



Hungarian University of Agriculture and Life Sciences

Károly Róbert Campus

Tempus Public Foundation

Tourism and Catering Bachelor's education

TITLE OF THESIS

**The availability and attractiveness of Vietnamese cuisine in
Budapest**

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Neptun code: W9JEDU

2024

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.