PANNON MANAGEMENT REVIEW

FACULTAS OECONOMICA

PMR.UNI-PANNON.HU
VOLUME 6 · ISSUE 3-4 · (DECEMBER 2017)

FACULTY OF BUSINESS AND ECONOMICS

FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITY OF PANNONIA

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Pannon Management Review contributes to bridging scholarly management research and management practitioner thinking worldwide. In particular, *Pannon Management Review* broadens the existing links between Hungarian scholars and practitioners, on the one hand, and the wider international academic and business communities, on the other – the Journal acts as an overall Central and Eastern European catalyst for the dissemination of international thinking, both scholarly and managerial. To this end, the articles published in *Pannon Management Review* reflect the extensive variety of interests, backgrounds, and levels of experience and expertise of its contributors, both scholars and practitioners – and seek to balance academic rigour with practical relevance in addressing issues of current managerial interest. The Journal also encourages the publication of articles outside the often narrow disciplinary constraints of traditional academic journals, and offers young scholars publication opportunities in a supportive, nurturing editorial environment.

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ZOLTÁN VERES

EDITORIAL: SUSTAINABILITY

Dear Reader,

Welcome to the second double Issue of Pannon Management Review in the year of 2017, which has got again a different structure as compared to the standard issues of PMR. In this issue a really actual topic, namely sustainability in tourism has been put into the focus.

Regarding sustainability two levels of interpretation have to be distinguished. On the one hand there is a scientific approach, which states that sustainability science – as an evolving academic discipline – can point the way to a sustainable global society by facing challenges that existing disciplines have not addressed. From this point of view sustainability science is in fact much more a multidisciplinary dimension of some existing disciplines than a separate scientific area.

On the other hand we can consider sustainability in a practical approach. With the words of Emily Osborne "…it has become a buzzword in modern culture ... in terms of sustainable agriculture but also in reference to income, relationships, or even political statements. In some cases, it seems like a popular add-on to whatever the topic of conversation may be. … To me, sustainability means living so that what we consume does not vastly exceed what we contribute. It is to take care of our planet so that our planet can continue to take care of us. In a sustainable world, there is a harmonious and healthy equilibrium between the Earth and all of its inhabitants. … I believe it begins with an awareness of and appreciation for our natural environment. … While this preliminary step of awareness is a vital one, we can't dwell in the realm of appreciation forever. Sustainability requires that we take action. … Sustainability is not about being afraid of a resource-deprived future or accepting limitation as an answer. It's about appreciating what we have, making wiser consumer choices, and finding innovative solutions to current global challenges. It doesn't just apply to the environment either. As more and more people are discovering, sustainability is essential to every field, from politics and economics to society and the natural world."

Papers of this issue give a colourful picture on the topic, namely sustainability in tourism. The introductory paper of Alan Clarke *"Sustaining the Sustainable – Valuing the Valuable"* poses the question "how far value expressed in financial or economic terms can explain what the meanings of heritage are and how heritage can add different values to our lives?" The selected papers intend to give answer to this question from many points of view.

Aysel Oflazoglu and her co-authors find the answer in the way to sustain the culture, including food, garments, old arts, special ceremonies, and even tribal values. Katalin Lőrincz in her paper shifts the debate on sustainable tourism destinations from an emphasis on sustainable development and destination planning towards sustainable urban tourism destinations. Szilvia Kántor in *"Resurgent Cultural Heritages – A Case Study of the Great Synagogue in Budapest"* discusses the latest development efforts that supported sustainability. Dorottya Bodnár, Melinda Jászberényi and Katalin Ásványi give an analysis on the museums' responsibility of sensitization of the public regarding the importance of different topics and the value of heritage, treated among the walls, while the paper *"Promoting Museum Education Programmes in Veszprém County, Hungary"* of Viktória Krémer and Ágnes Raffay focusses on crucial role of museums in preserving cultural heritage. The role of festivals in sustainability of their regions is unquestionable. This aspect is discussed in the paper of Katalin Ásványi and Melinda Jászberényi.

The next two papers written by Monica Wai Chun Choy – Ken Kamoche and Jiří Vaníček – Eva Vavrečková respectively aim to study two aspects of tourism. One is on policies for sustainable travel that benefits Africans and the other is on cultural tourism in the Czech Republic from the perspective of urban tourism.

The paper *"Development Challenges of a Local Product Based Thematic Route"* written by Nikoletta Tóth-Kaszás, Krisztina Keller and Ildikó Ernszt investigates the role of thematic routes in education, cooperation and protection of the environment and the traditions.

The next section is focussing on the health dimension of sustainable tourism. The paper of Peter Wiltshier represents a post-modern approach to community development, while that of Flórián Strack presents an analysis of medical wellness trends in the context of sustainability based on a case study.

Both the paper of Erzsébet Péter, Krisztina Keller, Zoltán Birkner and Kornél Németh and that of Martin Zsarnoczky deal with trends in tourism. First is about global, general trends with observable shifts caused by the financial crisis and terrorism, the latter paper describes the developing senior tourism in Europe.

The *„Comparison of Opinions of Catering Establishment Managers and Visitors Considering their Attitude to Culinary Tourism"* written by Eva Vavrečková, Jiří Vaníček and Radmila Dluhošová presents the results of an empirical research concluding that visitors of selected regions interested in cultural heritage also show interest in regional gastronomy as well.

In the closing paper of the editors of this issue they conclude: „The commitment to sustainability can now be found in almost all tourism policies around the world but there have been and continue to be some fairly fierce debates about whether this a real commitment or merely a rhetorical pledge designed to make us all look good." The articles of this issue attempt to resolve this contradiction. We do hope that they will induce further research and publications.

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ALAN CLARKE

PREFACE: SUSTAINING THE SUSTAINABLE – VALUING THE VALUABLE

This paper introduces some very difficult concepts which are important to our ongoing discussion. It raises the questions about what sustainable development means and what sort of values are involved. This questioning of the values involved is focussed on themes coming from the management of World Heritage Sites. There are questions about how far value expressed in financial or economic terms can explain what the meanings of heritage are and how heritage can add different values to our lives.

Introduction

We dedicate a great deal of our media attention to what is wrong – sometimes, though more rarely right – with our financial markets. The world's economic experts are in search of signs of growth and enhancing our portfolios through investment, profit and re-investment. If this dominant view towards economic capital holds good, where is the equivalent in our attitudes to cultural capital? This paper will investigate the prevalent rationales giving value to the investments in cultural capital. It will explore these issues around re-valuing and devaluing cultural values by examining World Heritage Sites.

Sustainability, stakeholders and heritages

It is an honour to host the development of these discussions focussed on the sustainability of cultural heritages. It was not just being able to come to the wonderful conference, but to be able to participate in this very important initiative. It is inspiring to be able to meet and talk with so many actors in the hope that this talking will lead to decisive actions and a closer working relationship.

Given our stakeholder approach, we are looking to identify those who can affect and are affected by developments. The term has become almost ubiquitous as the United Nations' World Tourism Organisation adopted the term (UNWTO 1995) from the American management literature. In the context of Cultural Heritage Tourism, we must ensure that those we recognise as stakeholders represent all the heritages found in the destinations we are working with. It is important to ensure that all heritages are treated sensitively and are not over exploited. Development needs to appreciate the delicacy involved in working with both tangible and intangible heritages.

Sustainability is a much travelled concept now and I am delighted to have been part of that dissemination since 1995, where I attended the The World Conference on Sustainable Tourism and contributed to the drafting of the Charter on sustainable Tourism. Our debates are worth recalling and the declaration read:

Charter for sustainable tourism

We, the participants at the World Conference on Sustainable Tourism, meeting in Lanzarote, Canary Islands, Spain, on 27–28 April 1995.

Mindful that tourism, as a worldwide phenomenon, touches the highest and deepest aspirations of all people and is also an important element of socioeconomic and political development in many countries.

Recognizing that tourism is ambivalent, since it can contribute positively to socio- economic and cultural achievement, while at the same time it can contribute to the degradation of the environment and the loss of local identity, and should therefore be approached with a global methodology.

Mindful that the resources on which tourism is based are fragile and that there is a growing demand for improved environmental quality.

Recognizing that tourism affords the opportunity to travel and to know other cultures, and that the development of tourism can help promote closer ties and peace among peoples, creating a conscience that is respectful of the diversity of culture and life styles.

Recalling the Universal Declaration of Human Rights, adopted by the General Assembly of United Nations, and the various United Nations declarations and regional conventions on tourism, the environment, the conservation of cultural heritage and on sustainable development.

Guided by the principles set forth in the Rio Declaration on the Environment and Development and the recommendations arising from Agenda 21.

Recalling previous declarations on tourism, such as the Manila Declaration on World Tourism, the Hague Declaration and the Tourism Bill of Rights and Tourist Code.

Recognizing the need to develop a tourism that meets economic expectations and environmental requirements, and respects not only the social and physical structure of destinations, but also the local population.

Considering it a priority to protect and reinforce the human dignity of both local communities and tourists.

Mindful of the need to establish effective alliances among the principal actors in the field of tourism so as to fulfil the hope of a tourism that is more responsible towards our common heritage.

APPEAL to the international community and, in particular, URGE governments, other public authorities, decisionmakers and professionals in the field of tourism, public and private associations and institutions whose activities are related to tourism, and tourists themselves, to adopt the principles and objectives of the Declaration that follows:

1. Tourism development shall be based on criteria of sustainability, which means that it must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for local communities. Sustainable development is a guided process which envisages global management of resources so as to ensure their viability, thus enabling our natural and cultural capital, including protected areas, to be preserved. As a powerful instrument of development, tourism can and should participate actively in the sustainable development strategy. A requirement of sound management of tourism is that the sustainability of the resources on which it depends must be guaranteed.
2. Tourism should contribute to sustainable development and be integrated with the natural, cultural and human environment; it must respect the fragile balances that characterize many tourist destinations, in particular small islands and environmentally sensitive areas. Tourism should ensure an acceptable evolution as regards its influence on natural resources, biodiversity and the capacity for assimilation of any impacts and residues produced.
3. Tourism must consider its effects on the cultural heritage and traditional elements, activities and dynamics of each local community. Recognition of these local factors and support for the identity, culture and interests of the local community must at all times play a central role in the formulation of tourism strategies, particularly in developing countries.
4. The active contribution of tourism to sustainable development necessarily presupposes the solidarity, mutual respect and participation of all the actors, both public and private, implicated in the process, and must be based on efficient cooperation mechanisms at all levels: local, national, regional and international.
5. The conservation, protection and appreciation of the worth of the natural and cultural heritage afford a privileged area for cooperation. This approach

implies that all those responsible must take upon themselves a true challenge, that of cultural, technological and professional innovation, and must also undertake a major effort to create and implement integrated planning and management instruments.

6. Quality criteria both for the preservation of the tourist destination and for the capacity to satisfy tourists, determined jointly with local communities and informed by the principles of sustainable development, should represent priority objectives in the formulation of tourism strategies and projects.
7. To participate in sustainable development, tourism must be based on the diversity of opportunities offered by the local economy. It should be fully integrated into and contribute positively to local economic development.
8. All options for tourism development must serve effectively to improve the quality of life of all people and must influence the socio-cultural enrichment of each destination.
9. Governments and the competent authorities, with the participation of NGOs and local communities, shall undertake actions aimed at integrating the planning of tourism as a contribution to sustainable development.
10. In recognition of economic and social cohesion among the peoples of the world as a fundamental principle of sustainable development, it is urgent that measures be promoted to permit a more equitable distribution of the benefits and burdens of tourism. This implies a change of consumption patterns and the introduction of pricing methods which allow environmental costs to be internalised. Governments and multilateral organizations should prioritize and strengthen direct and indirect aid to tourism projects which contribute to improving the quality of the environment. Within this context, it is necessary to explore thoroughly the application of internationally harmonised economic, legal and fiscal instruments to ensure the sustainable use of resources in tourism.
11. Environmentally and culturally vulnerable spaces, both now and in the future, shall be given special priority in the matter of technical cooperation and financial aid for sustainable tourism development. Similarly, special treatment should be given to zones that have been degraded by obsolete and high impact tourism models.
12. The promotion of alternative forms of tourism that are compatible with the principles of sustainable development, together with the encouragement of diversification represent a guarantee of stability in the medium and the long term. In this respect there is a need, for many small islands and environmentally sensitive areas in particular, to actively pursue and strengthen regional cooperation.

13. Governments, industry, authorities, and tourism-related NGOs should promote and participate in the creation of open networks for research, dissemination of information and transfer of appropriate knowledge on tourism and environmentally sustainable tourism technologies.
14. The establishment of a sustainable tourism policy necessarily requires the support and promotion of environmentally-compatible tourism management systems, feasibility studies for the transformation of the sector, as well as the implementation of demonstration projects and the development of international cooperation programmes.
15. The travel industry, together with bodies and NGOs whose activities are related to tourism, shall draw up specific frameworks for positive and preventive actions to secure sustainable tourism development and establish programmes to support the implementation of such practices. They shall monitor achievements, report on results and exchange their experiences.
16. Particular attention should be paid to the role and the environmental repercussions of transport in tourism, and to the development of economic instruments designed to reduce the use of non-renewable
17. The adoption and implementation of codes of conduct conducive to sustainability by the principal actors involved in tourism, particularly industry, are fundamental if tourism is to be sustainable. Such codes can be effective instruments for the development of responsible tourism activities.
18. All necessary measures should be implemented in order to inform and promote awareness among all parties involved in the tourism industry, at local, national, regional and international level, with regard to the contents and objectives of the Lanzarote Conference.

Final resolution

The World Conference on Sustainable Tourism considers it vital to make the following public statements:

1. The Conference recommends State and regional governments to draw up urgently plans of action for sustainable development applied to tourism, in consonance with the principles set out in this Charter.
2. The Conference agrees to refer the Charter for Sustainable Tourism to the Secretary General of the United Nations, so that it may be taken up by the bodies and agencies of the United Nations system, as well as by international organizations which have cooperation agreements with the United Nations, for submission to the General Assembly.
   (https://www.gdrc.org/uem/eco-tour/charter.html)

These principles can be expressed in the representation of the holy trinity of sustainable tourism development as captured in *Figure 1*.

Figure 1: The Venn Diagram of Sustainable Development

This model underpins our work, but some found this to be theoretical and came up with the more catchy idea of the Triple Bottom Line *(Fig. 2)*. It does not take a great leap of the imagination to see the connections!

We will have these models in our minds when debating the issues here.

Partnerships can be seen as a necessary and essential way of working, especially in a complex construct such as cultural and heritage tourism. Cultural and Heritage tourism draws on not only the specific cultural and heritage tourism attractions but also the amenities, the accommodation and the transport. No matter how committed your tourists, they will need to be able to access your offer, stay over to enjoy it and relax with food and drinks.

Figure 2: The Venn Diagram of the Triple Bottom Line

Stakeholders

Stakeholders are individuals or groups who are impacted by or can influence the success or failure of a development. They can come in all shapes and sizes and can act as individuals or as groups often expressing contradictory or even mutually exclusive positions.

Freeman defined stakeholders (1984:46) as “any group or individual who can affect or is affected by the achievement of an organisation’s objectives” The suggestion was that this would include owners, customers, competitors, employees, suppliers, governments, local community organisations, special interest groups, environmentalists, consumer advocates, media, unions, trade associations, the financial community and political groups. We would add that for us the involvement of the tourists and the local communities are integral to our understanding of the term.

The stakes that allow holders to be identified include:

– AN INTEREST – including any direct and/or indirect interest in the tourism development
– RIGHTS – expressed sometimes as legal rights but this can also extend to moral rights
– OWNERSHIP – mostly this is recognised as property or real estate but should also respect the concerns for intellectual property rights
– CONTRIBUTION – again this can be manifest in many shapes and forms covering knowledges (both in terms of expertise and experience) and support (funds, human resources and advocacy)

For tourism developments, this can be interpreted as EVERYBODY!

Tourism is complex and cultural heritage is also a complex, composite term which makes any developments very difficult. Many businesses operate with a single core business but the fields discussed here operate multi-core business models. Ask yourself a simple question – do you know one person who can develop cultural heritage tourism on their own?

Value(s)

In order to gain inscription, sites must satisfy at least two of the 10 criteria outlined by UNESCO and be able to substantiate a claim that the site has Universal Value – given our starting point this claim could be seen as the cultural capital equivalent of the gold standard but for cultural capital the claims are more complex.

We have witnessed the remarkable success of the 1972 UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage. At the moment over 1000 sites have been designated. This must have been and continue to be a tough task. Indeed this points to both a strength and a weakness with the process. Bourdeau et al (2015) discuss the criteria involved in meeting the requirement for Outstanding Universal Value (OUV) and the critical parameters involved in these discussions are vital to deepening our understanding of the inscription and management of World Heritage Sites. The power issues involved in such processes and the ways in which value is recognised and realised are fundamental ones that impact on heritage where ever we find. The study of WHSs adds weight to this by drawing attention to sites which inscribe parts of localities and communities which the communities find difficult to value. The power to raise values above boundaries carries many implications, not least in the other part of the valuation processes which lead to other parts of our cultures and heritages appearing to be devalued. This may well be an unintended consequence of inscription but it makes it harder to promote, manage and gain profit from those other values.

THE WHS structures are based on sites justifying claims of Outstanding Universal Value. This was first defined in the 2005 Operational Guidelines and repeated in subsequent revisions including the 2012 edition: ‘Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity’ (OG para 49). However, OUV has a broader dimension that needs to be understood when justifying it for nominations and that in turn will form the foundation for managing the property. The OG state with regard to OUV: To be deemed of Outstanding Universal Value, a property must also meet the conditions of integrity and/or authenticity and must have an adequate protection and management system to ensure its safeguarding. (OG paras 77–79) A property needs to meet these three requirements of Outstanding Universal Value to be included on the World Heritage List.

The nexus formed through touristic operations and even partnerships with heritage organisations reinforces these tensions. The cases draw attention to the problems of tourism exploitation of the WHS brand leading to overuse, capacity issues and management problems but also recognise that one way of judging the success of inscription is to monitor the number of visitors. The need for progressive and positive heritage management is made explicit in several chapters and is an implicit sub-text in all of them. The threat of losing WHS status is ever present but does not appear to the authors to be a sufficient deterrent in most cases.

Sarah Ellen Shortliffe’s contribution on the myth of a gender neutral heritage highlights the problem with the UNESCO approach, although her critique may have been directed to a different audience. She thoroughly exposes the gendered nature, not only of the heritage sites, but of the heritage itself – and, by that I mean, of the heritages – plural – and the interpretations of those heritages. This might be contentious but, once raised, it is difficult to look at the world through a gendered lens again. The gendered heritages are then apparent. To close the loop and connect the two arguments, we have to recognise that gendered heritage is inscribed in the terms of outstanding universal value. Privileging masculine heritages and/or denying feminine heritages are practices which are inherent in the values 'we' are seeking to preserve in our heritage sties. Our conservation and preservation does not easily allow for the critical challenge raised by the gendered lens and therefore we promote the success of a Universal Value which is doomed to be exclusive and demeaning. I wish Shortliffe's notion of gender blind heritage could be resolved as easily as by a trip to the opticians. We need to view the heritages, their management, promotion and, in this case decisions to inscribe as themselves powerful cultural products, bound up in and limited by the taken for granted notions of gender. That may be a first step, small though it may be, to exploring our heritages more openly.

My own interest in values comes through most clearly in the final chapter by Jane Brantom. The exploration of world heritage values and those derived from sustainability, on shared values and value-based management again challenges the visitors to think. Sustainable values are very important but they are not the only ones which run through heritage tourism. We can apply value-based management arguments to the discourses of business themselves (in the same way it is impossible to conceive of gender blind heritage so it is not possible to think commercialisation and commodification of heritage and heritage sites without considering the consequences of the business values built into the logics adopted and implemented. Heritage sites must find ways of fronting values which are sympathetic with those of the sites, in their struggles to find ways of managing the sites without becoming managerial. The most important values must be those which are found in the sites and their host communities. These must be championed when other, possibly contradictory and may be even hostile discourses are brought forward in the business plans and site management arrangements.

Finally, we have promoted the notion of co-creation in our work (Clarke, 2011). The concepts of creating and recognising value(s) through co-developed initiatives can be very helpful in developing sustainable sites. There are many obstacles to co-working as it involves a set of recognition and valuing processes which do not always sit comfortably with traditional management, interpretation and development models. Co-creation focusses our attention on questions of authenticity and consumption studies but as with our sense of gendered heritages so we have problems recognising the values in other cultural heritages.

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AYSEL OFLAZOGLU, AHMET MERCAN, AYLA TUNÇEL,
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A CULTURAL BRIDGE BETWEEN CENTURIES – ERTUĞRUL GAZI COMMEMORATING CEREMONY AND SÖĞÜT FESTIVAL

Ertuğrul Gazi Commemorating ceremony and Söğüt Festival is a great example of sustainability of culture, tourism and recognition of old traditions. It has lasted over seven centuries; the 735th anniversary was held in 2016. It is celebrated annually on the second week of September in the Söğüt district of the city of Bilecik in Turkey. This festival is celebrated with spiritual purposes such as presenting the love and respect of the nomadic 'Yoruk' tribes to their fathers; teaching the love of the fatherland and history to young generations; memorising their history; and enhancing unity and solidarity between them.

It welcomes nomad tribes from all around Turkey and from other Turkic countries such as Kirgizstan. Every tribe pitches a hair tent to show their distinctive traditions, hand-crafts, foods, marital ceremonies, folk-dancing, and unique traditional garments. With this method, centuries old traditions become visual in the eye of the people from many different places. Therefore, these traditions do not lose their bonds with society. Nomads are still living in their own traditional ways. Their traditions are neither forgotten nor dying out. It is clear that the Festival helps the nomads to preserve their traditions for centuries. It offers them a platform to sustain their culture and communicate with other Nomads.

The Festival also hosts many unique events such as javelin throwing, call-and-response duet, a symposium about the Ottoman Empire, folk dancing, nomadic henna night, janissary band music, a commemoration ceremony, and a parade. It therefore promotes tourism at domestic and international levels.

This festival passes the tangible and intangible cultural heritage of the nomads from generation to generation. Thus, it is an essential way to sustain the culture, including food, garments, old arts, special ceremonies, and even tribal values. In this paper we look at the Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival in a critical approach towards sustainable tourism.

Introduction

Historical and cultural heritage is essential for nations. This is because it represents the divergent features of each culture; it gives an identity and feelings of belonging to members of the nations. The Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival has an important role for sustaining this historical and cultural heritage. This is also an important part of sustainable tourism which aims the best usage of ecological resources, respecting and conserving the culture of the host country and ensuring long term economic operations. In terms of sustainable tourism, this paper evaluates the Festival with its economic, social and ecological effects. It is pointed that it has a beneficial economic role for the locals as it is one of the major event in the town; it has been preserving or re-presenting their cultures for over 700 years; it also promotes tourism to the festival district. However, its ecological role can be improved as the Festival is not particularly sensitive for ecological effects of it. In the end, these features of the Festival show that it mostly satisfies the aims of sustainable tourism. With a better emphasis of the Festival, it is likely to see a festival which is fully compliant with the sustainable tourism criteria in future.

Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival

Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival is a traditional festival which is held in the Söğüt district of Bilecik during the second week of September every year by Yoruk tribes. “Yoruk” is the Anatolian name for people who have a nomadic living tradition, earn a livelihood from animal breeding, and live in seasonal tents. This festival has been celebrated for 736 years to commemorate Ertuğrul Gazi, who is the father of the founder of the Ottoman Empire, Osman Gazi. At the same time, Kayi Boyu Yoruk tribes show their love and respect to their fathers, teach the history of their fatherland to young generations, enhance the unity and the solidarity of the community, and establish continuity to their traditions. This is the reason that this festival is also referred as ”Yörük Festival”.

Ertuğrul Gazi gathered its tribe in a meeting called “Toy” to inform them about the works and share the pride of the acquired possessions when he is back from his winter quarter plateau. At these meetings, he served bulgur with meat to his guests. This tradition has been continued after his death and appears as part of the Yoruk Festival today. It is celebrated with the attendance of many Yoruk groups from many parts of the world. Every Yoruk tribe represents their folkloric dresses, food, handicrafts and culture in traditional hair tents.

The activities are done in the same order every years. The first day is chosen as Friday, which is considered as holy, to visit the shrine of Ertuğrul Gazi. Then, the preparation of the meat with cooked rice “Yoruk Pilaf”, which is believed to have healing properties, begins. A ceremony begins before Friday prayer in Çelebi Mehmet mosque for commemorating Ertuğrul Gazi and all other ancestors with praying and chanting. The traditional folk dance occurs as the last activity of the first day. On the second day, Yoruk tribes from all around Turkey and the world are welcomed. Everybody walks with the traditional Ottoman Army Band known as the "Janissary Band" to the festival area. They visit the shrine of Ertuğrul Gazi on the second day all together. After that, traditional Yoruk Pilaf is served and every tribe in attendance is represented. A concert from the Janissary Band, folk dancing, javelin and archery competitions are done. For the dinner, everybody eats the healing rice together. The national march and standing in silence opens the last day of the festival. After the traditional folk dancing and Janissary Band concert, every tribe walks together in a parade. The Yoruk Pilaf is served for the last time and the festival ends.

Sustainable tourism

Sustainable Tourism is defined as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" by World Tourism Organisation (UNEP 2005). Social impacts in the definition refers to the impacts on the social environment and the local residents (Hall 2010) and the participation of the community in the management and cultural conservation is crucial for the purpose (Camilleri 2016). It is also important that visitors respect locals' built and living cultural heritages and traditional values (UNEP 2005). Sustainable economic impacts on the other hand refer to long-term economic operations, bringing socio-economic benefits to all stakeholders and providing stable employment and income-earning opportunities and contributing to the economy of the community by purchasing local products and using local services. Finally environmental impacts refer to the conservation and the protection of the natural resources, making optimal use of environmental resources.

Discussion – How sustainable is Söğüt Festival?

