

THESIS

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Introduction

Cultural tourism is a type of tourism activity in which the primary motivation of the visitor is to explore, discover, experience, and consume tangible and intangible cultural attractions/products in a tourism destination. (UMWTO, 2023)

Cultural tourism is big business. Some people seek to travel for the sole purpose of having a “cultural” experience, while others may perceive culture as a by-product of their travel.

Cultural tourism benefits local communities. Some of the benefits of cultural tourism that government and local tourism bodies should be aware of include the following:

- Cultural tourism has a positive economic impact on the destination and can help underserved communities to thrive and flourish.
- The money that this form of tourism bring in can be used within local communities for social good.
- It helps preserve the local culture while allowing communities to emphasize the uniqueness of their culture to differentiate it from other locations.
- It helps destinations market themselves and compete with more competitive locales on an even footing (eTravel Team, 2023)

Personally, I chose the topic for the thesis “cultural tourism in Hungary”, since the capital of Hungary, Budapest, contains quite a lot of interesting places for cultural tourism.

Also, Budapest became one of Central Europe's most popular tourist attractions in the 1990s. Attractions in the city include Buda Castle which houses several museums including the Hungarian National Gallery, the Matthias Church, the Parliament Building and the City Park. The city has many museums, three opera houses, and thermal baths. Buda Castle, the Danube River embankments and the whole of Andrassy Avenue have been recognized as an UNESCO World Heritage Site.

My research questions are:

1. Where do tourists come from in Budapest?
2. What is their motivation?
3. What cultural attractions are they most interested in?
4. Where do they get their information?

1. LITERATURE REVIEW

1.1 General overview of tourism

Tourism is the commercial organization and conduct of recreation and visiting places of interest. Tourism is also travel for pleasure or business, as well as the theory and practice of touring.

The WTO (World Tourism Organization) defines tourism in more general terms, in terms that go beyond the usual perception of tourism as limited only to leisure, as people travel and stay in places outside their usual environment for no more than one consecutive year for leisure and no less 24 hours, for business and other purposes. (WTO, 2017).

In 1994, the UN defined three forms of tourism in its tourism guidelines. (WTO, 2017).

- Domestic tourism, which includes residents of a given country traveling only within that country.
- Inbound tourism, involving non-residents traveling within a given country.
- Outbound tourism, which involves residents traveling to another country.

The main characteristics of tourism include the following:

- Tourism is a combination of relationships and phenomena.
- It is dynamic.
- The destination and place of overnight stay are outside the place of residence and work.
- The move to a destination is short-term and temporary, with the intention of staying for a few days, weeks, or months.
- The destination is chosen for leisure, not for work. (Figure 1)

Figure 1. Features of tourism



Source: Caroline M. (2017)/ Tourism Destinations. Definitions, Changes and Trends

1.2 Cultural tourism

Cultural tourism, being one of the types of tourism, is quite popular as a type of tourism product. Nowadays, people are demanding extraordinary and unique travel destinations. (Dallen, 2023)

Cultural tourism has shown significant growth over the past forty years and, according to the World Tourism Organization, this growth trend will continue especially in Europe, the Middle East and Asia. (Dallen, 2023)

Since ancient times, people have traveled depending on various factors such as religion, war, conquest, trade, migration, and curiosity. Especially in the 19th century, when interest in ancient Egyptian civilization, European interest in cultural tourism began. (Artal-Tur-Metin, 2019).

The beginning of tourism is not holiday tourism, as most people think, but cultural trips with a desire to see and experience the unknown.

- Complies with modern tourism consumption patterns and explores new products and new experiences that lead to ongoing satisfaction.
- Contributes to the development of another tourism product that is relevant needs of the developing tourism market.
- Besides the sun, sea and sandy springs, this creates a different perspective for remaining new directions.
- To solve seasonal tourism problems, more active recreation is proposed, more environmental activities, short trips and trips that create business value travelers.

Cultural tourism, which is a form of special interest tourism, was first defined as culturally motivated journey in 1969 at a convention organized in Ontario, Canada. In subsequent years, many attempts have been made to define cultural tourism. Mehrhoff has described cultural tourism in a broad sense and defined it as a way to see and experience historical and national values in the places where they exist. According to this definition, the basis cultural tourism has many causes. Cultural tourism expands knowledge and the experiences of individuals and includes viewing ancient art, historical buildings, museums, ancient civilizations and their

relics, local architecture, local cuisine, festival sand fairs, theater and cinema, music and dance, subcultures. (Richards, 2001). (Figure 2)

Figure 2. General typology of cultural tourism resources

Attractions	Events
<i>Monuments:</i> Religious buildings Public buildings Historic houses Castles and palaces Parks and gardens Defenses Archaeological sites Industrial-archaeological buildings	<i>Cultural-historic events:</i> Religious festivals Secular festivals Folk festivals
<i>Museums:</i> Folklore museums Art museums	<i>Art events:</i> Art festivals Art exhibitions
<i>Routes:</i> Cultural-historic routes Art routes	Events and attractions: Open monument days
<i>Theme parks:</i> Cultural-historic parks Archaeological parks Architecture parks	

Source: Richards. G (2001), Cultural Attractions and European Tourism, CABI Publisher, New York

1.3 Demand of cultural tourism

Factors that increase the cultural dimension of international travel are factors such as curiosity generated by the rapid development of modern means of mass communication, increasing levels of culture and improving safety and comfort of vehicles. (Duxbury, 2021).

In addition to these factors, the aging population in industrialized countries, in other words, third-age tourism to cultural areas is increasing massively since cultural tourism is mainly organized and consists of groups of middle-aged and elderly people. (Duxbury, 2021).

The development trend of cultural tourism in Europe, especially in the second half of the 20th century, has accelerated work towards cultural tourism. The first fundamental research on the importance of cultural tourism in Europe was carried out by the Irish Tourism Commission with the support of the European Community. According to this study, approximately 35 million international cultural tourists visited Europe in 1986, with 1/3 of them coming from outside Europe. (Duxbury, 2021).

Scientific studies on tourism show that the demand for tourism in Europe is mostly urban oriented, but also interested in local activities. This is an important factor for the development of cultural tourism. (Goeldner, 2011).

