THESIS

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TITLE OF THESIS

The availability and attractiveness of Vietnamese cuisine in Budapest

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1. Introduction and objectives

With unprecedented advancement in transport, information and communication technology, the speed and scope of globalization are accelerating (Mak et al., 2012). The term has been widely used to describe the rise in international activity (Perraton et al., 1997), allowing people, companies and government worldwide to have the chance to interact and integrate with each other. The interaction between cultures brought about by these transnational movements has led to the extensive exchange and alteration of cultural expressions (Sunanta, 2005). Globalization has had an impact on various facets of human activities, including food production and consumption (Mak et al., 2012). Hungary, a landlocked country in Central Europe, is inevitably part of the world's movement, most noticeably at the appearance of ethnic cuisines in its capital city Budapest. Ethnic food refers to the culinary traditions of a particular ethnic group or culturally recognized nation that is embraced and enjoyed by individuals outside that specific ethnic group (Kwon, 2015). In recent years, the number of immigrants and tourists coming to Budapest has increasingly affecting the supply and demand of catering services. The increase in diversity in race and nationality comes along with the diversity in culinary. According to table 1 extracted from KSH data, there has been an upward trend in the number of foreign citizens residing in Hungary from 2001 to 2023, going from 110.028 to 226.267 (KSH, 2023). Notably, the total of Asian originated citizens residing in Hungary had a steady increase from 12.569 in 2001 to 64.945 in 2023. Specifically, there has been a rise in the Vietnamese population living in Hungary. Particularly in Figure 1, the number of Vietnamese citizens skyrocketed from 2017 with 3256 to 7150 in 2023. Along with the rise of the Vietnamese population, its culture has been getting more attention. Expressing one's ethnicity and culture is frequently done through food, and as a result, Vietnamese restaurants are becoming more prevalent in Budapest, the capital of Hungary. This not only caters to the Vietnamese individuals residing away from their homeland but also appeals to the palates of all Budapest residents interested in exploring diverse cuisines. Hence, this thesis will find the answers to the following research questions:

- Who are the primary audience attracted to Vietnamese restaurants?
- What is the extent of availability of Vietnamese restaurants across different districts of the city?

- How do the ratings of Vietnamese restaurants on Hungary's major online platforms (TripAdvisor, Google, Facebook) and delivery applications (Foodora and Wolt) compare and correlate with each other?

As Budapest emerges as a cultural melting pot, characterized by its diverse culinary scene, the rise of Vietnamese restaurants has captured the attention of all residents.

This thesis aims to explore the hypotheses as follows:

	Hypotheses
H1	Vietnamese cuisine has established itself as a popular culinary choice in Budapest, appealing to a broad spectrum of diners, including Hungarians and many other foreigners.
H2	Most of the Vietnamese restaurants on online rating platforms (Tripadvisor, Google, Facebook, Foodora, Wolt) receive good reviews from visitors.
H3	Most guests visit Vietnamese restaurants based on recommendations from friends and acquaintances.

Table 1: Number of foreign citizens residing in Hungary on 1 January of the given year (capita)
(Source: KSH, 2023)

Period of time	Total Country of citizenship	Asia total
2001. year	110028	12569
2002. year	116429	14379
2003. year	115888	13437
2004. year	130109	14715
2005. year	142153	15121
2006. year	154430	18543

2007. year	166030	19733
2008. year	174697	22356
2009. year	184358	23521
2010. year	197819	25127
2011. year	206909	26295
2012. year	143361	24733
2013. year	141357	27037
2014. year	140536	28832
2015. year	145968	33868
2016. year	156606	39238
2017. year	151132	39937
2018. year	161809	44692
2019. year	180773	49056
2020. year	199957	53099
2021. year	194491	54730
2022. year	202525	55000
2023. year	226267	64945

Figure 1. Number of Vietnamese residing in Hungary on 1 January of the given year (capita)

(Source: Own editing based on *KSH, 2023)*

Number of Vietnamese residing in Hungary
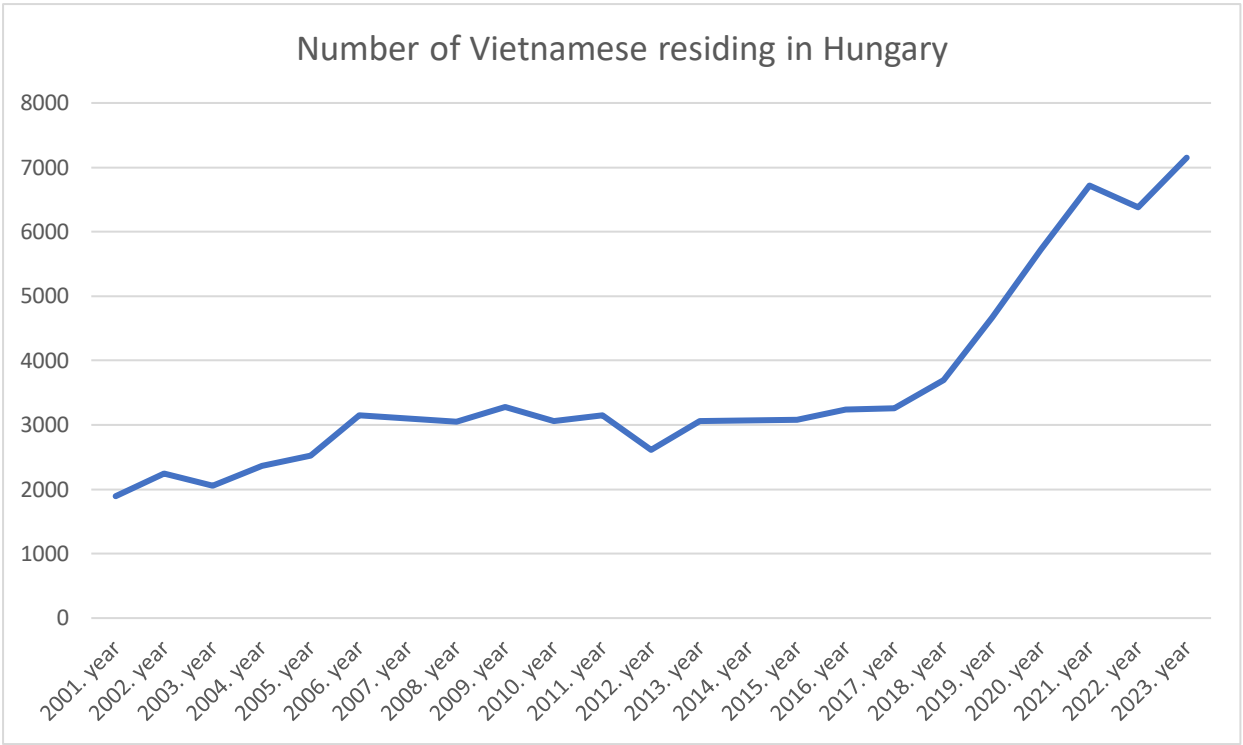
2. Literature review

2.1. Culinary globalisation

Globalisation is a common term that can be found in numerous contemporary discussions in recent years. Globalisation has an extensive history, emerging during the period when major European economic powers occupied Asia, Africa, and America (Awdel et al., 2020). Khor (2002) believed that economic globalisation is not a new process and over the last five centuries, companies in economically advanced nations have progressively expanded their reach through trade and production activities, a trend that intensified during the colonial period, encompassing territories worldwide. While its roots can be traced back to earlier times, globalization as a research phenomenon gained recognition about three decades ago, coinciding with the study of its political and economic implications (Odel, 2016). While there is not a unified agreement on the definition of the word, globalisation is often used by economists as an economic term to denote the integration of commodity, capital, and labor markets on an internation scale (Bordo et al., 2003). However, the term has developed to further expand itself from the frame of economic field, it has evolved into a phenomenon that spans multiple disciplines and dimensions within the academic discussions of the 21st century. There can be multiple types of globalisation, ranging from economical, political and finally cultural (Ceccarini, 2011). However, scholars still debate about the exact nature of globalisation. Over the years, there has been numerous attempts to summarize and explain globalisation, however, due to its complex nature, have created new terms such as glocalization (Robertson, 1995) and grobalization (Ritzer, 2004). These terms are a combination of globalization with another factor making the meaning even wider. Glocalization comprised of globalization and localization, it is employed to characterize a product or service designed and disseminated on a global scale, yet tailored to suit the preferences or needs of users or consumers in a specific local market. On the other hand, grobalization, a fusion of growth and global, refers to the imperialistic aspirations of nations, corporations, and organizations to assert their influence across diverse geographic regions. Analysing from the cultural aspect both terms, grobalization may be perceived as the transnational expansion of common codes and practices, resulting in homogeneity; whereas the heterogeneity of glocalisation is the outcome of the cultural

hybrids when there are interactions among numerous global and local cultures (Ritzer and Ryan, 2002).

Now that we have discovered different definitions and the dimension of globalisation, it is crucial to capture the meaning of the word culture, from there we can have a better understanding of cultural globalisation. So what is culture? Culture is more than just the creative arts and learning, it is a powerful and omnipresent word. Williams (1976) conceptualized culture to a basic sense as "a way of life". However, this approach is incapable of encapsulating the individuality experiences of people belonging to a geographic area with a particular culture. Due to demographic variables, a person's lifestyle, ideas and attitudes can differs vastly among those that share the same cultural group. People of the same age, sex, race and so on, may share some common experience that creates some interlaps in values in life, from which they can be grouped together. However, even with the groups that shares similar principles, which group's lifestyle will dominant and become the embodiment of that culture? Pierre Bourdieu (1993) has a different approach, he express his concept of "habitus" as a realm or system wherein groups and individuals acquire and cultivate cultural attitudes and depositions over time, which are not applied uniformly but are exercised in a distinctive manner relative to specific contexts or fields. Nonetheless, his concept fails to adequately consider how cultures are influenced by the flows and processes of globalization. Since the word culture is one of the most complicated term in English language (Williams, 1976), scholars has numerous ways of interpreting their understanding of it. In this contemporary society, it is fitting to conceive of cultures as internally varied or plural, actively involved in a continuous process of evolution. This perspective acknowledges that cultures have the capacity to offer significance to their members by coalescing around shared themes, ideas, identities, values, and practices (Hopper, 2007).

There are different explanations for the term, however, there is one element that most authors can agreed to which is food. Cuisine, the way or manner of cooking, is surely part of one's culture. Based on the geographical or ethnic designation, there exists a variation in style of cooking with a list of exotic ingredients grown in the region. This leads to multiple iconic dishes that can be a symbol of only its origin.

Collectively, in this day and age where technology connects not only people but also culture, the globalisation of cuisines is coming to every nations. Allowing the locals to try out new unique tastes, and also to be able to share their own culinary culture to people of different nationality, ethnics.