Söğüt Festival has been going on continuously for 736 years. In this section impacts of the festival are going to be analysed in three categories namely social impacts, economic impacts and ecological impacts.

In terms of social impacts, it can be said that Söğüt Festival has been a good example for a sustainable festival. Over centuries, the festival contributed into sustaining nomadic traditions and cultural heritage. In the festival, nomads represent their traditions, their food, their wedding and engagement customs, their folk dances, their handicrafts and etc. wearing their traditional clothes which helped them maintain all those for centuries. During the festival, local nomads also meet other nomads from other regions. Visitor nomads put up tents in the festival area and spend their time there during the festival. This enables locals and visitors share and spread customs and traditions. Additionally, other visitors also get to know more about nomadic traditions during the festival. At the festival area traditions are represented and visitors have a chance to try and see how the nomads have been living. For example there are tents in which visitors can watch rug weaving or silverwork being done. The henna nights and the life styles of nomads are role played during the festival, and javelin (a sport) and archery are practised.

In terms of economic impacts, it is obvious that a three day festival could not have a direct link to reducing poverty. However, since it is one of the major events of the town with many visitors it has a great power which the economy as a whole can benefit (UNCTAD 2013). Over the years it has contributed to the town improving the quality of roads and by promoting the place it also helped to increase the number of tourists visiting the district. Additionally, new generations can be motivated to practise the traditional craft works. There are a few craftsmen doing the traditional handicrafts presented during the festival, but the popularity could be improved by having do-it-yourself workshops that teach the festivalgoers new skills. This may lead to newer job opportunities for the locals.

Until 1980s, the festival was held by the locals. They would organise and financially run the festival. However, lately it is financed by district governance, local municipality and the foundation of Ertuğrul Gazi Commemoration Ceremony and Söğüt Festival. Locals also financially contribute to the festival. When the festival was held by the locals, most of the jobs were voluntary, undertaken by the locals. However, nowadays professionals are hires as well as the locals. For example Yoruk Pilaf which is one of the festival remarks used to be prepared and cooked by the locals, however nowadays it is held by catering companies. By returning the job opportunities and the income of this cooking back into the town, the locals could benefit more from it.

In addition to those, there are travel agencies from nearby towns who organise tours to the festival. We believe the scope of the promotion could be widening to domestic and international travel agencies. This way the number of visitors might be increased.

Finally in terms of ecological impact, the festival could improve its impacts on the planet. The consumption of plastic is one of the issues for the festival. Water is being sold in plastic bottles at the festival area as well as the plastic cutlery distributed. Recycling could be a bigger part of the festival and some of the recycling process could start at the spot rather than later. For example, by installing recycling bins at the site, the amount of garbage headed for the landfill site could be minimised. Also as seen in other festivals such as in Calgary Folk Music Festival in Canada, the cigarette butts can be collected by volunteers at the spot. Additionally, smoking areas in order to keep the cigarette butts at certain places can be designated (Calgary Folk Music Festival 2016).

Söğüt is located around 25 km away from other major towns therefore visitors use all means of transportation mostly their cars. By running shuttle buses from other towns to the festival area, the number of cars driven to the site can be decreased. Additionally, there is a bicycle tour organised for the festival. This initiative may motivate individuals for cycling to the festival. And in the future there may be more cyclists visiting the festival.

Additionally awareness on the subject of ecological sustainability can be raised. Nomads lived an ecologically friendly lifestyle over centuries. Therefore there may be inspiring speakers who aim to motivate and inform the visitors on how to continue to live sustainable lives once they leave the festival in their own daily lives.

Conclusion and recommendations

Festivals help nations sustain their social and cultural values and pass those to new generations. Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival is a great example of sustainability of culture, tourism and recognition of old traditions. It has lasted over seven centuries. The festival passes the cultural heritage of the nomads from generation to generation. Thus, it is an essential way to sustain the culture, including food, garments, old arts, handicrafts, special ceremonies, and even tribal values.

The festival has social, economic and ecological impacts. In this paper we have discussed all three types of impacts and suggested some solutions in order for it to have a more positive impact. In terms of social impacts, the festival has been sustainable over years. It helped nomads pass their traditions and cultural heritage to new generations over centuries. In terms of economic impacts, certain things could be improved such as promoting the festival on a larger scale, popularising the traditional craft works and sports thus creating job opportunities. And finally, in terms of ecological impacts, although the nomadic life style is a good example of a green lifestyle the festival is not very green. The use of plastic and the lack of recycling at the festival area are the main issues. By looking at other festivals, a more sustainable approach can be followed such as recycling at the site, using reusable cutlery and glasses and encouraging people to cycle of take the shuttle buses rather than their cars.

It is also important to know that "sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them" (UNEP 2005). Söğüt Festival has survived over 736 years and it helped nomads preserve their cultural heritage and traditions. It keeps attracting all the nations all over the world and provides them a high level of satisfaction. With a greener approach we believe that Ertuğrul Gazi Commemorating Ceremony and Söğüt Festival will go on helping nomads preserve their culture and traditions as well as enlightening new generations about their fathers and inspiring them.

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KATALIN LŐRINCZ

SUSTAINABLE BUSINESS MODELS IN URBAN DESTINATIONS – APPROACHING THE KRAFT CONCEPT

This research report shifts the debate on sustainable tourism destinations from an emphasis on sustainable development and destination planning towards sustainable urban tourism destinations, especially in (Central) European Capital of Culture Cities (ECoC). Futhermore there are some practical approach as well: how to implement the best practices of previous ECoCs into Veszprem tender (competitor for ECoC 2023) and what kind of similarities can be found in the KRAFT concept usage.
A quantitative online survey among students (N = 420) at University of Pannonia, Veszprem, examined the temporary (but creative target group) residents' behaviour in four major categories related to sustainable urban destination development and residents involvement: green consumption (transport use, sustainable energy/material use, behaviour and norms); daily leisure interest and activities; information sources and perspectives about city development.

Keywords: sustainable urban destinations; European Capital of Culture cities; residents involvement; sustainable business models; KRAFT Concept

Introduction

Urbanization is a major force contributing to the development of towns and cities, where people live, work and shop. Towns and cities are functioning as places where the population concentrates in a defined area, and economic activities locate in the same area or nearby, to provide the opportunity for the production and consumption of goods and services in societies. Consequently, towns and cities provide the context for a diverse range of social, cultural and economic activities which the population engage in, and where *tourism*, *leisure* and *entertainment* form major service activities.

Urban Europe is enormously diverse. While around 20% of the EU population live in large conurbations of more than 250,000 inhabitants, a further 20% in medium-sized cities of 50,000 to 250,000 inhabitants, and 40% in smaller urban areas of 10,000 to 50,000 people. Important differences in economic structure and functions, social composition, population size and demographic structure and geographical location shape the challenges which urban areas face. National differences in traditions and culture, economic performance, legal and institutional arrangements and public policy have an important impact upon cities and towns. There is no single model of a European city.

Despite their diversity, cities and towns across Europe *face the common challenge* – to increase their economic prosperity and competitiveness, and reduce unemployment and social exclusion while at the same time protecting and improving the urban environment. This is the *challenge of sustainable urban development* which some cities are addressing more successfully than others (European Commission, 1998).

Literature review

Cities and towns – urban destinations – are the dominant geographical focus of business and leisure travel, and urban places everywhere are regenerating and reinventing themselves so as to attract visitors, students and investment. The growing interest in *sustainable business models* (new governance forms such as cooperatives, public private partnerships, or social businesses) help the *long-term positive impacts* of the tourism sector in urban destinations (Destination Management Organisation, civil society, community or residents involvement).

Despite its apparent economic significance for many localities tourism is not a core element in the planning process. While much existing research alludes to tourism, the international-scaled events and projects (e.g. ECoC) as an activity that is planned, the reality confirms that it is not a discrete activity given prominence within the public planning frameworks existing in many Central European countries. Yet it is widely acknowledged that *long-term planning* and management functions *within public sector organisations* are the main vehicles for influencing, directing, organising and managing tourism as a human activity with various effects and impacts. Thus the effectiveness of planning for *sustainable urban tourism* is likely to depend on the *socio-cultural dimensions* (e.g. local government, residents, visitors and local community).

Figure 1 illustrates a framework for examining sustainable urban tourism. The core of the framework is the designated urban attractions (DUA) or activity space that is the target of visitor and management attention.

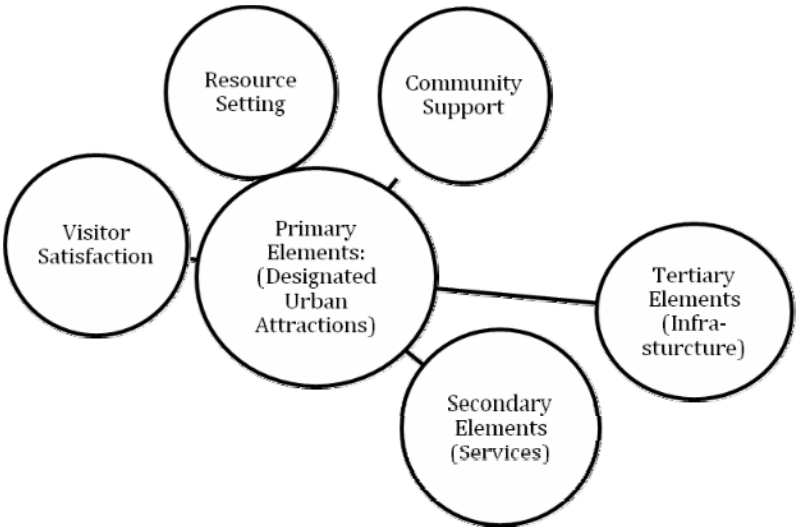

Figure 1: Framework of sustainable urban tourism (Source: own editing)

At European level, in May 1997 the Commission adopted the Communication *“Towards an Urban Agenda in the European Union”* launching a wide discussion on urban policies and stimulating a great deal of interest from EU institutions. To follow-up the Commission has decided to present a European Union Framework for Action for Sustainable Urban Development. The framework is a first step towards meeting the commitment set out in the Communication for “improved integration of Community policies relevant to urban development” so as to “strengthen or restore the *role of Europe’s cities* as places of social and cultural integration, as sources of economic prosperity and *sustainable development*, and as the bases of democracy” (European Commission, 1998).

KRAFT concept – KRAFT Index

The *Creative City – Sustainable Region Index* – the *KRAFT Index* – is an innovative regional development concept. It is rooted in the conviction that the key to successful development initiatives and projects is the effective cooperation between the socio-economic stakeholders of the relevant region. The KRAFT Index proposes an integrated framework for evaluation and interpretation which makes possible the consideration of individual (company, city, university etc.) and *community interests*, and provides a complex and in-depth understanding of long and medium term development objectives. This integrative approach is of vital importance for success and the simultaneous *creation of socio-economic* and ecological *sustainability*. A “win-win” game is impossible without knowledge of the increasing and changing needs, demands and expectations of users, as well as knowledge of the latest technical, institutional and social innovations (Miszlivetz & Márkus, 2015).

One new element of this conceptual framework highlights and measures so-called *“soft” factors*: creativity, innovative capacity and new knowledge, knowledge transfer, potential to cooperate, trust and collective competences. The density, quality and dynamics of social, economic and scientific networks are crucial to successful development and evolution. Today these factors have become more important than physical distance, administrative and legal constraints or so-called “hard” factors *(Fig. 2)*.

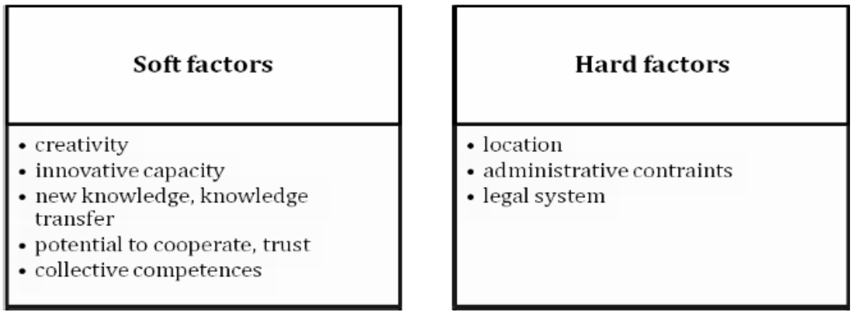

Figure 2: The soft and hard factors of KRAFT-Index
(Source: Miszlivetz & Márkus, 2015)

The KRAFT Index adapts the principle of polycentric urban and rural development to regional measures, where synergy is defined by cooperation and complementarity. The key mechanism of innovation and knowledge infrastructure development is the so-called triple helix or triple twist model *(Fig. 3)*.

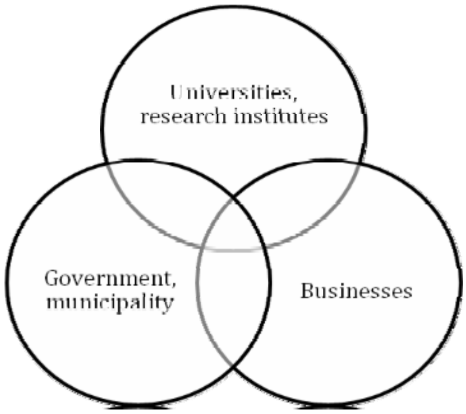

Figure 3: The Triple Helix Model (Source: Miszlivetz & Márkus, 2015)

According to the model, governments, research institutes and company stakeholders cooperate in *new types of partnership* to provide the pre-conditions for regional competitiveness and multi-lateral innovation. The network of open, co-operating and interdisciplinary educational and research institutes may serve as the institutional core environment that mediates between practical and theoretical knowledge and exerts a multiplier effect in the region (Miszlivetz & Márkus, 2015).

Sustainability, sustainable development and socio-cultural dimensions

Since the 1972 United Nations (UN) Conference on the Human Environment the reach of *sustainable development* governance has expanded considerably at local, national, regional and international levels. The need for the integration of economic development, natural resources management and protection and social equity and inclusion was introduced for the first time by the 1987 Brundtland Report (Our Common Future), and was central in framing the discussions at the 1992 United Nations Conference on Environment and Development (UNCED) also known as the Earth Summit. In 1993 the General Assembly established the *Commission on Sustainable Development* (CSD), as the United Nations high level political body entrusted with the monitoring and promotion of the implementation of the Rio outcomes, including *Agenda 21.*

The *2002 World Summit on Sustainable Development* advanced the mainstreaming of the *three dimensions of sustainable development* (economic, social and environmental) in development policies at all levels through the adoption of the Johannesburg Plan of Implementation (JPOI).A process was created for discussing issues pertaining to the sustainable development of small island developing States resulting in two important action plans – Barbados Plan of Action and Mauritius Strategy.

In 2012 at the *Rio+20 Conference*, the international community decided to establish a High-level Political Forum on Sustainable Development to subsequently replace the Commission on Sustainable Development. At the Rio+20 Conference, Member States also decided to launch a process to develop a set of *Sustainable Development Goals* (SDGs), which were to build upon the *Millennium Development Goals* and converge with the post 2015 development agenda.

The process of arriving at the post 2015 development agenda was Member State-led with broad participation from Major Groups and other civil society stakeholders. On September 2015, the United Nations General Assembly formally adopted the universal, integrated and transformative *2030 Agenda for Sustainable Development*, along with a set of *17 Sustainable Development Goals (Fig. 4)* and 169 associated targets. Among them the *"sustainable cities and communities"* is one of the main goal.

The sustainability in tourism has tended to be accepted for three main reasons. The first one is economics, the second one is public relations, and the third one is marketing. It is also cost effective, moreover it reduce costs. It encourages guests to conserve water, power and labour by not requesting all of their towels be washed each and every day. It is not only for saving money, but it facilitate good public relation as well. Guests feel good by making a positive contribution to world environmental well-being, and also suggest that the accommodation is seriously about supporting sustainable principles. So it is a way of promotion as well (Lew, 2009).

Figure 4: Sustainable Development Goals (Source: United Nations, 2015)

The main idea of Responsible Tourism and Responsible Travel is to deliver better places to live in and to visit. The emphasis is to create better place for *local people*, and secondly for tourist. In addition, "As the motivation for tourism is moving away from passive sun lust to reasons such as education, curiosity and desire to understand other cultures, all tourism actors will be directly interested in preserving and enriching the socio-cultural heritage at destinations" (Tepelus & Córdoba, 2005). That is why the interaction with locals and local community is very important from the viewpoint of marketing value and also from cultural and social aspects as well. It helps the quality of life at the destination and creates market demand for quality of the tourism service.

What is a sustainable business model?

First of all, a business model is *how a company operates*: generally it focuses on how funds flow between customers, business and suppliers. Improving business models requires a focus on the *needs of the customer*. Innovation in business models requires a business to change *how it interacts with the market*.

The term 'sustainability' covers environmental issues, wider corporate social responsibility (CSR), and the long-term continuity and economic survival of business. A sustainable business model is an approach to offering goods or services that provides financial benefits for the business, helps to improve the natural world and *provides social benefits* for employees and the *local community* (Scottish Enterprise). The *following table* below describes the 'building blocks' of a sustainable business.

Table 1: The 'Building Blocks' of a Sustainable Business Model
(Source: Scottish Enterprise)

Philosophy	**Respect for nature and people**	**Align customer needs and environmental benefits**		**Long-term approach**
Strong relationships	Suppliers	Customers	Community	Employees
Sustainable design	Life-cycle analysis	Closed-loop resources	Durability	Biomimicry principles
Hierarchies	Waste	Transport	Energy	Raw material
	Impact on Biodiversity			
	Provide a service			

Based on *Table 1*, business can work with suppliers, customers or *communities* to mutual advantage. The resulting goodwill is good for sales and brand reputation, whilst environmental advantages accrue from, for example, increased recycling.

According to Zilahy (2016) pivotal environmental and social issues call for more radical changes than offered by many current corporate practices, e.g. pollution prevention, environmental management systems, etc. Proponents of sustainable development realised long ago the potential benefits of a number of new, innovative business models, e.g. solutions offered by the sharing economy, industrial symbiosis, product-service systems, social enterprises.

In addition, the business models can be separated by different kind of categories, according to *potential benefits to the environment and society*. As *SustainAbility (2014),* a think tank and strategic advisory firm identifies them:

- *business models with a potential positive impact on the environment*: (e.g. rematerialization – using waste as raw material, creation of new products),
- *business models aiming at social innovation*,
- *base of the pyramid business models:* (e.g. building new markets in innovative and socially responsible ways; differential pricing),
- *innovative financing models:* (e.g. offering a free product and charging for premium services (freemium),
- *business models with diverse impacts on sustainability.*

Machiba (2012) explores the economic, socio-cultural and environmental benefits of various sustainability-oriented business models. The most relevant approach of him deals with *'eco-cities'* (business model type), where *improved quality of life* and *convenience* are the core values.

According to the literature, sustainable business model develops stronger relationship with the community, civic society members, residents and customers. It uses new perspective to understand the need of sustainability at corporate level. Through various tools (social innovation, innovative financing, positive impact on environment), innovative business model can be adaptive in urban environment, basically to those settlements where *quality of life* and *eco-thinking* are measured as values.

Methodology

The *desk research* consists of a broader literature review of international and national publications in associated with sustainability, sustainable planning and management in urban destinations, different forms of sustainable business models (cooperation, public private partnership). A *comparative analysis* of selected Central/Eastern European cities participated in European Capital of Culture programme. This analysis focus on the *socio-cultural dimensions of sustainability* in four ECoC projects *(Fig. 5)*, such as Pécs (2010), Maribor (2012), Kosice (2013) and Riga (2014).

Figure 5: ECoC projects – the cities of comparative analysis (Source: own editing)

The *primary field research* questions and methods contributes the KRAFT Index measurement of Veszprém, as a member of Alliance Pannon Cities. Due to the KRAFT Research Centre schedule, all the process is postponed to 2017.

Therefore I created an online questionnaire on Survey Monkey to know more about the students at University of Pannonia. The questions were examined the following topics: motives and leisure time activities; sustainable behaviour in everyday life; general opinion, association related Veszprém; and the suggestions about urban planning. The online questionnaire was available from 15th of November until the 2th of December, and received totally 420 responses.

European Capital of Culture (ECoC) project

The initiative of *European Capitals of Culture* (ECoC) aims to preserve cultural heritage, improve the physical appearance and cultural infrastructure of cities, and rediscover new creative locations and travel destinations.

Story of ECoC

The *idea* is originated from a conversation between the former Greek and French Ministers for Culture, Melina Mercouri and Jacques Lang in 1985 (European Commission, 2013). Since then more than 50 cities in the European Union (EU) have received the title of ECoC. The projects have initiated a range of changes in the selected cities. The first period of the programme started with *culturally and historically famous* cities such as Paris, Athens and Florence. The ECoC programme then became more focused on the *culture-led transformation* of cities following the success of the Glasgow ECoC in 1990, when the project was the first to use ECoC status as a catalyst for city transformation (García, 2004).

The programme of cultural-led urban regeneration was based on public investment into cultural infrastructure and its success gave birth to the notion of a "Glasgow Model" of culture-led urban regeneration. The main idea was to attract tourists, but also to make Glasgow a more attractive place to live and work (Mooney, 2004). Since then, cultural development and heritage have become significant for the *vitality of cities and their economic performance* (European Commission, 1998).

Since 2007 two cities have been selected each year for the ECoC title, usually one from the "Old Europe" and the other from one of the new member states with the aim of strengthening perception of Europeanness by their inhabitants (Lähdesmäki, 2012). As a consequence, the programme has put cities from post-communist countries on the "cultural map" of urban Europe (Pécs 2010 – Hungary, Maribor 2012 – Slovenia, Košice 2013 – Slovakia, Riga 2014 – Latvia).

There is a big difference between the first (European Cities of Culture, 1985–1994) and second (European Capitals of Culture, 2007–nowdays) period of ECoC, regarding to the social impacts and perspectives. According to Palmer's Study (2004) the *social objectives were not the highest priority* for most ECoC between 1985 and 1994. All ECoC mentioned growing audiences for culture in the city or region as an objective ("access development"). A broad definition of culture used by most ECoC contributed to this attempt to offer 'something for everybody'. For example they ran projects for children; other frequent initiatives included cheap or free tickets, open air events and events in public spaces.

The linkage between European Capital of Culture projects and social sustainability

There is a standard legal requirement to provide an external and independent evaluation of the results of the ECoC. The evaluation of the ECoC is set against criteria designed to capture the essence of what makes an effective ECoC *(Tab. 2)*. This is currently based on Article 5 of the new 2014 Decision where some success criteria also referred to sustainability. The *long-term strategy* (including links with economic and social sectors in the city, the urban development) parallel with *outreach* criteria (involvement of the local population and civil society, new and sustainable opportunities for a wide range/groups of citizens) guaranteed the social pillar of sustainability in urban destinations.

Table 2: Effectiveness/success criteria for EcoC (Source: EU, Evaluation)

Category	Criteria
1) Long-term strategy	(a) Strategy for the cultural development of the city (b) Strengthened capacity of the cultural sector, including links with economic and social sectors in the city (c) Long-term cultural, social and economic impact (including urban development) on the city (d) Monitoring and evaluation of the impact of the title on the city
2) European dimension	(a) Scope and quality of activities promoting the cultural diversity of Europe, intercultural dialogue and mutual understanding (b) Scope and quality of activities highlighting the common aspects of European cultures, heritage and history and European integration (c) Scope and quality of activities featuring European artists, co-operation with operators or cities in different countries, and transnational partnerships (d) Strategy to attract the interest of a broad European and international public
3) Cultural and artistic content	(a) Clear and coherent artistic vision for the cultural programme (b) Involvement of local artists and cultural organisations in the conception and implementation of the cultural programme (c) Range and diversity of activities and their overall artistic quality (d) Combination of local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions
4) Capacity to deliver	(a) Cross-party political support (b) Viable infrastructure to host the title
5) Outreach	(a) Involvement of the local population and civil society in the application and implementation of the ECoC (b) New and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, marginalised and disadvantaged people, and minorities; accessibility of activities to persons with disabilities & to the elderly (c) Overall strategy for audience development, in particular the link with education and the participation of schools
6) Management	(a) Feasibility of budget (covering preparation, title year, legacy) (b) Governance structure and delivery body (c) Appointment procedure of general and artistic directors & their field of action (d) Comprehensive communication strategy (highlighting that the ECoC are an EU initiative) (e) Appropriateness of the skills of the delivery structure's staff.

The evaluation also applies a number of *"core indicators" (Tab. 3)* that correspond to the most important results and impacts for each ECoC, which draw on previous ECoC evaluations as well as on the work of the European Capitals of Culture Policy Group. Here you can find only those result *indicators*, which is suitable for my research focus: the socio-cultural sustainability and *can be adaptive for KRAFT Index*.

Table 3: Core Result Indicators for EcoC (Source: EU, Evaluation)

Specific objective	Result indicators
SO2: Widen access to and participation in culture	Attendance or participation in ECoC events Attendance or participation by young, disadvantaged or "less culturally active" people Number of active volunteers
SO3: Strengthen the capacity of the cultural and creative sector and its connectivity with other sectors	Sustained multi-sector partnership for cultural governance Strategy for long-term cultural development of the city
SO4: Improve the international profile of cities through culture	Volume and tone of media coverage (local, national, international, digital) Awareness of the ECoC amongst residents and recognition amongst wider audiences

Case Studies of ECC – the socio-cultural dimensions of sustainability (Pécs, Maribor, Kosice and Riga)

Based on the Ex-post evaluations (2011, 2013, 2014, 2015) of European Capitals of Culture projects, conducted by the European Union, some selected ECoC project were measured form sustainability and social development point of view. The original plan was to observe Plzen 2015 and Wroclaw 2016, but (yet) there were no adequate and comparable information about the project.

The structure of the measurement includes the following steps:

- introduction of ECoC city;
- short summary of the aim of city's project;
- the findings related to socio-cultural dimensions of sustainability; e.g.long-term planning, the residents' involvement and public awareness.

