

Transrapid - Increasing push and pull of touristic destination

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ABSTRACT: The focus of attention should be on the users, rather than the technical possibilities. Demand in transportation is dominated by the wishes of the travellers. Major attention must be given to services that make people's lives easier and create moments of enjoyment. Transrapid trains are capable of increasing the push and pull of respective destinations immensely.

1 INTRODUCTION

The technology solved the problems of the Transrapid. The impressive product can finally serve as evidence. Its world-wide commercial use is not important in the comparison with the size of this innovation.

Regrettably the singularity of the product produces so far not the necessary suction toward adequate system realization. Rather the impression develops that the field works opposite, so that none wants to talk about Transrapid.

Can this contradiction be dissolved? Is there cause to consider previous positions? Does the industry have too little fantasy? Do new possibilities open?

2 TRENDS AND CHANGES IN DEMAND

Products are finally only so successful, as they are to be demanded. That concerns the Transrapid likewise e.g. the swimming hotel on cruise. Trends forecast markets and thus the demand. 2005 a defined trend says: „The success of the hybrid cars rings a new phase of technological mixed cultures, in which we take leave from unproductive technique development. The technologies of the future are flexibly, modular and have many forms... “/1/ how much relevant is this trend for the marketing problem of Transrapid?

The demand of transportation is regarded essentially still traditionally quantitatively and in conjunction with the possibilities of the means of transport. In the centre of the demand of transporta-

tion was and is located the motive of the change of location.

As on the special goods markets a market polarization is to be observed also for the demand of transportation, this means, first of all the peripheral markets becomes to grow. The high-speed transport will continue to profit from it.

So far this determinate demand was not sufficient for the new additional product Transrapid, in order to think about economic realization. From the view of the demand of transportation the magnetic levitation competes naturally with the established systems (wheel/rail, airplane, and car).

The structure and quality of the demand of transportation changed. There is the new requirements of the transport users, who led to the fact that the „desire-transportation“ lords over „obligation-transportation“. The changes of the product are in the o. A. established systems unmistakable. Substantial increase principally is to be expected only by spare time and tourism that means mobility needs spare time and tourism. In addition, it concerns here at the end a demand changes in „the monolinear“ range. Also the motive of the changes of location is located in the centre.

3 INFLUENCE OF LEISURE AND TOURISM ON DEMAND

The sociological cultural trends will operate increasingly spare time and tourism and thus further the structure of the demand of transportation. It is the last stage of Maslows requirements, which generates the growth.

In 2005 approximately 1 billion people world-wide were on journeys. Stay and change of location are the basic elements of the touristy activities, which called also the tourism need mobility.

Leisure and tourism amenities are focused ever more on experience and enthusiasm - on the successful search for the Thrill. Due to changing values of the society and the permanent innovation impact experiences can be affected and strengthened by special arrangements. With such arrangements attractions are released, which create adapted conditions for experience. Thus productions, like the experience switching, become strategic success factors of offer marketing.

Or is the result a hybrid demand, which requires new means of transport? How was it with the development among other things from sleeping cars, houseboats, cruise ships, ferries or Rolotels? Already in former times the phenomenon of hybrid-motivated change of location became the basis of economic success.

4 LEISURE AND TOURISM: TRADITION VERSUS NEW ENTERTAINMENT

Spare time and tourism grow in the reference to structure differently as regional.

The carousel of the offers turns ever faster. There are sufficient new offers. The wishes are nearly fulfilled. New regions come in the competition.

While Europe calculates successfully with the culture of tourism, the new destinations set increasingly for new entertainment. The unique selling propositions are to be looked for in the range of simulation.

One can fascinate the nonexistent thing. White tigers are conjured. In Las Vegas exist only apparently the possibilities of new illusions for the saturation. But that is only apparently. In the Gulf States there are the large projects of the development of complete destinations in the sea or also the possibilities of driving Ski sport when the temperature outside achieves 40 degrees Celsius. Why are two jewellers on the street in Germany a competition problem and 100 jewellers in a house in Dubai a success model?

The world of experience, productions and new entertainment become new gravitation forces of global destinations. Therefore nowadays it has to be travelled very far. The tourism belongs to the people, which are to replace the oil in the Gulf region. Here does a new thrust of hybrid demand come from?

The intoxication and the enthusiasm of high speeds teach us the formula 1 circus. The car became the entertainment system for the Push and Pull factor of touristy goals as e.g. in Interlagos, Suzuka, Sepang or also in Manama. Who knew world-wide these cities in Brazil, Japan, Malaysia and Bahrein, before the formula 1 successfully moved millions humans and billions € around the globe. A further example talks about red bull air race. Abu Dhabi produced 2006 with this world-wide spectacular again headlines and it mobilized an international public. The airplane becomes spectacular bolides. Is that the formula 1 in air?

Does the Transrapid find a place in the new entertainment?

5 PULL AND PUSH – DYNAMICS OF ATTRACTIONS OF DESTINATIONS IN TOURISM

The gravitation of touristy goals is determined by means of multiplicity of factors. Among them are internationally clearly defined natural and artificial hard facts, for example the UNESCO World Heritage Site, National Park, National Monuments, Huston Space Parc, Walt Disneys World, Futuroscope, and so on. The images of the touristy goals are not always rationally traceable. Both of them change themselves in the evaluation of the guests.

These processes are usually a function of the transformation of the society, its rating and behaviour patterns. Politics and economics are demanded to affect consciously the gravitation of touristy goals in the global competition by new natural and artificial attractions.