2.2. Vietnamese cuisine

2.2.1. Overview

Vietnam is situated in Southeast Asia, occupying an area of over 331,000 square kilometers. Vietnam shares northern border with China, western border with Laos and Cambodia, and also border with the China Sea, the Gulf of Tonkin and the Gulf of Thailand. Its topography has the elongated S form, stretching nearly 1,700 km from north to south. The majority of Vietnam's land area features mountainous and hilly terrain, with a concentration in the North and West, while the plain regions are predominantly situated in the East and South of the country. Vietnam's expansive sea surface covers approximately 1,000,000 square kilometers, with a coastline extending 3,000 km along the South China Sea of the Pacific Ocean. Tropical climate along with the unique geographical setting contributes to the abundance of agricultural resources and influences the types of crops and livestock that can be cultivated. The fertile Mekong Delta and Red River Delta are ideal for rice cultivation, making Vietnam one of the world's leading rice producers. The country's cuisine heavily relies on rice, with various dishes and culinary practices centered around this staple. Thus, in every meal of an average household lies the main element which is rice, which then is accompanied by a variety of dishes. The extensive coastline of Vietnam provides access to an abundance in seafood, ranging from shrimps, fishes, squids, etc. Coastal regions contribute significantly to the nation's fishing industry, allowing for the inclusion of fresh seafood in Vietnamese cuisine. Pho with seafood, for example, is a popular dish that reflects this coastal abundance. Furthermore, the country is also rich in spices and fresh herbs. Fresh herbs like cilantro, mint, lemongrass, Thai basil and Vietnamese coriander are commonly used in Vietnamese dishes, contributing to the distinctive and

vibrant flavors of the cuisine. Garlic, spicy peppers, shallots, and scallions are also integral components of the culinary repertoire (Wolf, 2007). While fresh and dried herbs are essential elements, the soul that incorporate all ingredients is nuoc mam (fish sauce), which is created from fermenting fish in brine. The finest fish sauce is derived from ca Com or ca Linh, both belonging to the anchovy family, and is crafted by small, family-run producers. This liquid sauce can be used alone to add the salty taste to food or can be mixed with lime juice and spices. After the metamorphosis, the pungent smell of raw fish sauce, which is found hard to cope with by for foreigners, turns into well-liked dipping sauce with a luscious and enticing aroma that serves as the primary hallmark of Vietnamese cuisine. Another commonly employed fermented item is shrimp paste, crafted from crushed small shrimps that undergo weeks of fermentation. This paste can be used raw in cooking to make flavorful broths, or can also be mixed with lime juice and sugar to become a succulent dipping sauce. The diverse climate, characterized by regional variations of Vietnam allows spices to be produced in a huge quantity and variety. Black pepper (piper nigrum), often referred to as "Black gold" because of its resilience and high intrinsic value (Yogesh and Mokshapathy, 2013), is commonly found in Vietnamese cuisine. Thanks to the optimal conditions for growing pepper, black pepper cultivation is centered on Phu Quoc Island and the red soils of the Central Highlands (Tien et al., 2020), creating one of the most high-quality piper nigrum and becomes the world's largest producer and exporter of this kind. The pleasant citrus aroma and taste with a balanced spiciness, along with the subtle pungency enabled it to plays well with other ingredients and especially fish or seafood, which is commonly consumed in Vietnam. In its entirety, Vietnamese cuisine is molded by distinct ecological conditions and is evidently crafted to meet human nutritional needs. Portraying Vietnamese cuisine as ecologically and biologically sound can help demystify it when exploring its cultural attributes (Avieli, 2011).

2.2.2. Culinary philosophies

The Vietnamese style of eating promotes equality and balanced, not only in terms of ingredients that people intake but also shows the communal character of the socialist country. Food sharing is the main point while dining in Vietnam, the circularity of tables and trays presenting a sense of equality between diners, and also eliminating any illusion of "the head of the table". Each dish is plated separately, positioned at the center of the table with either common chopsticks or spoons, allowing diners choose and pick them to their own personal bowls, which then consumed with rice with their own pair of chopsticks. Common chopsticks or spoons are usually used when there are guests, meanwhile, a family meal or with close friends and relatives may not have it to show the intimacy of the relationship. Moreover, diners show attentiveness towards each other, steering clear of overindulgence, and making concerted efforts to ensure an equitable sharing of the food. To even further show their affections between each other, people also participate in the act of picking some of the most delicious part of the dish and place it in the personal bowl of another diner.

Vietnamese culinary adheres to the fundamental cosmological principles rooted in Chinese traditions, encompassing Am and Duong (Yin and Yang) as well as Ngu Hanh (the five elements). Yin-yang represents a comprehensive Daoist concept that advocates for a dynamic equilibrium between the elusive, dark, moist, cold, and feminine energy of yin, and the hot, potent, radiant, and vigorous male energy of yang (Schipper, 1993). This yin and yang principle can also be translated into the hot and cold paradigm, creating a harmony, complementing each other from the contradictions of the two elements. For example, fish is regarded as having a cool nature, hence, it can be simmered with ingredients possessing warm elements, such as ginger, altogether producing a harmony to the final product. Within this framework, certain ingredients (such as ginger and beef), cooking methods (frying), and specific dishes (like fried beef with ginger) contribute to a heating effect, while other tastes (sour, bitter), cooking techniques (steaming), and dishes (fish in tamarind sauce) have a cooling influence. The dishes does not necessarily have to be eaten when it is cold or hot, however, can still exert a physical effect of either heating or cooling. Thus, while crab soup is consumed hot, it imparts a cooling effect.

Another important philosophy that creates the Vietnamese cuisine is the theory of the five elements, which comprised all the factors that shaped the world: water, fire, wood, metal and earth. According to this paradigm, rice represents earth (and center), soup symbolizes water, greens embody wood, fish sauce denotes fire, and the dry dishes signify metal. This scheme also guides the five fundamental cooking techniques: raw, steamed, boiled, fried/grilled, and fermented. Moreover, it can be applied to the five tastes: spicy, sour, bitter, salty and sweet; the five texture of crispy, crunchy, chewy, silky and soft; and the five colors: red, white, green, yellow and black.

In traditional Vietnamese cuisine, a satisfying meal is one that incorporates the harmonious combination of these attributes. Not only does it brings the delight in the way one dish looks, tastes but it also provides high nutritional values. Fish and seafood contribute protein, while aromatics and leafy greens (along with certain other fruits and vegetables) offer vitamins, minerals, and fiber. Ground nuts and coconuts provide fats. The adherence to harmony in the two philosophies (yin-yang and the five elements) and the creative use of available ingredients sets the Vietnamese cuisine apart.

2.2.3. Main cookings and its characteristics

Despite being a relatively small country in Southeast Asia, Vietnam has a diverse cuisine characterized by regional variations and ethnic influences. Local ingredients and specialties are also influenced by the regional variations in climate and topography. Which leads to the common classification of cuisine into three regional sub-cuisines:

2.2.3.1. Northern region

Northern region way of cooking is influenced by the Chinese cuisine due to the physical proximity. Hence, it highlights the two culinary philosophies of yin-yang and the five elements. The spices are not as heavy in the north compared to the other two regions, it is considered to be mild in terms of spiciness. Black pepper and ginger are more frequently utilized for adding heat to the dish than chilies (Fisher 2011, p.328). However, the Hanoi red chilies, small in size but contains a sharp upper medium heat with a sour bitter like flavour, are often put

on the side allowing people to customize their dish to one's own taste. Fish sauce is not the only main condiment here, but also soy sauce (liquid sauce from fermented soybeans) in cooking and in the dipping mixture. Additionally, oyster sauce is another element that cannot be overseen, it is a thick brown sauce crafted from oyster extract, salt, sugar, and spices. This seasoning component enhances the umami flavor in stir-fried dishes by coating the meat and seafood, creating a glossy and succulent appearance. Another influence from the neighboring country is the use of MSG (monosodium glutamate), it delivers the umami and savory flavor by intensifying the taste of the food. A world-renowned dish from this Northern region is Phở, a broth-based soup consisting of either beef or chicken broth with rice noodles according to the definition of Merriam-Webster. The dish is so well-known that it is defined in numerous creditable English dictionaries: Cambridge, Oxford, Collins Dictionary. Additionally, Bún Chả is also a notable dish, which consists of charcoal-grilled fatty pork, a plate of vermicelli or rice noodle (bún), and fresh herbs accompanied by the diluted fish sauce with sugar, lemon juice, garlic, etc.

Figure 2: Pho Bo

(Source: Olive and Mango, 2021)

Figure 3: Bun Cha

(Source: Phuong Dao)

Dishes from Central Vietnam are characterized by earth flavours and spiciness, attributed to the inclusion of ground chilies (Fisher 2011, p.328). This style of regional cuisine encompasses mountainous, coastal, and Huế cooking. The mountainous cooking is a unique blend between the northern and souhthern style, relies mainly on grilling and fermenting methods with a stronger taste of sourness, saltiness and spiciness compared to the Northern part. The special feature of cuisine this part that distinguishes it from others is the bold red color in most dishes. Meanwhile, coastal cooking is characterized by its subtle flavors, emphasizing the inherent sweetness of fresh seafood ingredients. Distinctly, Hue cooking or the Hue royal cooking is truly one of a kind, as the city was formerly the capital of ancient Imperial Vietnam. The dishes in this region are known for being spicier, more refined, and meticulously decorated and presented with well-balanced portions. Each dish are craved beautifully giving a delectable appearance that matches the standard of what was being served to former royalties. Desserts according to the Hue cooking is also undoubtedly remarkable with a light hint of sweetness and the freshness of fruits. A specialty of Huế city, this beef shank soup with rice vermicelli is known for its spicier and hotter flavor compared to the northern Phở.

Figure 4: Bun Bo Hue

(Source: Cherry, 2023)

2.2.3.3. Southern region

The tropical climate in the southern part of the country allows for the year-round cultivation of an abundance of fresh vegetables and herbs. A few of the most common fresh herbs that can easily be found are basil, coriander, mints and many more, these are typically used to enhance the flavors and textures of the Southern dishes. Dishes in the Southern Region tend to be sweeter and incorporate more garlic compared to those in the northern part of Vietnam. Additionally, flavors may be enhanced with the use of coconut milk, turmeric, and various curries (Fisher, 2011, p.328.). Coconut, a tropical fruit with multiple use, is also a crucial ingredient that characterized the cuisine by adding richness and flavor. Coconut milk, coconut cream, shredded coconut are frequently utilized in both savory and sweet preparations. Furthermore, with the extensive coastline, the Southern region has a strong emphasis on seafood. Fresh fish, shrimp, crab, and other marine delicacies are commonly featured in Southern Vietnamese dishes. The culinary traditions of the Southern region exhibit a stronger influence from French cuisine compared to the other two regions. The currently popular Bánh Mì, a baguette sandwich filled with cold cuts, sausages,

cucumber, pickled root vegetables, and herbs, serves as a prime example of this culinary influence. This creative Vietnamese way of eating a baguette sandwich has also spread its popularity across the world and earned its own definitions in numerous creditable dictionaries. Another famous signature dish from this region is Cá Kho Tộ, a delightful dish, involves marinating catfish in a flavorful blend of fish sauce, caramelized sugar, garlic, and shallots, followed by braising in a clay pot to absorb the rich, savory, and slightly sweet flavors of the sauce.

