attractions for kids (trampolines, inflatable world, kids train, playground, adrenaline attractions, paintball, water football etc. Collectively games and sports are held in a number of sports. Implement can be both relaxing game for couples. There Tatralandia the obstacle climbing path Tarzánia, natural entertainment area Western City Crazy River and accommodation of the Holiday Village. Tatralandia provides a wide range of services and attractions for you to enjoy free days and holidays.

Accommodation is available in three types of houses divided either into a terraced house - apartments or detached bungalows. Each unit has a living room (some with fireplace) with seating, satellite TV, radio, telephone, kitchenette, shower, toilet and a summer terrace (some with balcony). The entire accommodation section is divided into several groups' accommodation, which differ mainly themed. Guests can choose the mode

of accommodation according to your favourite activities. Each group (apartments or bungalows) is equipped with stylish outdoor fireplace, respectively children's playground and sports fields. Arena at the entrance to the complex covers the reception desk and covered terrace, a restaurant, conference rooms and a mini market. Complimentary parking available, information centre, currency exchange, sport equipment rental.

## **2 Distribution of products**

The method of marketing in tourism is the method of marketing in other sectors differs only in one essential point. Guest consumes the rest to the place; the place of residence can be obtained only entitled to recreation services. According to [2] services purchased in advance or cannot see or try. While sales are important active demeanours, personal contact with the customer is a key in sales. In the domestic and international business environments Tatralandia relies on a demand-driven rule through the web site that is clear, understandable and timely. Possible visitors are taking for granted detailed information on the types and level of services provided, prices and discounts offered. Reservation can be made online. Internet is the most common primary source of information about Water Park. Through the Internet Tatralandia addresses most of its customers abroad. Links for portals, which are focused on tourism are also commonplace [5] for spreading the information. The company uses the services of travel agencies, who are in relation to negotiating interpersonally with customer. Customers in these offices close to home can book stay at Holiday Village Tatralandia, but also in Aquapark. Book entry is particularly useful in summer when the park is the maximum interest of visitors. Distribution of information about news and events are conducted through leaflets and catalogues newsman in hotels and public spaces in the neighbourhood of recreation centres [4]. Number of customers reaches the billboards and big boards, which are situated in busy places in the region where it operates, but also in neighbouring regions.

## **3 Price**

Prices are set flexibly, taking into account the current state of supply and demand in the market. Level of prices for each product determines the general director, and the marketing department. The specific operation of regulated prices based on their own statistics and costs. One of the starting points is price competitive and current purchasing power of the population. At the time of the opening of the Water Park all day admission price was about € 8.30 (EUR 250,- SKK). Gradually, the price increase especially in the roll attractions, services, increasing of quality, and expansion of the area Tatralandia accommodation section etc. Today visitors can choose from Aqua three time variant admissions and two service packages. Timed tickets in addition to season tickets either the day or after entry 15:00 or 17:00hrs. In the past, the opportunity to purchase a ticket for three hours till 17:00 or after 17:00hrs. Current ticket prices especially after 3 o'clock p.m. is suitable for tourists who are in the morning walking in the mountains or nearby environment. Interesting is also the working population of the region. Visitors who live nearby or are staying in one of the nearby accommodation, you can purchase a pass. Residents of the region can apply a discount through a regional admission.

Prices for accommodation in Holiday Village Tatralandia per person per night and are differentiated according to the standard the accommodation and its period. If visitors stay longer, the lower price per person per night is applied. This pricing applies during the summer season. During the summer season the prices for rental accommodation throughout the accommodation, and the possibility of a reduction of the price in the case

where a bungalow occupied only half capacity or less. The price includes breakfast, internet access, sojourn tax for the city, parking space, animation program during the summer season. The accommodated guests also have the opportunity to take advantage of 20% discount on entry to the Celtic Sauna world.

Visitors have the option to share product package “summer”. In it includes accommodation associated with entry to the Water Park. During the year a specific price list of Holiday Village and Water Park are also referred to various events and the possibility of discounts on ticket prices and accommodation. Entitled to a discount may be applied accommodation of guests who have visited this facility again. These actions aim to attract and retain regular visitors and guests during the periods when the demand for services provided lower (winter season, periods of inclement weather etc.).

