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ANALYSIS OF AGÁRD, KOMÁROM AND PÁPA'S THERMAL AND EXPERIENCES BATH, ACCORDING THE GUEST'S SATISFACTION

AGÁRD, KOMÁROM ÉS PÁPA TERMÁL- ÉS ÉLMÉNYFÜRDŐINEK VENDÉGELEGEDETTTSÉGI VIZSGÁLATA

Resume

The bathvisiting gradually incorporated into the daily program as an opportunity for regular physical activity, body care and recreation link. The spa is no longer at the only annual main holiday, but the general well-being, body and spirit to maintain health and venues.

The study, we get to know the guests of the Komáromi Spa, the Agárdi Termál Spa, and Pápai Várkertfürdő Spa and their main motivation factors, spending habits, the bath itself, and it's supply elements of satisfaction with the guests in relation to gender and age.

Keywords: thermal and experience bath, guest satisfaction, pay willingness, motivations.

Összefoglaló

A fürdőlátogatás fokozatosan beépül a mindennapok programjába, mivel lehetőséget kínál a rendszeres testedzésre, a testápolás és kikapcsolódás, pihenés összekapcsolására. A fürdők ma már nem csupán az évi rendes főnyaralás, hanem az általános jó közérzet, a test és a szellem egészsége megőrzésének helyszínei is.

A tanulmányból megismerhetjük a Komáromi Gyógyfürdő, az Agárdi Termál- és Gyógyfürdő, és a Pápai Várkertfürdő vendégeinek főbb fürdőlátogató motivációs tényezőit, költési szokásait, illetve a fürdővel, és annak kínálati ele-

meivel való elégedettségüket a vendégek nemének és életkorának viszonylatában.

Kulcsszavak: termál és élményfürdő, vendéglégedettség, fizetési hajlandóság, motivációk.

Introduction

The name contains a summary of health for all types of health-related travel. The fundamental motivation of visitors to preserve the health, holding, deformities and disease prevention (wellness tourism), and the improvement of health status, treatment of established disease (health tourism). We can say that in order to preserve or restore the health of their health-consider all the trips. (Könyves and Müller, 2007)

More and more town start to be used for the town's resources, especially in the thermal water baths as a result of the "multiplication" of the country. The population also requires the bathtub, and would like to use daily the nearby residence facilities, but in summer holiday pastime of the distance from any residence, also visiting famous Hungarian baths.

During the summer holidays, leisure is often the target of the baths. The bath visiting gradually incorporated into the daily program as an opportunity for regular physical activity, body care and recreation link. The spa is no longer at the annual main holidays only, but the general well-being, body and spirit to maintain health and venues. Regular bathvisitors far from home are expected in the normal and high quality leisure services and tourism destinations in this fürdőinek increasingly must take into account during product development. (Müller – Könyves – Borbély, 2009)

The Széchenyi Plan's developing program of Health tourism (2001–2004) contributed to the country's municipalities that also happened to bath development, which has been the lack of infrastructure and attractions, it was not typical. This positive effect of increasing the attractiveness of town investors and contribute to the economic impact of tourism growth.

Demanding trends encouraged traditional spas and curative hotels Hungary – thus Central – Transdanubian region that exploited Thermal- and medicalwater opportunities offered opportunities adapt new demand needs even competitors distinction intention also leitmotiv modern health tourism services take created.

This study wanted to explored to Central Transdanubai's bathvisitors on the bathterritory breeding habits (payment willingness) the bath and it's supply elements of satisfaction. Our aim was to examine the region, three, we arbitrarily selected bath (the Komáromi Spa, the Agárdi Termál Spa- and Pápai Várkertfürdő Spa) the guest satisfaction or that interrelations inspect the bath guests gender, age substantive Situation and breeding willingness among.