Participants in cultural tourism can be considered in two main groups. The first group includes those who make a list of old artifacts in advance and travel according to this list, marking the places they visit, attaching importance to social connections wherever they are. On the other hand, the second group includes relatively young people who care less about social relationships and have difficulty communicating with people from other cultures. (Richards, 2021)

1.4 General overview of folk art

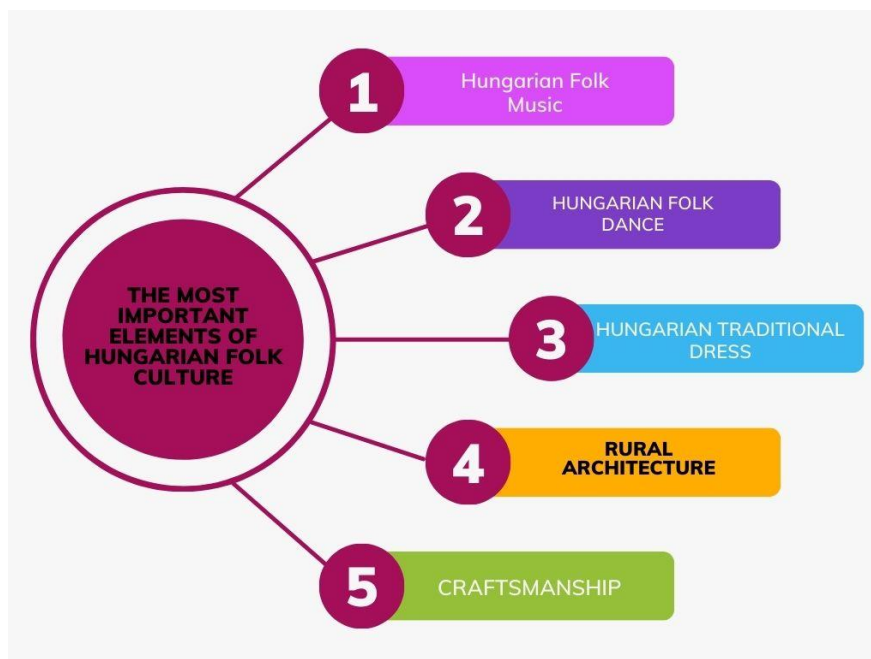
When we hear the word “Art”, the first thing that comes to mind is the beautiful sculptures and paintings created by the masters, but it is called “Fine Art”. Fine art is only part of the art created throughout the world. There is also folk art, individual in each country. (Simpson, 1989).

Folk art is part of cultural tourism, reflecting the traditions of the people. There are two types of folk art: tangible and intangible. Examples of intangible folk art are: folk music, folklore,

folk literature, folk dance, national holidays and festivals, etc. Tangible folk art refers to things that are created by hand and contain an element of long-term survival of tradition. Examples of tangible folk art are: textiles, painting, carpet weaving, furniture making, sculpture, etc. The ability to create some types of folk art has mainly been passed down from generation to generation. (Eden Gallery, 2022)

Folk culture is undoubtedly the most important part of cultural tourism. And the main topic of the Thesis is cultural tourism in Hungary. So, it is also worth considering the main elements of folk culture in Hungary. (Figure 3)

Figure 3. Important elements of Hungarian folk culture



Sources: <https://hungarytoday.hu/hungarian-folk-culture-traditions-set-time-59257/>

2.1 World heritage sites in Budapest

Hungary has 1985 joined the UNESCO World Heritage Convention. Hungarian sites attract many tourists to the country, with most tourists visiting the sites in Budapest.

List of Hungarian Heritage Sites:

Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrassy Avenue (1987, 2002)

Old Village of Hollókő and its Surroundings 1987

Caves of Aggtelek Karst and Slovak Karst 1995

Millenary Benedictine Abbey of Pannonhalma and its Natural Environment 1996

Hortobágy National Park - the Puszta 1999

Early Christian Necropolis of Pécs (Sopianae) 2000

Fertő / Neusiedlersee Cultural Landscape 2001

Tokaj Wine Region Historic Cultural Landscape 2002

(UNESCO, 2023)

These sites in Budapest have played and continue to play an important role in Hungarian history and society. It is also typical that each of these sites is a prime attraction for tourists visiting Hungary.

Andrassy Avenue and Oktogon

Recognized as a World Heritage Site, this tree-lined street is definitely a must-see in Budapest. Built in 1887 to connect the city center with the city park, Andrassy Avenue is an ideal place to watch big-budget films. You can easily spend a few hours here enjoying the pure luxury of the Champs-Élysées-style boulevard, filled with high-end fashion brands and cute cafes. His film credits include *Evita*, where crowd scenes were filmed on the famous avenue and Oktogon intersection, and the 2012 film *Bel Ami*, starring Robert Pattinson, transformed a Budapest Street into 19th-century Paris. The best way to experience this stunning avenue is to stroll from Heroes' Square to the Hungarian State Opera House and Basilica. Most of the key movie sites mentioned in this article can be found along the way. (Picture 1)



Picture 1. Andrassy Avenue and Oktogon

Source: <https://edition.cnn.com/travel/article/budapest-film-locations/index.html>

Hungarian Parliament Building

The Hungarian Parliament building is an iconic landmark in Budapest and one of the oldest in Europe. Home to the Hungarian National Assembly, it is one of the largest buildings in the entire country. The building features lavish Gothic Revival decorations and an impressive dome. (Picture 2)



Picture 2. Hungarian Parliament Building

Source <https://dynamictours.hu/the-hungarian-parliament/>

Buda Castle

Buda Castle is a large, imposing castle complex located in Buda, Hungary. The palace and grounds once belonged to the Hungarian kings and queens and are now home to the Budapest

History Museum and the Hungarian National Gallery. Both museums are worth visiting for their extensive collections of art and history. In addition, the Castle Hill area is home to several important historical sites, as well as a lively Baroque quarter famous for its restaurants. (Picture 3)

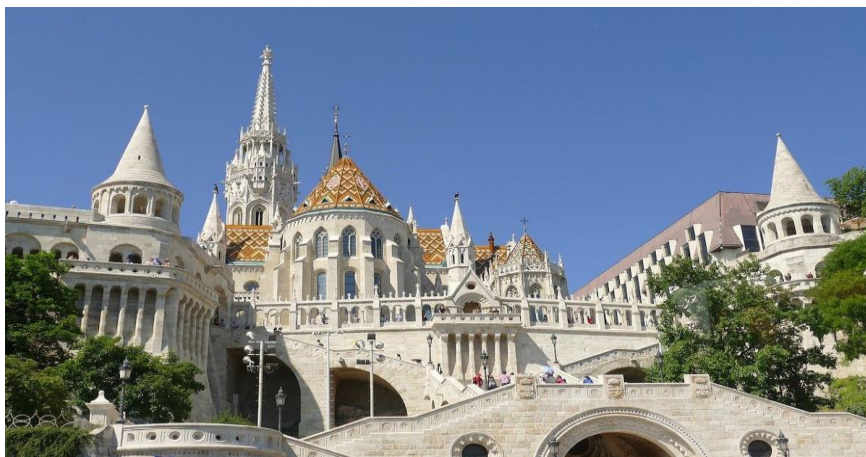


Picture 3. Buda Castle

Source: <https://www.mellowmoodhotels.com/hu/budai-var/>

Fisherman's Bastion

The Fisherman's Bastion is a beautiful fortress with lookout towers that offers panoramic views of the city. It was built in Roman style in 1895 and was damaged during World War II, but has since been restored. (Picture 4)



Picture 4. Fisherman's Bastion

Source: <https://wheretostayinbudapest.com/fishermans-bastion-budapest/>

Matthias Church

The Matthias Church is a medieval church located in the Fishermens Bastion district of Budapest. The church has undergone several rebuilds and renovations, most notably between 1874 and 1896 when it was rebuilt in neo-Gothic style by Frigyes Schulek. The church features brightly colored tiles on its roof, intricate painted interiors, and architectural splendor. (Picture 5)