## **4 Communication Strategies**

Management of Tatralandia attaches importance to the communication strategy for selling your product - especially services. This may be at a high level and have all the advantages, but if the public does not know it, it becomes unsellable. Communication strategy brings the product to the customer, with potential clients and also informs the general public [3]. It consists of advertising, sales promotion, public relations and personal selling. The company's management uses all these activities to achieve their advertising and marketing goals. The research showed that the formation of Aqua communication mix consists of:

- a) Identifying the target audience – business travellers, businessmen,
- b) Determining the expected response – expressions of interest for the main product and ancillary products company
- c) Selected messages – message is a notification of services to enterprises, with emphasis on quality and affordability of over the standards,
- d) Selected media – management decided to combine personnel and non-personnel communication channels. The non-personnel Channel intends to introduce its product through: website, print media – i.e. regional newspapers, booklets, leaflets and catalogues. After the taking over of Tatralandia by Tatry Mountain Resorts (further “TMR” only) are increasingly begun to use the media –television and radio. Considered one of the forms of presentation was the use of bid Railway Company Slovakia, which offered to lease space on the national express trains connecting to Bratislava and Kosice for advertising and bearing the name of enterprise. This kind of presentation, however, was not realized. One reason could be high price of such a presentation, resp. addressing the not proper target group of customers. The second was the subsequent decision of the Railway Company Slovakia, marking speed trains according geographic names of mountains and Slovak regions.

One of the most important decisions was the decision of management of expenditure on promotion. Business management Tatralandia decided to use the method of objectives and tasks, in which the initially designated targets that he wanted to achieve a task that must be met in order to achieve these objectives. Finally it is necessary to estimate the costs necessary for the implementation of the task. Unfortunately specific budget options are not available.

## 5 Promotions

This part of the marketing mix in a Tatralandia given most attention to all products of the company are provided as a service in the field of water entertainment, culture, sports, recreation and accommodation. These are recently searched. Their purpose is leisure time especially in hot summer days. Both the domestic and foreign tourists are curious about these services. The adopted strategy determines the form of business communication towards future customers. Reaching a large number of potential customers help the company meet its objectives, which are mainly profit and gain greater market share.

Promotion of Tatralandia uses mainly visual media which can reach as many potential visitors and guests. Their concept and content are created in the simplest form, so potential visitors can clearly determine what the company is involved, what and where you are located. For these purposes, company mainly uses billboards and billboards, placed in the main roads around the company within a radius of 50-80 km, promotional brochures and pamphlets of different formats. These are distributed to nearby lodging facilities primarily in the Jasná resort, Štrbské Pleso, Donovaly, and cities like Liptovský Mikuláš, Banská Bystrica, Ružomberok, Smokovce and more. These presentation materials dominate news upcoming season.

The main communication channel is the internet. This, as a primary source of information about the company uses increasingly larger group of potential visitors. Through the official web site [www.tatralandia.sk](http://www.tatralandia.sk) company transparent, understandable and engaging way to provide updated information on all the activities taking place in a water park. A visitor to this site you can find colourful information about different attractions, accommodation and admission prices, location and access to the Water Park, provision of ancillary services, promotions and the like.

With the expanding use of social networks increases the possibilities of promotion. Marketing department decided to use the space provided through the social network Facebook. Within the network, we may see the company has several profiles, from which only one official is. Others are created and supported by "fans" of the company. Official one is used by marketing to inform about the upcoming events, as well as to allow publishing attractions videos and photos of actions undertaken by visitors. It is the best area to make the experience through photos and impressions of visitors' stays. Mentioned on unofficial sites is varied exchange information more fans. It is therefore appropriate to focus attention marketers Tatralandia to these groups. Internet options allow monitoring and evaluating the number of pages open society, as well as identify the place and time from which the site was open and for how long.

The economic crisis caused less numbers of visitors after 2008. Also introduction of EURO in Slovakia and the relative weakening of currencies in neighbouring countries left foreign visitors back from their goal to visit Tatralandia. The prices here in Slovakia have increased for them significantly. The visitors carefully consider how much money to leave to spend in Aquapark. This situation Company responded by the admission and accommodation did not increase over the previous year, even in some cases their services became cheaper. These services prices kept company with minimal variations to this day. These circumstances prompted the company to focus more on domestic customers. At present, the situation is better, driven, strengthening of currencies of neighbouring countries and increase purchasing power.

