

THE STUDENT ORGANIZATION: MODERN STRATEGIC MANAGEMENT SCOPING IN THE AREA OF TOURISM

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ABSTRACT

With organizations, corporations and businesses, their operation, structure and information relationships that are cultivated in different areas of tourism - the tourism bailiffs - with very little theoretical work deals. The Hungarian National Tourist Office's activities are to contribute to the marketing of domestic tourism, thus promoting the domestic and international tourism in Hungary realized from increased revenue. The company's units, outside of the central tasks of the national network of creative Regional Marketing Directorates and Regional Tourism Project Office, foreign missions and the Hungarian National Tourist Office under contract with a franchise network, can be achieved by the Tourist Information network. World of accelerating change, organizations and leaders before the unclear trends are observed, which are parallel to each other both in time and be flexible to respond and adapt. Many of today's tourism supply and demand trends should be considered in the design and operation of the investment process, which may also affect significantly then concrete area's competitiveness. More ways of connecting to the social partnership, advocacy, and professional organizations may create opportunities for the communication and feedback signals. Although these forums are needed, the specific training needs and messages due to the conciliation and many filter effects, are unlikely to reach every destination. These changes and demands will increasingly make it essential for the systematization of scientific knowledge and based on these business practices, taking into account the student organization with organizational and management concepts.

Keywords: management system, tourism, student organization

THE MANAGEMENT SYSTEM FOR TOURISM IN HUNGARY

National level traditionally the sector, hosted by the Ministry of Economic Affairs (or its predecessors) then in 2002 was the Prime Minister's Office, and in 2006 became to the Ministry of Local Government and Regional Development as one of its specialities. The Hungarian National Tourist Office which is a 100% state-owned company is for the management of *tourism*. The National Tourism Board (OIB) works as the Minister's advisory. The development of the regional *tourism's* management system happened quiet chaotically in the 1990s, but we can talk about conscious institution development since only 1996. The forming of the regional *tourism* system started this time which was based on the spirit of the National Spatial Development Act and the intent of EU integration. By two regions - Lake Balaton Marketing Co. (1996) and the South-Transdanubian Tourist Office (1997) - which

began after the initiative of the National Tourism Board in 1997, the government decided on the full development of the country, covering 9 major tourist region in the Government decision of 1007/1998. In the meantime, the regional institutional system has gone through several modifications, but was not able to stabilize. The responsibility of managing *tourism* does not apply consistently on county level and there are strong differences between the practices of the counties in the national review. The established network of Tourist Information needs to be strengthened both in its staff and the duty system (*Aubert and Szabó, 2005*).

The under mentioned actual tasks help to achieve the set aims:

- Hungary's image-building and improving the image as a tourist destination, raising awareness at home and abroad,
- helping Hungarian *tourism* market in a competitively neutral manner at home and abroad,
- fostering regional cooperation in the field of *tourism* marketing,
- the continuation of Marketing activities domestically and abroad,
- providing tourist information to domestic and foreign tourists staying in Hungary, potential travelers, the decision-makers, domestic and foreign *tourism* professionals.

The professional management of the Hungarian National Tourist Office is currently under a contract naming 144 tourist information offices in Hungary. The Tourinform offices supply tourist information for inland and foreign tourists coming to their area and channel the offers of the service providers in a competition-neutral manner playing key role in the settlement, the practical implementation of regional *tourism* marketing and assisting to the dissemination of national *tourism* publications.

CHALLENGES IN THE SYSTEM: THE STABILITY, LEARNING AND CHANGE MANAGEMENT OF CONTRADICTIONS

Based on the foregoing opinion, one of the most important sources of a long-term competitive advantage for the above-mentioned organizations would be organizational learning and becoming learning organization. The most interesting lead role in culture managing is to attempt developing a so-called learning organization, which by time will be able to self-diagnose and manage different organization changes (*Kocsis and Szabó, 2000*). But is it conceivable attempting to create stable over time and future crop hypotheses functioning furthermore as culture and allowing continuous learning and change? In a sense, this requirement seems contradictory, because the culture is defined as a stabilizing, conservative process. However, some managers are often experimenting with the institutionalization and perpetuation of learning and innovation. Therefore need to look at some of the possible dimensions that approximate the „learning” concept of culture. A learning culture must possess such basic assumptions that the environment of the organization can be controlled by somehow. An organization lives with much more difficulty in learning in a symbiotic interaction with the changing environment. Through the learning process adapting to the slowly