Picture 5 Matthias Church

Source: <https://www.ulysses.travel/en/matthias-church-budapest/>

Széchenyi Chain Bridge

The Széchenyi Chain Bridge is a beautiful, historic bridge that spans the River Danube linking Buda with Pest. It was designed by William Tierney Clark and built by Scottish engineer Adam Clark, and it remains an iconic symbol of bringing people together. The bridge is particularly striking at night when it is illuminated with Thousands of lightbulbs. (Picture 6)



Picture 6. Széchenyi Chain Bridge

Source: <https://www.ulysses.travel/en/chain-bridge-szechenyi-budapest/>

St. Stephen's Basilica

The imposing St. Stephen's Basilica, built from 1851 to 1905, offers stunning views of Budapest from its dome. The building was damaged during the Second World War, but, fortunately, most of the mosaics that decorated its walls have been preserved. This popular attraction is dedicated to the holy king of Hungary and founder of the Hungarian state, Saint Stephen. (Picture 7)



Picture 7. St. Stephen's Basilica

Source: <https://timesofindia.indiatimes.com/travel/budapest/st-stephens-basilica/ps52502694.cms>

2.2. Movie industry in Hungary

Film tourism in Hungary is also worth mentioning. Film tourism is a relatively new type of recreation, which involves visiting locations where filming took place. It can be a natural object, a building, and sometimes an entire city. (Merényi 1999)

Actually for now Budapest is Europe's Biggest Film Production Base After London. (Museyon Guides, 2009)

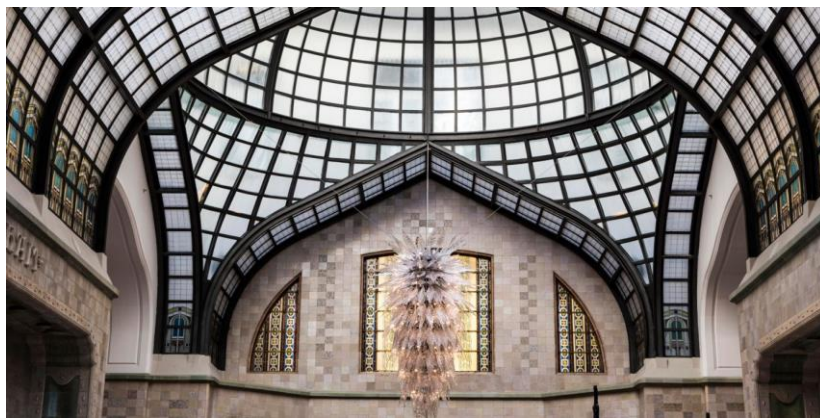
For Hungary, everything changed in the early 2010s when Hungarian-born producer Andy Vajna, the man behind *The Terminator* and *Rambo*, helped Hungary break into the modern film business when he took over as the country's film commissioner.

Spending on film production in Hungary rose by 20% to more than 250 billion forints (EUR 625m) in 2022, a new record, the government commissioner for the film industry said in an interview with Origo. (Tóth, 2022) Csaba Káel noted that most of that spending was in foreign currency. He said Budapest has become Europe's biggest base for film production after London.

Hungary, as a filming destination, has nothing to be ashamed about even in international comparison. Beside the beautiful locations, the Hungarian film professionals are widely recognized for their excellence and the regulatory environment helps to attract different productions. Due to the series of modifications in the Film Act lots of big budget-productions were attracted that would otherwise shoot the film in Prague or Vienna. There is no doubt that Hungary has become a major filming location in Europe. Since 2018, by the recent altering of the Film Act, tax benefits for the film productions have further increased. Since July 10, all cinematographic shooting may demand a 30 percent tax rebate according to the information from the Hungarian National Film Found. In 2017, 2007 request was received by the Filming Venue Office, from which 6 percent was for the country and 94 percent for Budapest. In the latter the most popular locations are the Andrassy Road, the Liberty Square with its surrounding streets, the Saint Stephen Cathedral, the Castle District, Margit Island and the City Park. Also spas, bridges, cafés and museums are popular places to film in the capital. Also, Hungarian capital has provided a backdrop for many big budget flicks, including “*Blade Runner 2049*,” “*Red Sparrow*,” “*Inferno*,” *Spy*,” “*Evita*,” “*Atomic Blonde*,” “*Tinker Tailor Soldier Spy*,” and there's even more to come. Gellért Hotel and Baths Positioned on the banks of the Danube

River, the Gellért Hotel and Baths features in the 1996 movie "Evita." The comedy "I Spy," starring Eddie Murphy and Owen Wilson, was also shot in and around the stunning building.

The 179-room Four Seasons Hotel in a Gresham Palace is a popular accommodation choice for celebrities and movie moguls while filming in Budapest. Completed in 1906, the Art Nouveau-style building cuts an imposing figure overlooking the Danube River at the foot of the famous Chain Bridge. Now one of the more luxury hotel destinations in Budapest, the site has been used in many film productions, including the action comedy "Spy," starring Melissa McCarthy and Jude Law. (Picture 8)



Picture 8. Four Seasons Hotel Gresham Palace

Source: <https://edition.cnn.com/travel/article/budapest-film-locations/index.html>

Bálna building

Positioned on the edge of the Danube River, the Bálna building is one of Budapest's more modern architectural delights.

Designed by Dutch architect Kas Oosterhuis, the streamlined structure has been nicknamed "The Whale" by locals for its striking resemblance to the marine mammal. Housing a mall full of boutique shops, bars and restaurants, the building is also used as a conference center, as well as a location site for many film and television productions.

It starred as the headquarters of NASA in Ridley Scott's science fiction film "The Martian," and crops up in CBS television series "Ransom," which is filmed on location in the city by Korda Productions. The film studio has also been behind the success of many major

blockbusters shot in and around Budapest, including “Mars 2,” “Robin Hood” and “Blade Runner 2049. (Picture 9)



Picture 9. Bálna building

Source: <https://edition.cnn.com/travel/article/budapest-film-locations/index.html>

2.3. Hungarian gastronomy

For roughly a thousand years, Hungarian food, like its culture, has had an intriguing dual identity, skillfully combining Eastern mysticism with Western traditions. The recipes were adapted to their own tastes, which also gave the dishes a national flavor.

Authentic Hungarian dishes are probably not for people on a diet. Hungarian dishes may seem too heavy and greasy to foreigners; however, their rich flavor, aroma and texture make up for the slightly excessive calorie intake.

But its mistake to think that everything is soaked in pork fat and paprika. These ingredients are necessary to prepare authentic Hungarian dishes, but with the right distribution and modern cooking methods, you can end up with delicious dishes.

Ancient Hungarian cuisine

Throughout its history, Hungarian cuisine has been influenced by many ethnic gastronomies. In the first couple of centuries AD, the ancestors of modern Hungarians lived in the Eurasian steppes. They were a semi-nomadic group who were hunters and fishermen. (Bonis, 2012)

Around 500 AD Magyar tribes migrated and settled near the Don River. They met Turks and Bulgarians and learned a lot about cooking from them.

At that time, as today, soup was a very important dish in Hungarian cuisine. The perfect Hungarian lunch always starts with soup. In those nomadic years, it was a complete meal, more like stew. Soups were usually served with small round pasta, tarhonya.