Enterprise prepares price action, serving to support traffic and thereby to gain customers who will continue to plan a vacation at. There are currently several ongoing pricing actions i. e. discount card region, which gives the visitors from regions Liptovský Mikuláš and Ružomberok. For all visitors in the event of family input company applies reduction of admission fee. Admission for two adults applies also entry along with from one up to three children under 140cm. The advantage of this rebate is that it can be applied by a group of people in this composition (two adults and one child up to three), which may not be related to them. Since September 2009, in force even birthday gift for visitors celebrating the day of the visit water park birthday in the form of The Celtic Sauna world free day ticket purchased. One of the actions is the input for school-age children during the previous school year had a year-end report card on the same unit. For the accommodation of the guests are ready pricing advantages and First moment later the last minute. For this segment of customers, there are also discounted service packages comprising accommodation, Aqua park, Wellness, optionally enter Tarzan, or the program in Western city Crazy River. In the winter, mostly ski season, when visitors are Liptov in nearby ski centres, the marketing company focused on facilitating regular and direct shuttles from Jasná Resort to Aqua park, this is right for all passengers and visitors free of charge. Jasná Resort in Low Tatras and Tatralandia jointly promote their activities because they are both part of TMR, which spends a considerable amount of funds to promote tourism in the region.

Enterprise catches the attention of visitors by souvenirs with the logo of the water park. These objects belong to different pockets, assembly puzzle games, bags, pens, games for kids, colouring pages, different clothes, and so on. Throughout the year the area is ready for visitors' animation program, which includes competitions for children and adults with rewards, exercises, games, aqua dance, aqua aerobics and more. This program provides animators with which the enterprise experiences their ideas and support marketing strategy and goals of the company. Business uses for its presentation and spaces that provide various tourism fairs and exhibitions. Closely collaborates with the Liptovský Mikuláš city and Tatralandia Liptovský Mikuláš in organizing cultural events, is also a sponsor of sporting events in the region.

## **6 Total market positions**

An important indicator of the success of the enterprise as a whole, but the marketing department as well is the evaluation of independent observers, who compiled various traffic rankings, popularity, quality of services and the like. Tatralandia maintains leading positions in these rankings among Slovak devices perennial water fun. This position has long maintained thanks to the great outdoors, which lies around us, quality services and a wealth of attractions, which offer increases every year. High traffic location is contingent in the region, with excellent conditions for tourism development. In the vicinity there are several tourist centres especially clear, which is predominantly centre of winter sports, tourism and recreation in the natural surroundings of Low Tatras, Liptovská Mara Reservoir that is among the largest water reservoir. There are Demänovská cave in the Demänovská valley, resorts culture Vlkolínec, Pribylina, and Východná, as well as many other tourist attractions. The entire region Liptov attracts a lot of visitors throughout the year, which is a prerequisite for success Water Park.

## **7 Evaluation of survey results and work**

At the end of the summer season of 2012 was poll among visitors Aquapark. Poll question was asked visitors leaving the water park, thanks to the respondents to comment on the service satisfaction. The questionnaire survey included 6 questions, and these were formulated simply and succinctly. This has been designed to answer clarity and subsequent data processing. Polls are attended by 300 guests from different nationalities. Respondents were dominated by Poles, Czechs and Slovaks.

Tab. 1. Composition of visitors by nationality

<b>Visitors from countries</b>	<b>Number</b>	<b>[%]</b>
Slovakia	105	35
Czech Republic	42	14
Poland	151	50
From others countries	2	1
Total	300	100

Source: own processing

Poll question were as follows:

1. Where are you from?
2. From what source did you hear about Tatralandia?
3. Why did you decide to visit just Tatralandia?
4. How many times have you visited Tatralandia?
5. The Tatralandia you most interested in?
6. How satisfied are you with the services and attractions of the water park?

In the first question, respondents expressed, from which country they came from. The number and percentage are indicated in Tab. 1. Data from a questionnaire survey showed that the water park visited by foreign tourists in particular, from among whom the majority are Poles, accounting for nearly half of all visitors. Polish tourists come mainly from the regions adjacent to the Slovak Republic. They are followed by Slovaks and the third largest group were Czechs. Like the Polish tourists from the Czech Republic visitors come from Moravia and Silesia, Zlín and South Moravian region, but distant Central Region, including Prague. There were a lower proportion of tourists from other countries (e. g. Ukraine, Russia). The documents Tatralandia we received showed the information that visitors from other countries are Hungarians, Austrians, Dutch, and Germans as well. Within Slovak visitors are most frequent recreational citizens of the nearby autonomous regions Žilina, Prešov, Košice and Banská Bystrica.

The second issue we investigated the source from which the respondents learned about the water park. The issue had concluded brainer more answers, which we mentioned in Tab. 2. and to mark their concurrence.