Pécs 2010

Pécs is located in the south-west of Hungary, close to the Croatian border. It is the fifth largest city in Hungary, the largest city of the Transdanubian region, the current population is around 145,000 people (2015). The city played an important role in early Christianity and by the 11th century had become a Catholic Episcopal seat. The remains of early *Christian Burial Chambers* were included in the *UNESCO World Heritage List* in 2000. Hungary's *first university* was founded in Pécs and is now among the largest universities in the country.

After the mining industry collapsed, from the mid-1990s a number of strengths have been identified for future development: education, health care, cultural service provision, retail, commercial services and tourism. Hosting the ECoC title was therefore seen as an opportunity to strengthen the cultural sector and increase its importance to the economic development of Pécs.

The initiative to apply for ECoC came from a number of civil society *organisations* that saw an opportunity to strengthen civic participation and the role of civil society in the development of the city. Supporting the development of the city was a very important objective of Pécs 2010. Significant attention was paid to the development of key infrastructure projects such as South-Transdanubian Regional Library and Knowledge Centre, Kodály Centre, Zsolnay Cultural Quarter, the reconstruction of Museum Street and the Revival of Public Spaces and Parks. Although there were ambitious plans, only two of five projects were finished in time to host ECoC events. The cultural programme also included a specific focus on the use of the refurbished public spaces and the so-called "soft" elements of the infrastructure developments (Ecorys, 2011).

With regard to *social development*, a specific call for the non-governmental organisations and smaller scale projects that target local communities was launched in 2009. As a result, the eventual cultural programme included projects specifically targeting *local communities*, *deprived areas* and especially *former mining communities*, areas where *minority groups* are based and other *disadvantaged communities*. The *volunteers programme* also made a significant contribution to the social development of the city.

Regarding to some evaluation documents of Pécs 2010 (Berkecz, 2011; Merza, 2016) the organizers underlined the role of residents and need of more socially and financially sustainable approach on the ECoC project. Despite the relatively huge amount of investment to the city, Pécs lost almost 10,000 inhabitants between 2009–2014, mainly the young, educated generation (Stemler, 2014).

Maribor 2012

The ECoC 2012 title was held by Maribor, which involved five partner towns in Eastern Slovenia: Murska Sobota, Novo Mesto, Ptuj, Slovenj Gradec and Velenje. With a population of about 119,071 the city of Maribor is the second largest in Slovenia and the capital of Štajerska (Slovenian Styria). Maribor's historical development has been determined by its geographical position and the city prides itself on having a chequered history, rich wine tradition and diverse social and cultural life.

Furthermore, Maribor and Eastern Slovenia have been *negatively* affected by the recent global financial and economic crisis, with unemployment rising in recent years. Maribor does have a number of potential economic advantages because of its location, its role as a centre for higher education, together with a developing tourism industry focussing traditionally on winter sports but also boosted by an unspoilt natural environment and the large numbers of spas and castles in this part of Slovenia.

Maribor's application was constructed around the key concept of *"Pure Energy"*, referring to the region's role in power generation and the building up of energy towards a "cultural explosion" in 2012. Later all the concept was changed and a new concept and slogan was developed for the programme, "the Turning Point" (Ecorys, 2013).

Maribor 2012 did not meet all its original social and economic goals, mainly because the planned urban and cultural infrastructure investments were not achieved. However, ECoC certainly made a positive contribution in some areas, through *high levels of public awareness of and engagement with activities*, including the active involvement of many *schools*.

Overall the *sustainability part of this project was very weak*: *the lack of long-term planning* or a legacy body combined with reduced cultural budgets means that it will be difficult to maintain the recent increase in cultural activities or the increased levels of public engagement with culture. In addition there were some best practices as well:

– The *Opportunities for All* entity included accessibility assessments of venues and information provision on events for groups of special needs. It also promoted a range of projects specifically aimed at or dealing with issues faced by hearing and visually impaired people, as well as those with (sometimes severe) physical disabilities.
– The desire to foster urban development was successfully converted into plans to *'re-animate' the city centres*, principally via the Town Keys strand. This focussed mainly on the participation of residents, by bringing a wide variety of

folk art performances and cultural heritage projects to non-traditional venues across the city.

– Civil society groups and NGOs were involved from an early stage in planning and designing the programme, most of which were free of charge and many held in non-traditional venues including schools, empty shops and on the street.
– Some 300 schools and educational institutions took part in programme activities, with all Slovenian schools (from kindergarten to secondary) taking part at least twice (Ecorys, 2013).

Kosice 2013

Košice is the second largest city in Slovakia after the capital Bratislava, with a population of 240,000 (and a further 121,000 in the surrounding region). The settlement has a long history, with the first written reference in 1230 and becoming the first ever city to be granted its own royal coat of arms in 1369. This, combined with its strategic location, meant that Košice grew rapidly to become one of the leading cities in the Kingdom of Hungary and later the Austro-Hungarian Empire. The city was historically home to large German and Jewish communities, and today is home to sizable Hungarian, Roma, Ruthenian and Czech minorities.

Nowdays, the local economy is dominated by steel with mechanical engineering, the food industry, trade and services also playing an important role, alongside growing *creative* and *ICT sectors*. Košice remains a cultural, historical and educational centre, with more than thirty-five thousand students at the city's three higher education facilities. While the city centre has an extensive conservation area containing many buildings and monuments of historic and architectural value, the majority of the city's residents live in large modern housing estates around the edges of the city (Ecorys, 2014).

Košice 2013 and its artistic programme were seen as key elements of a long-term approach to transforming the city. On the one hand it increased the community development by *involving citizens from suburbs* in the SPOTs programme (neighbourhood visits, community meetings and resident surveys to explore local support and preferences.In the SPOTs programme, five unused heat exchanger buildings in the suburban areas have been reconstructed into local cultural centres with the aim of decentralising culture from the city centre to the urban periphery and of initiating community life and public participation in prefabricated housing units.) to support diversity of cultures of various social and religious groups and minority cultures. On the other hand it *created a new cultural metropolis* of the 21st century in the central European area with sustainable development, *by improving the environment* and developing tourism.

Showing the social and community impacts of Kosice 2013, project leaders and partners placed significant emphasis on bringing cultural activities to *new audiences,* particularly the *city's young residents* (often as creators or active participants) but also specific ethnic groups and disadvantaged communities.

During the ECoC project the *Roma communities* were also targeted and involved in several activities, such as:

– Cooperating with the Kindergarten in Lunik 9 (the home of the majority of Roma people) to *provide an opportunity for local children* to exhibit their art projects and a Roma Ball raising community funds through the auctioning of paintings by local children.
– Celebration of the publication of the *first Slovak-Roma dictionary*.
– Portrait exhibitions, talks and video projects by and featuring *members of the Roma communit*y from Košice and other parts of Slovakia.
– Activities dedicated to the Roma community under the aegis of the Journey to the Unknown and Diversity Festival projects, including concerts featuring musicians of *Roma heritage*.

The future responsibility for the majority of the infrastructure (parks, museums and libraries, theatres and galleries, and heritage sites) lies with each respective tier of government, ensuring that an inbuilt element of sustainability is in place. Showing the *sustainability of cultural activities* we can underline, that there is a commitment to continuing many of the new cultural activities established by the ECoC, and in particular key city festivals (Use the City, Nuit Blanche, Triennial, City in the Park, Mazel Tov etc.), since these are seen as key to diversifying the city's cultural offer, supporting the creative industries and attracting visitors (Ecorys, 2014).

Riga 2014

Riga developed rapidly as an industrial centre in the 18th century, with the city becoming a key seaport and railway junction of the Russian empire in the 19th century. The city's population grew quickly around the turn of the 20th century and again after the Second World War when its status as a naval and industrial centre brought extensive migration from other parts of the Soviet Union. With a population of 700,000 (2015), Riga is now the *largest city in the Baltic States*. The city dates back at least 800 years and its historic centre has a fine collection of art nouveau buildings and in 1997 was named a UNESCO World Heritage Site.

Riga has also retained a *multicultural heritage*, with ethnic Latvians making up 46% of the population, ethnic Russians 40% and many other communities strongly represented. About a third of the country's population now live in the city.

Although the city has been affected by a loss of manufacturing industries since the 1990s, today Riga is an important commercial centre, accounting for over half of Latvia's total economic output and the majority of the country's foreign investment. The city is also an important centre for culture and education, while tourism and the creative industries (especially the design and audiovisual/multimedia sectors) have been growing in significance in recent years.

The citizens' participation was one of the main goal of the project. According to the Riga 2014 post-evaluation (Fox & Rampton, 2015), ECoC can be seen as being generally successful in terms of widening the participation of local residents in culture. Based on a population survey, 51% of Latvians and 76% of Riga's residents attended at least one ECoC activity in person. 60% of Latvia's population and 67% of Riga's residents also accessed an ECoC activity via the web, television or radio.

The main characteristics of local residents' participation were:

- The *Road Map programme* (one of the main six lines of the cultural programme) was precisely focussed on and devoted to the idea of *participation and community engagement*. The Road Map line contained 117 projects that aimed to stimulate wider participation and this line *took place in places and for people that did not usually experience culture*. The Road Map line contained the *neighbourhoods programme* that ensured ECoC activity was to be found also in *industrial zones of Riga* as well as in neighbourhoods and *community spaces that traditionally had little in the way of a cultural offer*.
- *Active Neighbourhoods* was a series of events run throughout 2014 mainly by local residents and for local residents. These included *tours* of the area *planned and guided by locals*, *photography campaigns* encouraging local residents to take pictures of their area, *lectures* and *discussions* run by local 'characters', which all centre on 'what local people want'.
- Many of the activities also involved local *schoolchildren* in more deprived areas of the city. The project included three workshops where professional artists together with schoolchildren created audio-visual works of art, presenting their vision of the *'beautification'* and *development of the surrounding areas* including their neighbourhoods, homes and schools.
- The *activities* supported by Riga 2014 also appeared regularly *on local radio and television* further helped widen participation towards different groups in society – using public television and radio was as an *effective way to break down barriers* to access.
- Many activities were also *free*. According to the project database (Riga Foundation Database) 63% of ECoC projects did not require a ticket and *took place in public spaces or buildings* across the city.

– Some of the projects dedicated to *targeted specific groups* (young and old people, ethnic minority groups, low income groups and people with disabilities). The biggest success was the *young people* – this targeting happened partly through the actual *content of the projects*: the 'potato opera' which brought opera to young people in the city; classic musical events which played more popular songs; paper sculptures held in neighbourhood parks (rather than in a city centre gallery).

The socio-cultural sustainability of ECoC can be described by the *collaboration* between new *partners, (cultural) organisations and individuals*. Riga has built up an array of new relationships and networks (festivals, exhibitions, concerts and films) that will be sustained in the future both at the city level as well as at national and international levels.

Lessons to learn about community involvement – Survey findings among students of University of Pannonia

The previous literature review and also the process of KRAFT Index demonstrated clearly the role of young generation and their engagement in regional planning. According to the KRAFT concept, the future university cannot evolve supported by one party alone, e.g. economic stakeholders. It *has to be open towards civil society*, the business sector, professional organisations, local governments, and, most importantly, towards other universities and institutions of education. It operates on the networking principle instead of representing individual interests. The future university is a university of networks and develops new types of cooperation and relationships. The primary survey focused on this special actors and segment of Veszprém.

The *Figure 6* shows the distribution of the respondents at University of Pannonia: the majority of them (47,6%) belong to *Faculty of Business and Economics*. There are different kind of academic programmes *(Fig. 7)* at University of Pannonia; the most popular among respondents is the *BA programme* (66%).

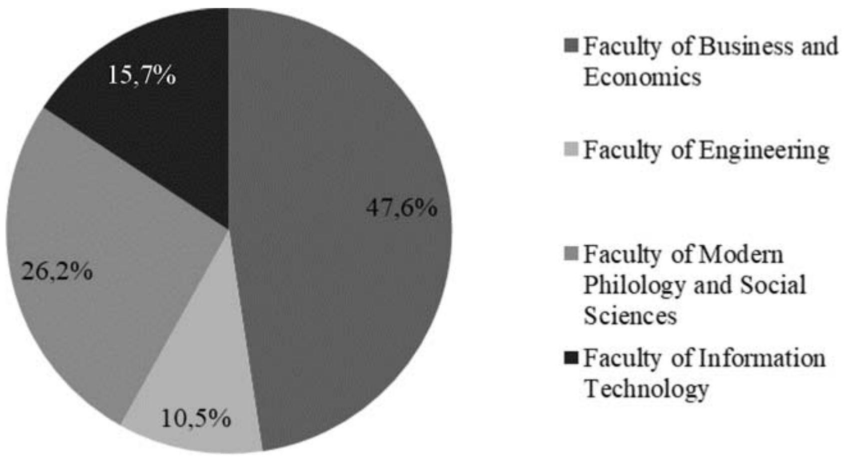

Figure 6: Where do you study at University of Pannonia, what is your faculty? (N = 420) (Source: own editing)

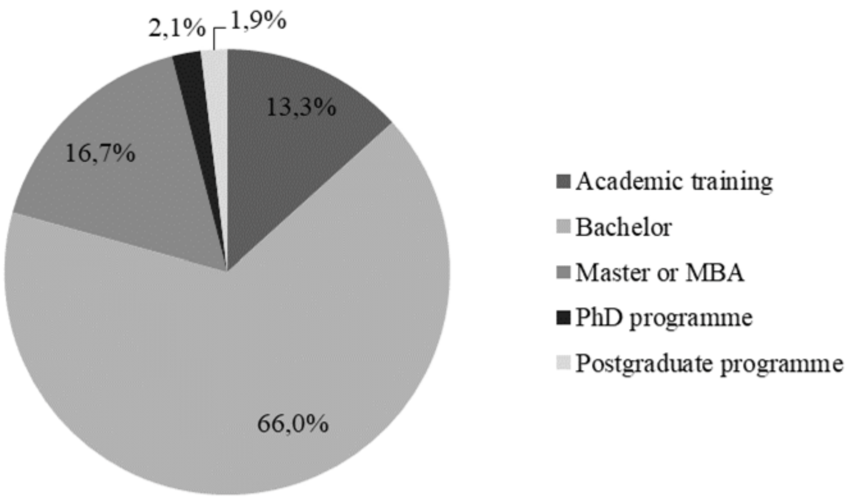

Figure 7: What kind of academic programme have you attended at University of Pannonia? (N = 420) (Source: own editing)

The leisure activity is a key factor in tourism and culture consumption. Most of the respondents spend their spare time with *home entertainment* (watching TV, listening music), followed by *sport activity/dancing* and *going to cinema or theater* with friends. Reading, cooking and baking are still very popular *(Fig. 8)*.

The other question *(Fig. 9)* referred to the typical daily routine activities and practice about sustainable lifestyle. The scale showed the *frequency of the activity*, for example 1 = never, 2 = sometimes, 3 = often, 4 = always. According to the respondents the top three sustainable interests belonged to the *transportation* (e.g. walking or riding on bycicle for shorter distance or using public transportation for longer distance), followed by *using/buying energy-safe or eco-devices*. Waste and recycle was also important for them. The sharing economy usage (Airbnb or ridesharing service) stated at the lowest level and volunteering also less popular.

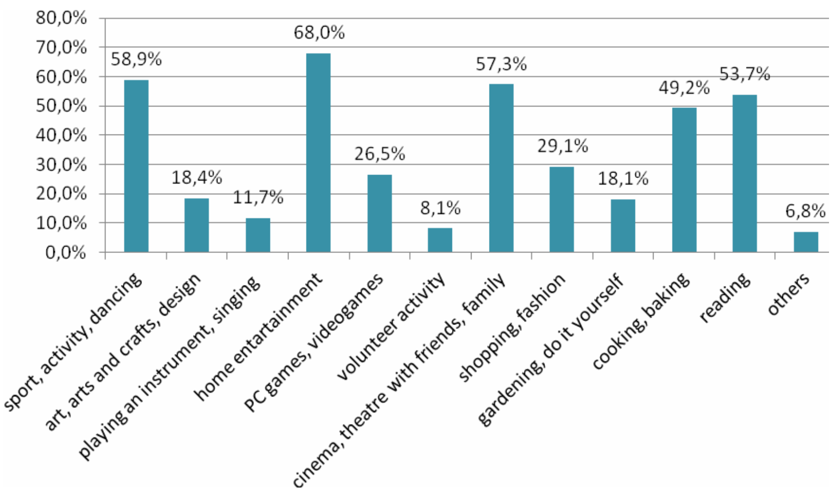

Figure 8: What do you do in your leisure time? (N = 309) (Source: own editing)

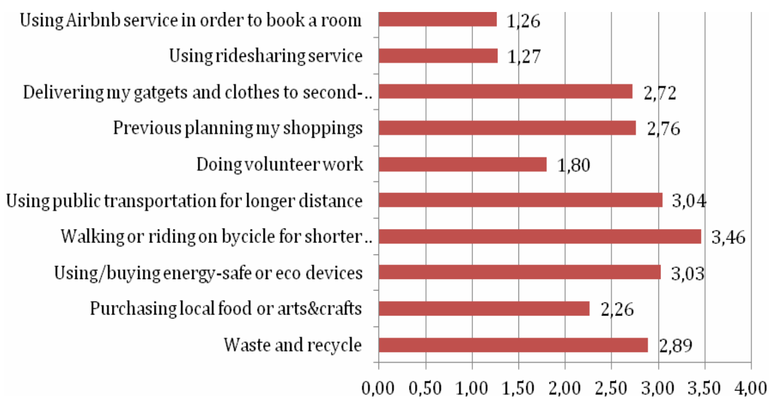

Figure 9: How typical are the following activities in your daily routine? (N = 299) (Source: own editing)

I was asking the students about their first imagination about Veszprém. They had to give some thoughts and associations. Here you can find the ranking of the answers (N = 225). The most important words are the *university*, *the town's of Queens*, and the *Castle*.

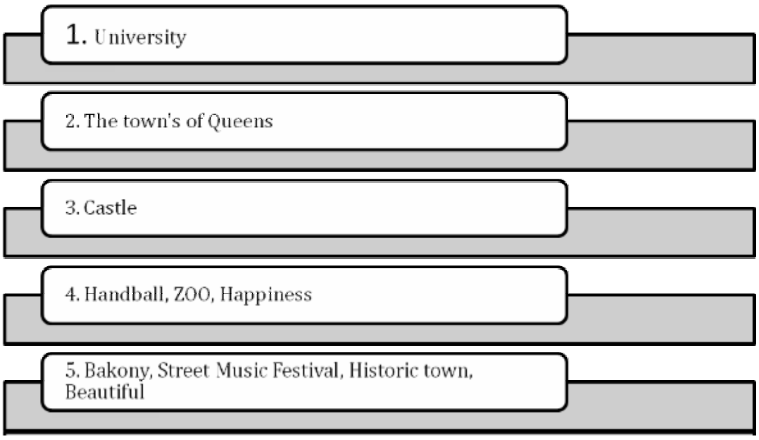

Figure 10: The ranking of association, considering Veszprém as a town (N = 225) (Source: own editing)

The respondents gave their opinion about the *urban and regional planning* as well. According to the answers they would support the following developments and new services:

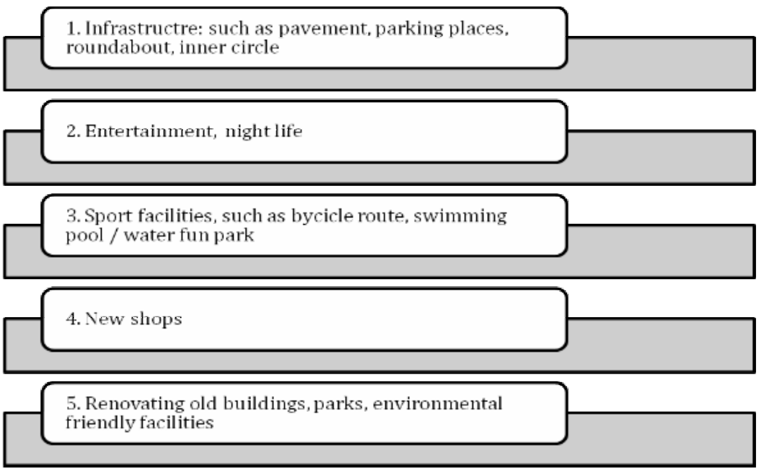

Figure 11: Urban development suggestions in Veszprém (N = 135) (Source: own editing)

Suggestions and Remarks – Approaching the KRAFT Concept

The main aim of the paper was to investigate the sustainable business model and the socio-cultural pillars of sustainability in different urban destinations. The selected European Capital of Culture Cities in Central Europe were also important and comparable from a Hungarian applicant point of view. On one hand: how to develop the forthcoming Veszprém tender through these best practices, on the other hand what kind of similarities can be used in the KRAFT Index development.

Based on the findings we have to emphasize the following statements:

– A key benefit of ECoC project was a consequence of *planning and implementing on long-term basis* (e.g. approximately 11 years, before and after 5 years). From the beginning it is essential to involve not only the residents and the local community actors, but also the creative and innovative part of the community (students and lecturers). This is an effective way to maximise the socio-cultural sustainability and develop *new skills, experiences, track record* and *knowledge.*
– *According to the analysis, m*ost Central European ECoC cities now appreciate that economic prosperity, employment growth, quality of life and a high standard urban environment go hand in hand. Treating environmental and social quality as a market advantage rather than a constraint is an important key to progress.

Based on the study of Steiner (2014) there were some connection between the residents' life satisfaction and the effect of ECoC projects. They used the ECoC events to analyse the exogenous increase in the supply of culture in combination with the measurement of *regional life satisfaction*. There were major positive and negative side effects of mega events that might affect life satisfaction. In some cities there had been urban renewal as well as substantial improvements to public spaces and public transportation systems.

– A positive impact on life satisfaction could also result from the creation of additional jobs and greater economic turnover.
– On the negative side, construction works might generate unpleasant noise and make travelling to work more difficult. The influx of tourists may cause people to be less satisfied with life because of congestion in public transport or additional disruptions or littering (Steiner et al, 2014).

The *"Towards an Urban Agenda in the European Union"* document emphasized one of the objectives, which focused on my research: protecting and improving the urban environment; towards local and global sustainability. The policy also highlighted some of the *values*, which quite similar with KRAFT concept:

– the need of more *holistic*, *integrated* and environmentally sustainable *approaches* to the management of urban areas,
– fostering eco-systems-based development approaches that recognise the mutual dependence between town and country,
– improving linkage between *urban centres and their rural surroundings* (European Commission, 1998).

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SZILVIA KÁNTOR

RESURGENT CULTURAL HERITAGES – A CASE STUDY OF THE GREAT SYNAGOGUE IN BUDAPEST

The Great Synagogue in Budapest plays a very important role in the cultural tourism market of the capital city because it is able to attract thousands of tourists every year. This building is not just the most impressive synagogue in Hungary, but it is the largest in Europe and the second largest in the world. In addition to this, its characteristics are excellent for different kind of musical performances or exhibitions as it gives place to numerous cultural events each year. However, besides its historical and touristic value, it also serves the needs of the locals with its numerous religious buildings and catering facilities. Budapest is the home of the largest Jewish community of Central-Europe and the majority of the Hungarian Jewish people also live in the neighbourhood of this area. So, this part of the city offers an outstanding possibility to get acquainted with the Jewish traditions and heritages. This historical part of the city was quite neglected until 2002 when it became a part of the youth tourism strategy of Budapest. At that time the formerly ruined buildings were renovated and popular summer clubs, like the Szimpla-Garden, and the Gozsdu Courtyard were moved into them. Thanks to these developments, this area offers a wide range of services for both locals and tourists. (greatsynagogue.hu)

It is apparent that sustainability has a major significance in the case of the Great Synagogue and its surroundings. This research explores the whole touristic value of this area, particularly focussing on the latest development efforts that supported sustainability in the last few years. Alongside the supply side, the paper also analyzes the available comments on TripAdvisor in order to get a better overview of the consumers' opinions and experiences. Finally, the conclusion will highlight the possible future development directions which make this area more viable and sustainable.

http://www.greatsynagogue.hu/gallery_syn.html#1

Introduction

The Great or Dohány Street Synagogue has an outstanding role in the cultural tourism market of Hungary and in Europe, too. On one hand, this building is not just the most impressive, but the largest synagogue of the continent. On the other hand, it offers a perfect possibility for tourists to get to know more about Jewish culture as the area of the Great Synagogue is the home of the biggest Jewish community of Central Europe. In the last few years, there were several development plans of the

Seventh District of Budapest to make the whole area better for both locals and visitors, but some problems of the past still exist. Beside the renovation processes and the creation of popular summer clubs or ruin pubs, like the Szimpla-Garden, and the Gozsdu Courtyard the general quality of tourism has increased a lot. However, some infrastructural issues should also be fixed as fast as possible. Fortunately, based on the available development strategy of the district, the local government aimed to develop both the physical characteristics and the tourism of the Jewish district in the future.

This study is the continuation of a research from 2015 which focused on the visitors' experience of Dohány Street Synagogue. That study mainly deals with the specialties of the Synagogue, its tourism facilities and gave some recommendations for its management for the future operation based on the opinion of tourism professionals and visitors. However, this paper concentrates on not just the Dohány Street Synagogue but the potentials of the whole area, as well. It also analyses the opinion of the visitors and the tourism professionals of the sight in order to give a very good overview of the actual situation of the Jewish District of Budapest.

Literature review

Cultural and heritage tourism

During the last few the decades significance of city-based cultural tourism has increased a lot for tourism organisations and cultural institutions all over Europe and due to the 'cultural capitals' program it will become more important in the future (UNWTO-ETC, 2005). However, it is still difficult to define cultural tourism because several forms of it exist in the literate. According to ICOMOS (International Scientific Committee on Cultural Tourism, a global non-government organization that works for protecting and conserving cultural heritage places.) cultural tourism is a special activity that enables tourists to experience the life of other people. The most important elements of it are customs, traditions, buildings or different kinds of heritages that determine a given region's essence (ICOMOS Charter for Cultural Tourism, Draft April 1997). Cultural tourism always plays a central role in the tourism of the European cities because in spite of the fact that discovering the culture is not the most important motivation for tourists, almost every visitor is interested in the culture of the destinations (Sulyok, 2005). According to Hegyi (2007) in the case of cultural tourism, towns and cities are special commodities that can only be sold in the market of settlements. In addition to this, they should have a complex package of services that consists of all the facilities, services, programs and touristic values of the given region that are able to satisfy visitors.