Other old Hungarian dishes include cabbage rolls, beef soup, fish soup and the famous goulash. They are still very popular. Ancient Hungarian cooking used several types of grains, such as millet, oats, and later wheat. (Bonis, 2012)

The most delicious dishes were always prepared in one pan. This pot was usually a bogrács, a cast iron cauldron suspended on an iron stick over the fire. Bogrács is a very popular kitchen utensil today, used it for outdoor cooking.

Having settled in the Carpathian region, the ancestors of modern Hungarians included pork in their cuisine. Today, Hungarians often prepare pork dishes, especially in the villages, where almost every family raises its own pork and butchers it in winter during the big holiday called "disznótor". (Lang, 1971)

In the early Middle Ages, after the consolidation of the Hungarian state, Hungarian cuisine was influenced by both Western and Eastern countries. Particularly great invasions have left their mark on Hungarian cooking. (Lang 1971).

Many foreign visitors come to the famous Mátyás Cellar, where they can enjoy typical Hungarian food and wine while listening to gypsy music in a vaulted cellar with frescoes and stained-glass windows. (Picture 10)



Picture 10: Mátyás pince

Source: <https://hovamenjek.hu/budapest-v-kerulet/matyas-pince-etterem>

Also worth mentioning are the sweet Hungarian dishes: In the Gerbeud confectionery you can taste the Dobos cake.

Dobos cake

Five-layer sponge cake layered with chocolate buttercream and decorated with caramel. The pastry is named after the Hungarian confectioner József K. Dobos, who created it in 1885 for the National Exhibition. King Franz Joseph was the first to try it. Today the recipe has about a hundred varieties. (Picture 11)



Picture 11. Dobos cake

Source: <https://dailynewshungary.com/real-dobos-cake-conquered-world/>

Kürtős kalács

A skewer, originating from the Middle Ages, made from sweet risen dough that is twisted into a strip and then wrapped around a skewer in the shape of a truncated cone and rolled in granulated sugar. It is fried over charcoal until it forms a shiny, crispy crust. Now it's street food. (Picture 12)



Picture 12 Kürtős kalács

Source: <https://en.wikipedia.org/wiki/K%C3%B6rt%C5%91skal%C3%A1cs>

Szaloncukor

Hungarians eat one and a half kilograms of “salon sweets” per family before, during and after Christmas. It is usually made from fondant, coated in chocolate, and wrapped in shiny colored foil and then hung on the tree as a decoration. (Picture 13)



Picture 13: Szaloncukor

Source: <https://hungarytoday.hu/szaloncukor-history-delicious-candy-hanging-every-hungarian-christmas-tree-49095/>

2.4. Budapest's Bath Culture

Cultural tourists love to visit Budapest's famous baths, which are also architectural attractions. Sometimes human hands are not enough, but with the kiss of Mother Nature, real miracles can happen. This "Fifth Element" that makes Budapest special is thermal water - the city's secret treasure hidden deep underground. Hungarian medicinal waters have a positive effect on various diseases: e.g. musculoskeletal complaints, gynaecological diseases, rheumatism.

There are almost 125 thermal springs in the city. The first to discover these wonders were the Romans 2000 years ago, marking the beginning of the history of bathing culture in the country. But a foundation is worthless unless a building is built on it. The Turkish occupation is a sad part of Hungarian history, but the Turks knew the importance of the thermal baths and decided to expand. Last but not least part of the short story is Count Istvan Széchenyi, the great reformer of the 19th century. He helped the country get back on its feet. Many famous buildings are associated with his name, and one of the largest and most popular neo-Baroque thermal baths is named after him. (Hop On Hop Off Budapest, 2023)

The Most Popular Baths of Budapest

The most famous and popular baths in Budapest are likely to be linked by the Széchenyi and Gellért Baths - both of which are loved by tourists and locals alike. Below are the most popular baths in Hungary.

Széchenyi Bath

The Széchenyi Thermal Baths in Budapest is the largest therapeutic bath complex in Europe with a record number of 21 pools, and an IMJT (International Journal of Medical Travel) award winner. The beautiful neo-Baroque Széchenyi Hotel is housed in a beautiful castle building in the city park and has been open to the public since 1913, with water coming from a 76°C thermal spring. (Offbeat, 2023) (Picture 14)



Picture 14. Széchenyi Bath

Source :<https://www.placesofjuma.com/szechenyi-baths-budapest/>

Gellért Bath

The Gellert Thermal Bath has been open to the public since 1928. It is built in Art Nouveau style right at the foot of the lush green Gellert Hill. The historical bathhouse is one of the most beautiful in Budapest. It offers both health and wellness services such as aroma and thermal massages, spa pedicures and private bathing - all under frescoed ceilings and intricate architecture. (Offbeat 2023) (Picture 15)



Picture 15. Gellért Bath

Source: <https://www.metropolishostel.hu/gellert-bath/>

Lukács Bath

The St. Lukács Thermal Baths offers all sorts of magnificent pools, including swimming and relaxation pools, saunas and wellness programs. Another interesting fact: the Hungarian thermal water in the Lukács baths is considered the most effective of all the baths in Budapest, so it is definitely worth trying. (Offbeat, 2023) (Picture 16)

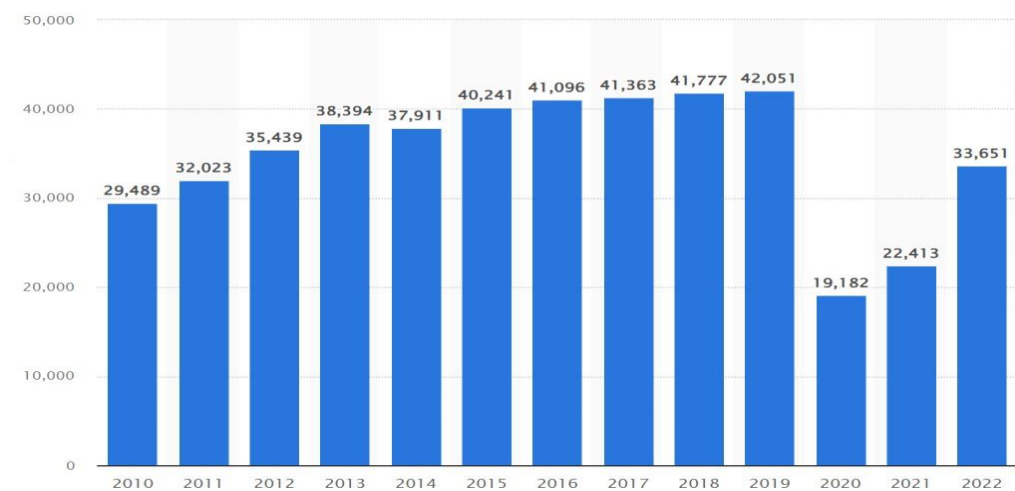


Picture 16. Lukács Bath

Source: <https://termalfurdok.com/en/lukacs-baths/>

On the next figure you can see the number of bathhouse visitors in Hungary from 2010 to 2022. Baths in Hungary are popular among tourists.

