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A NEW TREND IN TOURISM: HOCANCE

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Abstract: *This paper focuses on a new trend in tourism – hocance (tourism), a trend that has conquered countries such as South Korea and that could boast the Romanian tourist industry. The authors define the term hocance and its subtypes (kicance and petcance); differentiate it from terms such as agrocatation, cottaging, farmstay, home-stay / homestay, near-home tourism or proximity tourism, residency / residential, second-home tourism, or stacation / staycation; provide examples of hocance spa packages and of marketing strategies for hocance development; focus on the reasons why people enjoy hocance; and provide examples of hocance arrangements.*

• Introduction

Hocance (a Korean blend / portmanteau from English hotel "an establishment providing accommodation, meals, and other services for travellers and tourists" and French vacance "holiday" – cf. English Oxford Living Dictionaries), defined as "a vacation spent in a hotel instead of traveling long-distances or abroad", designates an "established and popular trending culture of spending vacations in hotels" and "spending your vacation only in a (domestic) hotel". It usually includes "visiting a hotel for leisure".

The term hocance is "conceptually distinct [from the term (hotel) staycation] because a tourist destination is strictly limited to a hotel, and hotel services are more actively and purposely consumed". In hocance, "the hotel itself is a travel or leisure destination".

Hocance is, by definition, a holiday hotel-based tourism opposed to agrocatation (a blend / portmanteau from agro- < "agricultural" and vacation "an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday") (English Oxford Living Dictionaries), cottaging, "a seasonal activity involving a prolonged stay at one or more cottages; similar to visiting, but typically for a longer duration and at a seasonal home that one owns or rents", farmstay, "a working farm that also offers accommodation to paying guests" (Wiktionary), home-stay / homestay "a holiday or other period abroad spent staying in the home of a local family; (Australian New Zealand) a private house offering accommodation to paying guests".

Their survey results show that only five of these dimensions are reliable and valid – curiosity, impregnability, ostentation, pragmatism, and respite – and allow the identification of the reasons for the growth of the hocance market and of the needs of people who enjoy hocance. Nothing of this overlaps Dann's (1977) "push factors" stemming from anomie ("a condition of instability resulting from a breakdown of standards and values or from a lack of purpose or ideals" – cf. Encyclopaedia Britannica) and ego-enhancement ("a psychological device by which a person attributes all success to internal causes" – cf. Oxford Reference) in the tourist himself, or Crompton's (1979) psycho-sociological motivations for pleasure vacations (important in developing product and promotion strategies) – enhancement of kinship relationships, escape from a perceived mundane environment, exploration and evaluation of self, facilitation of social interaction, prestige, regression, and relaxation – or alternate cultural motivations for pleasure vacations – education and novelty.

• Material and method

The materials on hocance used in this paper are extremely scarce – just a few articles of which most are online. The method used is content analysis with emphasis on semantics.

• Results and discussions

Agoda picks special 'hocance'-themed destinations (2019) recommended several hocance-themed / labelled destinations in South Korea:

- Busan – Ocean views with about 1,400 accommodation options: it offers Busan City Daily Trip tours and visits to the Gamcheon Culture Village, Haedong Yonggungsa Temple, and Taejongdae Resort Park;
- Gangneung and Sokcho – Relax in nature: they offer amazing views of the sea; an abundance of seafood; fresh air and nature; see fishing; soaking in a warm hot spring; spectacular views of Seoraksan; swimming in the ocean; and the sunrise over the sea;
- Incheon – Entertainment centre: it offers a beautiful sunset at Eurwangni Beach; climbing nearby mountains such as Cheongnyangsan, Wolmisan, and Manisan for a breath of fresh air; relaxation on Hanagae Beach on the peaceful Muuido Island; relaxing massage spas; and visits to theme parks with the family;
- Jeju Island – Fun for the family: it offers beach-based pursuits; horseback riding; theme parks; waterparks; and ziplines;
- Seoul – Foodie haven with about 5,000 accommodation options: it offers Beer Tours; city tours by bicycle; Korean, Japanese, and Western gourmet food experiences; strolls in the royal gardens; Traditional Seoul Gourmet Tours; and visits to the UNESCO Changdeokgung Palace.

The site Hocance (2021) synthesizes the essence of the hocance:

- Tourists spend their time in hotels near the beach or with indoor pool, spa, bar, and various other services;
- Tourists spend time near the beach, but hocance priority is the hotel not the beach;
- Tourists hardly spend money on beach-activities, but enjoy almost every service in the hotel;
- Tourists spend time not at a special holiday spot, but in the middle of the city where accessibility is high, which reduces the travel time;
- Tourists are less likely to get ripped-off at a popular spot.

• Conclusions

The hocance trend could lead to breakthrough improvements in the Romanian hotel industry provided hocance package products be not a different version of price-bundling (a marketing strategy that combines two or more products / services to sell them at a lower price than if the same products / services were sold individually), which often fails to satisfy the needs of people pursuing hocance. To do so, tourism specialists should try and evaluate aspects such as: the COVID-19 and global recession impact on the demand for luxury goods; the expected future growth dynamics; the importance of tourism in evaluating demand for luxury hotels; the leading brands in luxury hotels; the market size of luxury hotels; the products distributed in luxury hotels; the rise of e-commerce changing the retail and competitive landscape.