Figure 5: Banh mi

(Source: VNA, 2019)

2.3.   Gastrodiplomacy

Food is a crucial element in every human's life as it provides nutrition and energy to be able to function normally. Interestingly, it can also plays an important role in public diplomacy. Public diplomacy is often employed globally, aiming to engage foreign audiences through manipulative tactics with the intention of influencing them. Within these manipulative endeavors, strategies are formulated to sway foreign public opinion and garner support for a state's foreign policy on specific issues. One of the simplest yet powerful strategy is the act of sharing a nation's cultural heritage through its cuisine, which

is referred to as 'Gastrodiplomacy' (Solleh, 2015). A country's cuisine serves as a national brand, accentuating the distinctive identity of that specific state. Along with the expansion of one state's cuisine, its soft power will also spread. Moreover, Rockower (2012) has also pointed out that gastrodiplomacy, functioning as a form of soft power, establishes connections with target audiences through tangible sensory experiences and cultural ties. These connections are anticipated to persist over time within the context of targeted strategic communication. Gastrodiplomacy is mainly used by the middle power nations, which are the under-recognized countries among the big ones (Rockower, 2012). Countries with less influence in the fields of military, politics or financial stature often utilize this soft power tool to further enhance their country's image and identity, to stand out from the influence region. The benefits of gastrodiplomacy is undeniably attractive, the most conspicuous advantage is tourism. Once a nation's cuisine has captured the heart of the consumer, most of the gastrodiplomacy campaigns would promote the origin behind the dishes, inspiring foreigners to come to the country of target cuisine to explore, to try out the authentic culinary experience (White, Barreda & Hein, 2019). Not only does the culinary brand enhances some economic sector but also the positions and reputation of the country to foreign public, facilitating diplomatic activities.

With the recognition of the benefits that gastrodiplomacy brings back, Vietnam has also involves the strategic use of its rich and diverse culinary traditions to reinforce international relations, cultural exchange, and the country's global image. Vietnamese cuisine is renowned for its distinctive flavors and regional variations, which serves as a powerful tool to distinct itself from the neighbouring countries and to connect people from different parts of the world. Activities such as food festivals, culinary events, and the promotion of traditional Vietnamese dishes contribute to fostering positive perceptions and building bridges between Vietnam and the global community. This culinary diplomacy not only celebrates Vietnam's gastronomic heritage but also plays a vital role in promoting the nation's cultural identity on the international stage.

2.4. Vietnamese food in Budapest

Budapest is Hungary's capital with the residence population of over 1.6 millions persons including over 110,000 residence from foreign country. The city, renowned for its vibrant culinary scene, offers a diverse range of food tourism experiences. Culinary globalization has paved the way for the development of Vietnamese cuisine in the city over the years. In recent years, Vietnamese culinary offerings have found a welcoming space among Budapest's gastronomic landscape. Along with the settlement of a small Vietnamese group who came first to study or work has brought about the culture and cuisine to the locals. To meet the demand of the Vietnamese who resides in Budapest but lingers the flavour of home and to also introduce the cuisine to local inhabitants, multiple Vietnamese restaurants started to pop up. The emergence of Vietnamese restaurants shows a growing appreciation for the exotic flavors, fresh ingredients, and cultural richness that Vietnamese cuisine brings. Over the years, these establishments have not only met the demand for authentic Vietnamese dishes but have also contributed to the cultural diversity of the city. It is clear to see influence and popularity of Vietnamese food in Budapest through the recognition of signature dishes such as Pho, Banh Mi, and various traditional soups and stir-fries. As the city embraces the global appeal of Vietnamese savory flavors, the ongoing development of Vietnamese cuisine in the city continues to enhance the diversity, providing both locals and visitors with a delightful and enriching food experience.

2.5. Online rating flatforms

Online rating platforms play an important role in shaping the perception and success of a country's cuisine, especially in the modern age where technology is ubiquitous. These platforms, such as review websites and apps, provide a valuable medium for diners to express their experiences and opinions about Vietnamese restaurants. According to Anders' 2018 research, Facebook and Google emerged as the most trustworthy sources of evaluation, both surpassing a 50% trust level. In contrast, Booking, TripAdvisor, and Szállás.hu significantly lagged behind, with only approximately 20% of Hungarian respondents expressing confidence in them. The importance lies in the influence these reviews have on potential customers as prior to purchasing a product or service, consumers frequently seek input from various reviews (Park et al., 2021). Positive ratings and reviews

can significantly boost the visibility and reputation of Vietnamese eateries over their competition, attracting more restaurant-goers and contributing to the overall success of these establishments. In contrast, negative feedback can pose serious challenges, highlighting areas for further improvement and encouraging these businesses to take a step back and better their offerings. In a highly integrated city like Budapest with a wide range of ethinicities, online rating platforms serve as a bridge between Vietnamese cuisine and a diverse audience. It can help showcase the authenticity, quality, and uniqueness of the Vietnamese culinary experiences. The visibility and reputation established through virtual feedback contribute not only to the success of individual establishments but also to the broader recognition and appreciation of the Vietnamese cuisine within the Budapest food scene.

3. Methods used (materials and methodology)

3.1. Quantitative research method

For this thesis, quantitative research methodology has been adopted to analyse the primary data. Research utilizing surveys has been validated as an efficient method for collecting information from diverse individuals across various fields and positions (Ruel, Wagner & Gillespie, 2016). In this scenario, a questionnaire aligns with the objective of this thesis by facilitating the collection of a substantial number of responses. The questionnaire serves as the foundation of any survey, and its effectiveness hinges on the careful design of the questionnaire itself (Roopa & Rani, 2012)

A questionnaire serves as the primary method for gathering quantitative primary data. It allows the collection of quantitative data in a standardized manner, ensuring internal consistency and coherence for subsequent analysis. Moreover, the quantitative research method is established as a potent tool for quantifying attitudes, opinions, and behaviors within a large population sample, involving the generation of numerical data that can be transformed into valuable statistics (DeFranzo 2011). From which further proven that quantitative is suitable for assessing the coverage of Vietnamese cuisine in Budapest and their attitudes towards it. Furthermore, since resources are limited, a questionnaire has continued to show its benefits as it is economical in crafting and administering. Time is a crucial resource extensively utilized by a questionnaire; ensuring the protection of participants' privacy, including the concealment of their identity and the maintenance of confidentiality, is essential for eliciting honest responses.

The questionnaire was created with a list of mainly nineteen close-ended questions allowing respondents to answer anonymously and quickly in the span of five to ten minutes. It contains several parts, encompassing introduction with a brief overview of the author and the purpose of the questionnaire, question section, demographic section and closing. It includes close-ended questions with yes/no questions, multiple choice, scaled questions, and open-ended question. At the end of multiple choice questions, there is an extra option which is marked as "Others" granting respondents to freely type in a different answer that was not included. Additionally, Likert scale with the likelihood five-point scale was

implemented to measure opinions, attitudes, behaviors, allowing a clear and smooth process. All of the questions were compulsory in order to gather all data regarding the main topic about the Vietnamese cuisine and also the demographic section to answer the questions which group of people are most interested.

The questionnaire was conducted via internet, it was in a form of a link authorizing anyone to click open and fill the questionnaire. The form was sent to multiple groups online that incorporate all ages, sexes, religions, however, limited to only respondents that reside in Budapest. This enhances the variety in demographic section.

Additionally, a list of all Vietnamese restaurants in Budapest was collected by the author via online comprehensive search on Google and Tripadvisor. Since Budapest contains numerous Asian cuisine restaurants which encompasses various unique cuisine in the Asia continent like Japanese, Korean and Thai food, hence, it is fundamental to set criteria for selecting an authentic Vietnamese restaurant. In this thesis, the selection criteria for restaurants include the requirement that Vietnamese dishes constitute the primary offerings, featuring more than just one Vietnamese dish and encompassing a diverse range of traditional Vietnamese options. While additional cuisines from different countries are permissible, they should not overshadow the prominence of Vietnamese dishes.

3.2. Potentials, limitations and reliabilities

The questionnaire was created on google forms, providing a user-friendly interface and free of charge. The questionnaire was designed in a structured general form. Structured questions are characterized by their definiteness, concreteness, and predetermined nature. The questions are presented uniformly with exact wording and sequence to all respondents. This highly structured questionnaire entails specific questions and predefined answers, minimizing the time respondents needs to think of an answer. Once the questions were generated, the link was copied and sent out to test the access of the link portal. The questionnaire was released and posted on various social media channels of the writer such as Facebook, Instagram and LinkedIn; The target group centers around individuals primarily residing in the capital of Hungary, Budapest. Hence, the link was also sent to

multiple Facebook groups that have people residing in the city like Women of Budapest, Stipendium Hungaricum Aspirants, Work in Budapest, etc.

The thesis holds significant potential as the topic is relatively novel in the Hungarian culinary industry, thereby increasing the likelihood of attracting a diverse range of respondents from various fields and backgrounds. Especially when Budapest contains the highest population in all over Hungary with numerous opportunities for development in the Food and Beverage section. Furthermore, with the current uptrend of the migration in the Vietnamese community to Budapest, there lies further development and expansion of the Vietnamese cuisine.

One of the main limitations of a questionnaire is the primary drawback of limited information depth, which can be the potential challenge in capturing detailed and nuanced insights from participants. Regardless of the extra option in the multiple choice questions, the questionnaires remains depended on structured and predetermined response options, restricting participants' capacity to offer comprehensive responses.

Reliability pertains to the degree to which a measurement yields consistent results, in which is critical in conducting a research. Fortunately, the validity of the response are positive based on the realness of the answers in the "Others" part and also in the open-ended question when asking about the nationality.

4.   Results and evaluation (discussion)

4.1.   The availability of Vietnamese restaurants

Budapest covers 525 square kilometers with 23 districts. Within this count, Vietnamese restaurants are distributed across 14 districts, amounting to a total of 60 establishments. Notably, there are certain areas exhibit a high concentration of Vietnamese restaurants. As depicted in Figure 6, shaded districts indicate the presence of Vietnamese restaurants, with blue representing a single restaurant, yellow indicating more than one but fewer than ten, and green signifying ten. It is noteworthy that only two districts prominently feature 10 restaurants each, particularly given the higher population density of over 110,000 residents in district XIII and a comparatively lower density of 49,323 in district VII (KSH, 2023). Hence, it is clear that in this two area, there is a high demand for Vietnamese cuisine, either driven by a large population of residents who enjoy Vietnamese food or by tourists seeking authentic ethnic dining experience. Meanwhile, in districts I, IV, X, XII, XVIII and XIX, there lies only one restaurant in each part. Moreover, districts II, V, VI, VIII, IX and XI each host between 2 and 9 restaurants. This distribution of Vietnamese restaurants across Budapest indicates that residents and visitors have ample opportunities to enjoy this unique Asian cuisine regardless of their location in the city. The presence of Vietnamese restaurants in multiple districts reflects the popularity and demand for Vietnamese cuisine among diverse demographics. Overall, the availability of 60 Vietnamese restaurants across 14 districts underscores Budapest's vibrant culinary scene and the appreciation for international cuisines within the city.