Figure 4: The number of bathhouse visitors in Hungary from 2010 to 2022



Source: <https://www.statista.com/statistics/1329344/hungary-number-of-bath-visitors/>

The annual number of people visiting Hungarian baths peaked in 2019 at over 42 million. However, in 2020, due to the impact of the coronavirus (COVID-19) outbreak, this figure dropped to 19 million. Visitor numbers rose to 33.7 million in 2022, but visitor numbers have still not reached pre-pandemic levels. (Figure 4)

2.5. Party District in Budapest

1. Many young tourists visit Budapest for fun. Most of them spend 2-3 days here, during which time they visit clubs, restaurants, bars, etc. intensively. It is typical for groups of friends to visit. Budapest's "Party District" with headquarters is in VI. district. The district and Kiraly Street are the city's busiest nightlife area. The area is home to dozens of cafes, pubs, nightclubs, and bars. In addition to Kiraly Street, there are also stunning places on Vesselényi, Akácfa and Kazinczy streets. (Budapest Travel Guide, 2023)

The main plus of this district is:

- High-quality nightclubs
- Pubs with delicious meal and drink
- Ruin bars paradise
- Hotels around the Party District
- Daytime activities in the party district

3. Materials and methods

In my secondary research I examined the theoretical background and types of cultural tourism. I studied which are the most characteristic and well-known cultural attractions in Budapest. To answer my research questions, I created a questionnaire and posted it publicly on Facebook. My questionnaire focuses on what motivates people to visit Hungary. There were also questions regarding what type of cultural recreation people were most interested in in Hungary.

The main purpose of the questionnaires is to find out what is the motivation of people to visit Budapest as a cultural tourism destination.

In total, I managed to collect 86 responses from various netizens. The questionnaire was filled out and distributed in the fall of 2023 through international travel groups dedicated to tourism and to Russian-speaking groups dedicated to tourism.

The respondents' information will be present in pie and histogram charts.

4. Results and evaluation

The first question was devoted to why respondents choose Hungary. Several answer options were presented, such as: fun activities/ sightseeing/ events/ gastronomy/ sport/ thermal bath/ shopping and option “other” plus, in which the respondent could indicate his option.

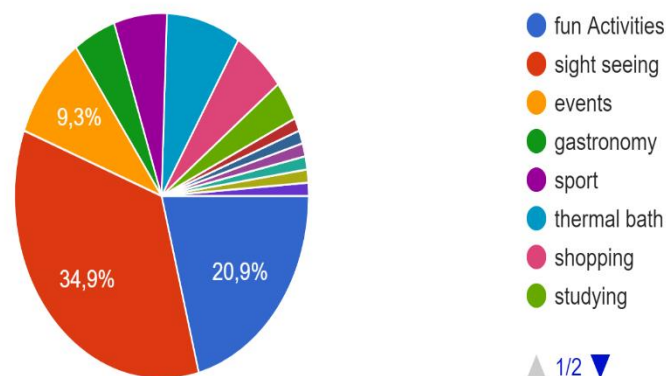
Based on the results, you can see that the majority chose primarily sightseeing 34.9% (highlighted in red), fun activities 20.9% (highlighted in blue) and events 9.3% (highlighted in orange) Other types of tourism scored the lowest. (Figure 5)

Figure 5: Why did you choose Hungary for tourism?

Source: own editing

Why did you choose Hungary for tourism?

86 ОТВЕТОВ

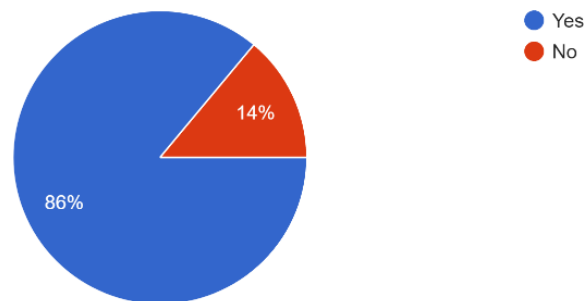


In the second question, I was interested in whether there were people in the capital of Hungary itself. The question is relevant because among the respondents there were people from other cities in Hungary, to which they came either for study or work. 86% answered yes (highlighted in blue) 14% no (highlighted in red) (Figure 6)

Figure 6: Have you ever been in Budapest?

Source: own editing

Have you ever been in Budapest?
86 ОТВЕТОВ



The majority of respondents have visited Budapest several times, so I assume that they are interested in the city. (Figure 6)

My next question was: “How many times have you been in Budapest?”

It was also interesting to know how many times people visited Budapest. Based on the chart, I determined that most people visited Budapest more than once. Each respondent had his own reasons: for example, sports, tourism, meeting with relatives or friends (source: questionnaire). In this question the following results were shown: “More than ten times”; “living for 3 years”; “2 times. since I am student in another city”; “I lived there Only once”; “a lot of times”; “1 semester”; “I am student in Budapest university”; “1 time for sport activities”; “I used to live in Hungary for 5 years and I came back Hungary from 2022”.

Based on the results of the answers to the question, I concluded that among the respondents there were tourists, students (even such as Erasmus), and there were also those who came to the competition.

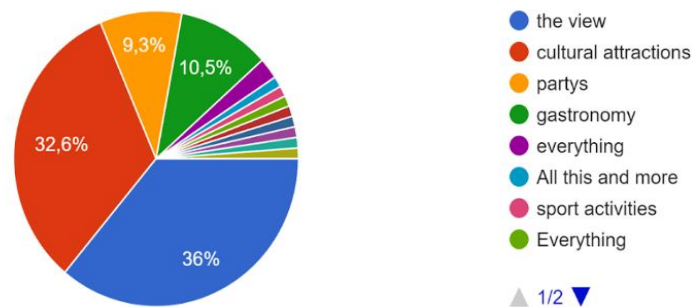
What attracted you most to Budapest?

36% the view (blue) 32.6% (red) cultural attractions, 9.3% parties 10.5% gastronomy Most respondents voted for this option. Based on this option, I noticed that people were also interested in meeting friends, sports competitions, and so on. We can find, that cultural attractions are one of the main attractions of Budapest. (Figure 7)

Figure 7

Source: own editing

What attracted you most to Budapest?
86 ОТВЕТОВ



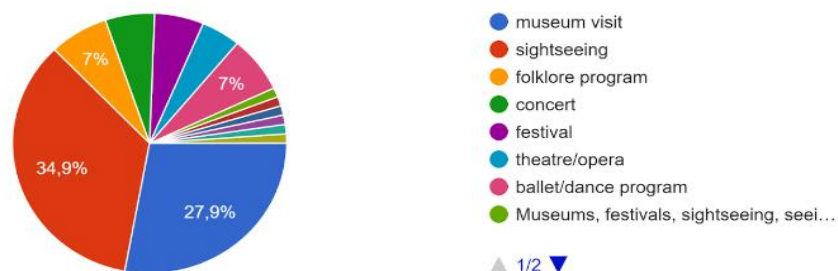
What cultural activities have you done in Budapest?