Tab. 2. Source of information about visitors to the water park

<b>Source of information</b>	<b>Number of respondents</b>	<b>Proportion [%]</b>
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Internet	138	46,0
Recommendation from known	110	36,7
Billboards	31	10,3
Printed Medias	24	8,0
Television	18	6,0
Leaflets	16	5,3
Radio	9	3,0

Source: own processing

The results obtained show that an important source of information, which uses almost half of the respondents, is the internet. The marketing department must therefore be paid to this form of promotion and monitor all Internet communication tools. Another important source of information is recommendations to acquaintances that visited the park in the past and were satisfied with the services and attractions. The following resources are billboards and print media. A lower proportion of respondents to the water park learned from television, radio and leaflets. Foreign visitors stated that their countries had the information mainly from the Internet and recommendations, and other resources they increasingly began reaching out to the arrival in the region Liptov, where the use of billboards.

The third question we asked for suggestions, which decided to visit Aquapark. Respondents had the chance again to mark more than one answer and evaluation is reported in Tab. 3. The main attraction and thus the strongest “impetus” to visit Tatralandia were many attractions that are available during the summer season. That's where Tatralandia means that it creates a clear, strong competitive advantage compared with women competing undertakings similar focus. Other strengths can be identified in the visitors' satisfaction, which has been demonstrated by evaluating and processing the poll. At least the respondents said that the reason to visit Aqua Park was coincidence, or another initiative. It is suggesting that a large proportion of visitors are already pre-determined on the basis of available information. This decision thus knows marketing department largely affect the proper adjustment of marketing communications.

Tab. 3. Reasons visits Tatralandia

Reasons	Number of respondents	Proportion [%]
Number of attractions	167	55
Price	42	14
Satisfaction from the Past	110	36,7%
Recommendation from known	85	28,3
Accidentally	18	6
Others	8	2,7

Source: own processing

Fourth question, we investigated how many times respondents visited the water park, which is to some extent possible to express how visitors are satisfied and loyal, as we documented in Tab. 4.

Tab. 4. Repeated visits Tatralandia

Number of Visitors who came	Number of respondents
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First time	122
Second time	64
From 3 to 5 times	69
6 and more times	45

Source: own processing

Almost 41% of visitors were in Tatrallandia first time, it means that marketing communication is able to attract and acquire a large number of new customers, most respondents were in the water park and two more times, suggesting the ability to retain customers, who expressed their satisfaction in repeated visits longer term.

The fifth question was directed respondents to comment on the attractions that most attracted them during the visit. Also in this issue, respondents could select more than one answer, as we have indicated in Tab. 5. Most respondents took just offer quantity pools with water attractions, water slides and chutes, many attractions for children and ultimately the world sauna and massage. Offer these services are also the most communicated to the public. At least people took specials, accommodation and sports facilities, which are located in the area of the water park.

Tab. 5. Offered services and attractions that most interest

<b>Offer</b>	<b>Number of responses</b>	<b>Percentage Proportion [%]</b>
Pools and water attractions	205	68,3
Water slides and chutes	180	60
Attractions for kids	102	34
Massage and Sauna World	71	23,7
Action and animation	59	19,7
Discounts	27	9
Accommodation	23	7,7
Sports Venues	20	6,7

Source: own processing

The aim of laying the sixth question was to determine visitor satisfaction with selected services provided on site Water Park. Respondents rated the services they use during the visit, the degree of satisfaction of assigning values from very satisfied to very dissatisfied, as we have documented in Tab. 6

Tab. 6. Respondents' satisfaction with the services provided

<b>Service</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Average</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Number of slides	226	48	16	6	4
Number of pools	203	50	18	6	4
Number of attractions for kids	206	53	12	7	6
Room area and Cleansing	198	56	12	4	2
Checkout and Operation	187	52	21	9	9
Helpful staff	191	58	17	6	4
Level of service	179	61	18	6	1
Entertainment program	132	59	47	7	4
Sauna World	123	52	40	4	4
Massages	123	53	40	4	2
Number of umbrellas and chairs	160	53	46	16	14
Refreshments	150	58	45	11	8
Sports Venues	147	60	44	9	0