changing environment could be a viable option, but it is well known that this assumption is perhaps the most unlikely field of *tourism*, in addition to the changes in the world this way makes it less and less possible. In other words, the more turbulent the environment, the more important it will become for managers to set up and present arguments to show that environment control is not only desirable but also necessary. The *student organization* is a quasi-organizational form, which it embeds itself in the environment constantly having the common future vision floating before its eyes. In our opinion, the *student organization* is not only a perfect fit into the environment, but also changes it, because the shared vision can only be something motivating which represents a qualitatively better state than the current system, so it's in need of achieving change. Furthermore let us examine closer what the model of the *student organization* means and what kind of duties are being pointed out for the participants of the sector.

THE MODEL OF THE STUDENT ORGANIZATIONS AS A POSSIBLE SOLUTION

„The *student organization* represents an organization that continuously improves in order to future develop, with strengthened creativity and talent. The *student organizations* have an important characteristic that it can be considered as new participants themselves and the world.” (Senge, 1998).

Senge lists 3 factors of the *student organizations* as basic features:

1. ability to see the world in one system, so you can see trends and act accordingly,
2. creative conversation and coordinated action in support of practices,
3. culture, which is based on higher values of love and compassion.

Business and all other human action can also make up a system. They are also interrelated actions are linked by invisible structures, although many years go by, until one of these actions fully affects the others. Basically there are three sides to this issue which will be projected to the *tourism* side:

Thought patterns

„Deeper generalizations, pictures, and ideas which have fundamentally influence our worldview and most common actions” (Senge, 1998). It occurs often in the organizations that the new insights and ideas are not implemented because they do not fit into the former thinking, the dominant view. The thought patterns belong to the organizational culture's deeper layers which are difficult to grasp. In the changing economic life, particularly in *tourism* as a priority sector of the economy, the constant adaptability and potential for development is dependent on the institutional capacity of learning which is a process that is dependent on how the directorial board changes the organization, the organization of common markets and competing models of thinking. „Therefore, we think planning as learning, running of corporate as institutional learning we think” (Senge, 1998). The essence of this principle is that individually and collectively recognizes our mental patterns. This may result in a change of attitude and allow having appropriate response to environmental challenges.

Personal excellence

This principle describes the characteristics of creative individuals in the *student organizations*. The author defines persons with personal control as someone who are characterized by continuous learning, know exactly what is important for them to achieve what they want, so having a personal vision, and can create the exact image of reality. The discrepancy between the present and the future creates the creative tension that encourages the individual to achieve a goal (Senge, 1998). The self-fulfilling mature personalities are needed in the student body, who are continually seek to improve personal effectiveness in all tasks and social relations in the areas of both work and personal life. The decision maker people who are initiative and responsible, increases the organization's flexibility.

Forming a common vision

It would be important for *tourism* organizations to form an agreement with the generally accepted future vision of the organizations in conjunction with the working and living individuals. It is possible that the people who are operating in the organization will continue to train themselves and learn, not because they have been commanded, but want to feel ownership of the vision. Unfortunately, many managers tend to have personal goals that are never converted to a common vision. We know that overall, the common vision of the domestic *tourism* management and *tourism* organizations are based on charisma of the leaders or a crisis that temporarily forces the employees to join forces.

The characteristics of the common vision:

- It builds upon custom visions, so every member of the organization can identify with.
- The vision should be challenging enough, so that the workers can only be able to realize it by making joint efforts.
- Creating a common vision is not a single act, but a permanent job. New challenges need to be able to formulate and continue efforts to better integrate the individual visions.

A common vision-creation reacts with the personal visions, so it helps their crystallization.

Regarding the sector's strategic future vision, it can be described in general what lines the *tourism* follows, or what to be expected in line with the designation of strategic roads. However, this study goes beyond these assumptions, it is designed for custom interpretation of the relationship between the environment and the *tourism* organizations, emphasizing the three principles of the *student organizations* from the five, through which to interpret the importance of the individual within the organization and projected to the future.

CONCLUSION

A „*student tourism*” organizations must assume that the world is manageable, that this world requires a proactive and problem-solving behavior of people and that human nature is basically good and can adapt to any situation. It is crucial to be

able to freely discharging the relevant and accurate information in a completely linked, closed network, and more diversified, but the linked units are desirable. It is important both the task orientation and the orientation of human relationships, so the learning-oriented leadership's role is to support such kind of assumptions in a turbulent environment such as typically the *tourism*.

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