All the three Settlement were developments with Széchenyi plan tenders which likely contributed baths located service elements number and level increases in beyond guest satisfaction also increase. The baths positive image develop factors determining that guests attitudes and opinion the bath connection favorable be. The guest much contribute a bath development where as problems, errors shortcomings sooner realize than owners or stronger may there in criticism tendency too. The survey's results inter between therefore used practice because visitors opinion basis light remain anonymous shortcomings.

Main questions of the research

During our research, the following questions and links we find the answer:

1. What income backgrounds and what average payment willingness have the guests?
2. What are the main motivating factors to visit bath?
3. What is the satisfaction of the spa bath environment, elements of the quality of supply, the quantity of the staff of the guests in relation to gender and age?

Method and conditions of the research

The questionnaire survey was carried out in the summer of 2009 at Komáromi Spa, the Agárdi Termál Spa, and Pápai Várkertfürdő Spa, which resulted in a total of 375 pieces (Agárd: 137 pieces, Pápa: 120 pieces, Komárom: 118 pieces) a duly completed questionnaires were collected and process. The sample selection of spa guests staying in the area to help out (response propensity) basis. The questionnaire included open and closed questions, closed questions were more answer category for the guests. The questionnaires were processed using the SPSS 16.0 software. From the datas, we reckoned average, standard deviation, pattern expected, and also examined the relationships were addressed.

Results of the questionnaire survey

The first part of the questionnaire related to demographic data, from which guests can contact the sample guests' gender, age, financial situation – and presumably resulting willingness to spend. These data were later to be an important factor in the correlation studies.

Table 1: The gender distribution of the sample (in persons and percentage) / **1. táblázat:** A minta nemek szerinti megoszlása (főben és %-ban).

	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
Men	58	42,3	52	44,1	52	43,3
Women	79	57,2	66	55,9	67	55,8
Total	137	100,0	118	100,0	120	100,0

Forrás: kérdőíves felmérés alapján saját szerkesztés.

Source: Questionnaire

The table shows that women are a majority, both in number and percentage of all candidates. Most men interviewed they were in the Pápai bath, most woman was in the Agárdi bath. It inferred also since most visitors woman, driven may baths offerings between – bathing outside more health and cosmetic service mobilization such fitness room, sauna, cosmetics, solarium, etc.

Table 2: The age distribution of the sample (in persons and percentage) / **2. táblázat:** A minta életkor szerinti megoszlása (főben és %-ban)

	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
18 or under	9	6,6	9	7,6	8	6,7
19 – 28 years	22	16,1	23	19,5	31	25,8
29 – 39 years	22	16,1	21	17,8	30	25,0
40 – 50 years	23	16,8	16	13,6	30	25,0
51 – 60 years	28	20,4	29	24,6	12	10,0
61 or over	33	24,1	20	16,9	9	7,5
Total	137	100,0	118	100,0	120	100,0

Forrás: kérdőíves felmérés alapján saját szerkesztés

Source: Questionnaire

The scales of different ages were listed, including the number of correct answers among the respondents did not give the exact age, but only under the appropriate age category had to mention himself. It can be seen from the table that Agárd and Komárom of data over 50 years of age, the guests are relevant. At Agárd 20,4 and 24%, 1% of the rate of over 50-60 year age groups between, in contrast to the rate change in the age of Pápai, families direction, since the retirement age, only 7,5% of the total held. The reason for this may be that, at Agárd and Komárom more medical water stronger services to justify the number of older visitors, while the Pápai wellness and adventure enriched pools and other services for young people and families for more favorable, it is typical of the target.

The 18 years of age in each case the sample rate of about 7-8%. While the previous two baths are spas, while the Pápai Várkertfürdő is a wellness bath. Although no cure, medical department and luggage, but not long enough to attract sufficient pensioner. This may be more to do with the lack of spa and wellness hotels, because it is more appropriate so that the pensioners would be at the spa for a longer stay.

Table 3: The sample of income distribution situation (in persons and percentage) /
3. táblázat: A minta jövedelmi helyzet szerinti megoszlása (főben és %-ban).