Here, the majority chose the sightseeing, museum visit, folklore, and dance program. As I mentioned earlier, it is the views of Budapest and the folk culture that attracts people the most. Options such as concert festival theatre/opera and the “other” option were also presented. (Figure 8)

Figure 8

Source: own editing

What cultural activities have you done in Budapest?
86 ОТВЕТОВ

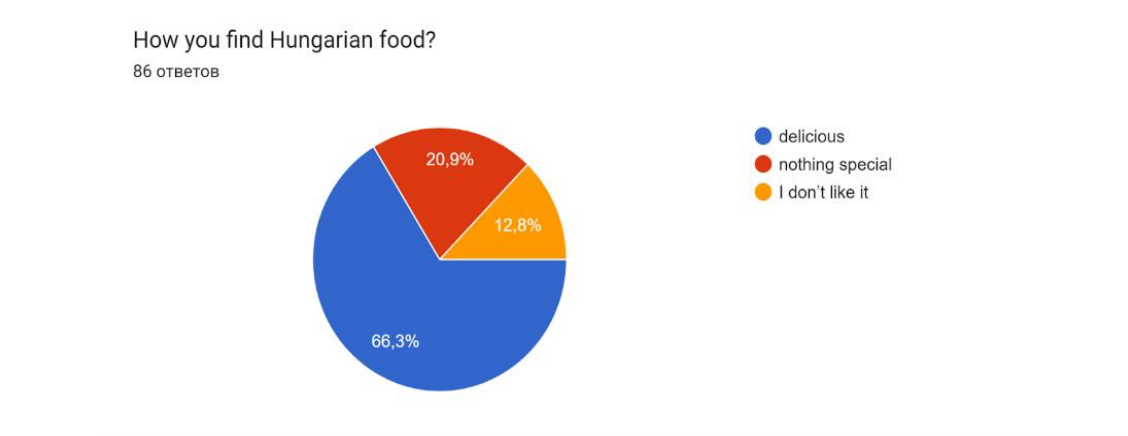


How you find Hungarian food?

Most respondents chose delicious (66.3%) 20.9% nothing special and the less percent of people choose “I don't like it”. It was quite expected that the majority would vote positively, since, as mentioned earlier in the Thesis, Hungary is also famous for its unusual national cuisine (Figure 9)

Figure 9

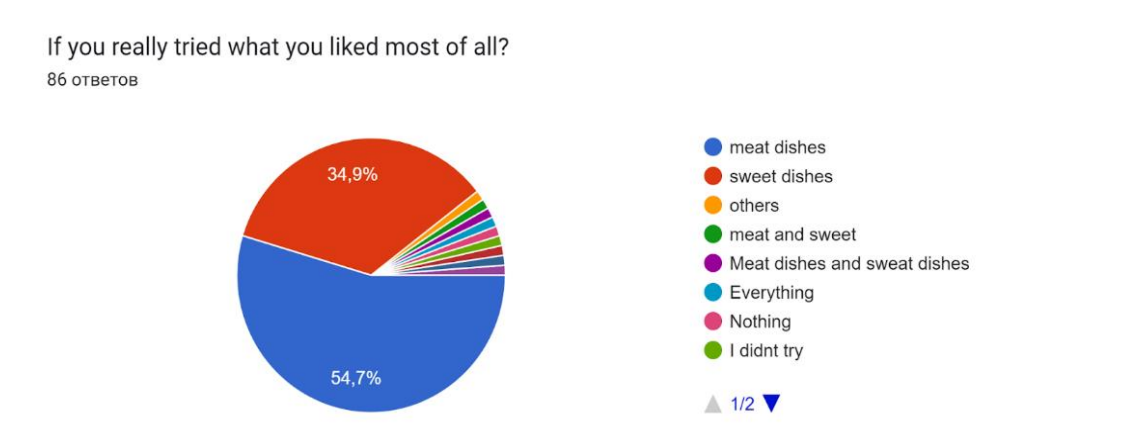
Source: own editing



If you really tried what you liked most of all?

Source: own editing

Here people shared their impressions of Hungarian national cuisine. Still, the majority preferred meat dishes rather than sweet dishes. And some people didn't like it at all. There were also other answer options, such as “I didn't try” or “I tried, but I didn't like it” (figure 10)

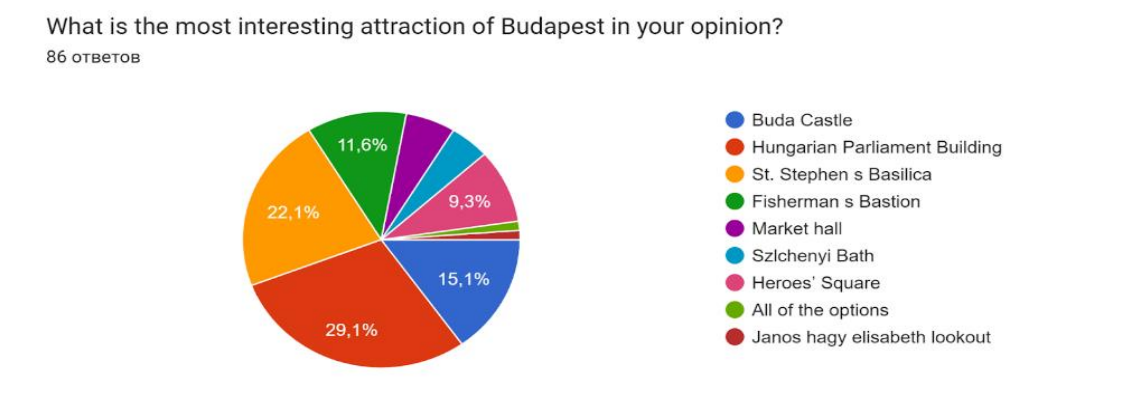


What is the most interesting attraction of Budapest in your opinion?

Also, first of all, for the Thesis it was necessary to find out which attraction most attracted people to Budapest. Using the results, it can be seen that the majority preferred the Hungarian Parliament Building 29.1% 22.1% St. Stephen's Basilica 15.1% Buda castle 11.6% Fisherman Bastion and 9.3% Heroes Square and the rest of the respondents preferred other attractions. (Figure 11)

Figure 11

Source: own editing



Where did you find information about tourism in Budapest?

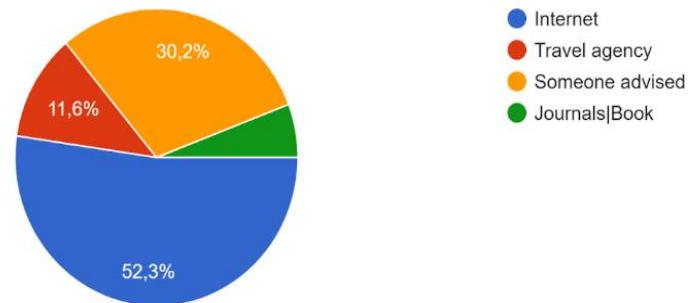
The majority of 52.3% found information on the Internet. 30.2% received advice, presumably from relatives or friends who might have had a similar experience. 11.6% chose a Travel agency and only a small part got acquainted with tourism in Budapest in books or magazines (figure 12)

Figure 12

Source: own editing

Where did you find information about tourism in Budapest?

86 ОТВЕТОВ



How much time did you spend in Budapest?

Also, to write my Thesis, I needed how much time the respondents spent in Budapest. The responses of students from other Hungarian cities, foreign tourists, and students of Budapest universities were taken into account.