Tourists' motivations for visiting cultural attractions are quite different, but the opinions have tended to be relatively stable in the last few years. The majority of visitors would like to learn about history, culture and enjoy the special atmosphere of the visited destination. However, in the case of city visitors the situation differs as they do not identify themselves as cultural tourists. In addition to this, culture plays a different role in their travel decisions. (UNWTO-ETC, 2005).

The huge increment in the number of visits related to culture, heritage and history encouraged researchers in this field to identify different types of cultural tourism. Heritage tourism is understood as one of the several forms of this kind of tourism (Ramires et al., 2017).In the last few years it became an important part of cultural tourism as it is mainly about both material and immaterial remains of the past. However, heritage is a not a fixed outcome when it is represented in tourism because it is constantly reinterpreted in order to satisfy the specific needs of tourists and to reflect the socio-cultural changes of the world (Hyung, 2013).

According to Porio et al. (2004) there are three main reasons for visiting heritage sites: to be 'emotionally involved', to feel a 'sense of belonging to the site' and 'because it is a part of their heritage'. In addition to this heritage tourism can be seen as a personal encounter with traditions, culture and history. So, it is mainly based on special concepts that each and every community has a story to tell and the majority of the heritage tourists would like to see culture as unique or authentic as possible. Due to this, it has a very important educational role for both visitors and locals and it also can involve participants in protection and promotion of local cultural heritage (Heritage Tourism Handbook, 2010).

Past and present of the Jewish Quarter and the Great Synagogue

Jewish people first appeared in Budapest in the 13th century when they settled down near Szent György square in Buda. When they were warned off that area in the 17th century they moved to Óbuda as it was very close to the fairs of Pest. Within some years new accommodation facilities were opened in the neighbourhood of these markets for Jews and when they received the right of establishment more and more people stayed in this area. Due this process, Király Street slowly became the first Jewish quarter of Pest. At that time, headquarter of the community was the so called Orczy House that were located next to the Jewish market. The building functions as a "metropolitan shtetl" because it serves as synagogue, study houses, apartments, restaurants, cafes, shops and warehouses. It was and ideal place where Jews from all around the country found a home when they moved to the capital city. At that time the 70–80% of the inhabitants of the Király Street was Jewish and the majority of the markets, shops, bakeries and other facilities served their needs. However, due to the fast increment of the Jewish community the Orczy House lost its significance and the so called “Jewish Triangle” in the inner part of the Seventh District became the centre as it is anchored by three large synagogues: Dohány Street Synagogue, Kazinczy Street Synagogue and Rumbach Street Synagogue. During the two world wars, around 1930 there were several urban renewal project plans in Budapest and as a part of it Orczy House was demolished so it was completely lost its former role in the life of the Jewish community of Budapest (centropa.org; hg.hu).

The Great Synagogue of Budapest was built in 1859 and it is not just one of the most impressive religious buildings in Hungary, but it is the largest in Europe and the second largest in the world. It had several functions in the last few decades but its grand reopen was in 2000 and about fifteen thousand people visited it in the first year. It offers a wide range of facilities for tourists as numerous attractions can be visited there like the building of the Great Synagogue, Jewish Museum, Holocaust Cemetery, ‘Heroes’ Temple, Raoul Wallenberg Memorial Park or Tress of Life (jewishtourhungary.com; zsido.hu) Nowadays, it is among the ten most visited attractions in Budapest according to budapestinfo.hu and 32nd of all sights of Budapest by TripAdvisor. The area is one of the most visited destinations in the international tourism based on its historical and architectural heritages and the increasingly popular ruin pubs like the Szimpla Garden, Kőleves Restaurant and the Gozsdu Courtyard. Thanks to these general development efforts, this area offers a wide range of services for both locals and tourists (jewishtourhungary.com).

However, besides its touristic value this district (Elizabethtown) of the capital city also serves the needs of locals and the biggest Jewish community of Central Europe lives in Budapest (greatsynagogue.hu). According to the Integrated Settlement Development Strategy of VII District of Budapest, Jewish Quarter has a significant role in Elizabethtown as it gives the district’s economic pulling power. However, there is a very strong competition between this area and the other parts of the Seventh District regarding creative industry companies, hotels and catering facilities. Therefore, the local government aimed to develop the Jewish district in the future (Budapest Főváros VII. Kerület Erzsébetváros Önkormányzata Integrált Településfejlesztési Stratégia 2014–2020; 2015).

Methodology

The analysis based on different kind of researches in order to give a better overview of the actual situation of the Great Synagogue and the Jewish Quarter in Budapest.

As for the quantitative part, within the confines of a field research the whole building with its attractions were visited and a Hungarian guidance in Jewish

Heritage tours was taken. Due to these personal investigation sit became easier to analyse the actual tourism situation and opportunities of the whole area.

As for the quantitative side, an online questionnaire was filled out by official tour guides in Jewish Heritage Tour and other employees of Great Synagogue, so the sample is able to represent the opinion of the workers of the Synagogue. Altogether, ten people answered to the questions in connection with attractions, the characteristics of the visitors and the possible development facilities. According to Babbie (2000) questionnaires are suitable to collect self-memories from the past or the future so the result of it is appropriate to give a very good overview of different situations.

Finally, a content analysis was carried out in which opinions of hundreds of visitors were analysed in connection with the Great Synagogue and some popular places like ruin pubs and restaurants. The analysed comments were available on TripAdvisor and the chosen sights were: Jewish District, Gozsdu Courtyard, Szimpla Garden, Kőleves Restaurant and Lokál Pub. Altogether 198 comments were analysed. According to Lehota (2001), the content analysis is an ideal tool to draw inferences in different contexts where the facts are not directly spoken, but conclusions can be made from the characteristics of the elements.

Results

The results of the online questionnaire and the content analysis showed a perfect picture about the visitors' profile in the case of the Great Synagogue and the whole Jewish Quarter. Based on the answers, it revealed that about half of the visitors is female and other half is male, so both gender represents themselves equally. However, the majority of them are middle-aged or older than 65 years. As for the travel patterns, 65% of the tourists travel alone, in pairs, or in smaller groups, and only the 35% of them arrive in groups that consists of more than 10 people. However, the opinion of the tour guides and the results of the content analysis differed related to the nationality of the visitors. In spite of the fact, that the majority of the tourists (about 95%) are not Hungarian, their nationality cannot be identified easily.

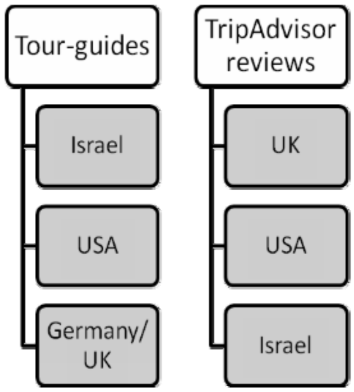

Figure 1: Nationality of the visitors
(Source: online questionnaire, content analysis)

Figure 1 shows that according to the tour guides and the other employees of the Synagogue the majority of the guests are coming from Israel, the USA, Germany and the United Kingdom while based on the available comments on TripAdvisor more tourists arrive from the UK than from Israel.

As tour guides are in a strong connection with the guest, they have a huge amount of information in connection with those characteristics that should be developed according to the guests.

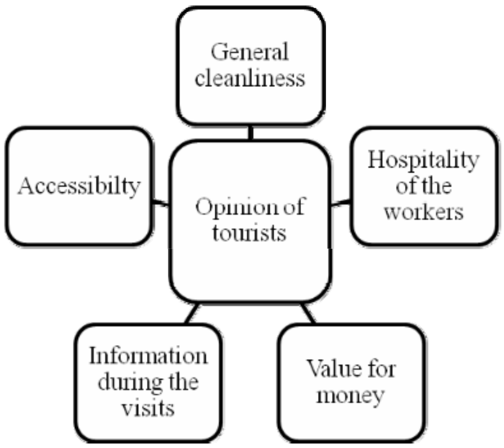

Figure 2: Development facilities according to tourists
(Source: online questionnaire)

Figure 2 shows that problems are in connection with both physical and non-characteristics of the building, like cleanliness, hospitality or accessibility. Based on the opinion of the guests, respondents also mentioned that visitors often complaint about the content of the tours as they would like to get to know more about the Jewish culture. In these cases they always offer them to try the Jewish restaurants of the Quarter and to ask locals about special questions.

Beside the opinion of the visitors, tourism professionals were also interviewed in this topic and they mentioned other problems in connection with sustainability.

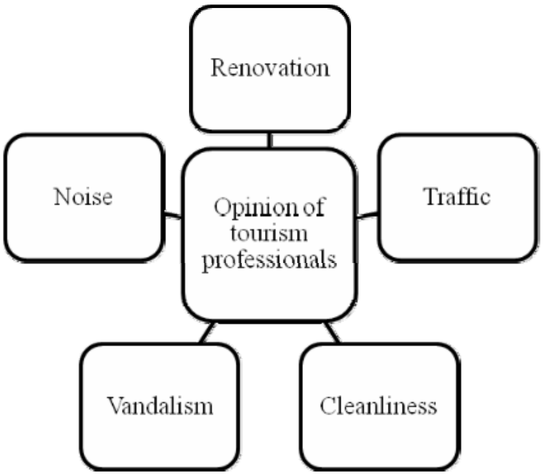

Figure 3: Development facilities according to tourism professionals
(Source: online questionnaire)

According to them there is a strong need to act against loud night noises, vandalism and waste because it disturbs local people and endangers tourism, too. In addition, they also mentioned that the renovation and maintenance of some determinant buildings are also crucial as the development processes of the last few years could not solve every problem. They also noticed that the reduction of the traffic of the area or turning the Dohány Street into a pedestrian street could make the whole area better for both tourists and locals. Finally, they said that more musical events, a creation of an interactive museum or stronger marketing activity can make the whole Quarter more popular.

As for the content analysis bigger areas and single catering facilities were also examined. In the case of the first group, the comments of Jewish Quarter and Gozsdu courtyard were read in order to get a better overview on the general experiences concerning the whole district. As for the second group Szimpla Garden, Kőleves Resturant and Lokál Pub were analysed.

Fourty-five comments were available on TripAdvisor related to the Jewish Quarter and most of them were positive, only smaller problems were mentioned by the reviewers like the prices or duration of the walking tours. Almost every people highlighted the role of history, the special atmosphere, the amazing architectural solutions and impressive buildings of the area. Beside the physical attractions, the majority of them realised the excellent opportunity to discover the specialties of the Jewish culture with the help of the locals. They also highlighted that very good local shops, cafés, pubs, bars and restaurants are located there *(Fig. 4)*.

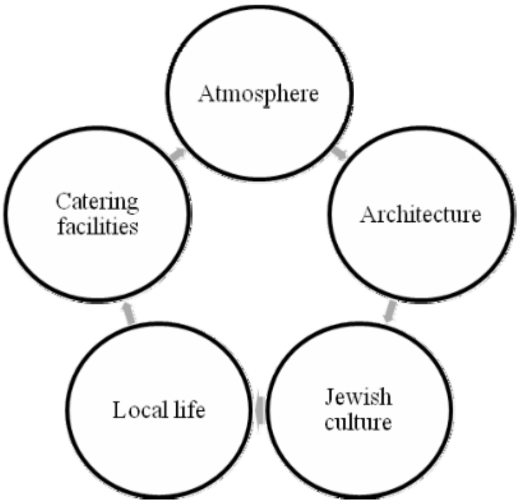

Figure 4: Strengths of the Jewish Quarter
(Source: content analysis) (N = 45)

In the case of the Gozsdu Courtyard, the majority of the comments were also positive. Altogether 45 comments were analysed from the last two months. The biggest part of the reviewers highlighted that it is an excellent meeting point for the different cultures as many international tourists visit the Courtyard each day. Besides, the majority of the comments mentioned that there are numerous excellent cafés, shops, bars and pubs can be found in that area. The negative opinions were mainly in connections with low quality food, safety and security issues like overcrowd places, pickpockets or noise *(Fig. 5)*.

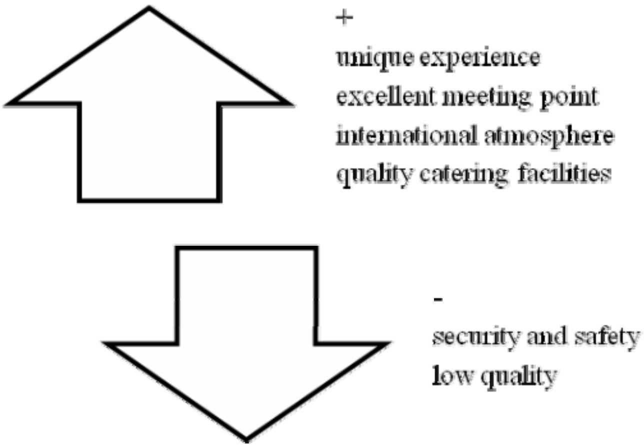

Figure 5: Strengths and weaknesses of the Gozsdu Courtyard
(Source: content analysis) (N = 45)

The analysed catering facilities were evaluated excellent according to the comments available on TripAdvisor. The biggest strengths of them were the excellent tastes, the unique atmosphere, the special equipment and furniture and the international experience as they are a kind of a 'melting point' for the representatives of different nations *(Fig. 6)*. The question of prices were divisive as the Hungarian and Eastern European people found the place quite expensive while western Europeans liked the low prices. In addition, Hungarians often noticed that these facilities are not for locals because of the too international offers.

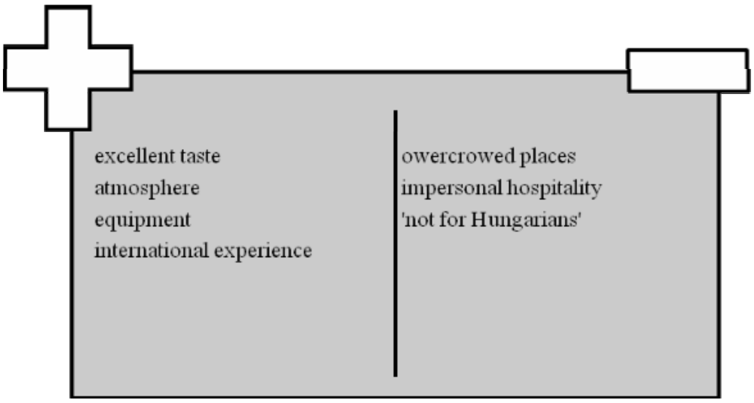

Figure 6: Strengths and weaknesses of some catering facilities
(Source: content analysis) (N = 108)

Discussion and conclusion

Based on the results of the online questionnaire and the content analysis, the Great Synagogue of Budapest and the whole Jewish district play a huge role in the life of the capital city as both locals and tourists take the available services. However, the needs of these two groups are quite different that cause enormous challenges for the management of the area and local government of the Seventh District related to sustainability. From the beginning of 2000 several development actions have taken place as some of the formerly ruined buildings were renovated and popular summer clubs, restaurants and ruin pubs were moved into this area. It definitely changed the attitude of the visitors and the inhabitants toward the Jewish District because due to these processes higher quality services became available.

However, problems still exist in connection with the daily operation of the area. As it revealed from the online questionnaire, tourism professionals often receive complaints from their guests concerning general cleanliness or accessibility. Besides, tour guides also noticed that higher level of safety and security should be ensured in the area in order to avoid vandalism, noise and stealing. In addition, they also highlighted that the reduction of the traffic of the area or turning the Dohány Street into a pedestrian street could make the whole area better for both tourists and locals.

Fortunately, tourists do not discover these serious problems according to the results of the content analysis. Reviewers are mostly satisfied with the Jewish District and its facilities mainly because it can give a very unique experience for them. Beside the impressive buildings and attractions, they have an excellent opportunity to get to know the Jewish culture better as there is a huge amount of Jewish shops, restaurants in the surroundings of the Synagogue. In addition, this area is the home of the largest Jewish community of Central Europe. However, visitors also realized the need for higher level of safety and security because of the crowd and pickpockets.

On the whole, based on the results of the examination the operation of the Great Synagogue and the Jewish District is quite sustainable as locals and tourists can live side by side. Nevertheless, there are several issues and problems that should be solved in the near future in order to ensure this peaceful state for a longer period of time.

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DOROTTYA BODNÁR, MELINDA JÁSZBERÉNYI & KATALIN ÁSVÁNYI

SUSTAINABILITY IN MUSEUMS OF BUDAPEST – AN EXPLORATORY RESEARCH

The paper summarizes the results of the research executed in 2016 among 15 museums and exhibitions of different size in Budapest. The research involved deep interviews with museum leaders and observation of the institutes' exhibitions and other activities. The aspects of the research were target groups, method of interpretation, interactivity, marketing, involvement of volunteers, etc. Four important factors seem to influence visitor numbers the most, such as location, historic building of the museum itself, general attribute of the topic treated and the level of interactivity. Results were analysed in the frame of new museology, a new paradigm, in relation with museum development and operation which have to be taken into consideration by all leaders in these attractions. Museums have the responsibility of sensitization of the public regarding the importance of different topics and the value of heritage, treated among the walls. If they do not accept the methods of interpretation fitted to new generations or to anyone living in the rushing world of the 21st century, then they won't be able to attract enough visitors for their sustainable operation and for the fulfilment of their goals. Sustainability of museums was evaluated on the basis of environmental, economic and socio-cultural points of view. Mostly all factors, analysed during the research affect one or more of the above-mentioned aspects of sustainability.

Literature review and methodology: New museology

The environment of museums has been changed since the late 20th century, as visitors' demands nowadays are different from those of the previous generations. Museology is the entirety of theoretical and critical thinking within the museum field (Mairesse & Desvallées, 2010). New museology evolved from the perceived failings of the original museology, and was based on the idea that the role of museums in society needed to change (McCall & Gray, 2014). In the 1970s museums in Britain were seen as the symbols of "national decline" (Hewison, 1987). In 1971 it was claimed that museums were isolated from the modern world, they were considered as elitist, obsolete institutions and a waste of public money (Hudson, 1977). The theory of cultural legitimacy (Bourdieu, 1979) strengthens the elitist attribute of museums, as the consumption of culture is said to reveal the individual's intention to affirm his or her social standing. Being elitist meant also that museums were 'cultural authorities' upholding and communicating the truth

(Harrison, 1993), the only truth that could exist. The needs of a narrow social group determined exclusively the role of museums (Hooper-Greenhill, 2000). According to this, the major role of museums was to 'civilise' and 'discipline' the mass of the population to fit their position within the society (Bennett, 1995), through differentiating between 'high' and 'elitist' cultural forms which were worthy of preservation and 'low' or 'mass' ones (Griswold, 2008) which were not. Several sensitive or less important topics were left out of the walls of museums for this reason.

At the end of the 20th century management and curators were forced to change their attitude and standards, as the perception of museums among visitors had become fairly negative. Museums found it difficult to compete with other tourism attractions, their image of being boring and dusty places (Kirshenblatt-Gimblett, 1998) had to be changed. "Dead" displays, static exhibitions had to be revitalized to become "living" ones (Urry, 1990).

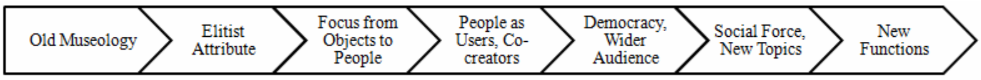

Figure 1: Way from Old to New Museology (Source: own compilation)

Focus on people

Museums had to change their focus, according to the interest of visitors, the needs of the contemporary society and therefore focus more on the people themselves, than on artifacts as part of collections (Simpson, 1996). "In a museum display, the object itself is without meaning. Its meaning is conferred by the 'writer', that is the curator, the archeologist, the historian, or the visitor who possesses the 'cultural competence' to recognize the conferred meaning given by the expert." (Walsh, 1992) Meaning-making is the key of modern museums, it cannot define important and less important heritage. Interest has to be created by the museum. Therefore interpretation of a given object is getting to be more and more important; it can be even more interesting than the object itself. "The question is not whether an object is of visual interest, but rather how interest of any kind is created" (Smith, 2003). People of the contemporary society are users of objects and sometimes even creators of artifacts within the museums (Simpson, 1996). Visitors play an active role, having controller and curatorial functions regarding exhibitions (Black, 2005, Kreps, 2009). Raising the interest of the audience requires engaging topics, that are worthy to get involved and that inspires creativity. Co-creation is the involvement of visitors in the artistic or creative procedure, resulting something of interest. Important focus is that art, history and other topics should not be interpreted only in one way, there should be more discussion, more involvement of visitors, who would not be any more simply observers, but active ones. Varied form of representation should be accepted in museums, if not, than we would move towards “a homogenized monopoly of form, which in itself is an attack on democracy” (Walsh, 1992). Vergo (1989) states that new museology promotes “an open institution towards the public that focuses on the active participation of the visitor, which functions as a platform, that generates social changes.” On the other hand, the new role of museum can be questioned, taking into consideration its classic values, and the deep knowledge of its curators. “If a museum puts the perceived needs of people before its collections, then the collections lose their importance and value” (Appleton, 2006). Having had to change their attitude, the roles within the organization of museums have changed as well. As any other service provider that focuses on a complex touristic experience, managerial functions in these institutions came to the foreground. “The role of curators had been ‘downgraded’ […] and more managerial layers have been placed between them and high-level decision makers” (McCall & Gray, 2014). On the other hand professional, scientific background is very much needed for the accuracy of these institutions, which might get overshadowed as the outcome of the previous changes.

Social context

Social issues are tackled by widening the audience of the museums, by becoming less elitist institutions, whose operation was previously defined by a small group of society. Museums’ role turned out to be the generator of ‘cultural democracy’ (DCMS, 2006). Nowadays there is a greater accessibility, wider public participation in museums (Stam, 1993, Ross, 2004), which have to be “more responsive to their public, they have to diversify and target niche markets as other service providers” (Smith, 2003). People need also a more understandable communication style, which is more interdisciplinary (Vergo, 1989), which links different topics and interests. Museums try to target previously under-represented groups to engage them in the frame of their audience development strategies (Black, 2005). “This requires shift in styles of communication and expression compared to classic collections-centered museums” (Mairesse & Desvallées, 2010).

As museums take into consideration a wider social group as audience, they might overcome their previous intention of focusing on ‘soft’ history, and not tackling controversial or conflicting topics (Swarbrooke, 2000), so that they might initiate discussions about discrimination and inequality within society (Sandell, 2007) as well. Dialogue is greatly important for contemporary society, which is the outcome of the multicultural environment (Vergo, 1989), featuring the 21st century. On the other hand emotions are just as important, considering, that during a museum visit, engagement of the visitor might be reached only if she/he is not only an observer, but also the exhibition raises some kind of feelings. As the previously mentioned under-represented groups get to be the target of museums, and as more possibility is given to visitors to shape their own point of view in a more liberal museum environment, the trend of cultural empowerment (Harrison, 1993) becomes even more a central point. “Museums should be effectively ‘peoples’ universities’, they potentially have a positive, democratic social force” (Merriman, 1991).

Functions

Researchers have proved, that leisure and entertainment are strong motivations to visit museums (Moore, 1997, Packer & Ballantyne, 2002), after these, learning, as a motivation turned out to be secondary (Tomiuc, 2014). The focus of museums in general, therefore their main function, had to be changed towards being a recreational institution centered on the audience and its needs (Vergo, 1989). “The museum nowadays is influenced by the consumption society and the entertainment era, aiming to transform art and culture in a spectacular performance” (Vergo, 1989).

International Council of Museums (ICOM) in 2007 defined “A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment”. Edutainment is in central focus, as a successful method of information transmission. ICOM has completed its statement with the following: “The definition of a museum has evolved, in line with developments in society”.

Museums have the responsibility of facilitating the interpretation of objects, and artifacts by visitors. It has to be able to show connections between pieces never found in the same place at the same time together, based on the knowledge of curators it might reveal relationships that would never be realized without their help. The way of presenting a collection is therefore crucial (Kirschenblatt-Gimlett, 1998).

Interactivity in museums

Bodnár (2015) summarizes trends leading to virtualization regarding heritage attractions, such as museums. Several factors impact museum environment and visitors’ needs, such as spread of Info Communication Technology (ICT), dynamic devices used in museums, visitors' arisen level of stimulus threshold, their need for multiple interpretation and quick filtering of information in exhibitions.

ICT such as multimedia installations, mobile applications provide special attraction to the experience-focused tourism demand. ICT is a driving force for innovation in tourism fields, which is very much needed in the revitalizing of museums. The question regarding museum development is not whether to use these devices, but how we can strengthen the most their impact, resulting a deeper, richer, and more immersive visitor experience (Tomiuc, 2014).

In museums, visitors can meet several dynamic devices (e.g. audio-visual and hands-on instruments, interactive maps), which have completed or substituted classical static instruments (scale-models, photos, descriptions) in the last decades. For museums it means a serious challenge to attract the potential 21st century's technophile visitors.

A certain level of stimulus threshold is set by the every-day life of visitors, who are interconnected 24 hours a day. They are surrounded by audio-visual devices, that provide media content, which pushes the limits continuously.

In general, museum management (sales and promotion) face the hurdles of the same kind, namely tourism demand seems to be weaker towards the classical cultural values, on the other hand sensibility towards technological innovations, cultural differences and extremities are much stronger. Different dynamic devices and multiple interpretation opportunities based on several instruments and methods will likely be basic requirements to attract visitors efficiently. For each target group a different amount and quality of information is needed; they interpret the information in different ways. To deliver the message of an exhibition varied methods should be used based on the attributes and needs of these groups.

