



**HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES
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**OPPORTUNITIES AND CHALLENGES OF TOURISM DEMAND IN
MUNICIPALITIES AROUND BUDAPEST
A COMPARATIVE ANALYSIS BETWEEN VISEGRÁD AND
GÖDÖLLŐ**

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Thesis title: Opportunities and challenges of tourism demand in municipalities around Budapest - A comparative analysis between Visegrád and Gödöllő

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Abstract

The study examines the tourism demand dynamics of Visegrád and Gödöllő counties, located near Budapest, Hungary. It explores economic, social, and infrastructural drivers of tourism in cities that are next to a capital city. The research utilizes analysis of comparison to appreciate the possibilities and challenges, which these towns face in providing tourists with the lure. With the help of the statistical instruments and the data from the Hungarian Central Statistics Office, the research looks at the variety of the tourism indices that are affected by socioeconomic and cultural factors. The paper also scrutinizes the concept of second city tourism, which tries to re-route the tourists' attention toward less visited destinations, and thus, in this way, supporting the notion of and the efforts for balanced and sustainable tourism. The findings of the study provide profound information concerning the factors of tourism demand, influences of being close to a capital city, and the role of involvement of the local community in the tourism industry. It emphasizes the opportunity that Visegrád and Gödöllő type municipalities must use their distinctive cultural and historic characteristics, emerging markets, and association with Budapest for a collaborative effort that will increase their tourism value. The study helps to comprehend urban tourism more and gives municipalities in the capital city hinterland the relevant suggestions to improve their tourism strategies.

Keywords: *Tourism Demand, Visegrád and Gödöllő, Cultural and Historical Attractions, Infrastructure and Promotion, Sustainable Tourism Practices.*