	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
Low	22	16,1	58	49,2	39	32,5
Lower medium	84	61,3	53	44,9	50	41,7
Upper medium	30	21,9	7	5,9	29	24,2
Top	1	0,7	-	-	2	1,7
Total	137	100,0	118	100,0	120	100,0

Forrás: kérdőíves felmérés alapján saját szerkesztés.

Source: Questionnaire

With the third question we searched the answer for the visitors what income classify themselves. The categories of income (monthly income level) were as follows:

Low: less than 80 000 Ft

Lower medium: between 80 000–120 000 Ft

Upper medium: between 120 000–160 000 Ft

Top: more than 160 000 Ft

In Pápa and Agárd the most of the respondents „lower medium” classified himself among them, at Agárd most 61.3%, respectively, while in Komárom the „low” category was identified as 49.2%, respectively. The „upper medium” there was, who classified himself, in Agárd of the sample more than 20%, but the „top” category there was little or Komárom see that no one has identified himself in this category. Therefore inferred that the moderate majority of visitors consider the income and financial situation, although it is not certain that the spending will affect the willingness of our guests.

Table 4: The motivation factors of the sample in the baths (in persons and percentage) / **4. táblázat:** A fürdők látogatásának motiváló tényezői a minta körében (főben és %-ban).

	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
Good image of the place	5	3,6	7	5,9	12	10,0
• Marked	132	95,7	111	94,1	108	90,0
• Not						
Rest & Recreation						
• Marked	133	97,1	105	89,0	113	94,2
• Not	4	2,9	13	11,0	7	5,8
Price/value rate						
• Marked	7	5,1	27	22,9	7	5,8
• Not	129	94,9	91	77,1	113	94,2
Special offers						
• Marked	1	0,7	3	2,5	5	4,2
• Not	135	98,5	115	97,5	115	95,8

Forrás: kérdőíves felmérés alapján saját szerkesztés

Source: Questionnaire

In the questionnaire the 4th question could have been more marked answer in the forward responses were given to responding to "What is the purpose of the guest to visit the bath?" On this basis, it is observed that all three baths the majority of respondents in the „Rest & Recreation” to arrive in the bath, not the good image of the place, other special or favorable prices.

Table 5: The average spending of the sample (in persons and percentage) / **5. táblázat:** A minta átlagos költési arányának megoszlása (főben és %-ban)

Average spending during the stay (in HUF)	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
0 – 5000 HUF	89	65,0	92	78,0	61	50,8
5000 – 10 000 HUF	35	25,5	22	18,6	49	40,8
10 000 – 20 000 HUF	12	8,8	4	3,4	9	7,5
More than 20 000 HUF	1	0,7	-	-	1	0,8
Total	137	100,0	118	100,0	120	100,0

Forrás: kérdőíves felmérés alapján saját szerkesztés

Source: Questionnaire

In the 5th question focused on the average spending of the visitors. This issue is related to the income shown above on the situation in question, since they can be related to the willingness to spend.

The previous analysis showed that the majority of visitors middle position listed property itself (as shown in Table 3), since each bath of respondents in the „0 – 5000 HUF” spending limit identified in, which is normally spent during the stay. This amount included in the entrants and any amounts charged for services or products. As the largest proportion of Komárom observed in 78,0%, respectively. The second highest frequency of „5000 to 10,000 HUF” spending limit. As a large number of Pápa visible 40,8%, respectively. This is because I believe that the role of families in the baths as a family is made up at least 3-4 people, so the charge is higher for them. The lowest prevalence option of „more than 20,000 HUF”, which identified by only a few visitors.

Customer satisfaction with the test subjects are issues in which the quality of products and services, gaps, staff observations, other observations ask her/him, so that the responses have shown that visitors are satisfied in the bath.

Table 6: The opinion of the sample about the bath, and about it's services. / **6. táblázat:** A minta véleménye a fürdőről, és annak szolgáltatásairól.