At the same time visitors' concentration capacity decreases; they are able to focus on the same content and on the whole attraction for a shorter period of time. Visitors scan museum signs or content of devices quickly and filter them effectively for information. Effective information transmission, supported by different interpretation methods is crucial in terms of museums' educational function.

Methodology

In the present article the results of a research will be analysed, which focused mainly on touristic aspects regarding museums' operation in Budapest, Hungary. Between February and May, 2016 third year tourism students from Corvinus University of Budapest conducted a survey among 15 museums in Budapest, with the supervision of Dr. Melinda Jászberényi and Dorottya Bodnár, PhD student. Students worked in groups of 4–5 people. Results of primary research were analysed together with secondary data (visitor numbers and their components regarding the institutes).

An additional primary research was done during the evaluation period: analysis of ranking of involved museums on TripAdvisor.

The main primary research, conducted by university students was divided into two parts, observation and deep-interview. First part of the research was observation and evaluation of each museum on the basis of the following factors:

– target groups of the museum – whether they overlap or not with each other, when analysed from different point of views (communication; applied devices; language of museum communication; topic),
– use of modern and interactive devices in the museum (touchable objects, devices; films; audio devices, sounds; mobile application; games for individuals or groups; dressing up in costumes; touch screens; audio/visual guides; others),
– and visitor friendly signs regarding language and content.

Second part of the research included deep-interviews with managers of the museums. In the frame of the interview, questions focused on the following areas: exhibition (type, frequency of change, target groups, interactive devices used in the exhibitions, visitors' feedback), opening times, components of visitor numbers, museum pedagogy, guided tours, cultural programs, income generating activities, marketing, voluntarism.

Main research questions were the following:

– How does economical, environmental and socio-cultural sustainability appear in museums?
– How do these factors affect each other?

In the frame of the research convenience sampling methodology was used, museums were chosen on the basis of availability. Regarding location sample is focused on Budapest, chosen museums and exhibitions are different from several points of view, such as size, location, visitor number, topic. The methodology allows to conduct an exploratory research of the topic.

In the first part of the research structured personal observation was applied in a natural environment. The aim was the analysis of a touristic environment from different points of view. Aspects of observations were clearly defined. Observers' intention was known by the museums, however no personal interactions (e.g. participation on guided tour) were analysed, but every-day operation of the institute could have been traced by the observers (e.g. operation of IT devices).

Individual deep-interview as a method was chosen to explore several aspects of museums' work in a personal conversation. Half-structured interviews were done, as questions, topics were defined, but they were partly open-ended questions, which could be discussed in a way, depending on the interviewer. Objective data about the certain museum were collected, but at the same time opinion of a specific person was explored in the frame of the interview. Advantages of the research method are that, the interviewee is not affected by the other group members, as in a group interview, more aspects of the topics can be discovered, than in for example a questionnaire and there is a possibility of gaining a wide knowledge about a certain topic. Disadvantages are possibility of misunderstanding, time taking process and that, the questioner may influence the interviewee (University of Pécs, 2011).

Limitations of the research

Museums collect data with different methodology. Visitor numbers, and their components can be compared only on the basis of official cultural statistics, which are obviously restricted on some factors. Although cultural statistics might be as well misleading, as under the umbrella of one museum, more exhibition place can be listed, which are in some cases separated, in others they are presented in total.

A research, conducted by students has restrictions, mainly those having open questions, qualitative research elements. A quantitative, questionnaire-based research would have given more exact results, however fewer topics could have been analysed and no space would have been given to museum managers to express opinion regarding the topics.

Research done on the site of TripAdvisor have restrictions as well, as not all museums are listed and some appear in the lists more than once under slightly different names.

Results of the research – Observation

In the following section results of observation were analysed and in some cases they were completed with the results of the deep-interviews about the same topic.

Visitor number, location, historic building, topic, interactivity

From a touristic point of view, visitor number and number of full price tickets are the most important indicators showing the success of an institute or an exhibition. Among the observed museums, there are internationally well-known museums, such as the Hungarian National Gallery, which had the highest number of visitors, 332,572 people and also smaller museums, such as Museum of Óbuda with local significance. As it can be seen in *Table 1*, there are two groups of museums, based on the number of visitors. Group 1. consists of nine institutes, that reach more than fifty thousand visitors a year, Group 2. consists of six institutes, that reach less than fifty thousand visitors a year. The visitor numbers collected by the Ministry of Human Resources are used throughout the study. These data – shown in the table – do not include the number of participants on cultural programs, organized in the museums, which can be even 20% of the visitor number or more.

Table 1: Number of visitors
(Source: Cultural Statistics, Ministry of Human Resources)

	Name of Museum	**Number of visitors, 2015**							
		In total	**Full price ticket**	**Discounted ticket**	**Free of charge**	**Ratio of Free of charge (%)**	**Students**	**Foreign visitors**	**Ratio of Foreign visitors (%)**
Group 1.	Hungarian National Gallery	332,572	113,583	133,978	85,011	26	44,696	99,772	30
	Hungarian Jewish Museum and Archives*	205,000	100,000	75,000	30,000	15	50,000	100,000	30
	Hungarian National Museum	202,714	107,715	7705	87,294	43	30,542	50,000	25
	Hungarian Natural History Museum	162,220	29,837	84,717	47,666	29	48,323	8000	5
	Ludwig Museum of Contemporary Art	111,707	21,034	47,784	42,889	38	11,470	19,000	17
	Budapest History Museum	99,220	25,714	26,862	46,644	47	15,988	60,000	60
	Museum and Library of Hungarian Agriculture	91,130	45,000	37,119	9011	10	17,521	6500	7

	Museum of Applied Arts	82,484	30,665	30,593	21,226	26	10,928	51,140	62
	Petofi Literary Museum	77,092	8216	28,359	40,517	53	39,008	5890	8
Group 2.	Semmelweis Medical History Museum, Library and Archives	33,998	6731	7992	19,275	57	0	6000	18
	Museum of Óbuda and Goldberger Collection of Textile Industry	13,936	3266	939	9731	70	4243	45	0
	Hungarian Museum of Trade and Tourism	10,971	2292	4084	4595	42	1946	438	4
	Hungarian Museum of Theatre History, Gizi Bajor Actor Museum	7029	865	3810	2354	33	2785	50	1
	Budapest Gallery**	6000							
	Béla Bartók Memorial House**	3000							

Some of the institutes have a high ratio of visitors, entering free of charge, in some cases 60–70%; this makes it harder to reach sustainable operation. Retired people based on law enter for free in high volume, mainly during weekdays. Most all museums have 25–45% of free visitors; the lowest ratio is in the Agricultural Museum (10%). Regarding foreign visitors there are only four big museums, that perform over 25%. This might be simply the result of a good cooperation with tourism service providers (such as travel agencies) or can be based on other factors, as analysed later. Ratio of foreign visitors can also be compared with museums' position on Tripadvisor, the world's biggest travel site, with user-generated content. Two searching categories were analysed, such as "100 Museums of Budapest" and "Things to do", as shown in *Table 2*. The four best-ranked institutes have the highest ratio of foreign visitors, but they are not the most visited ones overall. Some of them are seated in historic buildings, which are frequently visited only from outside, that could result also a good review on the page.

Table 2: Rating of museums on Tripadvisor (Source: own compilation)

Name of Museum	**Ratio of Foreign visitors (%)**	**Tripadvisor**	
		100 Museums of Budapest	**Things to do**
Hungarian National Gallery	30	8	46
Hungarian National Museum	25	7	45
Hungarian Natural History Museum	5	34	181
Ludwig Museum of Contemporary Art	17	22	123
Budapest History Museum	60	13	91
Museum and Library of Hungarian Agriculture	7	17	100
Museum of Applied Arts	62	11	78
Petofi Literary Museum	8	58	
Semmelweis Medical History Museum, Library and Archives	18	28	
Museum of Óbuda and Goldberger Collection of Textile Industry	0		
Hungarian Museum of Trade and Tourism	4	41	
Hungarian Museum of Theatre History, Gizi Bajor Actor Museum	1		
Hungarian Jewish Museum and Archives*		16	
Budapest Gallery**			
Béla Bartók Memorial House**			

During the analysis of primary and secondary data, it seems that there are four factors which explain number of visitors: central location, the historic building, the generality of the topic, or the level of interactivity in the exhibition. These four factors are analysed regarding the museums involved in the research. Evaluation of interactivity is part of the primary research; the other three factors are secondary data.

Location can be traced on the map of *Figure 2*. Museums of less than 50,000 visitors are signed with grey spots, whereas those of more visitors with black spots. Circles show the most popular touristic areas of the city centre.

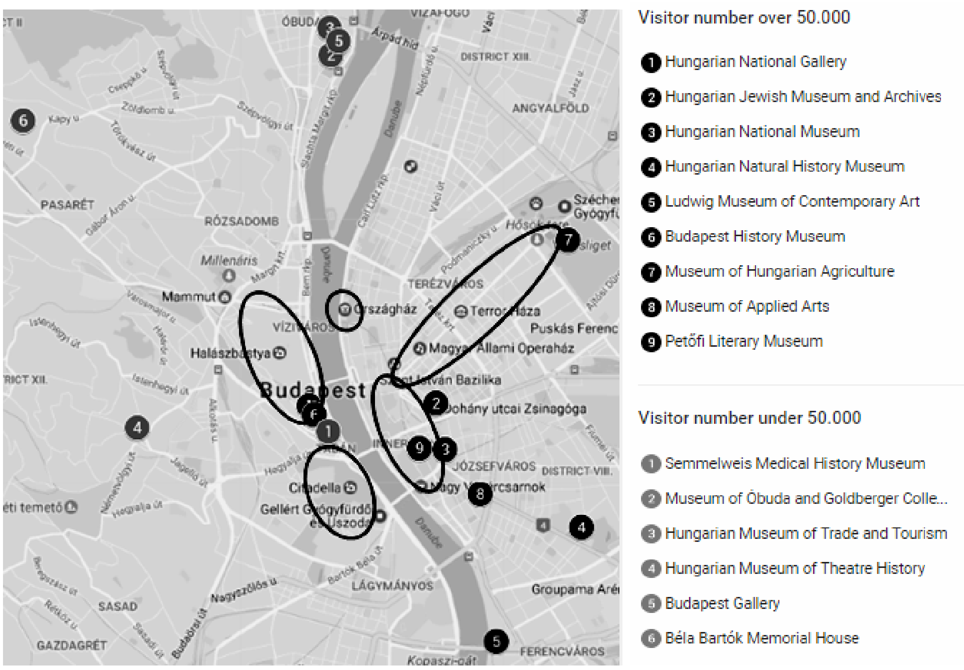

Figure 2: Location of museums in Budapest (Source: own compilation)

It is clear that the most visited museums are right in the centre; some of them are actually part of popular guided tour routes, taken by each bus tour or foreign groups.

Some of the museums are hosted by historic buildings, which are attractive on their own. The image of museums are strengthened by this factor, important monuments, situated in the centre of the city are stops of walking guided tours or bus tours, however only some of them can attract visitor groups or travel agencies to enter them, and spend some time inside as well, not only taking some pictures outside. Interesting example is the Museum of Hungarian Agriculture, which is situated in Vajdahunyad Castle, in the city park, in the neighbourhood of Heroes' Square, one of the most visited open-air attractions of the city. The courtyard of the castle can be visited free of charge, therefore the museum itself could not really profit from the millions of tourist wandering around it each year, before they opened two towers of the castle for visitors. In 2015 91,130 people visited the museum, and approx. fourty-five thousand more people climbed up to the tower. Yet, this activity is short enough to fit in the tight timetable of guided tours as well. One exception is important regarding this factor, as Ludwig Museum of Contemporary Art with its 111,000 visitors is based in a modern, scenic building on the side of the Danube River. Its exhibition is partly interactive, its collection is significant, treating a general topic, but situated outside of the centre. The building is shared with the Palace of Arts, a great concert hall, together which they have a cooperation: guest of concerts can visit the museum free of charge at last on the day of the show (approx. three thousand visitors a year).

Generality of the topic, treated by the museum and the volume of its collection of art pieces (in some cases more than 100,000 works) is determining as well. In Group 1. there is only one institute (Petőfi Literary Museum) which focuses on a narrower topic, as its permanent exhibition is about Sándor Petőfi, the most well-known Hungarian poet. Its temporary exhibitions though treat different aspects and artists of Hungarian literature. On the other hand medical history, theatre history or trade and tourism seem to be too narrow topic even if some of them are presented in an interactive, modern way.

Evaluation of interactivity, as a factor is based on the results of the primary research. Petőfi Literary Museum is located in the centre, as is one of the most interactive and visitor-friendly institutes among the observed units. The Natural History Museum treats a general topic, with an outstanding interactive exhibition, but is located outside of the centre in a partly historic building, which is less significant than those of the centre. Both of the museums have mostly Hungarian visitors, but are in Group 1 because of their high popularity.

Another aspect of visitor number is the well-chosen temporary exhibitions, such as Robert Capa exhibition in 2014 in the Hungarian National Museum, which generated 42,000 visitors in five months. Temporary exhibitions usually change every 2–6 months, depending on its popularity, volume or cost. Permanent ones change every 5–10 years, some managers even said 40 years, or never, because of the lack of financial sources, however refreshment of permanent exhibitions would also be really important to attract visitors' interest again.

Visitor numbers changed in a different direction in every museum; trends cannot be traced in general. In some institutes there were huge changes in comparison with visitor numbers of the year 2013, which can be explained by some external factors. In Semmelweis Medical History Museum visitor number raised from 18,000 to 33,000 people, as Várkert Bazár, a significant development project of the neighbouring historic building was conducted. Trade and Tourism Museum had to move in the last 10 years, two times (in 2006 and 2011), the last time from the centre, to the outskirt of the centre. Visitor number (43.000 people in 2013) set back to 10,900 (2015).

Audio-visual and interactive devices

Managers said in many interviews, nowadays an exhibition cannot really be successful without interactive devices. Many of the museums possess some kind of interactive objects, but they still get outdated after a few years, even if they are not electronic ones. IT development is so fast, that those devices need to be replaced after 5–10 years, at the latest. Broken devices are said to be worse, than no devices at all from the visitors' point of view. Therefore during development of an exhibition, curators have to pay attention on the balance of IT based- and traditional, hands-on objects, when aiming interactivity. Without resources once modern exhibitions could easily get outdated and out of interest; after a while refreshment is necessary. Non-IT based devices (such as interactive scale-model or mechanic machineries) last longer, but still need to be renewed from time to time. Touchable (art) pieces can also be very attractive to visitors, as they can take in their hands and feel history, and if chosen carefully, these pieces can last forever. Results of observation shows nine out of 15 museums use touchable objects. These are partly (art) pieces, others can be replicas or something else. Visitor experience can be better as all five senses are used, not only seeing and hearing, as usual, but also smelling, touching and tasting. The interpretation method can also become boring after using the same for many times also in different institutes, therefore creativity is an overall important factor, yet only a few unique devices were mentioned in the 15 museums.

According to the results touchable objects and audio devices (sound, music, speech...) are applied the most in the observed museums. It is important though to make a difference between real interactive devices and automated ones. A film or an audio can be interactive as the visitor has some kind intervention opportunity in the process, or just simple audio-visual devices, if they can only be watched/heard or not.

Research shows that for development of modern electronic devices institutes usually do not have financial sources, therefore they mainly use modern IT only in temporary exhibitions, as they believe in permanent ones they cannot follow IT development quickly enough. Although permanent exhibitions should be the most attractive ones, providing a stable, high-quality basis. Museums finance temporary exhibitions mainly from different tenders, and financial supports, development of permanent ones would cost much more, and the work would also last much longer. Another solution by many institutes is to use interactive devices, games only during museum pedagogy programs. It's a bad way of thinking though to lock up interactivity in a separate room, instead of interpreting the whole exhibition on time with the suitable devices. Among the observed museums less used interactive devices or methods are mobile applications and dressing-up opportunities (two out of 15 museums use them). Six out of 15 museums use the following more popular devices, such as films, touch screens, audio/visual guides, games (individual/team).

Table 3 shows a categorization of museums on the basis of the previously analysed four important factors: whether it's seated in a significant historic building; it has central location; it treats a general topic, having huge and significant collection; level of interactivity in the exhibition.

Table 3: Number of visitors and four important factors
(Source: own compilation based on Cultural Statistics)

	Name of Museum	**Number of visitors**	**Ratio of foreign visitors (%)**	**Building**	**Location**	**General topic, collection**	**Interactivity**
Group 1.	Hungarian National Gallery	332,572	30	√	√	√	x
	Hungarian Jewish Museum and Archives*	205,000	30	√	√	x	x
	Hungarian National Museum	202,714	25	√	√	√	√
	Hungarian Natural History Museum	162,220	5	x	x	√	√
	Ludwig Museum of Contemporary Art	111,707	17	√	x	√	x
	Budapest History Museum	99,220	60	√	√	√	√
	Museum and Library of Hungarian Agriculture	91,130	7	√	√	√	√
	Museum of Applied Arts	82,484	62	√	x	√	x
	Petofi Literary Museum	77,092	8	x	√	x	√
Group 2.	Semmelweis Medical History Museum, Library and Archives	33,998	18	x	√	x	x
	Museum of Óbuda and Goldberger Collection of Textile Industry	13,936	0	x	x	x	√
	Hungarian Museum of Trade and Tourism	10,971	4	x	x	x	√
	Hungarian Museum of Theatre History, Gizi Bajor Actor Museum	7,029	1	x	x	x	x
	Budapest Gallery**	6000		x	x	x	x
	Béla Bartók Memorial House**	3000		x	x	x	x

Table 3 shows, that those museums can reach higher visitor number, which correspond at least two out of the four factors. To conclude historic building and central location are important factors, but any of these factors can be supplemented by interactivity or general topic/huge collection, as in the case of Natural History Museum, Ludwig Museum, Museum of Applied Arts or Petőfi Literary Museum. Natural History Museum for instance has more than 162,000 visitors yearly, out of which only 5% is foreign tourist. It's located outside of the centre, seated in a partly historic building, treating one of the most interactive exhibitions in Budapest in a wide, general topic that makes it really popular among Hungarian families with young children.

Visitors' feedback regarding interactive devices is usually that they like them very much, they raise visitor experience, and they get deeper knowledge with their help. Experiences of operators are that not all visitors have good attitude towards devices, they often get broken, and they need continuous supervision and maintenance, as "broken device is worse than a non-existing one."

Target groups

Apart from some exceptions, museums can identify correctly their target groups, and it's consistent from different point of views. In the frame of the primary research observation focused on target groups, regarding communication, devices used in the exhibition, topic and context/language of museum signs/communication. Museums with outdated exhibitions, less interactive elements, or with a topic, which attracts elder visitors, see clearly that seniors, or more professional visitors could be defined as their target groups. Almost all institutes expressed their intention to attract more youngsters through social media; they usually gave students as project task either mapping of demand with e.g. questionnaires or evaluation of their communication and suggestion of new channels towards youngsters. Though it's important to face that without a fitting supply of the museum itself (devices, interpretation of topic, language), this target group could not be served successfully.

Trends regarding target groups can be concluded from the research, that group of students or retired people are usual visitors during weekdays, on the weekends though individual visitors are more plentiful. Attention of students under 14 years can be raised, they are frequent visitors, participating on museum pedagogy classes, on the other hand "secondary school students are mostly ignorant, cannot be attracted by anything" – said one of the managers. Then during university they are becoming more and more open again, young adults (between 20–30 years) are also interested. "Young adults' lifestyle is determining, if they are intellectual, interested in cultural programs, keen on going out and entertainment means more than clubbing" – she said. Seniors over 60 visit the museum and its programs the most.

Ludwig Museum of Contemporary Art has for e.g. a well defined target group that stands out from others, Ludwig visitor is typically 28 year old woman with higher education (Fehér, 2014, Bodnár et. al., 2015).

50% of managers said, that museums should be able to interpret its content to everyone, therefore they do not specify target groups. A progressive director said "museums in Hungary do not think of target groups yet, we cannot afford yet to build an exhibition to a specified group". Some curators seem to "create the exhibitions for themselves" without taking into consideration visitors' needs, as exhibitions are also the basis of professional recognition, which is obviously an important factor to the institutes as well.

Visitor friendly signs

Based on the observation, signs are visitor-friendly in almost 60% of the museums. Bad examples are too object-focused signs, without any stories and memories; too long descriptions full of professional terms; no signs at all. Good practises were catchy facts; more signs but shorter descriptions; just enough information; easily understandable. Museums treating interactive exhibition tend to use visitor friendly signs as well, comparison of data shows. Those museums which already pay attention to visitor-friendly services and supply tend to do it on many aspects of operation.

Results of the research – In-depth interviews

During the research, in-depth interviews were conducted as well, based on which the following topics can be analysed.

Museum pedagogy

In high season, school groups take museum pedagogy classes every day. Even in smaller museums, such as the Medical History Museum it turned out, that there is a class every day. Other small museums though allude to their lack of relationships with schools, because of their low number of students among visitors. In bigger museums, such as Natural History or Agricultural Museum 6–10,000 students participate each year in these programs. Popular programs are e.g. from cellar to mansard in historic buildings, possibilities for dressing-up in costumes, group games, handcrafting classes.

Institutes create several museum pedagogy programs to each temporary and permanent exhibition, focusing on different age groups, starting even from nursery school children. This seems to be already an evident part of an exhibition. There are often programs created to groups of visitors with some kind of disabilities (e.g. for the blind). In many cases managers said, that instead of having interactive devices, games or dressing-up opportunities in the exhibitions, they offer them during museum pedagogy. In this case though the exhibition itself may not result the same experience, as if the group would participate in the classes. Important question is, whether individual visitors, such as families are able to reach the same level of experience, without those interactive devices. Exhibitions should not have interactive and non-interactive sections; it should cover the exhibition as a whole. Curators have to get aware of that not only children need interactivity, games and entertainment in an exhibition but also adults. If an institute would like to widen its audience, than they have to offer something suitable to those people, who would not go in museums only with learning motivation.

Cultural programs

Visitor numbers collected by the Ministry of Human Resources do not include the number of participants on cultural programs organized in the museums, which can be 20% of the visitor number or more. Events and cultural programs can boost visitor numbers, according to the interviews, in some cases incomes can cover the costs of the organization, but it’s rare, usually they are even free of charge.

Institutes organize wide-range of cultural programs to different target groups. They introduce them during opening times, such as family days, and in the evening, such as KulTea in Trade and Tourism Museum, in the frame of which jazz concerts, wine-tasting and other popular events are organized. Approx. 50% of the museums ask for additional entrance fee for the programs, which are in most of the cases valid to some of the exhibitions as well. Many institutes organize events mostly free of charge, financed by different tenders, supported by the state or international funds. Typical programs are other types of art, such as visual or performing art, open universities, thematic programs connecting to special days, etc. Volume of events range from 30–40 people to one or more days long festivals, in case of which visitor number can reach 1,000 people a day (such as Arts Fair of Museum of Applied Art or Summer/Autumn Literary Festival of Petőfi Literary Museum).

As events seem to boost visiting successfully, therefore smaller institutes, such as Béla Bartók Memorial House organize almost as many programs (30–40 every half year), as the biggest ones, such as Hungarian National Museum (4–10/month).

Mostly every museum, involved in the research participates in important national programs, like Night of Museums, Museums’ Festival of May, Cultural Heritage Days, or cultural programs of its district/city, e.g. Spring/Autumn Festival of Budapest.

Guided tours

It is an important question during the development of a museum or an exhibition, whether it can be visited individually, or by guided tour or both. Out of 15 institutes there are only a few, which provide every day one or more guided tours, such as Museum of Theatre History, where 80% of visitors ask for a tour guide, Jewish Museum and Hungarian National Gallery as well. Some museums, mainly the interactive ones state that their exhibition space is not suitable for guides; visitors should discover the museum themselves. Several institutes offer tour guide only connected to festive period or celebrations, or just once a week in a previously declared topic and time. Feedbacks from visitors are mainly good, especially in case of special guided tours, such as when the guide is dressed-up in a costume, or a detective game is played at the same time, or a thematic walking tour is organized in the area of the museum.

Profit generating activities

Profit generating activities of museums are for example renting venues for events, which is obviously available in almost all institutes. Many institutes organize private/family events, such as birthdays, between their walls. Apart from these activities usually souvenir shops and cafés are operated. Shops are in many cases operating in the ticket office, not having an own room, to cooperate in a cost-effective way with the cashier in the reception. Only two of the museums have no souvenir shopping opportunities at all. There are five institutes, in which an independent partner operates the café, but in the same amount of places there are no cafés at all. In two cases the café, operated by a partner results conflict, as it does not fit to the demand and the target groups of the museum.

Marketing

Museums' marketing activity was also an important topic during the deep-interviews. Unfortunately it is clear that apart from one (Ludwig Museum) none of the institutes has significant yearly marketing budget, to plan with. All institutes declared that they have "minimal", "nothing" or less than 10,000 Euros for marketing costs. Some of them develop new temporary exhibitions or organize events with the financial support of tenders, and in the frame of these budgets, relating marketing costs can be calculated. In case of Ludwig Museum a budget of 100,000 Euros can be spent on marketing. Museums usually use website, newsletter, free promotional opportunities such as articles in local media, free banners on cultural websites, and social media, above all Facebook and YouTube. Social media sites are not harmonized with each other in many cases and are not always well-managed. In the frame of the research, groups of students had a project task with museums, who mostly asked them conduct a short questionnaire-based research (regarding visitors' needs) or to suggest marketing opportunities targeting youngsters. Museums themselves regularly survey visitors' needs in different ways, 33% of them have questionnaires at the reception or at the exit; 33% survey them during events or temporary exhibitions, rest of them do not conduct any kind of research.