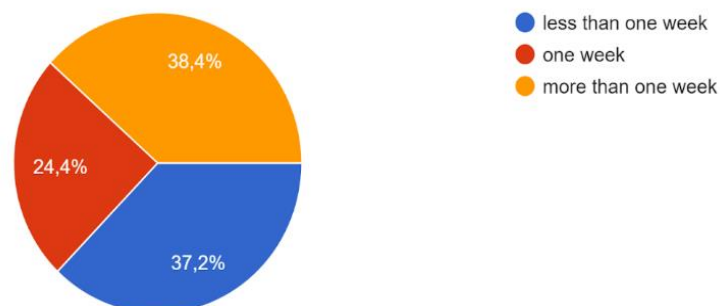
38.4% chose more than one week, 37.2% less than one week and 24.4% one week. (figure 13)

Figure 13

Source: own editing

How many time you spent in Budapest?

86 ОТВЕТОВ

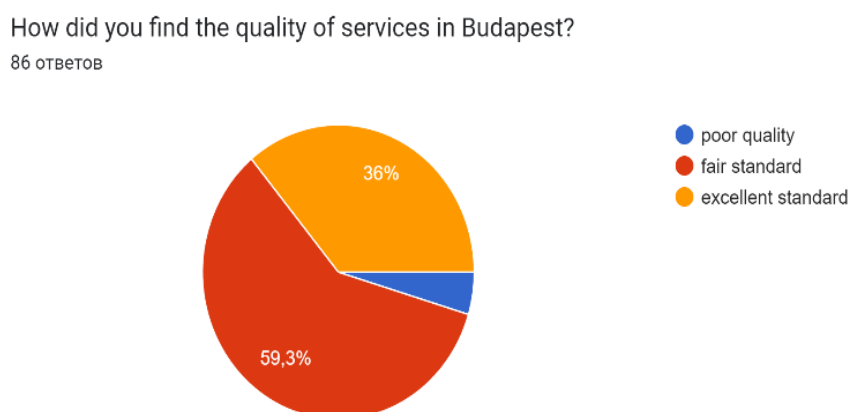


How did you find the quality of services in Budapest?

For the Thesis, it was necessary to find out what people think about services in Hungary, so that further conclusions could be drawn. The majority chose fair standard and only a minimal part rated it poorly (Figure 14)

Figure 14

Source: Own editing

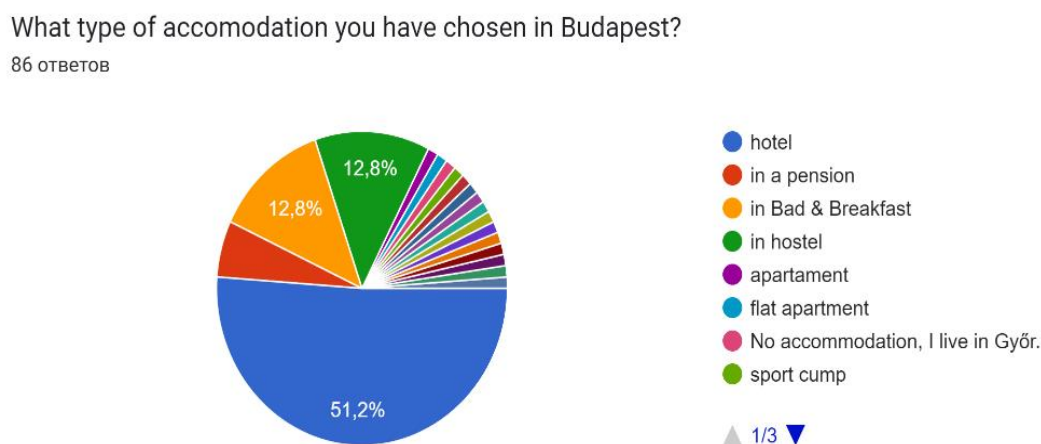


What type of accommodation do you have chosen in Budapest?

The majority, as you can see in the diagram, preferred Hotel (51.2) and also hostel and “bed and breakfast” (both were equally 12.8%). Respondents were also given the opportunity to choose another answer option. (Figure 15)

Figure 15

Source: own editing

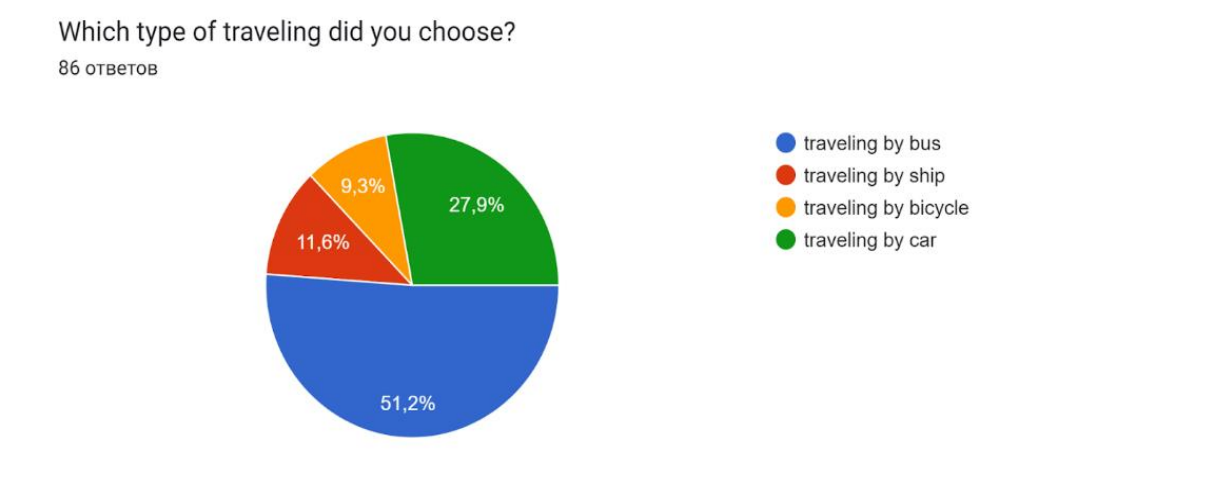


Which type of traveling did you choose?

51.2% chose traveling by bus 27.9% traveling by car 11.6% traveling by ship 9.3% traveling by bicycle. Based on the results, I think that more people took a group bus trip, which is why the bus ratio is so high. (Figure 16)

Figure 16

Source: own editing



Where are you from?

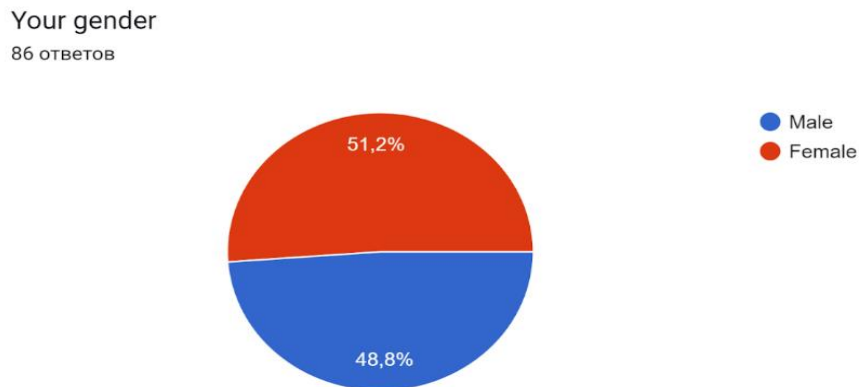
It was also necessary for the Thesis to find out the deposit/geolocation of the people who completed the questionnaire. Most turned out to be from Russia (since I also sent to Russian-speaking groups dedicated to tourism. There were also such trapped countries as Iceland, England, America, Canada and Poland and so on. And post-Soviet countries such as Kyrgyzstan, Turkmenistan, Kazakhstan and Ukraine).