Figure 6: Map of Budapest divided into districts

*(Source: Own editing based on Wikipedia)*
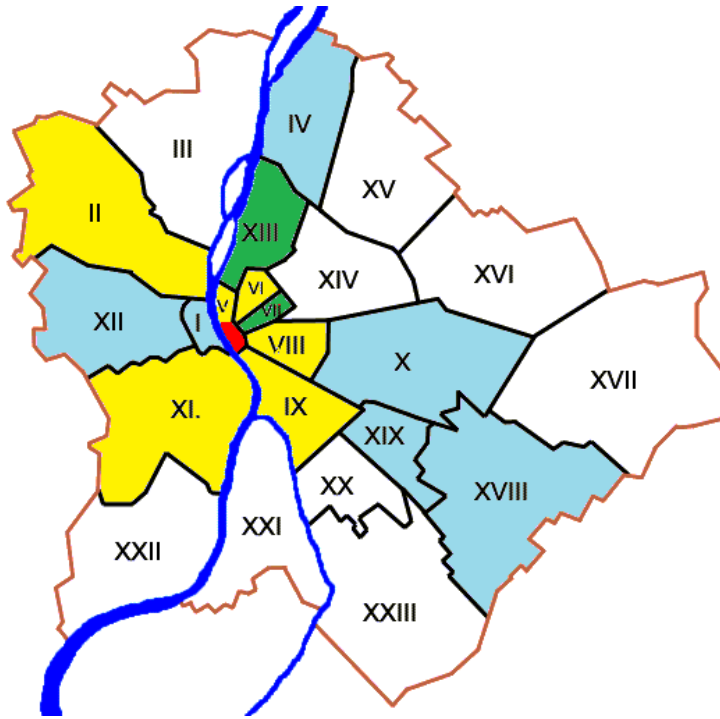
These 60 Vietnamese restaurants not only provide in-store dining options but also enhance accessibility and attract more patrons by offering home delivery services through Budapest's two primary platforms, Foodora and Wolt. Nearly half of the available restaurants in the city, totaling 29 establishments, are active on both applications. The count of restaurants on Foodora and Wolt is nearly identical, with 37 establishments on Foodora and 35 on Wolt. Clearly, there are more than 50% of the Vietnamese restaurants want to expand their customer base by offering delivery services and from this, we can also see that there is a high demand from consumers for convenient food delivery options.

To have a continuous operations of the Vietnamese restaurants in Budapest, it is fundamental to take into account the language of the menu included. In this thesis, English, Vietnamese and Hungarian language will be considered. The criteria for accepting a menu containing Vietnamese is that there is a description in Vietnamese or the name of the dish is purely in Vietnamese language with all the accents and the name of the dish is self-explanatory for Vietnamese speakers; for English and Hungarian, the description in that particular language is mandatory. With this applied, there are 33 restaurants that have a menu of all three languages, indicating a desire to cater to a diverse clientele. English and Hungarian are the most commonly offered languages, with 51 and 58 restaurants

respectively providing menus in these languages. Vietnamese is fairly common with 37 restaurants offering menus in this language. As Hungarian is Budapest's official language, it is the most frequently paired language, as evidenced by the higher number of restaurants offering menus in English + Hungarian (17 establishments) and Vietnamese + Hungarian (3 establishments) compared to other language combinations. On the whole, the analysis uncovers a varied linguistic environment across the restaurants, showcasing endeavors to cater to various language preferences, notably in English, Hungarian, and Vietnamese. This signifies a commitment to providing cuisine accessible not only to Vietnamese individuals but also to Hungarians and any guests proficient in English.

Figure 7: Languages available on menus

(Source: Own work)
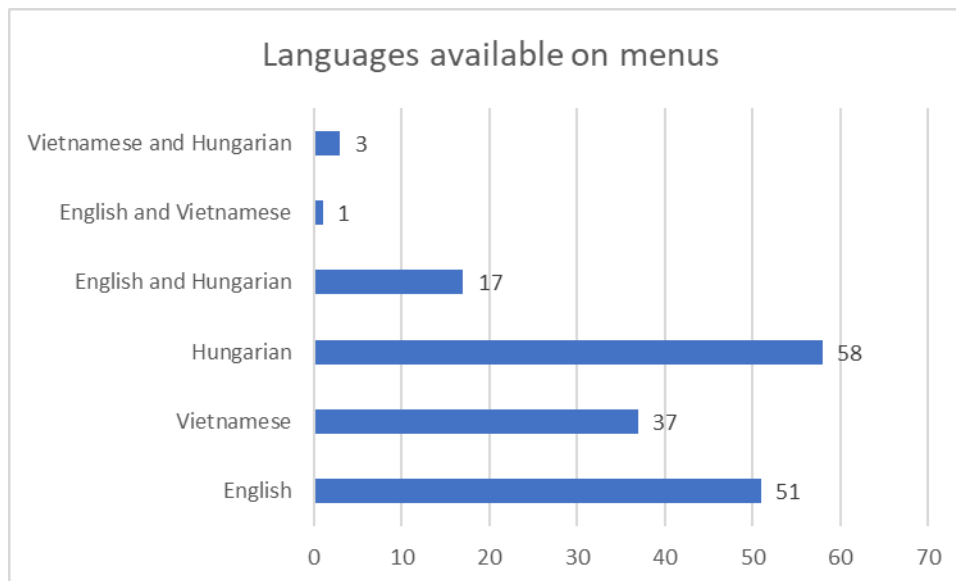
4.2.   Online ratings on multiple platforms

Online ratings are crucial for businesses in this era as the internet is the source of information for potential guests. Not only can the restaurants find out about their guests experience and opinion but also for future clients who are interested in it. Based on research conducted by Anders in 2018, Facebook and Google emerged as the most trusted sources of evaluation, each surpassing a 50% trust level among respondents in Hungary. On the other hand, Booking, TripAdvisor, and Szállás.hu garnered considerably lower levels of

trust, with only around 20% of Hungarian respondents expressing faith in them. In this thesis, the ratings from Foodora and Wolt are also considered.

Table 2: Average score, average number of reviews on online flatforms and percentage of restaurants available on each flatform

(Source: own work)

	Average score	Average number of reviews	Percentage of restaurants available on each flatform
Google	4.5	623	100%
TripAdvisor	4.2	76	37%
Facebook	3.7	132	70%
Foodora	4.4	300	62%
Wolt	4.3	183	58%

Google, Tripadvisor, Facebook and Foodora follows the scoring system of 5 with 5 being the highest and most liked. On the other hand, Wolt uses the scale of 10 with 10 being the best score and most enjoyed, however, for the purpose of evaluating with other platforms, Wolt scoring system was converted to the scale of 5. According to Table 2, Google has the highest average score of 4.5 along with the highest average number of reviews of 623, indicating that restaurants listed on Google tend to receive higher ratings compared to other platforms. Coming in second is Foodora with 4.4 with an average of 300 reviews. In contrast, Facebook and TripAdvisor received the lowest points of 3.7 and 4.2 respectively. However, with Facebook, there exists an option where admin have the ability to turn on or turn off the ratings and reviews. Therefore, there are 16 restaurants that chose not to turn on the system. Furthermore, not all establishments chose to market their restaurants on each of these flatforms. Remarkably, Google stands out as the platform with the highest percentage of restaurants available, with all restaurants being listed on Google. Meanwhile, TripAdvisor has the lowest percentage, with only 37% of restaurants available on its platform. Overall, Google emerges as the top-performing platform in terms of both average

score and average number of reviews, as well as having 100% of restaurants available on its platform. TripAdvisor lags behind in terms of the percentage of restaurants available, while Facebook has a lower average score compared to other platforms. Foodora and Wolt also perform relatively well but have fewer restaurants available compared to Google. Considering every restaurants listed can be found on Google, outstandingly, there are 10 establishments that obtained over 1000 reviews, averaging 4.51 points. According to Figure 8, Hai Nam Vietnamese Bistro & Pho Bar garnered significant attention with an impressive score of 4.7, accompanied by a substantial 4202 reviews. On the other hand, there are 10 restaurants with less than or equal to 100 reviews, especially Pho Café only received 2 feedbacks. Furthermore, Dong Do Quan also accents found itself at the lower end, receiving a score of only 3.5 from 10 reviews.

Figure 8: Google scores and review counts for restaurants with over 1000 reviews
*(Source: Own work)*
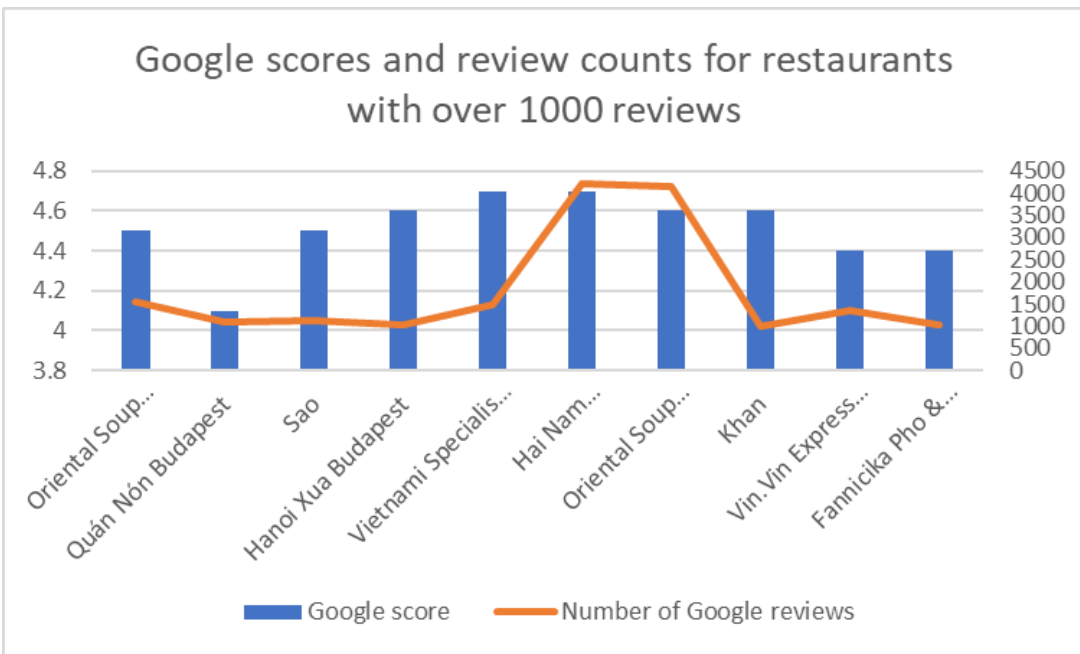
The data from Figure 9 reveals that Vietnamese restaurants receive good ratings across all flatforms, Remarkably, there is only one single restaurant that got a score of below 4 on Google. Tripadvisor, Facebook, Foodora, and Wolt show similar figures in the number of restaurants receiving scores of 4 or higher, with 33, 33, 34, and 32 respectively. Notably, Wolt has as many as 25 establishments lacking ratings. Hence, The majority of Vietnamese

restaurants listed across various online platforms such as TripAdvisor, Google, Foodora, Wolt, and Facebook are consistently receiving positive reviews and feedback from visitors, indicating a widespread satisfaction among customers regarding their dining experiences.