Voluntarism

In almost every museum appears some kind of voluntary work. It may mean eight people a day, such as in National Museum, or just a few volunteers in general. There are three popular forms of the activity, retired people, who once worked in the museum, university students, who look for certain practice, or civil service of youngsters, which have been introduced in Hungary in 2016. Institutes can use older volunteers for more professional job as well, such as working with the collections or in the office. Younger people can be used more in public relations, information desk or caretaker in exhibitions. Some museums have special projects for youngsters, such as the Humans of Óbuda, which is an audio-visual project, in the frame of which volunteers take interviews and records of every-day figures of the district creating a contemporary artwork as a result. The institutes usually appreciate work of volunteers, however see its restrictions. Without continuous communication, training and appearance though, once large voluntary group can disappear after a few year. Some others though pay attention on the regular management of volunteers, which may result a stable supplement in workforce, and an important contribution to economic and socio-cultural sustainability.

Aspects of sustainability in museums

Why is all that important, such as visitor number, visitor-friendly services, and effective and interesting interpretation methods? Would it not be enough if museums would focus only on those visitors, who appreciate their traditional collection and information on their own, without any effort to make it more visitor-friendly, to create an experience with interactive devices, etc.? Apart from economic aspects, which can be bridged by state financial support, there are other interdisciplinary reasons for attracting visitors' interest by any means, and to raise visitor number by the help of it. *Figure 3* shows that, visiting heritage attractions, such as museums, as part of cultural tourism has long-term gains, which can be a common goal by museum and tourism professionals as well.

Visitor-friendly, interactive exhibition results in a good visitor experience, which will remain as a long-term good memory in people's mind. As good experience connects to a heritage attraction, such as a museum treating a collection on a specific field, visitors will concern the collection, the heritage itself valuable. In any case, if a visitor would become the decision-maker, that certain heritage/collection would also be something valuable to protect, which principle would be transmitted to future generations as well. This continuity guarantees that people would feel themselves responsible for heritage, through which its own sustainability would be secured.

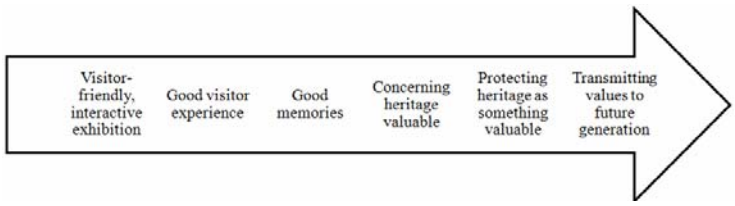

Figure 3: Long-term gains of interactive exhibitions (Source: own compilation)

Font & Harris (2004) refer as Triple Bottom Line (TBL) to the principle, that sustainability can be fulfilled only if it is reached in three fields, such as environmental, socio-cultural and economical. During the research, touristic aspects were mainly analysed regarding museums, as cultural attractions. Factors influencing sustainability from a different point of view can be seen on *Figure 4*; some of the factors affect even two or more aspects.

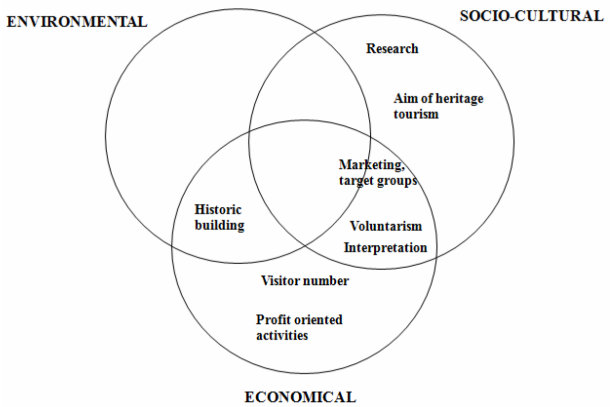

Figure 4: Factors of sustainability in museums (Source: own compilation)

Museum visits may affect environmental sustainability from many points of view (such as selected waste collection in museums or environmentally responsible image, that could be communicated through marketing tools), but focusing on the factors arisen during the current research historic building itself can be mentioned. If an institute is seated in a historic building, then because of the limitations by heritage protection, its maintenance, restoration or development can hardly consider the most environmentally-friendly solutions. That affects economic point of view as well, regarding utilities and cost-effectiveness. Operating a museum is a non-profit activity, apart from some exceptions, however museum managers mentioned usually café, souvenir shop and other profit-generating activities, such as event space rental or event organization (e.g. birthdays), that could contribute to economic sustainability.

Economic and socio-cultural points of view connect through many aspects, such as marketing and target groups, interpretation methods or voluntarism. Marketing has a crucial role in raising visitor numbers, by reaching the well-defined target groups through well-chosen communication channels and transmitting the right messages. If a museum's supply suits visitors' needs, than obviously it has to be communicated as wide as possible. On the other hand socio-cultural sustainability is tackled as well, while as a result of changes in New Museology, wider audience is welcomed in museums in comparison with earlier times. Museums became less elitist institutions, whose operation was previously defined by a small group of society and now their role turned out to be the generator of 'cultural democracy' (DCMS, 2006). Cultural democracy enlarged targeted groups as well. Marketing has further social responsibility, as it has to strengthen long-term gains of interactive exhibitions, as described previously, by communicating values of heritage directly towards visitors as well.

Well-chosen interpretation methods help to reach the above-mentioned long-term socio-cultural gains by resulting good visitor experience in interactive exhibitions, which focus on the needs of different target groups. Although as discussed in the evaluation of the research, managers underline the risk of IT devices, as being vulnerable. For cost-effective reasons museums usually use interactive IT devices in temporary exhibitions and more traditional, mechanic devices in permanent ones, as financial resources are not provided usually to follow IT modernization. Therefore visitor experience can get damaged if economic factors are taken more into consideration.

Voluntary workers can support economic sustainability, as workforce can be supported or in some cases substituted by it. It has a positive economic impact only if a well-organized system is set-up, with database, training, coordination and non-financial remuneration if possible. Voluntarism on the other hand has important role in community-building, taking social responsibility and providing an aim or opportunity, for those in need.

Socio-cultural sustainability is affected by the tasks of museums in general, from which research was mentioned in one interview, saying that international success on the professional field can substitute a high number of visitors. Although in this case, long-term gains described above cannot be reached by the same institute.

Summary

Analysis was conducted with regards to the principles of New Museology, a new paradigm in museum studies. Functions of these institutes have been changed (nowadays they are more like social space), just as the treated topics. Social context has become a focus point, social issues have been tackled, and as a result, wider audience could have been targeted. Exhibitions' focus has also been replaced, from objects to people.

Analysis of the research resulted that targeted groups mostly overlap with the supply of the museums; in many cases this means seniors or professionals. Though almost every institute wish to open towards youngsters, however most of them without possessing a suitable supply for this target group. Number of visitors is determined by four factors: location, historic building, general topic/large collection, level of interactivity. Authors assume, that corresponding two out of the previous four factors result large visitor numbers (over 50,000 people a year). Location and historic building seem to be the most important factors, but any of them can be replaced by a general topic/large collection or level of interactivity.

Most of the museums recognize the need of modern devices, but cannot afford the development. Some of them use creative solutions to attract visitors; some others though cannot overcome traditional museum operation, however it does not always depend on financial possibilities. Museums along with heritage attractions have an important role in education, which cannot be realized currently without applying the principle of edutainment and well-chosen interpretation methods. Major part of the visitors are school groups and seniors, secondary school students are the most difficult to attract, managers said. Several museum pedagogy programs are offered in almost all museums, however it is important to realize that it is not enough if interactivity is restricted only to these classes. Interactivity should embrace the whole exhibition and additional museum pedagogy programs should be offered. Wider audience should also be targeted by these programs, not only school groups, but also individual visitors, such as families and also adults.

Museums tend to use interactive devices more in temporary exhibition, as financial sources, mainly tenders makes it possible. These resources cover also some marketing costs, whereas yearly budget usually does not include it. Museums with interactive permanent exhibition tend to use visitor friendly signs as well.

Museums organize various cultural programs, which boost visitor numbers a lot. Approx. 50% of the programs can be visited free of charge, some others can cover their own costs as well. Among profit-generating activities renting venues is available in almost every cases; souvenirs can be bought almost everywhere, however not in large number, or in a separate shop, therefore cannot really contribute to economic sustainability. Cafés – where available – are usually operated by independent partner organizations.

Research showed that all three aspects of TBL regarding sustainability appear in museums. Mostly all analysed factors (visitor number, interactivity, historic building, voluntarism, etc.) influence one or more of the above-mentioned aspects. Reaching socio-cultural sustainability is the common goal of museum and tourism professionals. An interactive exhibition fitting visitors' needs has long-term gains. Through good experience large number of visitors and also the next generations will appreciate heritage and collection of the museum and would judge them as something worthy for protection.

Future research opportunities have also been specified. During the analysis of primary and secondary data it seems that there are four factors which explain number of visitors: central location, historic building, generality of the topic, or level of interactivity in the exhibition. A future research would analyse in depth the four significant factors, after evaluating them on the basis of a well-defined system, and explore the impact of each on visitor number.

Acknowledgements

Authors would like to thank to all the participating museums, their workers, and managers who were at the researchers' disposal, and to all the students of Corvinus University of Budapest, who conducted different phases of the research.

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VIKTÓRIA KRÉMER & ÁGNES RAFFAY

PROMOTING MUSEUM EDUCATION PROGRAMMES IN VESZPRÉM COUNTY, HUNGARY

Museums have been regarded as the guardians of our heritages and in order to protect and promote their sustainability. We have to look at the ways in which they further the understanding of those heritages. We focus here on the ways museums market their education programmes. Museum education programmes have a crucial role in preserving cultural heritage, as the participation of visitors provides an opportunity for learning about historical and cultural heritage actively instead of getting information passively. Museum education sessions introduce the exhibits in context, raising attention and are designed to make the learning process enjoyable. The basic aim of these programmes is to bring museums closer to people, but the question arises how the people can be brought closer to museums. This paper investigates how and where the most visited cultural (heritage) attractions in Veszprém County, Hungary communicate these programmes towards the potential visitors.

Keywords: museum education, interpretation, marketing communication

Tourist attractions

Tourist attractions are the number one reason why people visit a certain area, according to Ioannides and Timothy (2010) without attractions there would be no point in tourism. Visitor attractions are defined as sites that appeal to people enough to motivate them to travel there in order to visit them (Holloway, 1994), they are the "*raison d'ètre* for tourism, they generate the visit, give rise to excursions and create an industry of their own" (Boniface and Cooper, 2001:30).

Attractions can manifest in many forms, and on the basis of that they can be categorised in several ways. Basic classifications are based on the various characters of the attraction, like whether they build on natural or man-made resources, whether they are free or charge for admission, etc. Puczkó and Rátz (2000) propose attractions may be categorised according to three key issues:

- the characteristics of the attractions (e.g. natural or man-made, location in the narrow and the wider senses as well),
- visitors experience (e.g. cultural and historic, entertainment or thrill),
- the drawing power of the attraction (e.g. local, regional, national, international or universal).

Successful tourist attractions offer four important elements for visitors (Wanhill, 2008):

– entertainment,
– education,
– escapism,
– aesthetics.

The emphasis of these elements varies among different attractions and depends on the topic of the presentation. However, in general, an attraction focusing solely on education would attract only few visitors as further functions such as entertainment, the experience of aesthetics, or the opportunity for escaping from the daily routine are needed as well to make the attraction more valued. Attraction and visitor management must place emphasis on all four elements in order to be successful.

Pine and Gilmore (1999) illustrate how these elements relate to visitor experience the following way:

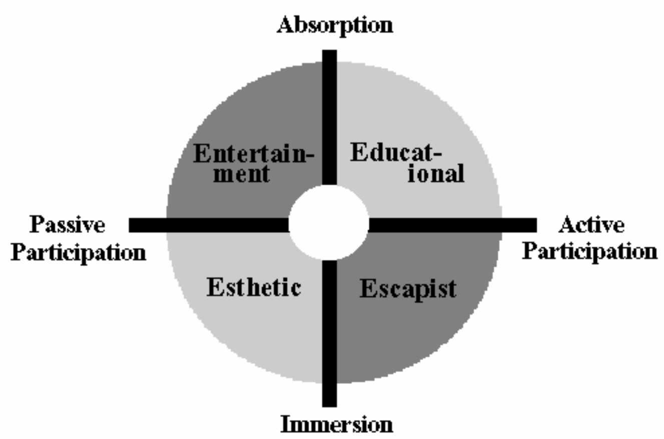

Figure 1: Factors influencing visitor experience
[Source: Pine and Gilmore (1999:46)]

The role of interpretation

Interpretation will allow for active or passive participation while visiting attractions. Visitor experience is affected by the quality of the guided tours and the interpretation in general. Moscardo and Ballantyne (2008: 238) suggest that “interpretation incorporates all the various ways in which attraction managers seek to communicate with their visitors". Interpretation is a combination of art, science and technology that are joined in order to represent the attraction more accurately. It is a partially educational activity whose main aim is to reveal and present natural and cultural resources. Interpretation can also be seen as a communication process that presents the contents and importance of these natural and cultural resources with the help of devices, objects and places (Edelheim, 2015).We have to emphasize that interpretation is not only one or more presentation tools, but a process that is itself culturally defined.

During the process of interpretation, we are sending messages to the visitors. In this sense, we can differentiate between interpretation based on one-way communication (using passive tools) and two-way communication where interaction between the visitors and the staff, or even amongst the visitors is possible (Puczkó and Rátz, 2000). Interpretation may take personal and non-personal form as well. Methods like demonstrations, role plays, storytelling and guided tools require the personal presence of a member of staff of the attraction while the non-personal tools such as various gadgets, touch screens, etc, allow visitors to gain experience by themselves while visiting the attraction.

Effective interpretation provides knowledge, it can enable the visitor to spend time in a pleasant, interesting and amusing way, collect experiences and memorize the most notable pieces of information. These make the visitor stay at the museum for a longer time by adding value to the visitors' interactions with the collections and exhibitions.

Experiences and the involvement of visitors

Along with the change of consumer habits, the need for experiences has increased, which is even more visible among young people. In today's world full of stimuli passive presentation is less and less able to hold their attention. Having realised this, cultural attractions and museums, where one of main segments is the young generation (mostly schoolchildren) in Hungary, they have to find out how to present their static collections in a way that is full of experiences. Various museum education sessions are suitable for this purpose and they try to make museum visiting an experience for the young ones (too). Some cultural attractions have the financial means to employ staff dedicated to undertake museum pedagogy tasks only, whereas in some places museologists prepare and provide these sessions alongside their other activities focusing on the preservation of the objects, items, research, etc. Although museum education should not to be narrowed down to the school-age generation only, it is rather typical that museum education sessions (at least in Hungary) concentrate only on the younger generations. Museum education sessions aim to turn children of different ages into museum visiting, and art understanding and appreciating adults.

School target groups

There is a significant importance to the partnerships between schools and museums. Schools are especially motivated in passing on knowledge in new ways and attending various programmes besides using the tools available at the school. Museums have a significant role in this, with the addition that they are essential in lifelong learning as well whereas schools take part in this process for a shorter time. The relationship of schools and museums is important also for museums as the majority of visitors are made up of school groups and getting to know this environment in an early age in the basis of becoming a regular museum visitor. (Vásárhelyi, 2009b)

Marketing communication of museums

More and more museums deal with marketing, which is really needed, as museums have more and more competitors in terms of culture consumption and spending free time. (Vásárhelyi, 2009a)

In order for schools to be informed about museum education programmes, the communication of the museums should be "school friendly". There is a duality in this, as the programmes are for children, however, communication should target teachers in the first place. This can be done by adding a separate page with information about museum education programmes to their own websites, or appearing on other websites or in professional magazines or journals dealing with museums or pedagogy. (Bárd, 2009) There are more and more museums that publish monthly, seasonal or yearly programme brochures, or send newsletters via e-mail. (Vásárhelyi, 2009b) Besides teachers, children can be targeted with contests and games or with appearance in children's magazines or websites. (Bárd, 2009)

Cultural (heritage) attractions taking part in the research

We examined the communication of museum education programmes in attractions in Veszprém county that present cultural heritage, have a significant number of visitors (thousands of people on a yearly basis) and offer some kind of museum education programme. The attractions included in this research are the following:

– Laczkó Dezső Museum, Veszprém,
– Szaléziánum Archbishopric Visitor Centre, Veszprém,
– Esterházy Mansion, Pápa (with sessions loosely related to museum education),

- Calvinist Collection of Pápa,
- Count Károly Esterházy Museum, Pápa (Blue Dye Museum),
- Thury Castle, Várpalota,
- Reguly Museum, Zirc,
- Vaszary Villa Gallery, Balatonfüred.

Research approach

In the first step of the research we analysed the websites of attractions. We examined whether museum education as a service appears on the website. If it does, what kind of programmes are offered, for what age groups, and how the museum makes these sessions and the attraction itself attractive with their communication on the website.

Apart from the website, we included other online appearances in the research, mainly information found on the most popular social media sites. We focused on Facebook and YouTube in the first place as these are the most widely used social media sites.

As the third element of the methodology we did interviews with the museum educators who work at the chosen cultural attractions or the leaders of these attractions. We asked them about the museum education sessions, the visitors reached (number, age group, ratio of returning visitors), and the activities and communication channels that popularize the programmes. When selecting the attractions, we were expecting to find museum education programmes for a wider range of audience therefore we were examining various communication channels, not only ones that are predominantly used by one or another segment of potential visitors.

Results

The websites of the attractions involved in the research are rather different in their character. Most of them are static websites, presenting simply the information on museum education programmes as part of the services offered; in some cases photographs taken at previous programmes accompany the information on these programmes. Some of the websites were displaying out-of-date information about and advertisements for events that had taken place two-three years earlier, which made it impossible for the potential visitors to decide whether these programmes are still available or not. The website of the Laczkó Dezső Museum in Veszprém can be highlighted as good practice, as it describes the wide range of museum educational programmes in an eye-catching way and in great detail (distinguishing them according to age groups and themes). The website of the Reguly Antal Museum and Creative Workshop can also be mentioned among the examples to follow as besides their description this offers a downloadable leaflet about the museum educational programmes. However, it must be noted the website of one of the analysed cultural attractions in Veszprém County does not refer to their museum educational programmes at all even though they offer these as part of their service. As we found out during the interview conducted with the person in charge of visitor management, they had even devised two different activity books for the museum education programmes for two different age groups. They consciously do not promote these programmes on their websites as in their reckoning this platform in not effective enough therefore they do not consider it necessary to display information on this kind of service on the website. Altogether we can conclude that the websites leave room for improvement in terms of the communication of the museum educational programmes, even the respondents were not fully satisfied in this respect with the websites of the attraction they represented, some of them suggested the promotion of these programmes would need more emphasis and should be presented in a more attractive way. However, there was no explanation elaborated as to why they do not address this issue.

The social media presence is even less characteristic of the sites involved in the research, only a few attractions use these communication platforms, and almost solely Facebook is used for sharing photographs of programmes and events that had already taken place. No doubt these photographs draw attention, but this online platform would offer excellent opportunities to promote upcoming programmes, and to create Facebook events for these which would make it possible to get provisional feedback on how many people would participate or how many are interested in the event at all.

The proactive use of social media is not typical at all at the sites we have analysed, we could observe a passive presence with some occasional communication about the events, without evidence of systematic use or strategic planning. This is hardly enough for the attractions to create effective communication with their visitors on Facebook. The Facebook profiles lack regularly updated content, and in general content which would provoke a reaction or would start a conversation, without which the attractions have no solid ground to build a community. Some respondents suggested that they would put more emphasis on their Facebook presence, which is a sign of potential positive changes.

We have not found any evidence for the use of the YouTube channel in any of the cases even though this would provide an excellent platform to display the experience that can be gained during the museum education programmes.

As we have could not have gained sufficient information about the museum education programme from the websites of the attractions, our first interview questions referred to the types of programmes, their main target groups, how many people they reach on average in a year, and how these activities are perceived by the public, to see whether they achieve their goals or not. Based on the responses we can conclude that the majority of the museum education offer is aimed at primary school pupils, only a few places consider raising the interest of secondary school students; and the oldest age group of the kindergarten children appears to be the secondary target group for these activities. One respondent indicated that their cultural institution is considering a simplistic painting activity for even younger children (attending crèche). Another of the attraction involved in the research offers activities for almost every possible age group; according to their promotion they are expecting people aged 3–99 for their museum educational programmes, but obviously with differentiated content for the different age groups. The wide range of offer allows this attraction to operate with a season ticket system, thereby using another incentive tool to make participation attractive.

Participation in the museum education programmes is not measured accurately at all the sites however, the estimated number of participants varies between 500 and 2600people (estimation based on the number of student or group tickets sold). The average group size ranged between 15 and 30.

Feedback on these activities can be considered even more important than actual visitor numbers. The interviewees were all happy to report very positive feedback on their museum educational programmes, which they had observed both in the form of repeat visits to the programmes and in verbal comments they had received from participants. Several attractions have reported on some schools which take the same year cohort to some activities year by year, furthermore, there are also classes that have participated in various different programmes. Some respondents have mentioned that they are aware of schools that opted for their activities or decided to visit them based on the recommendation of other schools.

During the interviews we have gained information about other communicational tools that the various sites use to reach the potential target groups. All the attractions we analysed have direct contact with the local schools (mostly primary, but in some case with the secondary schools as well), and in many cases also with the local kindergartens. Where the object of the exhibition is permanent, it is usually the teachers of the schools who initiate the contact with the attractions and make appointments for the activities, following the practice of the previous years. Several respondents have told us that due to the cooperation with the teachers going back for year good personal contact had developed between the teachers of the schools and the museums and other kinds of attractions, which certainly helps the flow of information as well as the adjustment of the programmes to the actual needs of the target group.

Some of the attractions design museum educational activities to go with their temporary exhibitions as well. In this case the colleagues of the attractions contact the schools (kindergartens) to inform them about the new offer. It must be noted however, not all the attractions employ a member of staff dedicated to undertake marketing activities solely, in most cases the museologists are responsible for promoting the attraction and their services, including their museum educational offer. Therefore their tasks and time are divided and they may need to focus more on the core of their job rather than the promotional activities.

Proposals

In order to improve the communication of museum education programmes substantially, it would be important to improve online and personal communication at the same time. There are three main areas which should be addressed so that improvement can be made. In online communication, the improvement of websites is such a key action to make along with being present and active in social media. Furthermore, building personal relationships is also of high importance and as we can see from the good practices, it is effective as well and can be recommended to museums.

When developing the website, it is important to keep in mind that with mobile devices being more and more widespread, traditional static websites are not suitable anymore. It is especially true with regards to tourist attractions, as during travelling browsing the internet happens mostly on mobile devices. Websites optimised for viewing on a computer screen are difficult to use on a much smaller screen. Therefore, the only acceptable designs for a new website are responsive ones that fit various screen sizes.

After creating a proper structure for the website, it has to be filled with content. It is not enough to upload the content once, but information has to be continuously updated, especially in case of changes in the programmes offered. It is important to include a separate section in the menu with the detailed description of each programme (what age groups it is recommended for, what areas of knowledge it covers, what kind of activities it includes, length and price of a session). In several cases such information is already available on the website. The task here is to pay attention to continuously updating the information. In addition, the sessions can be more attractive if an introductory video can be found on the website and if there are online exercises available for solving before and after the visit. If there is capacity for it, it is recommended to start a blog on the website, where news and actualities can be presented in a new, more informal and friendly way compared to the traditional, press-release-type news. However, it is more typical that museums have difficulties to find a colleague who has time for carrying out some basic communication besides their regular tasks and there are few opportunities for hiring new employees. This problem might be solved by setting up a community and involving the engaged museum visitors in communication. The blog for instance can contain articles about the sessions from those who attended. Furthermore, secondary school students can be involved in writing articles as part of the 50-hour community work that they are required to do before their final exams.

Social media is another important channel to use in the communication of museums. There are several tools that can effectively attract the younger generation. First of all, it is important to communicate the events in advance and not only post photos of it after it had happened. Facebook events are useful for letting people know about various programmes, as well as having a rough estimate of the number of people attending. If participants are encouraged to write comments and post photos about the event, these materials can be used for further communication as well.

Besides creating events on Facebook, museums should publish posts more actively, preferably on a daily basis. Posting fun facts, stories, quizzes regarding the exhibits, sometimes even adding some memes that can be related to museum or culture can make the museum's communication interesting and worth to follow. Videos can be also used for making communication more colourful. If there are only a few videos, Facebook is a perfect interface for sharing them. However, if several videos are created, it is recommended to start a YouTube channel. There can be short videos summarising what happened at various events, maybe complete presentations can be uploaded if there are such programmes. Furthermore, one or two minutes can be recorded from each museum education session and shared publicly.

As smart devices have become widespread, it is necessary for museums to think about how they can be used for their purposes. Social media, for example, is not only a channel for communication, but it could be integrated in the programmes as well. By creating Facebook pages or groups for the museum education sessions, museums can get an interface which can be filled with information and tasks for the session that students can access on their smart devices, making the session more interactive. Escape room type of tasks, for instance, are highly enjoyable and tools like QR codes can be integrated very well in the sessions.

So far we have dealt with the online presence of museums. However, there is another aspect of making museum education programmes more attractive. Personal contact between museum educators and teachers is crucial for creating successful long term cooperation between museums and schools. Among the main endeavours of both institutions there is the aim to educate students about culture in an enjoyable and effective way and turn them into people who are engaged in visiting museums and cultural events. In order to achieve this shared goal, a strong cooperation in needed. We could see from the interviews that word-of-mouth has an important role in attending museum education programmes. Several groups visit a certain museum because the teacher heard about the programme from colleagues. If these recommendations can develop to form a network, there could be a constantly high demand for museum education sessions. Network building can be started by getting in touch with teachers who has already been in the museum with a group. They can be sent newsletters and programme offers. In order to make newsletters really useful, besides the usual news and information, they should contain some activities and materials as well that can be used in class. Those who are especially engaged in taking the students to museums, can be appointed “museum ambassadors” and can be provided with all the necessary materials needed for informing fellow teachers and parents about the educational and free time opportunities at the museum.