Excursus Dresden

The reconstruction and the consecration of the Frauenkirche in Dresden in autumn 2005 showed already a first pull-effect for this unique building and its history.

In comparison with 2004, the overnight-stays in Dresden increased about 12 per cent. Overnight-stays of foreigners increased approx. 14 %, which is above average. The visitors stayed in the mean 2.2 days compared to 2.1 days in 2004. /3/ Due to the visitors' mean daily expenditures of 144 € in commercial enterprises /4/, an additional economic contribution of 45 Mill. € was provable. The resulting additional touristic net value-added reached about 18 Mill. €. Assuming an analogical increase in one-day tourism, approximately 4 Mill. excursionists more than in 2004 visited the city. They contributed to an additional touristic net value-added of nearly 42 Mill. €.

Although the building has already been present in the cityscape through 2005, surely not only the Frauenkirche alone can be held responsible for the effects mentioned above. But the investment shows first economic fruits. Compared with Prag, Wien and Budapest, the city could enhance its touristic gravitation within the European band of culture. With the re-opening of the restored "Historisches Grünes Gewölbe" (Green Vault) after four years construction time in September 2006, Dresden's touristic success will continue.

Above all for destinations newly entering the market or intending to strengthen their position in the international competition, the economic functions of recreation and tourism (balance of payment function, employment function, balancing function, manufacturing function and accelerator effect) will be of importance. Among them are especially those regions which do not have world-famous traditional components at their disposal in order to enhance their touristic gravitation. The Gulf Region and certain destinations in the U.S. should serve as an example. In the past, these regions reacted already brilliantly on shortcomings in traditions and could therefore realise a modern push-and-pull effect. Due to the hybridization of demands also classical supplies are reappraised and successfully offered worldwide. How could it go on? Where does a market reveal before the market? How could the "lack" of wishes be reduced?

6 TRANSPRAPID AS ENTERTAINMENT SYSTEM – A VISION?

The Transrapid as an innovative means of transportation has been planned, constructed, evaluated and so far promoted monolinearly. This article was initiated by postulates of the German Federal Ministry of Transport, Building and Urban Development (Bundesministerium für Verkehr, Bau und Wohnungswesen) at the 5th Dresdner Fachtagung Transrapid on September, 29th 2005: "Germany has no innovation problem"... but "a sufficient marketability of the German industry is not always given". /5/

Have the Transrapid's potentials been fathomed beyond the possibilities of the mere product? The previous marketing policies and the aims of Transrapid International give at least no evidence for such considerations. /6/ Taking leave from the monolinear engineering on the one hand and the hybridization of demands on the other hand could give reason to reassess the current marketing position.

Further technical perfecting as well as taking the clients and their point of view into account would lead to the realisation mentioned above: Both the customers themselves and the transportation de-

mands regarding recreation and tourism have changed. Today only such supplies and services are of special interest which simplify the clients' lives and create moments of excitement.

It is the constant search for the ultimate thrill – exceptional offers will lead to exceptional demands. In this way the conventional swimming pool became the South American inspired "Center Park", Brothers Grimm's fairy tales led to the theme park "Magic Kingdom" in Walt Disney World etc.. Theming belongs to the international factors of success in the constant competition for the guest.

Can speed be themed by adventure components? The clients await new fantasies from the sector, they want new attractions that evoke and satisfy desires. As experience shows, such fantasies will arise from the New Entertainment.

Excursus Shanghai

The question is whether the Transrapid along the route Pudong International – Shanghai Long Yang Road is not already well on its way to being an entertainment system. More than 60 percent of the 10.000 to 16.000 passengers a day are supposed to have been motivated not by a change of location but by adventure. /7/ Curiosity and fascination with speed were consistently expressed during interviews. The experience of a change of location combined with the elegance of speed exceeded the users' convergent expectations at any rate. Here the Transrapid's new potentialities become apparent.

Rather the long-term projects of the Transrapid will be suited for its hybrid function as a means of transportation and entertainment system. If Magnetically Levitated Systems can be successfully positioned in the competition with the other transportation systems, they could at least benefit from the partial substitution in transportation demands.

As an entertainment system the Transrapid has a priori a unique selling proposition. Therefore, it could be in the position to realise an original demand and attract new customers. The author referred to this subject already at the 2nd Dresdner Fachtagung Transrapid. /8/ Looking ahead, the projects Las Vegas Prim (U.S.) and a potential line in the Gulf States could be affected in this way.

In 2005 the emirate Dubai could welcome nearly 6.2 Mill. overnight-guests from all over the world. That were about 800.000 people more than in 2004. Thus, the touristic value-added made up 40 percent of the gross domestic product. Oil becomes less important. Due to push-and-pull projects (The Palm, The World, Dubai Land, Dubai City et al.) more than 15 Mill. overnight-guests are expected for 2010. /9/ Dubai as the touristic motor of the UAR and the Gulf States needs further attractions.

Under these circumstances the benefit-cost-analyses would have to be reassessed. The touristic value-added of an entertainment system "Transrapid" would be a dominant factor of success. The economic push in terms of the investment volume would face a much higher pull due to the increased gravitation of the touristic destinations. Increasing the push (e.g. by an upgrading of vehicles, stops and track systems on the one hand and of shopping malls, theatres and hotels on the other hand) would additionally boost the dynamic of those destinations in their competition for guests.

The realization of such a vision is quite of interest for those who dedicated their research, work and encouragement for decades to the development of Magnetically Levitated Systems. Future should always leave room for new and creative arrangements.

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