Figure 9: Distribution of Restaurant Scores Across Various Platforms

(Source: Own work)
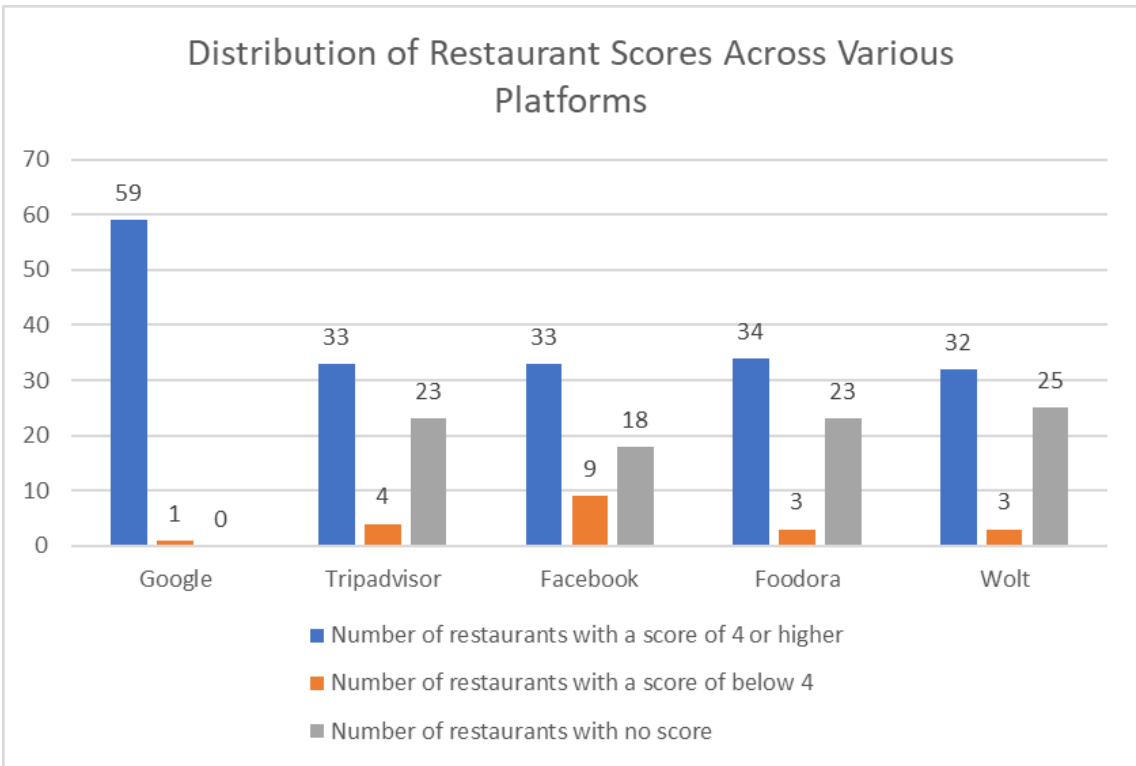
In order to provide valuable insights into the consistency and variability of restaurants scores, the analysis of standard deviation was conducted across different online rating platforms. Google exhibits the lowest standard deviation, indicating relatively consistent ratings with less variability among scores. In contrast, Tripadvisor shows a higher standard deviation, indicating a wider range of ratings and greater variability among scores. Facebook stands out with the highest standard deviation, signifying the most variability in ratings, with points widely dispersed across the platform. Meanwhile, Foodora and Wolt fall between Google and Tripadvisor, suggesting moderate variability in scores. From the findings in Table 3, it has shed light on the distribution of ratings and the overall reputation

of restaurants across various online flatforms, helping to discern the reliability and consistency of customer feedback.

Table 3: Standard deviation of scores by online rating platforms

(Source: Own work)

Platforms	Standard deviation
Google	0.21
Tripadvisor	0.77
Facebook	1.82
Foodora	0.34
Wolt	0.94

The standard deviation of the number of reviews across multiple platforms offers insights into the variability of review counts within each place. Among the platforms analysed, Google, regardless of the 100% participation of restaurants, exhibits the highest variability, as indicated by its standard deviation of 762. This suggests a wide range in the number of reviews for establishments listed on Google. Meanwhile, Tripadvisor shows the lowest variability with a standard deviation of 98, signifying a more consistent number of reviews across listings. Facebook, Foodora and Wolt shows great similarity in the level of variability with standard deviations of 262, 317 and 178, respectively. Overall, Table 4 underscores the diverse patterns in the number of reviews across different online rating platforms, with some showing more consistent review counts than others.

Table 4: Standard deviation of review counts by online rating platforms

(Source: Own work)

Platforms	Standard deviation of review counts
Google	762
Tripadvisor	98
Facebook	262

Foodora	317
Wolt	178

To examine whether the online ratings of these Vietnamese restaurants are affected by the location, this thesis used a statistical method called correlation analysis. Table 4 depicts whether location influence the ratings of the restaurants using correlation function. The correlation analysis was conducted using Microsoft Excel software. According to Table 5, the correlation coefficient between location (district) and Google score is 0.17, indicating a weak positive correlation. This suggests that there is a slight tendency for the Google score to increase as the district changes, but the relationship is not strong. Similarly, the correlation coefficient between location (district) and Foodora score is 0.24, suggesting a weak relationship with little associations. Meanwhile, there is almost no discernible relationship between the location with Tripadvisor or with Facebook score. Overall, the analysis suggests that there is only a minimal relationship between location (district) and the various scores, with the strongest relationship observed between location and Foodora score, albeit still relatively weak.

Table 5: Correlation coefficient between the location (district) and scores on various flatforms

(Source: Own work)

| Platforms	r (correlation coefficient)
Google score	0.17
Tripadvisor score	0.02
Facebook score	0.05
Foodora score	0.24
Wolt	0.01

4.3. Perspectives and experiences regarding Vietnamese cuisine.

The questionnaire with 100 responses started off with a few questions regarding one's knowledge of Vietnamese cuisine. In this regard, 95% of the respondents are familiar with Vietnamese cuisine, with 2% having heard of it briefly, and only 3% indicating they haven't. To investigate the dissemination of Vietnamese cuisine, the next query posed to the respondents concerned how they became acquainted with this culinary tradition. With this questions, multiple choices were possible and an extra option allowing people to write down other channels that was not mentioned. Notably, 63 individuals indicated that they were introduced to it by friends, 43 through family members, and 33 via Facebook. According to Figure 10, other channels like Instagram, Twitter, YouTube and films are also accountable for helping people know more about the cuisine, respectively 23, 3, 22 and 18 respondents.

Figure 10: Sources of Vietnamese cuisine discovery (N = 100)

(Source: Own work)

How did you hear about Vietnamese cuisine? (Several answers are possible)
100 responses
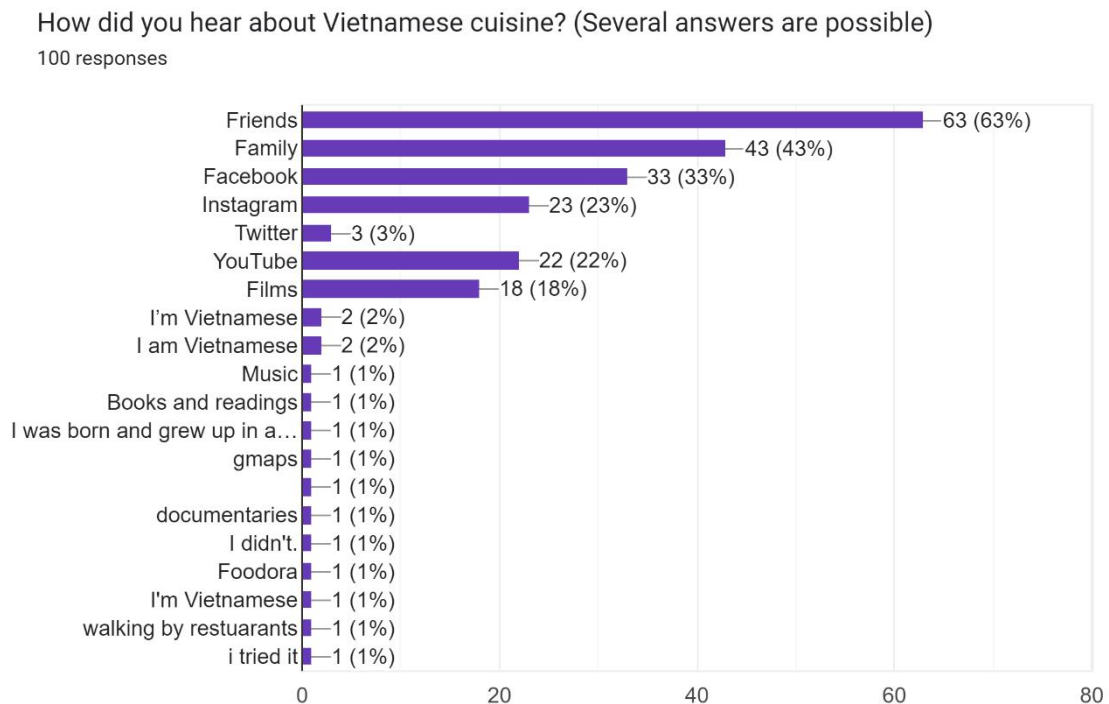
Furthermore, it is important to learn about their experience with Vietnamese cuisine, therefore, the next question was to ask if they have ever tried the food. Remarkably, 95%

responded with yes and only 5% with no. As described in chapter Literature review, Vietnamese culinary brings about multiple dishes with unique flavors and some even becomes popular worldwide. Some of the most iconic dishes was listed in the questionnaire and Pho, undoubtedly has the highest number of tasters with 82, Nem (spring rolls) with 74. When inquired about Vietnamese dishes individuals would be interested in trying, Bun Bo Hue (Hue's beef noodles) emerged as the top choice, with 51.5% expressing interest. Following closely were Bun cha (grilled pork with noodles), Banh my, and Vietnamese iced coffee, with 48.5%, 43.3%, and 40.2% respectively. However, 8.2% mentioned that they are not interested in any of the choices. There were also some unlisted dishes written in the comments of both questions like street food, sweet desserts, Che, Banh Beo, etc.

Figure 11: Respondents' impression of Vietnamese cuisine (N = 98)

(Source: Own work)

According to Figure 11, 79 people found Vietnamese cuisine delicious, 13 individuals found it good. The remaining 6 people which accounts for 6.1% claimed that the taste is average. To further deepen the research about the attractiveness of the cuisine, it is crucial to understand the frequency of the consumption. Respondents' consumption patterns vary, with "every month" being the most frequently selected option, followed by "once a week" and "every six months". Surprisingly, every day consumption is also a popular opinions.

As mentioned above with the data collected of all restaurants in business in Budapest, there are currently 60 in total. Pho n go attracted the highest number of visitors, with 54

individuals, constituting 55.1% of the total. Meanwhile, Quan Sao has the least guests with only 10 respondents. Moreover, several other restaurants, such as Vin Vin, Dang Muoi, and Madam Pho, among others, were mentioned at least once. Interestingly, when inquired about which languages are available in the menu, English stood out with 88 responses, followed closely by Hungarian with up to 86 answers, while Vietnamese fell behind with only 55 replies. Furthermore, 66% of the respondents indicated that their experience with Vietnamese cuisine in Budapest positively influenced their overall opinion of the cuisine. However, 3 answered that it has influenced them in a negative way.

Given that Vietnamese cuisine is ideally but not compulsory enjoyed in the company of others, 75 individuals mentioned they typically savor the food with friends, 49 with family, 42 with their partner and 30 alone. When inquired about the preferred time for consuming Vietnamese cuisine, dinner emerged as the most popular choice with 36 responses, closely followed by all meals of the day with 32 responses. Price is also a crucial element in the decision-making process, hence, it is part of the questionnaire which can is reffered to in the Figure 12 below. 91.9% found Vietnamese cuisine affordable and the remaining of 8.1% do not found it affordable. All in all, understanding the likelihood of Vietnamese cuisine being recommended to others in Budapest is pivotal. Exceptionally, it is very likely that Vietnamese cuisine will be recommended and only 1 mentioned that it will be very unlikely.