Your gender

Based on the diagram, it can be understood that the majority of respondents are female, but not a small percentage are male. (Figure 17)

Figure 17

Source: own editing

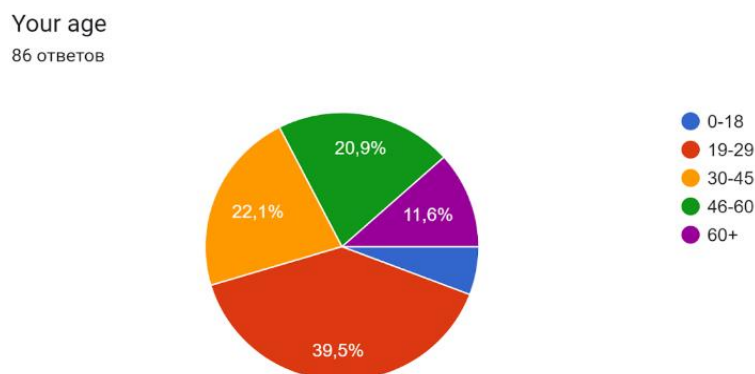


Your age

You can also notice that the majority of tourists in Hungary/Budapest are young people aged 19-29 years (39.5%; red color), after that 22.1% of 30-45 age, 20.9% of 46- 60 age, and 11.6 % of much more older people. (Figure 18)

Figure 18

Source: own editing



5. CONCLUSIONS AND SUGGESTIONS

This study examined people's motivation for cultural tourism in Hungary, especially in Budapest.

The research allowed me to answer my research questions.

1. Where do tourists come from in Budapest?
2. What is their motivation?
3. What cultural attractions are they most interested in?
4. Where do they get their information?

Based on my primary and secondary research, I have found that Budapest is attractive to tourists, who typically visit the city more than once.

The questionnaire research shows that a big number of tourists are attracted by the city's location and are interested in its cultural attractions. Among the motivations are the famous Hungarian gastronomy and the rich spa offer.

Tourists typically visit the World Heritage sites and the most famous areas. Regarding architecture, it was found that tourists are primarily interested in such places as the Hungarian parliamentary building, St. Stephen's Basilica, Buda Castle and Fisherman Bastion. Sightseeing and museum visits are the most common activities, which also confirms that Budapest's cultural offer is attractive to tourists. It was also necessary to find out what cultural activities attract tourists. As a result of this study, it can be seen that cultural tourism is also suitable for promoting folklore and dance program. In this case, it is worth noting that also in order to more effectively attract people to tourism in Budapest, it is necessary to inform people about folklore and dance culture. For example, you can promote events such as: Folk Dinner Cruise Budapest; Hungarian Folk show and so on. Also in this study, you can see that many people are interested in visiting museums. In this case, to more effectively promote tourism, you can inform people about museums in Budapest such as: the Hungarian National Museum, or the Museum of Fine Arts in Budapest.

Young people like to visit the party district, where they can enjoy a variety of entertainment.

The majority of respondents travel by bus.

It also turned out that most tourists prefer such types of accommodation as hotel, bed and breakfast and hostels. This means that it is necessary to rely on the promotion of such types of accommodation. For example, build new hotels and hostels.

The majority of visitors get their information from internet sources.

Most turned out to be from Russia (since I also sent to Russian-speaking groups dedicated to tourism. There were also such trapped countries as Iceland, England, America, Canada and Poland and so on. And post-Soviet countries such as Kyrgyzstan, Turkmenistan, Kazakhstan and Ukraine).

Also, to draw any conclusions, it was necessary to find out people's opinions regarding Hungarian gastronomy, namely, whether tourists liked Hungarian national dishes. The majority of respondents (66.3%) rated it positively, approximately 20.9% chose nothing special, and only 12.8% rated it negatively. It is worth noting here that in general the Hungarian national gastronomy is progressing well, since the majority rated it positively. Also based on the study, it was found that the majority prefer meat dishes rather than sweet dishes.

Regarding the quality of tourism, the majority rated it as fair standard (59.3%), 36% excellent standard and just 4.7 poor quality. Here we can conclude that tourism needs to be developed and there is still work to be done.

6. SUMMARY

In my Thesis I did research on tourism in Budapest. First of all, in order to draw any conclusions, I had to find out how many people visited Budapest, for what purpose and what primarily interested them.

First, I conducted secondary research on cultural tourism. Then I formulated my research questions. I wanted to find out who visits Budapest, how often and with what motivation. Where visitors stay during their visit, what activities they do. In particular, I wanted to know whether the cultural attractions of Budapest are interesting to tourists and what attraction they have for them.

To answer these questions I prepared a questionnaire, which was completed by 86 people.

Based on the primary research I was able to answer my research questions.

Overall, it can be concluded that Budapest is an attractive destination for tourists, most of them visit the cultural attractions.

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ANNEX 1 QUESTIONNAIRE

Budapest the capital city of Hungary as cultural tourism destination

This questionnaire was created in order to find out exactly what things tourists are interested in Hungarian tourism.

1. Why did you choose Hungary for tourism?*

- fun Activities
- sight seeing
- events
- gastronomy
- sport
- thermal bath
- shopping
- others:

2. Have you ever been in Budapest?*

Yes

No

3. How many times have you been in Budapest?*

..... time/s.

4. What attracted you most to Budapest? *

the view

cultural attractions

partys

gastronomy

thermal bath/medical wellness

others:

5.What cultural activities have you done in Budapest? *

- museum visit
- sightseeing
- folklore programme
- concert
- festival
- theatre/opera
- ballet/dance programme
- others:

4.How you find Hungarian food? *

- delicious
- nothing special
- I don't like it.

5. If you really tried what you liked most of all? *

- meat dishes
- sweet dishes
- others:

6.What is the most interesting attraction of Budapest in your opinion? *

Buda Castle

Hungarian Parliament Building

St. Stephenss Basilica

Fishermans Bastion

Market hall

Szlchenyi Bath

Heroes' Square

Others:

7. Where did you find information about tourism in Budapest? *

Internet

Travel agency

Someone advised

Journals|Book

8. How many time you spent in Budapest? *

less than one week

one week

more than one week

9.How did you find the quality of services in Budapest? *

poor quality

fair standard

excellent standard

10. What type of acomondation you have chosen in Budapest? *

in a hotel

in a pension

in Bad & Breakfast

in hostel

others:

10. Which type of traveling did you choose? *

traveling by bus

traveling by ship

traveling by bicycle

traveling by car

12. Your gender*

Male

Female

13. Where are you from? *

14. Your age*

0-18

19-29

30-45

46-60

60+

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Title of thesis: Cultural tourism in Hungary
Year of publication: 2023
Name of the consultant's institute: MATE KAROLY Robert Campus
Name of consultant's department: Tourism and Catering

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