Besides teachers, principals should also be approached. They can delegate the task of keeping contact with the museum to the teacher dealing with cultural activities, or if there is no such person at the school, they can just inform every teacher about the opportunities. Furthermore, parent-teacher associations could also be involved in communication. Thus, if museum education programmes cannot be fitted into normal school time, after school activities could be organised by the parents taking part in the work of these associations.

Some museums offer lessons at schools as well, which is very useful if there is no opportunity for the teachers to take the children to the museum. This is also a good way for raising students’ interest towards culture. It is recommended to offer at least one session that can be held at any location, so that everybody can be reached by some kind of educational programme.

Conclusions

This study aimed to give an insight into the promotion of museum education programmes and find the discrepancies in communication that influence the effectiveness of attracting participants to the sessions. Although museums play a crucial role in preserving cultural heritage, their efforts cannot be successful if there is only a low number of regular visitors. Museum education programmes help to turn the participants – mostly children – into museumgoers by adding entertainment to the functions of museums. In order to investigate the promotion practices of museums, we studied their presence in the online media including social media sites and conducted interviews with museum educators.

In the research we could identify some bad practices that hinder the effectiveness of promotion. Although museum education sessions are aimed to bring people closer to cultural attractions, most of the attractions involved in our research focus on a narrow segment only, namely primary school children, and hardly make use of the different communication channels. Most of the museums fail to update their websites regularly and they also show a rather passive attitude towards the use of social media. Some of them are present on such a platform, but proactive use is not typical. On the other hand, we found good practices, such as examples of well-structured, informative websites and effective direct communication with educational institutions. Currently, with the limited use of other channels, cooperation with teachers proves to be the most effective way of attracting groups to attend the sessions. We can conclude that the main issue that lies behind inadequate promotion is usually the lack of resources, such as time and professional marketing staff. Most of the museums try to overcome this hardship and do the communication as effectively as their limits allow. However, we also found example for having no intention to promote museum education programmes online. In this highly digitalised world this is clearly a bad practice that will show its negative effects on a longer term.

Future research may involve other museums throughout the country in the investigation in order to discover further good practices. As some of the museums have been offering these programmes for only a short time, looking at the long-term effectiveness of their promotional strategies in a few years' time could also serve with notable findings that might be utilised in developing the promotion of museum education programmes.

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THE EFFECTS OF THE FESTIVALS IN THE LIGHT OF SUSTAINABILITY

Festival tourism is a dynamically growing sector of tourism, the number of festival visitors are increasing, and the travel motivations for this reason are strengthening. The festivals use and shape their natural and social environments and they play an important role in the environmental, economic and social sustainability of their regions. Taking into account the tourism effects of festivals, it is important to interpret the issue of sustainability. Our main research questions are: How does the festival affect the lives of the local community? What does it cause in the economy of the region? How does it change the immediate environment? The research has two parts. Firstly, Hungarian festivals are analysed and evaluated on the basis of the information available on their websites. There are seven pre-determined criteria factors: 1. the quality of locals' lives; 2. change and enlargement of employment structures; 3. change of value-system; 4. development of individual, family and social relationships; 5. expressions of creativity; 6. local community organizations; and 7. change and preservation of traditions. The second part of the research was a series of interviews, where the main criteria were the same seven ones. The aim of the study is to highlight the most important points in terms of sustainability and to present positive examples of how festivals can positively contribute to sustainability issues.

Introduction

Festival tourism is one of the most dynamically growing area of tourism. It is proved by the European Eurobarometer Committee's research which mentions that festivals as the motivation for travelling since 2009, and the festivals also constitute a major attraction in destinations (IPK, 2008; Sulyok & Sziva, 2009). The economic impacts of festivals have been researched since the 1960s, however, the sociocultural effects have not been analysed expect some research (Rátz, 1999; Kundi, 2013).

The aim of our research is to examine how the festivals could impregnate to the life of local community and what impacts they have to the sustainability. It was analysed by content analysis of the festivals' websites and individual structural interview of festival organizers. Our main research questions are:

– How does the festival affect the lives of the local community?
– What does it cause in the economy of the region?
– How does it change the immediate environment?

Theoretical background

The relationship between festivals and tourism goes back for a long time. By the 21st century these events became one of the most important forms of celebration culture (Szabó, 2012). Besides the events organized for the locals, recently the number of festivals aimed to target tourist has risen so much, it would be hard to keep count of them (Smith, 2009).

Many researchers examine the concept of festivals; nevertheless, there is not any definition which is commonly accepted. According to Getz (1997) the festival is identified as attraction, image builder, and the animator of static attractions and the catalyst of development. The definition of the Hungarian Festival Association has more concrete points: all the cultural, artistic, gastronomical, sport or other series of events could be named festivals which are themed (one or more themes, organized regularly in one or more locations, with a previously announced programme and they aim to provide an experience that has high quality, transmits values and knowledge but also it is an enjoyable leisure social activity) (Inkei, 2010).

According to the data from 2011 and 2014, art festivals are dominant in Hungary. The most common is to find festivals with a few thousands or a few ten thousands visitors. The ratio of foreigners is decreasing, which means that festival tourism is becoming a more and more important motivational factor for travelling as part of domestic tourism (Ásványi & Márta, 2016).

Font & Harris (2004) referred to the Triple Bottom Line (TBL), which means that sustainability has three aspects: environmental, social and economic. The cultural aspect was later added to the social part (Getz, 2009 in Andersson & Lundberg, 2012). There are a lot of events which have taken into account other issues beyond the economic aspect. The British Bestival is famous for its environmental awareness, where the waste recycling and renewable energies play prominent roles. The Australian Byron Bay International East Coast Blues and Roots festival (Bluesfest) has the objectives to organize a festival which honours the local community and contributes to its development (Bodnár, 2016). The goal of the festivals in supporting sustainability is that the events are a healthy, natural and functioning ecosystem.

The festivals aimed to target the local people, not tourists, which was important because of building communities and positively influencing life quality. Organizing a festival could renew culture and/or strengthen local identity and acquiring facilities (organizing, cooperation), which could be very useful in the field of economic life (Smith, 2009). It is an interesting question whether events meant to attract locals can also have touristic significance (McKercher et al., 2006).

It is quite common that a festival for locals is changed to be attractive for tourists as well. In this case, there could be problems about the loss of authenticity, the giving up of artistic value and the devaluing of culture (Smith, 2009). This means the balance between the interest of the local community and the tourists has to be found. The pressure from sponsors and mass tourism could also appear to be a danger factor, since it can make the festival one-sided. At the same time, the lack of tourists could contribute to the end of the event (Smith, 2009).

The location of the festival might be a critical point, as well as the handling of the development of such locations. Due to the fact that most common areas give home to the events, there is always a dependent relationship between the event and the authorities which lead to long licencing procedures. The date changes also share the same critical characteristics which demand flexibility from the different stakeholders. Getz (1997) points out the difficulties of the negative image and successful management of publicity. He claims that a number of destinations do not recognize the benefits of festivals because of these critical, failure factors (Getz, 1997) which cause economic unsustainability.

The key point is to value realistically the circumstances of the settlement and determine the sustainable development from the environmental, economic and socio-cultural aspects. The economic sustainability is the aspect which is valued by all festival organizers. Nowadays the environmental sustainability also has an increasing role. However, the importance of social-cultural sustainability is undervalued and gets less attention. (Jászberényi et al., 2016) This is why our aim is to highlight the best practices for all the three aspect of sustainability.

Methodology

The effects of festivals could be examined at economic, physical, environmental, social and cultural levels. While the economic impact of festivals is a widely-researched area (Jászberényi, 2016), the socio-cultural effects are under-researched.

The tourist arriving to the particular festival and destination, and the locals greeting them, and their relationship plays an important role in the socio-cultural impact of festivals, and the touristic development of the destination also effects it (Kundi, 2013).

While examining the socio-cultural impacts, our aim was to demonstrate from the aspect of sustainability how the festivals change the locations directly, how they influence the economic, environmental and social sustainability. We used seven categories (Rátz, 1999) to analyse these sustainability aspects:

– the quality of locals' lives,
– change and enlargement of employment structures,
– change of value-systems,
– development of individual, family and social relationships,

– expressions of creativity,
– local community organizations,
– change and preservation of traditions.

While analysing these factors, their embeddedness in local communities was a key point. In other words, what the locals' attitudes are towards the festival, how much they support it, how much it means to the possibility of preserving the local traditions and cultures, how it contributes to the change of value-systems, how it strengthens the family and social relations, how it helps the creativity and the organizations of the local community and how it changes the employment structure. We examined all of the seven criteria from the sustainable point of view and valued them by the principle of economic, environmental and social sustainability.

Our research was divided into two parts. The first phase of the research was made in a university course (Event management), Tourism and catering third year students (50 people) chose a festival and they interpreted the festival website along the seven criteria. The content analysis was used because it is a flexible research method to analyse documents and written materials (Babbie, 2003; Hoffmann et al., 2012). From the festivals selected by the students, 40 festivals' websites contained information for each criterion. In our research, these 40 festivals' websites were analysed. We conducted content analysis also, in which the theoretical codes were determined along the seven criteria and the open codes were applied to highlight the principles of sustainability.

In the second phase of or research individual structured in-depth interviews were made with 15 festival organizers. We used these to more deeply explore the socio-cultural impact of festivals for sustainability (Golnhofer, 2001). In selecting the festivals the first aspect was to be among the 40 analysed ones. Our aim was to include more types of festivals in the sample, in terms of the genre, the number of visitors, the proportion of foreign visitors and the target group. The questions of the structured interview were formulated along the seven criteria using the results of content analysis.

In our present research, we aimed to explore the social-cultural impacts of festivals along the principles of sustainability. It was not our goal to generalize the results, but rather to highlight the positive examples.

Results and conclusions

Presenting the results of the content analysis and interviews, we highlight the dominant answers along the seven criteria considering sustainability aspects.

In the respect of the *quality of local life* there are positive and negative impacts. Considering the *economic sustainability,* the services improve and more and more are needed. It is a good way for the local enterprises to show their products and services to people who do not meet them any other places. It also means over return for the settlement (village or town) which they can use for development and investment as Sopron does due to the Telekom Volt Festival. The marketing impacts also serve the economic sustainability, as the festival is a good marketing tool for the settlements, it encourages their image and it can provide recreation for the destination. Regarding the *social sustainability*, the festivals warm the local people's life, it is a good way for relaxing and having fun, at the same time it also enhances the togetherness. In many festivals locals provide accommodation for the guests of festivals, which can be a valuable income, as at the Ördögkatlan Festival in Villány, more people have money due to the festival.

Although, the festivals also have negative impacts on the locals' lives, which are mainly realized in the field of *environmental sustainability*. It causes loud noise, the settlement is dirty after the event, and it also destroys the environment which reveals the organizers to the importance of environmental consciousness. On the Komárom Days Festival (Komáromi Napok) every year, the organizers try to expand and make more beautiful the green areas of the city and before the festival they develop the physical environment of the event site by asphalting and renovating the buildings). During the festival the transportation is overcrowded and there are traffic jams, which makes locals' lives harder in their everyday lives and also the capacity of the place of the settlement is not big enough for so many people. Now there are festivals which are outside the settlement to avoid this negative impact. For example, the Voluta International Watercarneval (Voluta Nemzetközi Vízikarnevál) in Mosonmagyaróvár, which is outside the city, so it does not hold up the traffic and does not disturb the tranquillity of locals. To prevent or solve the negative impacts, it sometimes causes positive impacts in the fields of economic and environment sustainability, as with the Ozora Festival, where environmental awareness is an objective and verifiable as the area is presented in a clean and surprisingly high order, and the waste material of the environmentally friendly flush toilets replaces about 80% of fertilizer used on the surrounding soil.

The festival organizers think that the festivals cause mainly positive impacts for *the quality of life*, but they also mention negative impacts. Festivals invigorate the lives of local people, they give them entertainment and relaxation facilities, which are good for social networking. From economic sustainability, the festivals represent a good marketing opportunity for the city and encourage the positive image of the city. One of its main positive impacts is that festivals provide opportunities for regional cooperation which are also good for the economy and social sustainability. The festival organizers said that festivals do not have such a bad impact on the environment but they recognize the noise, the mange, the crowd which are such negative impacts that they should solve them somehow because all three sustainability aspects are addressed positively at the Mediawave International Film and Music Festival, which is organized outside of the city to avoid the negative impacts for locals.

The impact on *employment structure* mainly affects the *economic and social sustainability*. The festivals cause positive impacts on more industries, as they generate the tourism industry; the accommodations are nearly 100% full of guests and hospitality also well-utilized during the festivals. A lot of local people are involved in the security service as in Fishing on Orfű. For local businesses these festival days mean the biggest rate of the whole year income, as they could sell most of their products during the festivals. On the website of Szigliget Walleye Festival (Szigligeti Süllőfesztivál), there are recommendations to catering, accommodations and wineries, and they employ local and regional handicrafts as the festival aims to extend the tourist season to boost local businesses. In the Savaria Historical Festival (Savária Történelmi Fesztivál) the number of permanent jobs also grows which increases the employment, and make positive impact on economic sustainability. Most of the festivals have volunteers especially students or retiring people as in Water-Music-Flower Festival (Víz-Zene-Virág Fesztivál), where also mainly due to the graduation requirement a lot of students volunteer at the event. The Győrkőc Festival is also well known as almost all the people who work there are volunteers. The festival also impacts on the employment structure geographically, as not just the local people, but also people from the region could show their products during the festival, as Vac Wordly Gaiety (Váci Világi Vigalom), where at first just the local residents sold their wares but now tradespeople come from all over the country.

Festival organizers experience that for the settlement the festivals have more and deep impacts than for the region. Local NGO-s could help more on festivals and could appear better, but occasionally we also found NGO-s from the region. The big difference is in the permanent jobs, as for people from the region working on the festival it is only a seasonal job. They think that being a volunteer in a festival is really important for locals, as it is a tradition in Hollókő Easter Festival.

The *change of value system* is realized in more fields but mainly impacts on social sustainability. There are values which promotes an approach to different ages, as the kid-centric Győrkőc festival in Győr show that this type of events also can be a good relaxing programme for kids not just for adults, and the family members can enjoy themselves together very well at festivals too. There are a lot of festivals where the guests can donate blood which raises awareness of the help of others as in Hungarikumok festival in Szeged where the opportunity of blood donation is given on every day of the event. The festival also can serve to help others but in another way, such as embracing young musicians. The Veszprém Street Music Festival (Veszprémi Utcazene Fesztivál) provides an opportunity for both local and other undiscovered young musicians to familiarize them with festival experience and the audiences. In the heart of the city there is space anywhere to play music. For locals the festival is particularly important, a large proportion of the population (mainly 15–30 years) participate in at least one day to see their friends' performance. The local identity is also a good value which can be strengthened by the festivals, and as it means local people like to live and work in their settlement, it is essential from the *economic sustainability* aspect. In the Szombathely Savaria Historical Festival (Szombathelyi Savária Történelmi Fesztivál) the local patriotism appears, people are proud of their city and celebrate its creation. More and more festivals incite people to do sport activities. The Szeged Wine Festival organizes dragon boat race and half marathon. The values of gastronomy appear on festivals in several ways, for example Sweet Days in Győr (Édes Napok) we can see the countless ways of the use of chocolate. The Szigliget Walleye Festival draws the attention of the Hungarian wines, lake fiches and the importance of fish consumption. The environment and the awareness of environment as values can be found for example on Szeged Youth Days (SZIN – Szegedi Ifjúsági Napok), which also obtained the International Greener Festival Award, so the *environmental sustainability* could also appear in this field of festivals.

Organizers mainly highlight the knowledge and love of the culture, they think one of the most important roles of festivals is to change people's minds about the culture and to show them how beautiful it could be. They also mention the gastronomy, as festivals provide an opportunity for regions to show their gastronomy, special foods or drinks or how to cook it. More of the organizers said that the festival could encourage the identity of locals, they are proud to the city or the region. The kid-centric character starts to be an important element of festivals, as they want to entertain families, and not just the young generation.

The *development of individual, family and social relationship* can be experienced in every festival, which serves firstly the *social sustainability*. The festivals could be family celebrations also, the locals invite their distant relatives and it strengthens the family relations. This type of event is also suitable for interacting people, people can have new friends, and they can be together on the festival next year or they can also meet other days of the year in the settlement, so it can cause plus income for the city, which impact on the *economic sustainability*. In Summerfest the locals have new friendships with foreigners too. Some people knew their love and come back later as a family, so children also will be traditional festival guests and for example on Szeged Youth Days (SZIN) there was a marriage proposal in 2015. On Beach Festival in Zamárdi (Strand Fesztivál) there are forums on the website, where people can find a car, a free tent, almost everything, so anybody can go alone, he or she can be sure to find people with whom they can have fun. On Tokaj Wine Festival (Tokaji Borfesztivál) the leaders marching along with local people, they can have better relation, and people will be more loyal to the city. The residents of the surrounding settlements also know each other better, so for example The Pumpkin Festival (Tökfesztivál) has a strong community building impact in the region.

In the organizers' answer it reveals that festivals are mainly good for recognizing new people, having new friends and strengthening the relationships with the family. Almost all of them mentioned that the attachment to the city is the relation which changes the most due to the festival.

The *expression of creativity* could appear in three ways, as imaginative installations and works, as programs or in the field of gastronomy. One of the best examples for creative installations on Volt Festival there is a Volt Art Zone, where in front of the eyes of the public they form furniture from pallet involving adventurous people, which mainly encourage the *environmental sustainability* of the festival. The programmes are various in festivals, but the creative ones could be parades for example in baroque costume in Vác, or shows/exhibitions as falconer show and Old-timer exhibition in Hungarikumok. The creativity in gastronomy is expressed as interactive pastry making in Hungarikumok or cooking fish soup in a giant cauldron in International Tisza Fish Festival (Nemzetközi Tiszai Halfesztivál). The programs and gastronomy examples serve the *social sustainability*.

The organizers think that the creativity could appear mainly as installations and they also try to organize more and more creative programmes, but they do not see the gastronomy as a part of creativity.

The *local community organizations* could be an important part of festivals, which is an essential element from the *social sustainability* aspect. Typically the following organizations participate as organizer in festivals: the local government, the local NGOs, the educational institutions, the local media-partners, the local sponsors and wine makers. But there also organizations who are performers on the festival: local music groups and bands in classical and pop music, dance clubs and tradition preserving associations. Although there are organizations which are informal, just providing the opportunity for visitors to be together with the others: the blood donation in (Szekszárdi Szüreti Napok), the competitions as the Powerful Man Competition in, the parades in Pálinka and Little Pig Picnic in Zalaegerszeg (Pálinka and Mangalica Majális), and to collect donations as visitors could give donation in Szigliget Walleye Festival to the SOS Kidvillage in Kecskemét.

The festival organizers want to give opportunity for local NGO-s to show themselves and be more recognized by locals and people from the region, that's why the performers are mainly the local dance and music bands. They aspire to cooperate with the local wine makers and craftsmen so the guests could taste and buy from local enterprises which are also good for *economically* to the city.

The last criterion is to *change and preserve the traditions*. There are traditions related to gastronomy, folklore or culture. The main gastronomy traditions which appear on festivals are for example the gastrotours (wine, ramson), the cooking competitions, the pig slaughter, the vintage parade. There are folklore programs as folk bands or Swabia folk traditions and other authentic programs. We can meet cultural or historical programs which also preserve traditions as archery and horse-riding program in Water-Music-Flower Festival or the baroques parade. All of these programs mainly related to the *social sustainability*. The organizers try to do everything that the preservation of traditions could appear on more and more fields of the festival.

The organizers claimed that the festivals have positive impacts on the settlement and region from the three sustainability aspect.

As the analysed festivals is organized since more years, the locals and people from the region is waiting and preparing for it, and they make inquiries about the program and tickets, it is really important from the social sustainability part. Most of the time the festival mean the primary income for locals and local enterprises in the summer as locals could give guests accommodation and SMEs realize their products and services which encourages the economic sustainability. For the environment the festival could cause negative impacts, but the organizers have to ensure the safety during events, the clearness after the festival, so locals will support to organize it and have positive image about the event.

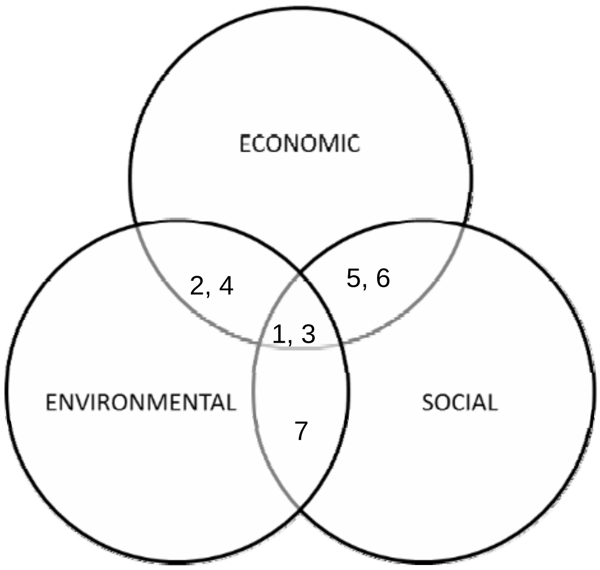
Conclusions

Analysing the socio-cultural impacts of festivals, the following figure summarized that the festivals impact on which field of the three sustainability principles along the seven criteria *(Fig. 1)*.

As we analysed the socio-cultural impacts, the area of *social sustainability* appear every criteria, as the festival create positive values for local community by the possibility of entertainment, the participation of organizing, the strengthening of relationships and the creative, unique and traditional programs.

The *economic sustainability* of festivals is demonstrated by the increasing income of local businesses, the development of the settlements, the expansion of employment structure. The local residents like to live in the settlement and they want to work here, they are proud of their residence and invite guests also outside the festival.

However, we can meet not only the positive examples in the field of environmental sustainability, as the environmental load of the festivals affects negatively the settlement and the local community. Although it provide a good opportunity for the organizers to develop a positive image in stakeholders' mind with the reduction and solution of negative impacts, as well as with environmental awareness.



1. the quality of locals' life
2. change and enlargement of employment structures
3. change of value-system
4. development of individual, family and social relationship
5. expression of creativity
6. local community organizations
7. change and preservation of traditions

Figure 1: The impacts of festivals on sustainability along the seven criteria
(Source: own edition)

Our main research questions could be answered by the results of content analysis and interviews. The festivals affect positively the lives of local community. The economy of the region could be strengthened by the positive impacts of the festival. The festivals have positive but also negative impacts on the environment but the organizers try to solve and preserve them.

However, the festivals also raise a number of dilemmas. The internationalizations and the continuous increase in the number of visitors might affect the loss of authenticity and culture, and the abandonment of the art fair. These priorities are hard to be reconciled as the aim of the analysed festivals is to preserve tradition by involving the local community and also attracting tourists. There are further research fields in this topic such as the effect of increase in' number visitors for authenticity or the change in relationship between local inhabitants and tourists which mainly impact the sustainability of the festivals.

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MONICA WAI CHUN CHOY & KEN KAMOCHE

TOWARD CHINA–AFRICA TOURISM IN THE CONTEXT OF A NEW ECONOMIC ENGAGEMENT

This paper aims to characterize the theoretical and practical aspects of China–Africa tourism in order to help formulate policies for sustainable travel that benefits Africans while enabling Chinese to take a proactive role in changing the negative attitudes and practices, and to identify the implications of this engagement for western tour operators who see the China–Africa engagement as a threat to their own traditional interests. Both Kenya and Tanzania have now identified Asia as a growth area, in particular China (including Hong Kong and Macau), in line with the region's (and indeed much of Africa's) 'Go East' policy. This policy initiative offers new opportunities for tour operators in this Asia region. This paper thus explores the nature of this engagement, the mutual benefits it is likely to yield, and the associated challenges that currently hamper the industry. We outline the key theoretical developments pertinent to the China–Africa tourist phenomenon, outline our research methods, followed by an analysis and review of our empirical findings. The paper concludes with some insights on how this paper might contribute to further theory development and articulation of policy implications toward a better understanding of this emergent and important phenomenon.

Research background

Given the recent increased travel to Africa by Chinese tourists and traders, this paper characterizes the nature of this engagement particularly as the Asian presence is controversially viewed as jeopardising Africa's ecosystem and heritage for example due to the enhanced demand for ivory, thus raising important sustainability issues across the continent. We aim to characterize the theoretical and practical aspects of China–Africa tourism in order to help formulate policies for sustainable travel that benefits Africans while enabling Chinese to take a proactive role in changing the negative attitudes and practices, and to identify the implications of this engagement for western tour operators who see the China–Africa engagement as a threat to their own traditional interests. Recent statistics show that international tourism has recorded an annual above-average growth of more than 4% for the sixth consecutive years after the financial and economic crisis in 2010, representing a total of 1.2 billion of international tourist arrivals in 2015 according to the World Tourism Organization (UNWTO, 2016). China retains its leadership role as a source market of outbound travel, generating 120 million international tourists who travelled overseas in 2015. Among them, 46.4 million of outbound international tourists travelled with organized package tour, an increase of 18.6% in 2015 as compared to the previous year (China National Tourism Administration, 2016).

Mainland Chinese are also regarded as heavy spenders, with a 2014 record of US$ 165 billion spent on travel overseas, followed by United States at US$111 billion (UNWTO, 2016). International relations scholars observed that the Chinese Government tends to demonstrate its "soft power" and achieve political aims by allowing/banning citizen travel to particular destination countries through a reciprocal Approved Destination Status (ADS) scheme (Chen & Duggan, 2016). China strives to be seen as a rising benign hegemony willing to help less-developed countries by encouraging outbound tourism to Africa (Tse, 2013). According to Travelbizmonitor (2011), 19 out of 140 countries granted ADS are African countries including South Africa, Kenya, Mauritius, Tanzania and Tunisia. Less popular destinations like Zimbabwe received only 6000 Chinese tourists in 2015, while 43,000 visited neighbouring Botswana, 65,000 Zambia and 158,000 South Africa, according to Zimbabwe Tourism Authority (as cited in Xinhua, 2016). The Kenya Tourism Board (KTB) reported it was expecting more than 100,000 tourist arrivals from Mainland China by 2016 (as cited in Huaxia, 2016). Only 4% of inbound tourists in Kenya arrived from China (including Hong Kong and Macau) in 2015 (Kenya Tourism Board, 2016), as the country relies on traditional sources in Europe (37%), Africa and Indian Ocean (26%) and the Americas (14%).