Figure 12: Perception of Affordability in Vietnamese Cuisine (N = 99)
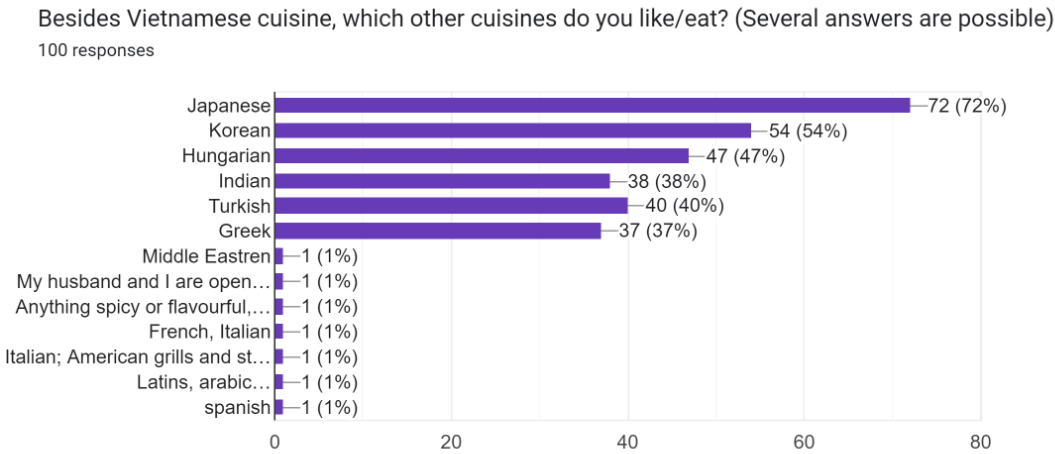
(Source: Own work)

Do you find Vietnamese cuisine affordable?
99 responses

Yes
No

8.1%

91.9%
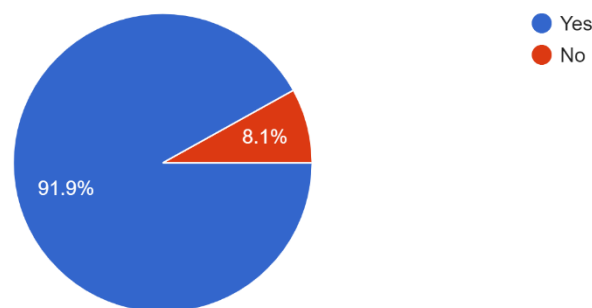
Apart from questions regarding their whole experience with Vietnamese cuisine, respondents were also given the chance to mention their interest in other cuisines. Japanese cuisine gathered the majority of responses, with approximately 70 individuals expressing interest. Korean, Hungarian, and Turkish cuisines were also prominent, with 54%, 47%, and 40% respectively. Indian and Greek cuisines were nearly tied, differing by only one additional response. Other cuisines were also referred, albeit constituting a minority, including French, Italian, Spanish, and Arabic.

Figure 13: Respondents' preference for different cuisines apart from Vietnamese (N = 100)

(Source: Own work)

4.4.　　　Demographic responses

Figure 14: Age group of the respondents (N = 100)

(Source: Own work)
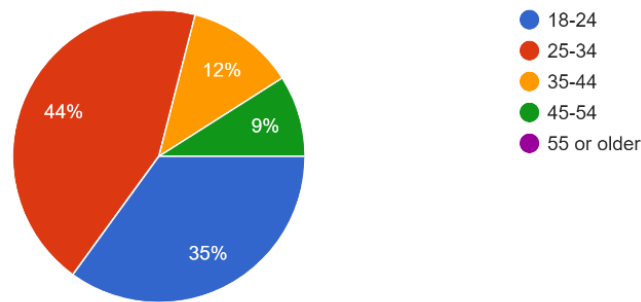
What is your age?
100 responses

Figure 14 demonstrates the age group of all respondents. The most prevalent age group falls between 25 and 34 years old, with 44 individuals. Following closely is the age group of 18-24, with 35 respondents. The 35-44 age bracket accounted for a smaller portion, with 12 participants, while the group aged 45-54 constituted the least, with just 9 individuals. Notably, there are no respondents under 18 or above 55. Overall, Vietnamese cuisine is most attractive to young adults and adults, meanwhile, it is not very sought-after by the middle-aged adults.

Figure 15: Respondents' sex (N = 100)

(Source: Own work)

What gender do you identify as?
100 responses
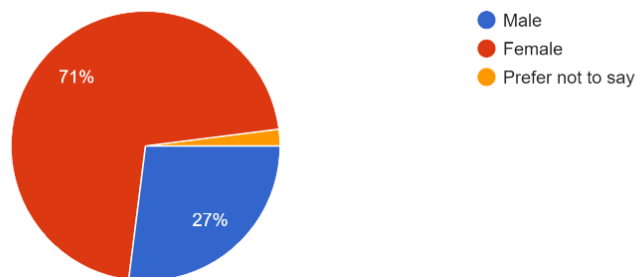
The distribution of genders among all respondents is illustrated in Figure 15. There is a significant difference between the two main sex that is male and female. Out of 100 answers, female predominate with 71 people which values for 71%. On the other hand,

there are only 27 males, accounting for 27% of the total. The last 2% are individuals who prefers not to say.

Interestingly, it is clearly shown in Figure 16 that there was a balance between the number of students and those who are employed, both are equal to each other with 45 individuals. There are 8 respondents who are self-employed, and only 2 who are unemployed. Nearly all respondents are part of the workforce age, with no one falling into the retired group.

Figure 16: Respondents' occupation status (N = 100)
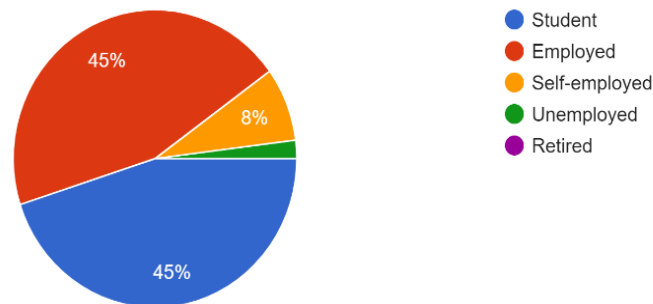
(Source: Own work)

Figure 17: Nationality of respondents
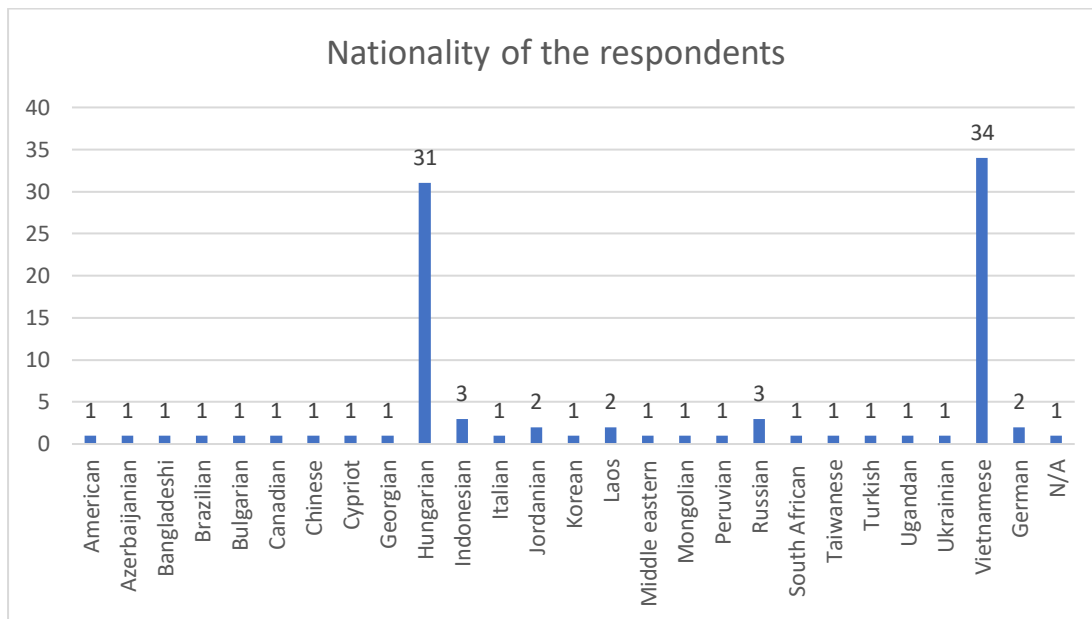*(Source: Own work)*

Figure 17 represents the distribution of respondents' nationalities or cultural backgrounds. Vietnamese respondents constitute the majority with 34 individuals interested in the cuisine in Budapest. Hungarians also comprise a significant portion of the data with 31 responses, suggesting a local presence within the surveyed population. Indonesian and Russian stood out from the rest with 3 individuals from each countries. The rest of the nationalities are American, Azerbaijanian, Bangladeshi, Brazilian, Bulgarian, Canadian, Chinese, Cypriot, Georgian, Italian, Jordanian, Korean, Laos, Middle Eastern, Mongolian, Peruvian, South African, Taiwanese, Turkish, Uganda, Ukrainian, German. Each of these nationalities is represented by only one or two individuals per country. It's evident that individuals with Asian origins predominate, accounting for more than half of the respondents. Additionally, there is one answer with "N/A", declining to provide information about their origin. Overall, the inclusion of respondents from various other nationalities, albeit in smaller numbers, underscores the multicultural landscape of the survey respondents. This diversity highlights the broad appeal and cross-cultural appreciation of Vietnamese cuisine, as well as the multicultural fabric of Budapest's culinary scene. In conclusion, these findings has proven the hypothesis to be true that the Vietnamese cuisine is popular among Hungarians and foreigners alike in Budapest.

Based on my secondary and primary research, my hypotheses are as follows:

	Hypotheses	Proof (True or False)
H1	Vietnamese cuisine has established itself as a popular culinary choice in Budapest, appealing to a broad spectrum of diners, including Hungarians and many other foreigners.	True
H2	Most of the Vietnamese restaurants on online rating platforms (Tripadvisor, Google, Foodora, Wolt, Facebook) receive good reviews from visitors.	True
H3	Most guests visit Vietnamese restaurants based on recommendations from friends and acquaintances.	True

5. Conclusions and suggestions

5.1. Conclusions

This chapter will start with the conclusion gathered from all of the research conducted by the writer. This paper has shed light on various aspects of Vietnamese cuisine in Budapest, from its availability and popularity to consumer preferences and experiences. To start off, it is crucial to be reminded that Hungary is a country proud of its rich local cultural values, however, not only does it celebrates its own, it also opens room for new cultures. Over the years, Hungary has opened its gate to the migration of foreign citizens from all across the globes. It can be seen from the data collected by the Hungarian Central Statistical Office (KSH) that there has been an uptrend in the number of foreign citizens residing in Hungary on 1 January of 2001 to 2023, going from around 12 500 to nearly 65 000. Among that, Vietnamese is also contributed to the group with roughly 7000. Accompanying the migration of Vietnamese individuals is the cultural heritage of the nation. Ever since the first group of Vietnamese who came to study or work and chose to settle down here, there

has been a non-stop effort to introduce the culture. One of the main techniques of doing so is to have people explore the flavorful cuisine. In the era of cultural globalisation and especially culinary globalisation, it is crucial to evaluate the standing of Vietnamese cuisine. Particularly in Budapest, where this development has been happening. Currently, there are 60 Vietnamese restaurants in Budapest that are active in business, supplying for the demand of not only the Vietnamese who are residing away from home, but also the locals. Vietnamese cuisine with the use of numerous unique herbs and spices, crafted from distinctive techniques is becoming more prevalent in the city. Hence, it is detrimental to examine the availability of Vietnamese restaurants that can cater for this growing demand. Furthermore, it is pivotal to gather people's experience and opinions about the cuisine, which can provide valuable insights for further developments.