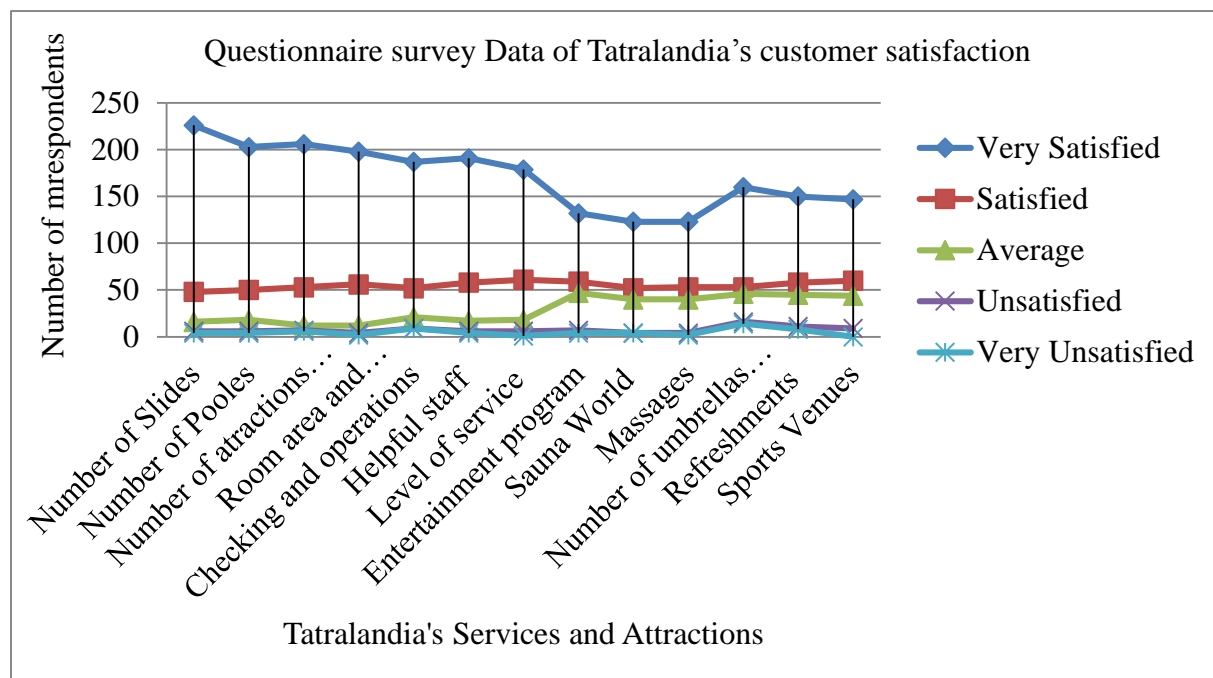
Source: own processing

We expressed the data of Tab. 6. graphically in Fig. 1.



The evaluation of the data shows that most visitors were satisfied with lots of tubes and slides, which can be used during the visit. Satisfaction was also the number of pools that capacity sufficient to satisfy the majority of respondents. Respondents were very satisfied with the number of children's attractions, on which children can “play games enough” and was positively evaluated the purity of the complex, which in years past was, according to research marketing department insufficient. Visitors were least satisfied with the number of umbrellas and chairs, although their number was for the summer 2012 season doubled. Low satisfaction was also the number refreshment facilities.

Fig. 1. Satisfaction with services and attractions



Source: own processing

## 8 Discussion

Tatralandia has the opportunity to grow and attract new customers after a certain stabilization of the situation arising from the economic crisis since 2008. Slight recovery of production in many sectors and employment growth contribute to the growth of the purchasing power of the population and the increasing demand and the recreational and entertainment services. Fluctuating market recovery may not be permanent, so it is necessary to formulate such a business strategy that will allow without much trouble maintain a range of activities and services. Marketing communication towards visitors from neighboring countries, but also from Slovakia, has an ambition to reach tourists and visitors who come to LKiptova also because of nature, hiking, skiing etc. Rarely is the use of television or radio normally only beneficial for promoting bundled services, combined with accommodation, skiing or adventure stays. More complex and more intensive communication should address domestic visitors and create a base of loyal visitors. Permeability of attractions to reducing waiting times, expanding wardrobe space, a higher number of shelters that protect visitors from the rain would contribute to better survival time in the park. Determination of the optimal number of visitors is important to shorten the

waiting time for attractions. Can be simple information about attractions, which are currently underused. With the growth of competition is also increasing requirements for marketing communications, market research, business to collect information on the changing trends and preferences of visitors, which can flexibly respond and adapt its offer.

## 9 Conclusions

Product strategy, business Tatrallandia is desirable to provide a sufficiently wide range of services that will meet the current and foreseen requirements of visitors. This objective can be filled and innovative process utilizing research findings residential tourism facilities. Visitors come, as each year will be able to enjoy the new attractions, but also medical and rehabilitation services, which will make them, stay Holiday bringing beneficial effects.

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