Satisfaction aspects:	Agárd	Komárom	Pápa	Total
The building outside	4,42	4,41	4,40	4,41
First impression on entering the bath	4,31	4,13	4,22	4,22
Pool choice	3,68	3,75	3,64	3,69
Cleanness of the pools	4,05	3,75	4,08	3,96
Cleanness of the toilets, showers, dressing rooms	4,18	3,54	4,12	3,95
Wellness services of the spa	4,38	3,43	4,11	3,97
Medical services of the spa	4,77	3,65	3,96	4,13
Additional services	4,07	3,75	4,08	3,97
Staff first look	4,35	4,28	4,39	4,34
Staff attitudes to the guests	4,37	4,22	4,42	4,34
Staff professionalism	4,42	4,22	4,36	4,33
Quality level of services	4,14	4,13	4,16	4,14

Forrás: kérdőíves felmérés alapján saját szerkesztés

Source: Questionnaire

In the sixth question the visitors had to grade in the first column listed in the table above factors by 1 to 5 scale, where the best rating of „5” meant.

The „building outside” an average of 4,41 average-received. Agárd was better, and the Pápa worse than the average of 4,4. The „First impression on entering bath” was similar result, while the choice and purity of the pools have a worse result for the criteria. The „Pool choice” has identified more better Komárom 3,75 – average, Pápa was the least with 3,64.

For us this was surprising, given that many families visit the spa and the spa area as compared with large pools of choice. The unsatisfaction is likely in the winter period due to circumstances, as when the number of outdoor pools can be used only sparsely, and so the indoor pools need to be well enough for the visitors, but which do not offer a wide choice of area. The purity of Pools' approach, the results are reversed, Pápa is considered better than the purity of water, while Komárom is worse. Each bath is young and there are so much things to develop: increasing the number of the water recyclers of pools, but regardless there will always be those customers who are perceived to be better or worse than the purity of the bath.

The „Cleanness of the toilets, showers, dressing rooms” is an important aspect in a bath, Komárom here is worse than average: 3,54 from the respondents. This may also be due to the fact that the women-men dressing room is not separate, which nowadays is not very typical, and most of the visitors require a separate dressing room. Rated as poor in the „Wellness services of the spa” Agárd was the highest value of 4,38, but Komárom less. Of course, these young baths not yet advanced enough to wellness packages and level of services in order to get a good rating, because time is needed to ensure that the needs of customers can get to know, and generate money for investments.

The medical services have received a better rating, but the additional services can also be classified as worse for the guests. The additional services are: restaurants, sports facilities and activities. It was higher average, 4,08 in Pápa, which used to be many programs, and have many restaurants inside a bath and outside too. Komárom was the lowest, 3,75, which is also possible because does not have inside restaurant and have only one outside restaurant, which is heated in winter passage, and in the field of programs organizing also needs to evolve.

The average rating for staff was 4 in each baths, and the „quality level of services” – a summary of the evaluation of the quality of services – is also 4 average among the respondents.

To sum up, among the survey respondents, Agárd received better rating, and most of the less privileged in Komárom rating.

In Komárom, there were more recent transformation, and did not like the questionnaire, they could not visit many places, and entry and dressingrooms usage also had to give a deposit. This may have contributed to the negative opinions of the bath. In Pápa there are more developing things, but apart from it has got good and bad ratings too.

So it comes out though the visitors of the bath valued more point of view as medium level, altogether they are satisfied with the service gotten and the appearance and the staff of the bath. This conclusion is found on the basis of many average 4 levels.

The last question in the questionnaire ask the bathvisitors opinion: „Overall, were you satisfied with the bath, and will you recommend it to friends?"

Table 7: The opinion of the sample: Overall, were you satisfied with the bath, and will you recommend it to friends? (in persons and percentage). / **7. táblázat:** A minta véleményének megoszlása a fürdővel való elégedettségéről, és ajánlásáról (főben és %-ban).