In order to learn more about the main topic, a comprehensive data analysis has been conducted from the primary data. A collection of active Vietnamese restaurants across 23 districts of Budapest has been gathered. Notably, there are two districts, which are district XIII and VII, prominently showcasing 10 restaurants each. Meanwhile, districts I, IV, X, XII, XVIII, and XIX have only one restaurant in each part, while districts II, V, VI, VIII, IX, and XI each accommodate between 2 and 9 restaurants. This dispersion of Vietnamese restaurants throughout Budapest suggests that both residents and visitors have abundant options to indulge in this distinctive Asian cuisine, irrespective of their whereabouts in the city. To have even further coverage of consumers, these establishments also participate in the home delivery services through Budapest's two main platforms, Foodora and Wolt. Almost half of the Vietnamese restaurants, amounting to 29 establishments, are operational on both applications. There is a similar number of restaurants listed on Foodora and Wolt, with 37 establishments on Foodora and 35 on Wolt. The presence of 60 Vietnamese restaurants spread across 14 densely populated districts highlights the lively culinary landscape of Budapest and reflects the city's embrace of diverse international cuisines.

To learn more about the performance of these Vietnamese restaurants, it is vital to evaluate the online ratings on Google, Facebook, Tripadvisor, Foodora and Wolt. Google stands out as the leading platform with the highest average score and the most reviews, boasting 100% availability of restaurants on its platform. In contrast, TripAdvisor trails behind in restaurant availability, while Facebook exhibits a lower average score. Foodora and Wolt also perform

commendably, although they have fewer restaurants listed compared to Google. With the implantation of statistical calculation, it has provided insights into how ratings are distributed and the general reputation of restaurants across different online platforms, aiding in assessing the reliability and uniformity of customer feedback. Google demonstrates the least variability in ratings, reflected by its lowest standard deviation, suggesting a more consistent trend in scores. Conversely, Facebook showcases the highest standard deviation, indicating greater variability in ratings, with scores distributed more widely across the platform. Moreover, varying levels of consistency in customer reviews were highlighted through the varied patterns in review counts with Google exhibiting the highest variability while Tripadvisor reveals a more consistent review counts as it displays the lowest variability across listings. Another statistical measurement, correlation coefficient, were also used to analyse the relationship between location and score. The analysis indicates a minimal correlation between location (district) and the different scores, with the most notable relationship observed between location and Foodora score, although it remains relatively weak.

It can be concluded from the questionnaire that the main group interested in Vietnamese food was young adults and adults, ranging from 18 to 34 years old. Most of the respondents have heard and tried the cuisine, namely, Pho and Spring rolls. Most individuals found the food to be both delectable and reasonably priced, leading to frequent dining experiences with mainly friends and family. From the respondents' experience, the menu is commonly available in English and Hungarian. The exposure to Vietnamese cuisine has mostly influenced the respondents' overall opinions in a positive way, which leads to a high likelihood of them recommending it to someone else in Budapest. Furthermore, it can be seen that Vietnamese cuisine has a widespread appeal and cross-cultural appreciation by the variety in the respondents' nationalities, adding up to almost 30 nationalities. Among that, the majority of respondents interested in Vietnamese fare in Budapest are Vietnamese, totaling 34 individuals. Additionally, a significant portion of the data comes from Hungarian respondents, with 31 responses, indicating a notable local interest in the cuisine among the surveyed population. With such high interests from Hungarians, it can also be interpreted that Vietnam has used gastrodiplomacy in a persuasive and effective way by gaining preference towards the culture and nation. Other than Vietnamese cuisine, the

majority of respondents expressed interest in Japanese cuisine, followed up by Korean, Hungarian and Turkish.

5.2.   Implications and Recommendations

Based on the insights gained from this research about Vietnamese cuisine in Budapest, it can be beneficial to several key stakeholders. For restaurant owners, understanding the distribution of ratings across different online platforms can inform their marketing strategies, allowing them to focus on platforms where their target audience is most active and where their restaurant is likely to receive positive feedback. Moreover, they can improve their scores and number of reviews on channels with lower ratings. By leveraging platforms with higher user engagement and positive reviews, restaurant owners can attract more customers and enhance their online reputation. Restaurants owner can also identify all their competitors in the field of Vietnamese cuisine and their distributions, allowing a finer decision on placement for further establishment expansion.

Policymakers can use the research findings to inform decisions related to promoting culinary diversity and cultural exchange in Budapest. Recognizing the popularity of Vietnamese cuisine among residents and visitors alike, policymakers may consider initiatives to support Vietnamese restaurants, such as providing incentives for new restaurant openings or facilitating cultural exchange programs between Vietnamese and Hungarian communities. Which can further tighten the bond between the two nations. Additionally, policymakers can use insights from the study to develop policies that promote food tourism and support the growth of the local economy. By having multiple Vietnamese restaurants can help policymakers take advantage of homely environment and attract potential highly-skilled Vietnamese workers.

Tourism boards can benefit from the popularity of Vietnamese cuisine to attract more visitors to Budapest. With the abundance of Vietnamese restaurants, tourism boards can appeal to food enthusiasts and cultural explorers looking for unique dining experience by advertising the city's diverse culinary landscape. Promoting culinary tours and food festivals that showcase Vietnamese cuisine can further enhance Budapest's reputation as a vibrant culinary destination.

Overall, Vietnamese cuisine in Budapest has a significant societal impact, shaping cultural identities, fostering intercultural dialogue, and contributing to the local economy. By leveraging the insights gained from research, stakeholders can work together to promote culinary diversity, support local businesses, and create a more vibrant and inclusive food scene in the city.

5.3.   Limitations

One of the primary limitations of this thesis is the sample size, which may have restricted the generalizability of the findings. Regardless of the efforts made to collect data with respondents of diverse cultural backgrounds, the relatively small sample size may limit the extent to which the findings can be applied to the broader population. Furthermore, the barrier in language, as Hungary's official language is Hungarian and the questionnaire was conducted in English, may also limit number of respondents to those that are bilingual with English as their second language.

Another limitation relates to the challenges encountered during the data collection process. Despite utilizing multiple methods to gather data, including questionnaire and online reviews, obtaining comprehensive and representative data proved to be challenging. Factors such as respondent availability, response rates, and data accuracy may have impacted the reliability of the findings. During the survey process, minor adjustments were made, resulting in slight variations in the number of responses for certain questions.

5.4.   Future research directions

Future research could benefit from longitudinal studies that track changes in consumer preferences and behaviors over time. There is potential for research regarding the evolving trends in Vietnamese cuisine consumption and factors driving these changes. This can be supported by further conducts of follow-up surveys or analysis at regular intervals.

Furthermore, there are opportunities for future researches regarding the development of Vietnamese cuisine over time along with the migration of this group of ethnicity. An analysis from the first group of Vietnamese that settled down and the opening of Vietnamese

restaurants can provide a relationship between the two elements. Similar research can be done for other cuisines to show the connection between the movement of an ethnic and the expansion of their cuisine.

There is possibility for comparative analyses with different cuisines in Budapest, which can provide valuable insights into the unique characteristics and appeal of Vietnamese cuisine. By examining differences and similarities in consumer perceptions, preferences, and behaviors across different culinary traditions, researchers can identify key drivers of culinary diversity and cultural exchange. Furthermore, it can provides an overview of the diversity of the existing cuisines in Budapest and the competitiveness between a variety of restaurants with different cuisines.

6.   Summary

This thesis explores the availability and attractiveness of Vietnamese cuisine in Budapest, delving into its distribution across 23 districts in Budapest, online presence and popularity among residents. The primary data analysis conducted for this study involved collecting data on active Vietnamese restaurants across all districts of Budapest. Notably, two districts, XIII and VII, stood out with 10 restaurants each, while others varied from just one to between 2 and 9 establishments. This dispersion indicates an abundance in options for residents and visitors to enjoy Vietnamese cuisine throughout the city. Additionally, many of these restaurants offer home delivery services through platforms like Foodora and Wolt, with nearly half of them available on both apps. With a total of 60 Vietnamese restaurants spread across 14 districts, Budapest showcases a vibrant culinary scene, embracing diverse international cuisines.

The evaluation of online ratings across platforms such as Google, Facebook, TripAdvisor, Foodora, and Wolt provides valuable insights into the performance of Vietnamese restaurants in Budapest. Google emerges as the frontrunner, boasting the highest average score and the most reviews, with all restaurants available on its platform. Meanwhile, Tripadvisor lags behind in restaurant availability, and Facebook exhibits a lower average score. Foodora and Wolt also perform well but compared to Google, both contains fewer restaurants listed. Statistical calculations offer further insights into rating distributions and restaurant reputations across platforms, aiding in assessing the reliability of customer feedback. Google demonstrates the least variability in ratings, indicating a more consistent trend, while Facebook shows the highest variability, suggesting greater score dispersion. Moreover, analysis of review counts reveals varying levels of consistency, with Google exhibiting higher variability and TripAdvisor showing more consistent counts. Correlation analysis indicates minimal relationships between location (districts) and scores, with the most notable correlation observed between location (districts) and Foodora score, albeit weakly.

The questionnaire analysis reveals that the primary demographic interested in Vietnamese cuisine in Budapest comprises young adults and adults, ranging from 18 to 34 years old.

Most respondents have prior exposure to Vietnamese food, particularly dishes like Pho and Spring rolls. The cuisine is widely regarded as delicious with a reasonably price, leading to frequent dining experiences, often with friends and family. The availability of menus in both English and Hungarian caters to diverse linguistic preferences. Exposure to Vietnamese cuisine positively influences respondents' overall opinions, with a high likelihood of them recommending it to others in Budapest. The widespread appeal of Vietnamese cuisine is evident from the diverse nationalities of respondents, spanning nearly 30 different countries. Vietnamese respondents represent the largest group, followed closely by Hungarian respondents, indicating significant local interest in the cuisine. In addition to Vietnamese food, respondents also express interest in Japanese cuisine, followed by Korean, Hungarian, and Turkish cuisines.

In spite of minor adjustments during the survey process, the findings provide valuable insights for stakeholders, encompassing restaurant owners, policymakers and tourism boards. The research underscores the broad appeal and cross-cultural appreciation of Vietnamese cuisine, highlighting its role in shaping cultural identities and fostering intercultural dialogue in Budapest's vibrant culinary scene. Additionally, future research regarding longitudinal studies regarding trends of the Vietnamese cuisine or comparative analyses that shows the appeal of this unique cuisine.

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8. List of tables and figures

Appendices

Appendix 1: List of all Vietnamese restaurants in Budapest.

Location (district)	Restaurant's name	Google score (Scale of 5)	Number of Google reviews	Tripadvisor score (Scale of 5)	Number of Tripadvisor reviews	Facebook score (Scale of 5)	Number of Facebook reviews	Foodora score	Number of Foodora reviews	Wolt score (Scale of 10)	Number of Wolt reviews	English	Vietnamese	Hungarian
7	Sao	4.5	1138	4.5	329	4.8	526	N/A	N/A	9.4	500	yes	no	yes
13	Oriental Soup House Balzac	4.6	4153	4.5	427	4.5	1179	N/A	N/A	N/A	N/A	yes	yes	yes
5	Oriental Soup House Szervi	4.5	1547	4.5	46	4.4	79	N/A	N/A	N/A	N/A	yes	yes	yes
11	Hai Nam Vietnamese Bistro	4.7	4202	4.5	329	4.8	1203	N/A	N/A	9.2	500	yes	yes	yes
7	Hu lu lu	4.6	706	4.5	61	4.9	62	4.6	100+	9.8	10	yes	yes	yes
5	Hanoi Phở	4.3	668	4.5	201	4.1	126	N/A	N/A	N/A	N/A	yes	yes	yes
2	Hanoi Restaurant (Hanoi Ét	4.3	892	4	163	0	1	4.5	100+	8.8	200	yes	no	yes
13	Khan	4.6	1002	4.5	88	4.7	377	N/A	N/A	9.4	500	yes	yes	yes
6	Tay Ho Vietnamese Restau	4.6	663	4.5	63	4.4	44	4.6	5	4.4	18	yes	yes	yes
5	Good Morning Vietnam	4.7	682	4.5	86	4.8	235	3.9	11	9.4	100	yes	yes	yes
5	Quán Nón Budapest	4.1	1107	4	195	4.6	212	4.5	100+	9.4	50	yes	yes	yes
2	Quan Non PHO	4.3	152	N/A	N/A	N/A	N/A	4.4	500+	9.2	100	yes	yes	yes
6	Vin.Vin City Andrássy út	4.5	818	4.5	69	4.2	91	4.5	1000+	9	500	yes	no	yes
5	VIN.VIN City Bécsi utca	4.2	429	4	5			4.3	500	9	100	yes	no	yes
11	Vin.Vin Bartok Boulevard	4.2	217	N/A	N/A			4.2	100+	9	100	yes	no	yes
13	Vin.Vin Express Dunavirág	4.4	1363	4	47	4	10	4.6	500	9.2	200	yes	no	yes
13	Vin.Vin Express Váci út	4.3	329	N/A	N/A	3.7	6	4.7	1000+	9	200	yes	no	yes
8	Madame Pho	4.7	831	4.5	58	N/A	N/A	4.8	1000+	9.4	500	yes	no	yes
5	QUÍ	4.7	599	4.5	55	4.8	59	N/A	N/A	9.4	500	yes	no	yes
11	Pho36 Budapest	4.7	759	4.5	38	4.8	71	4.6	500+	9.4	10	yes	yes	yes
7	Pho36 Dob utca	4.4	76	N/A	N/A	N/A	N/A	4	45	8.6	N/A	yes	yes	yes
9	Hanoi Xua Budapest	4.6	1028	4	51	4.6	257	4.7	1000+	9.2	200	yes	yes	yes
9	PHỎ 18 Budapest	4.4	632	4.5	38	N/A	N/A	4.5	100+	0	0	yes	yes	yes
10	Vietnami Specialis Melegko	4.7	1474	4.5	50	4.9	292	N/A	N/A	N/A	N/A	yes	yes	yes
7	Em oi pho restaurant	4.8	622	5	13	5	27	4.6	500+	8.8	50	yes	yes	yes
6	Saigon Bisztro	4.5	348	4	35	4.8	111	N/A	N/A	8.6	50	yes	yes	yes
8	Little Geisha Can Cook	4.4	713	4	24	N/A	N/A	N/A	N/A	N/A	N/A	yes	no	yes
13	Pho Hung	4.7	423	4.5	16	N/A	N/A	N/A	N/A	N/A	N/A	yes	yes	yes
5	Viet Cuisine	4.5	317	4.5	13	4.4	19	4.3	85	9.2	200	yes	no	yes
8	Ngon Street Food	4.5	452	4.5	17	4.7	149	4.4	39	9.4	20	yes	no	yes
7	Sen Bistro	4.6	265	4.5	9	0	1	4.3	100+	4.2	200	yes	yes	yes
18	Hoa Sen	4.5	526	4.5	18	N/A	N/A	4.8	100	N/A		yes	yes	no
1	Dang Muoi Phở (Dang Muo	4.4	971	3.5	46	N/A	N/A	4.6	1000+	9.2	500	yes	yes	yes
6	Dang Muoi Pho Bistro (Dar	4.3	710	3.5	73	N/A	N/A	4.6	500+	9	50	yes	yes	yes
8	Dang Muoi Büfé	4.4	176	N/A	N/A	N/A	N/A	4.5	500+	N/A	N/A			
8	Lam Anh Pho	4.6	766	4	2	5	69	N/A	N/A	N/A	N/A	yes	yes	yes
11	Pho 74	4.7	620	4	10	4.8	73	N/A	N/A	N/A	N/A	no	yes	yes
7	Bao Nam Pho	4.4	454	4	7	4.4	37	4.4	500+	8.2	10	yes	no	yes
9	Vietnam Gourmet Budapes	4.7	115	0	0	5	8	4.8	40	N/A	N/A	yes	yes	yes
13	Fannicika Pho & Pad Thai	4.4	1035	4	92	N/A	N/A	N/A	N/A	N/A	N/A	yes	yes	yes
9	Viet Pho Bisztró	4.4	331	4.5	16	4.8	67	N/A	N/A	N/A	N/A	yes	no	yes
13	Ta Bistro Vietnámi Étterem	4.5	173	3.5	7	4	10	4.4	8	9.2	N/A	yes	yes	yes
13	Bi Vietnamese food&bar	4.6	205	N/A	N/A	4.5	25	4.7	500+	9.2	200	no	no	yes
9	ZUNI - Vietnamese Food &	4.7	80	N/A	N/A	0	3	4.7	100+	9.4	100	no	no	yes
8	Pho & PadThai	4.8	227	N/A	N/A	4	10	N/A	N/A	N/A	N/A	yes	no	yes
8	Pho n Go	4.6	550	N/A	N/A	4.8	27	N/A	N/A	9.2	200	yes	yes	yes
7	FourSeasonsBudapest-Vietr	4.5	83	N/A	N/A	0	2	3.6	17	N/A	N/A	yes	yes	yes
9	Asian Cuisine Phở	4.3	294	N/A	N/A	4.6	20	N/A	N/A	N/A	N/A	yes	yes	yes
7	Hoang Anh Restaurant	4.7	271	N/A	N/A	5	5	4.4	71	9	100	yes	yes	yes
4	Tihon restaurant	4.6	100	N/A	N/A	0	2	4.5	100	N/A	N/A	yes	no	yes
7	DONG DO QUAN	3.5	10	N/A	N/A	N/A	N/A	3	1	N/A	N/A	yes	yes	yes
13	Mien Tay Quan Vietnámi B	4.5	42	N/A	N/A	0	0	N/A	N/A	N/A	N/A	yes	yes	yes
19	Tran Nam	4.7	64	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	no	yes	yes
8	Pho Cafe	4.5	2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7	Xin Chao - Vietnamese rest	4.5	16	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	yes	yes	yes
8	Viethung Étterem	4.8	60	N/A	N/A	0	3	4.6	42	N/A	N/A	no	no	yes
2	vietnamigulyas.hu	4.6	330	N/A	N/A	4.6	44	4.4	24	9.2	10	no	no	yes
12	Thai Ha Pho	4.5	345	N/A	N/A	0	1	4.4	500	N/A	N/A	yes	yes	yes
9	Bamboo Restaurant	4.2	134	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	yes	no	yes
13	Royal soup house	4.4	101	N/A	N/A	4.3	8	4.6	500	9.2	50	no	no	yes

Appendix 2: Questionnaire questions

Vietnamese Cuisine's reachability and experience in Budapest, Hungary.

Hello, good day to you!

My name is Do Thu Huong, a final year student at MATE (Hungarian University of Agriculture and Life Sciences). I am conducting a survey to collect data for my thesis and your participation in this will be of great help. The purpose of this survey is to gather information about the coverage of Vietnamese cuisine for individuals residing in Budapest, Hungary. Your responses will contribute to a better understanding of the awareness, experiences, and preferences related to Vietnamese food in this context.

Please read each question carefully and select the most appropriate response. Your answers will remain anonymous and will be used for research purposes only. There are no right or wrong answers, so please provide your honest opinions and experiences.

Thank you for your valuable input. Let's begin!

Switch account

Not shared

* Indicates required question

Have you ever heard of Vietnamese cuisine? *

○ Yes

○ No

○ Briefly

How did you hear about Vietnamese cuisine? (Several answers are possible) *

☐ Friends

☐ Family

☐ Facebook

☐ Instagram

☐ Twitter

☐ YouTube

☐ Films

☐ Other:

Have you ever tried Vietnamese food? *

○ Yes

○ No

Which Vietnamese dishes have you tried? (Several answers are possible) *

☐ Pho

☐ Banh my

☐ Bun Bo Hue (Hue's beef noodles)

☐ Bun cha (Charcoal Grilled pork with noodles)

☐ Nem (Spring rolls)

☐ Vietnamese iced coffee

☐ None

☐ Other:

Are there any Vietnamese dishes that you would like to try? (Several answers are possible) *

☐ Pho

☐ Banh my

☐ Bun bo Hue (Hue's beef noodles)

☐ Bun cha (Grilled pork with noodles)

☐ Nem (Spring rolls)

☐ Vietnamese iced coffee

☐ None

☐ Other:

How did you find the Vietnamese cuisine that you tried? *

○ Delicious

○ Good

○ Average

○ Not very good

○ Terrible

How often do you eat Vietnamese food? *

- ○ Once a week
- ○ Every 2 weeks
- ○ Every month
- ○ Every six months
- ○ Once a year
- ○ Other: _____

Which Vietnamese restaurants have you visited in Budapest, Hungary? (Several answers are possible) *

- ☐ Pho n go
- ☐ Oriental Soup House
- ☐ Quan Non
- ☐ Quan Sao
- ☐ Hai Nam Pho Bistro
- ☐ Other: _____

In which languages is the menu available? (Several answers are possible) *

- ☐ English
- ☐ Vietnamese
- ☐ Hungarian

Has your experience with Vietnamese food in Budapest influenced your overall opinion of the Vietnamese cuisine? *

- ○ Yes, positively
- ○ Yes, negatively
- ○ No, not really
- ○ I'm not sure

Who do you usually enjoy Vietnamese food with? (Several answers are possible) *

☐ Friends

☐ Family

☐ Partner

☐ Alone

☐ Other: _____

Do you find Vietnamese cuisine affordable? *

○ Yes

○ No

When would you eat Vietnamese food? *

○ Breakfast

○ Lunch

○ Brunch

○ Dinner

○ All meals of the day

○ Other: _____

How likely are you to recommend Vietnamese cuisine to someone else in Budapest? *

○ Very likely

○ Somewhat likely

○ Neutral

○ Somewhat unlikely

○ Very unlikely

Besides Vietnamese cuisine, which other cuisines do you like/eat? (Several   *
answers are possible)

- [ ] Japanese
- [ ] Korean
- [ ] Hungarian
- [ ] Indian
- [ ] Turkish
- [ ] Greek
- [ ] Other: _____

What is your age? *

- ( ) 18-24
- ( ) 25-34
- ( ) 35-44
- ( ) 45-54
- ( ) 55 or older

What gender do you identify as? *

- ( ) Male
- ( ) Female
- ( ) Prefer not to say

What is your nationality? *

Your answer

What is your current status? *

- ( ) Student
- ( ) Employed
- ( ) Self-employed
- ( ) Unemployed
- ( ) Retired
- ( ) Other: _____

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As a supervisor of Do Thu Huong (Student's name) WSJEDU (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio[1] has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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