	Agárd		Komárom		Pápa	
	(persons)	(%)	(persons)	(%)	(persons)	(%)
Yes	134	97,8	117	99,2	115	95,8
No	3	2,2	1	0,8	5	4,2
Total	137	100,0	118	100,0	120	100,0

Forrás: kérdőíves felmérés alapján saját szerkesztés

Source: Questionnaire

The „No” option was replying to describe the reason why it is not recommend to others. The result can be seen that all bath the guests recommend to their friends, their friends the bath, but some of them do not.

The "No" respondents in Agárd not justify why it is not recommended to plant others, Komárom a lot of closure and deposit that is why they would not recommend it. This is due to the transformation of the spa section does not explored more, and 2 places a deposit to be paid and given to cashier 1000 HUF, while the dressingroom valuables or anything that is important for the guest. In Pápa „No” respondents according to the spa „is not child-friendly”, „Active rest does not meet the needs of those seeking” and „Sauna Master 'absence’”. The analysis is based on the inferred, that those who have experienced a deficit in the bath, some of their negative experience, manage, and do not go back more than a bath. This is natural, since many different personalities, who are treated differently, the negative effects.

The questionnaire results have many interesting highlights, which should make the relationship test. The relationship test is based on the above analyzed questionnaire results, which are used and combined together with other interesting results are obtained.

The cross-table analysis shows that there is – whether the various answers, and respondents gender, age between. The following is based on age and gender examine the guests's satisfaction with the bath, and it's services.

The first difference seems at the scale assessment approach, in the building's external impression (significance level, $p = 0.000$), in which some of the women from the 1 and 2 also re-evaluated, but the majority of 5 and 4 and the answers given. Several of the men identified as the 3-value, such as women, on average, but they also have positive values. The appearance of the personnel concerned ($p = 0.025$) more women in the 2 and 3 have responded, but also the same values of 5 and 4.

The examination of the age difference came out of the „pool choice” ($p = 0.000$), more negative assessment of the younger generation. Insufficiently responded to most of the 19 to 28 year olds, and the medium is sufficient and evaluation as well. Thus, the critical age, greater expectations. Most of the good reviews of the age was between 29-39, and 40-50 year olds in high-was.

The cleanness of pools ($p = 0.034$) at the valuing more adequate response to the 40-50 year-olds, average 19-28 year olds, 19-28 and between 50-60 years old, is also a good high result at the 60 years or older ones. The reason could be that the older the water efficiency of the recovery to come, so water quality is important to them.

More negative opinion of the „staff first look” ($p = 0.015$), only 18 years and under are not sufficient rated more moderate response to 40-50 years old, good in the 29-39 year olds, 50-60 year olds have been outstanding. The „staff attitudes to the guests” ($p = 0.001$) difference can be seen that a few negative reviews were good and high in older people was divided. Staff professional competence ($p = 0.023$) was from good to excellent among 29-39 year olds and 50-60 year-olds, only a few was negatively evaluated. Service levels ($p = 0.016$) among the 19-28 year-olds were most good, excellent in the 50-60 year-olds, 40-50 year olds thought medium. Young people are more widely used in the spa services, while older people prefer the medical services.

Conclusions

For our main questions the questionnaire survey gives the following results:

Examining the income situation of the „lower medium” type, which makes half of the sample, and „low” is about the same rate to type out. The average spending of visitors, ranging mainly 0-5.000 HUF (64,5%), which is already included in the entry and other spending, but a significant number of 5000–10 000 HUF is also spending (28,3%), although to be related to the fact that families with higher costs.

The visit is mainly aimed at visitors to the rest and recreation (93,6% identified) was, the use of special offers, or the good price/value rate, perhaps the town's image was less decisive.

The satisfaction of the spa bath environment, elements of the quality of supply, the quantity of the staff of the guests in relation to gender and age is determined that the older guests give a better assessment than the younger guests, guests of the lady's comments are sharp criticism of men.

Overall, 375 persons correctly completed the questionnaire said that, the baths of visitors are satisfied with the bath, it is true there are deficiencies, but nonetheless will also visit the facility. So, the guest satisfaction's indicator total value is „4”.

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