Hong Kong was ranked as Asia's 4th largest and the world's 15th largest source market in 2014 with expending on international travel recorded as US$22.1 billion (ITE, 2016). In 2015, outbound travel by Hong Kong travellers increased by 5.4% compared with the previous year. 89.1 million departures were made from a population of 7.2 million, averaging 12.4 times per person (Census and Statistics Department, 2016). Although regions such as Asia and the Americas have experienced remarkable growth in international tourist arrivals, Africa recorded negative growth of 3% in 2015 compared with the previous year, which accounts for only 5% (i.e. 53 million) of worldwide international tourist arrivals and 3% (US$1 billion) in tourism receipts in 2015. Incoming visitors from Asia only account for 3% of the total arrivals in the region, with South Africa remaining the most important destination, receiving 8.9 million of incoming visitors in 2015, albeit a 6.8% decrease compared to 2014 (UNWTO, 2015). In addition to large populations of wild game such as lions, cheetahs, leopards, and elephants in numerous game parks, pristine beaches and the world-famous wildebeest migration, the East African region's potential as a tourist destination remains unrealized, relative to destinations beyond Africa. We believe this region offers significant opportunities for Asian tourists and is ripe for further research. Following political turbulence in 2008, Kenya registered a remarkable rebound of international tourist arrivals in 2011, surging 34% to a record of 1.26 million (Kenya Tourism Board [KTB], 2016), which earned the country approximately US$1 billion (Ringa, 2016). Yet, in recent years, the country has not benefitted from the booming tourism industry following terrorist attacks and outbound travel alerts issued by the major source markets in the West. Outbreaks of epidemics such as Ebola have also tended to threaten Africa's image as a safe travel destination, even in those countries that are unaffected, as tourists tend to lump African countries together as one region. However, research shows that the impact of epidemics can be contained with appropriate strategies (see for example Kuo, 2008); hence the Asian experience of SARS and swine flu for example has important lessons for the African tourist industry.

The African inter-dependence is further evidenced in the fact that any slump in tourist arrivals in Kenya exerts a negative impact on Tanzania because 30 to 40% of tourists visiting Tanzania come through Kenya (The East Africa, 2014). As with the rest of Africa, most of the visitors come from Europe and United States (WTTC, 2015). Both Kenya and Tanzania have now identified Asia as a growth area, in particular China (including Hong Kong and Macau), in line with the region's (and indeed much of Africa's) 'Go East' policy. This policy initiative offers new opportunities for tour operators in this Asia region. This paper thus seeks to characterize the nature of this engagement, the mutual benefits it is likely to yield, and the associated challenges that currently hamper the industry. In the sections that follow, we characterize the key theoretical developments pertinent to the China–Africa tourist phenomenon, outline our research methods, followed by an analysis and review of our empirical findings. We conclude with some insights on how this paper might contribute to further theory development and articulation of policy implications toward a better understanding of this emergent and important phenomenon.

Literature review

Much of the extant literature is silent on the Asia–Africa domain. Thus, we begin by characterizing the tourism debate pertinent to our discussion and identify how the gaps in the debate might be addressed. We then proceed to build on the nascent research on Africa (e.g. Sebele, 2010; Snyman, 2012) to offer a multi-disciplinary approach to the understanding of this phenomenon. Hence, we adopt a cross-disciplinary approach that considers the suitability of analytical lenses such as institutional theory, and post-colonial theory (Kamoche & Siebers, 2015). Locating the discourse within the context of the 'South-South' dialogue, this approach will hopefully lead to a China–Africa engagement underpinned by concerns about the social impact of tourism (e.g. Deery et al., 2012). First, we examine several critical strands in the literature. One important starting point is the destination choice model, which categorizes destination from diverse perspectives, for example, socio-demographics (Guillet et al., 2011), elements of marketing mix (Fotis et al., 2012; Jacobsena & Munarb, 2012), distance decay on travel demand (Zillinger, 2005; Mckercher, 2008; Santeramo & Morelli, 2016), destination features and attributes (Dickman, 1996), tourist typology (Cohen, 1972), psychographic attributes of travelers (Plog, 1974, 1987, 1991, 2016), production-consumption of tourism activities (Dieke, 2013), tourism supply chains (Tapper, 2004; Dieke, 2013) and Crompton's (1979a,b) 'push-pull' factors of travel motivation. This diversity demonstrates not only the complexity of the field, but also the difficulty of arriving at a consistent model. A second important strand is distance decay which postulates an inverse relationship between tourism demand and distance from the source market; hence, the farther away from the Tourist Generating Region (TGR), intention to visit (demand) decreases exponentially (Zillinger, 2005). McKercher (2008) reveals that distance has a decaying effect on demand of international travel flows. There is a high demand for short haul destinations such as Thailand and Japan, while demand drops sharply for medium haul destinations that are between 2500 and 4500 miles away from Hong Kong such as India and Pakistan. Yet, travel demand rebounds for long haul destinations that are located 4501 miles and farther from Hong Kong which takes 6 to 12 hours of flying time (Mckercher, 2008). Nevertheless, for Hong Kong travellers, cities like London, Sydney and West coast of North American are more appealing than for example Middle East and Africa partly because Hong Kong people prefer urban travel than nature-based ones (Mckercher & Lew, 2003) and partly due to more aggressive marketing and destination branding strategies in developed countries (Cherif et al., 2014). This would suggest that factors relating to distance, and the scope andeffectiveness of marketing all impact the perceived attractiveness of the African travel destination. As to what specifically determines tourism demand, Crompton's (1979a) 'push-pull' motive model has been widely used to examine travel behaviours (Bashar & Abdallah, 2012; Correia & Pimpão, 2008). People travel because they are 'pushed' into making travel decisions by internal and psychological forces (e.g. prestige, escape and rest), and 'pulled' by the drawing power of the destination attributes (e.g. scenic beauty, trend and service quality). As Weaver & Lawton (2006) point out, it is more prudent for destinations to exert influence over 'pull' factors by developing favourable attributes and creating a welcoming environment to attract potential visitors (e.g. attraction, cultural links, services, affordability, stability and safety). These authors further cite infrastructural accessibility (e.g. availability and quality of transportation linkage) and political accessibility (e.g. visa and vaccination requirements) as major 'pull' generic factors. Dieke's (2013) sub-Saharan study which took an integrated production-consumption perspective also identified accessibility, comfort and reliability of service vendors/products as factors that determine demand.

Tourist Destination Image (TDI) of a place, i.e. the perceived sum of beliefs, ideas and impressions of a place, varies from person to person (Gartner, 1986; Crompton, 1979b; Hunt, 1975). TDI plays an integral role in effective tourism development and destination marketing by establishing tourists' preferences over a particular destination and influencing their behaviour throughout the decision processes (Dieke, 2013; Lin et al., 2007). It compromises of three components: cognitive component derived from fact, evaluation or understanding of what is known about a destination; affective component about feelings toward a destination; and the conative, which refers to overt actions taken, e.g. a decision to visit within a certain time period (Ashworth & Goodall, 2014). TDI components are important antecedents of destination preferences but the level of importance of each measure depends on the destination type and tourist country of origin (Lin et al., 2007; Bonn et al., 2005). Western and non-western tourists differ over culture context, motivations, perceptions and practices (Cohen & Cohen, 2015). This suggests to us that extant research on the experience of western tourists in African destinations may have only limited relevance to the phenomenon of China–Africa travel. Hence, following (Baloglu et al., 2014), we highlight the need to identify significant destination attributes in the heterogeneous African markets and to adopt suitable marketing and product development strategies that enhance the destination image. Research shows that destination choice of first-time long haul travel is greatly influenced by destination image and brand value (Baloglu & Mccleary, 1999). We argue that marketing Africa to Chinese tourists is particularly challenging since long haul travel involves more resources, including time, money and effort (Mckercher, 2008), but also due to the potential risk of an unfavourable destination image.

In order to undertake effective planning, marketing and management, it is important to understand tourist typology and how intention to visit/revisit changes over time (Hvenegaard, 2002). Researchers have categorized tourists in various ways. An earlier example is Cohen (1972) who classifies tourists into four roles based on their attitude towards familiarity, novelty and institutionalized tourism, i.e. organized mass tourists, individual mass tourists, explorer and drifter. Each category has certain requirements with respect to the type of 'environmental bubble' they require in order to deal with the 'strangeness' in unfamiliar settings (Cohen, 1972, 1979). More recently, Plog (2016) has associated the popularity of a destination to the inherent personalities of travellers along a continuum, from 'venturer' (those who seek adventure and are more prone to choose new destinations) to 'authentic' (less willing to take risks, preferring familiar environments). Other studies focus on such factors as perceived attractiveness and how the destination satisfies tourists' needs (Popichit et al., 2013); potential in terms of attractions, accommodation, accessibility, activities, and amenities (Dickman, 1996); tourist resources, culture and history, safety, etc., (Popichit et al., 2013; Kim & Prideaux, 2005).

Some authors claim that unlike western tourists, Asians and Africans do not seek ‘authenticity’ (Mkono, 2013; Shepherd, 2009), and that mainland Chinese tourists are driven by a quest for prestige, showing off superior social status and wealth, and the acquisition of foreign knowledge and experience (Arlt, 2006; Suntikul et al., 2016; Chen & Duggan, 2016). According to this viewpoint, Chinese tourists mostly value beautiful scenery, distinct cultures and value for money (Amonhaemanon & Amornhaymanon, 2015), and have a high propensity to travel in organized groups enjoying the companionship of friends and family (Tourism Review, 2014; Fu et al., 2012 as cited in Amonhaemanon & Amornhaymanon, 2015). We would argue that while travelling to less familiar destinations in Africa, this propensity for companionship will be even more marked.

Toward sustainable tourism

The importance of sustainable development is increasingly being recognized and its relevance acknowledged across industry including tourism. It is a multidisciplinary principal concern about how cumulative human impacts jeopardize human survival and the entire ecosystem (Pereira et al., 2010). Various definitions of sustainability and sustainable development have been offered in the recent two decades. The World Commission on Environment and Development (1987a) defined sustainable development as “a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are made consistent with the future as well as present needs” (p.9). Researchers emphasize that sustainability “is about the interdependence of livingorganisms and communities (both human and nonhuman) over the long haul…. Each has an impact on and consequences for the others,” (Paulette, 2010, p.1). Elkington’s (1997) triple bottom line includes the economy, social equity and the environment, and is the most frequently used tool to measure sustainability (Wang & Lin, 2007). The most widely used definition highlights how sustainability “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987b).

The World Tourism Organization (UNWTO) defines sustainable tourism as follows: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system.” (UNWTO 1998, p.19). With the aforementioned definitions, UNESCO sets out four central themes: 1) enhancing the well-being of communities; 2) supporting the protection of the natural and cultural environment; 3) recognizing product quality and tourist satisfaction and; 4) applying adaptive management and monitoring to ensure ecologically sustainability, economically viability and; ethical and social equitability (UNESCO, n.d.). An important aim of this paper is to establish the extent to which the emergent phenomenon of China–Africa travel can be said to be sustainable in the above terms and also in terms of ensuring that local businesses play an active role and do not suffer the form of marginalization that often results from highly vertically-integrated tourism supply chains.

It has been argued that tourism is a double-edged sword. The tourist-receiving region has most of the positive and negative impacts derived from tourism-related activities from economic, socio-cultural and environmental perspectives, but these influences also extend to tourist-generating region (Jenkins, 2015). Tourism generates revenue, creates job opportunities, provides motives and money for the preservation and conservation of the environment, and promotes cross-cultural understanding; however, the destination may also suffer from uncontrolled urban modernization and industrialization, social problems such as drugs and crime, nuisance to local residents and wildlife, environmental pollution, ecological disruption, negative geological impact, damage to archaeological and historic sites due to overuse/misuse (Holloway & Humphreys, 2012; Fortanier & Wijk, 2010; Weaver & Lawton, 2014; UNESCO, n.d.).

Broadly speaking, the present travel intention and tourist motivation studies can be divided into national and individual levels. National level studies mostly focus on how economic policies and sociodemographic characteristics influence tourism development (Pearce, 2016; Marzuki et al., 2016). Studies at the individual levelinclude ethnic and religious aspects, cuisine and key factors motivating tourists to travel to specified destinations (e.g. Bianchi & Miberg, 2016; Wong et al., 2016; Popichit et al., 2013). However, little is known about the perceptions and preferences from the travel intermediaries' perspective. According to Mckercher and Lew (2003), long haul and short haul travellers have different travel patterns. The former have a higher propensity to travel with organized package tours to visit multiple destinations within a longer duration. Tour operators who organize outbound package tours play a pivotal role and face particular challenges to exploit new destinations from long haul and less popular tourism areas. Given the importance of tour operators in travel destination marketing and development, understanding their key motivational forces and perceived constraints to organize tour groups is crucial, particularly as regards relatively neglected domains such as those in East Africa.

Relations between Africa and China (including Hong Kong and Macau) have been strengthening in the last decade as African countries pursue a 'go east' policy and as Asian countries such as China target new markets in Africa. As China has signed bilateral agreements with 45 African countries and established Approved Destination Status (Information Office of the State Council, 2010), much of this engagement has been characterized by Chinese firms entering the African mining, construction, trade and manufacturing industries, and that has, unsurprisingly been the emphasis of most research on the subject (e.g. Kamoche & Siebers, 2015). This new engagement is now opening up opportunities for tourism and hospitality, yet so far there has been very little academic research on the subject. Thus, the main goal of this study is to examine the strategic, social-political and cultural dynamics of China–Africa travel with specific reference to the role of travel agents based in Asia (focusing initially on Hong Kong) in facilitating such travel. We propose to do so with reference to the following research questions:

RQ1: To what extent are travel agents aware of the major attractions in East Africa (essentially Kenya and Tanzania) and what has been their experience if any, in venturing into this market?

RQ2: What are the factors that facilitate/impede these initiatives?

RQ3: How do current theories help unravel this phenomenon and what new theoretical insights might this study generate?

RQ4: What are the practical implications for East African Destination Management Organization (DMO) with regard to ensuring sustainable China–Africa travel?

Research methodology

This research adopts a mixed methods approach, combining qualitative and quantitative methods. Beginning in March, 2017, the qualitative phase will involve in-depth interviews with 24 stakeholders: including 21 individuals from outbound tour operators/travel agencies and Africa-bound carrier(s) in Hong Kong, two officials from Hong Kong Association of Travel Agents (HATA) and one official from the Hong Kong Travel Industry Council (TIC) (n=24). The purpose is to capture the voices of various stakeholders and to identify any new statements or dimensions about motivators and barriers to organizing/selling package tours to East Africa for the purposes of the subsequent survey. Data will be transcribed verbatim and subject to content analysis. Theme-based method will be adopted to generate important destination attributes from tour operators' perspectives. For the second phase, scheduled for July–August 2017, a survey will be distributed to all 649 member companies under Hong Kong Association of Travel Agents (HATA) and Hong Kong Outbound Tour Operators' Association (OTOA), targeting 2 categories of respondent (n=1298): 1: manager/supervisor (e.g. executive, product development/sales & marketing/operations personnel or equivalent) and 2: customer contact staff (e.g. travel consultant, tour desk agent, tour escort, tour guide or equivalent). We anticipate a response rate of 15% (approximately 200 valid questionnaires). According to the Travel Agent (Amendment) Ordinance 2002, any company intending to conduct business as a travel agency in Hong Kong is required to obtain a Travel Agent License (Travel Agents Registry, 2013). The Travel Industry Council of Hong Kong (TIC) membership is a statutory requirement for acquiring the Travel Agent License. A travel agent shall join at least one of the eight association members (e.g. HATA and OTOA) prior to joining the TIC according to his/her business nature and target markets. There are 1751 travel agencies in Hong Kong engaging inbound, outbound and local travel arrangements (TIC, 2017).

Data analysis

For the qualitative study, we will use inductive techniques, relying on the data reduction method which entails selecting, simplifying, abstracting and transforming data in the coded transcripts, via the use of NVivo if appropriate, thus ensuring that the internal validity of the study is strengthened (Yin, 1994). For the quantitative study, the questionnaires will be screened and filtered. Descriptive analysis will be used to provide a description of the data collected. This analysis will include frequency and percentages distribution for firmographic variables. Exploratory factor analysis (EFA) will be employed to discover the underlying dimensions of the statements to develop the destination attributes.

Conclusions

This study will hopefully generate important insights into a phenomenon which is only now beginning to be acknowledged, albeit so far, only, in the media and non-academic literature. It is hoped that not only will this study map the terrain on China–Africa tourism, it will also critique current theory and generate new theory which will provide appropriate analytical lenses to investigate the phenomenon in question, as well as highlighting both practical and policy imperatives.

Acknowledgement

This study is supported by THEi Seed Grant Scheme.

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THE SIGNIFICANCE OF CULTURAL TOURISM FOR THE CZECH REPUBLIC

The most important form of tourism in the Czech Republic is cultural tourism. Since the largest number of cultural monuments is situated in towns, it mainly involves heritage tourism. Primary destinations include urban conservation areas or zones, castles and chateaux. The second area of cultural tourism includes zoos. In terms of visitor numbers, zoos are the most visited attractions of many towns. Although folklore traditions are kept mainly in rural areas, most folklore festivals and shows take place in towns as these have the necessary infrastructure to hold them. The authors of this paper have long been engaged in this issue in theory as well as in the form of a series of specific research. The paper summarises the findings from the perspective of urban tourism.

Introduction

Tourism represents an important sector of national economy, the sector that involves a wide range of other sectors such as transport, building industry, culture, etc. It is a service sector that represents the overall majority up to two-thirds of market share in the economies of developed countries. According to Indrová, tourism represents a complex of activities performed by tourism participants and at the same time activities carried out by enterprises and organisations providing services to ensure the stay of tourists outside their place of residence.[1] Tourism itself can be perceived in different dimensions – besides other things as a part of lifestyle, a way of leisure time spending and consumption of symbolic goods. It can be divided according to its forms and types. When determining the form, we take into consideration mainly the motives for participating in tourism; more detailed specification is given by type determination.[2] Tourism is a form of meeting the needs of recreation, sport, culture, education or treatment performed during leisure time outside the place of residence of its participant.

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1 Indrová, J. et al. (2008): *Cestovní ruch pro všechny*, MMR ČR, Praha, 9.

2 Indrová, J. et al. (2007): *Cestovní ruch (základy)*, Oeconomia, Praha, 17–18.

Nowadays, cultural tourism becomes an important and constantly increasing component of tourism. It is aimed at exploring the culture of a visited nation or region that includes so called 'live' culture in its broad scope and local specificity (theatre, music, folklore, art, etc.) as well as cultural heritage. This is most significantly represented by monuments that complete the specific character of settlements and cultural landscapes.[3] A significant part of cultural and historical heritage cannot be perceived outside its landscape frame. The relation of culture and a particular area defines so called regional culture. Not only regional culture contains elements of traditional, folk, popular, mass and other cultures but also each region contains a whole range of cultural layers, remainders of different cultural influences. Hence, a cultural or socio-cultural region can be understood as space-time intersection of past and present societies and their cultures.[4]

Cultural tourism can be defined as a form of tourism whose participants are motivated primarily by possibilities of exploring the cultural heritage and culture of a given country and its residents. Another definition states that cultural tourism means travelling with the aim of experience to places and for activities that represent the stories and people of the past and present in an authentic way.[5] Regardless the difficulty of a clear definition of cultural tourism in relation to other forms of tourism, it is true that travelling with the dominant motive to explore and experience culture remains one of the faster-growing segments of tourism industry.

A very convincing indicator of the increasing importance of cultural tourism involves the data that document the constantly increasing attendance rates of the world cultural facilities, sights and events (e.g., museums, amusement parks and historic monuments).According to Kessner, the character of visitors to cultural institutions differs slightly from the general population. The basic parameters include a higher level of education, higher incomes, higher social status and prevailing percentage of women.[6] Therefore, it can be expected that in the upcoming decades cultural tourism will remain one of the dynamically developing segments regardless the overall slowdown in the growth of tourism. According to the assumptions of the World Tourism Organisation (WTO) and the U.S. Travel Association the element of intentional and targeted participation in cultural activities

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[3] Vitáková, M. (2007): *Využití kulturních a přírodních památek pro cestovní ruch*, MMR ČR, Praha, 24.

[4] Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 113.

[5] Kesner, L., Moravec, I., Novotný, R. & Škodová-Parmová, D. (2008): *Management kulturního cestovního ruchu*, Ministerstvo pro místní rozvoj ČR, Praha, 9.

[6] Kesner, L. (2005): *Marketing a management muzeí a památek*, Grada Publishing, Praha, 99.

is a part of approximately 60% of all (more than one-day) trips of international tourists and creates a dominant motive and content of approximately 35% of travels. It can be estimated that cultural tourism creates about 66% of active (incoming) tourism in the Czech Republic that is twice the amount stated by the WTO.

Nowadays, cultural tourism also becomes a priority in the agenda of international organisations such as the United Nations, UNESCO, the Council of Europe, etc. Heritage that has been created in the course of millennia has left us not only tangible monuments such as building of historical importance or typical architectural elements (stone walls, chapels, fountains, folk construction) but also many monuments of intangible nature such as customs, folklore, crafts, culinary specialities, music, dance, etc.[7] Cultural heritage connects the natural and cultural environment of the society. According to Patočka and Heřmanová, cultural heritage reflects the historical development and the memory of each nation, community and place and is also an integral part of modern life.[8]

Castles and chateaux

Castles and chateaux, i.e. intangible cultural monuments, are a part of cultural heritage of the Czech Republic. Monuments are historical buildings that the society considers important and worthy of preservation in terms of the national memory and cultural heritage.[9] A cultural monument is a product of a man of such an artistic, historic or scientific value that its sustainability is a subject of public interest. According to Patočka and Heřmanová, cultural heritage represents the generally shared results of material and intellectual activities of the members of a particular culture passed on following generations as a specific type of heritage. The passing of culture from generation on generation ensures the cultural continuity of human society.[10]

Compared to Western Europe, the specific of the Czech Republic is the number of monuments owned by the state or municipalities. Castles and chateaux originally served residential, defence and administrative purposes. They have been a subject of tourism interest since the turn of the 18 and 19 centuries when the general public

7 Vitáková, M. (2007): *Využití kulturních a přírodních památek pro cestovní ruch*, MMR ČR, Praha, 24.

8 Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 23.

9 Johnová, R. (2008): *Marketing kulturního dědictví a umění*, Grada Publishing, Parha, 32.

10 Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 50.

started to be interested in architectural monuments and their exploration became one of the motives for travelling. Nowadays, castles and chateaux are used in three different ways – they fulfil cultural and educational, commercial, and administrative and representational functions. The administrative and representational function is typical for the objects in the hands of private owners who have not made the objects accessible to the public and use them for personal activities. The castles and chateaux that have been made accessible to the public are used in a commercial or non-commercial way. The non-commercial usage means that the objects performs cultural and educational role and are aimed at the personal development of their visitors. The monuments are open to the public based on an admission fee, and exhibitions, concerts, theatre performances, presentations of collections, etc. are organised there. The commercial usage is based on renting the objects in return for payment and the premises are used for filming, company meetings, business negotiations, conferences, wedding ceremonies, etc. The regime of the monument and the extent of its opening to the public should be set so that the object will not suffer and will be maintained for future generations.

Historic towns

The term historic towns covers primarily urban conservation areas and some of the more important urban conservation zones. According to Kesner, the primary cultural destinations in the Czech Republic are not isolated monuments of the world importance but the vast majority of them are towns and settlements.[11] Debates considering protection of historic town centres took place since the end of 1940s. The statute of urban conservation area was established by the Government resolution in 1950. According to Petríková and Louda, 30 urban conservation areas were founded in 1952 on the basis of that Resolution. Successively, a procedure was approved by the Ministry of Education, Science and Art to provide care for the repair of some houses in historical town cores. Renovation plans, studies and projects considering the overall recovery of urban conservation areas began to be prepared.[12] Unfortunately, the economic idea of the socialist controlled economy and the lack of funds did not enable to implement all the plans and monuments were falling into disrepair.

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[11] Kesner, L. (2005): *Marketing a management muzeí a památek*, Grada Publishing, Praha, 19.

[12] Petríková, O. & Louda, T. (2013): *Legislativní analýza právních předpisů v oblasti památkové péče*, Univerzita Pardubice, Pardubice, 14.

An urban conservation zone is a territory of settlement structure or its part with a smaller proportion of cultural monuments, historic surroundings or a part of landscape that feature significant cultural value. The purpose of historic preservation is to maintain the settlement character and its ground plan as well as to secure that the potential new building development will adapt to the character of the surroundings and will not cause its disruption. It is necessary to enforce this rule also with structures that are not individually protected as cultural monuments and their structural adaptation or change is being considered. The declaration of a settlement territory, historic surroundings or a part of landscape complying with the stated definition of the preservation law and the determination of the conditions for their protection is the responsibility of the Ministry of Culture. Currently, the country has 255 urban preservation zones.

To support the historic towns on the territory of the Czech Republic, the Association of Historic Settlements in Bohemia, Moravia and Silesia was established in 1990. This voluntary, interest, independent and non-governmental organisation unites mainly historic municipalities or their parts that have important cultural values, in particular immovable monuments preserved on their territories. Activities of the Association focus on maintenance, preservation, protection and sustainable utilization of our cultural heritage.

Zoological gardens

Although zoological and botanical gardens are not approached as museums in our country, they feature similar characteristics in terms of the international typology and possibilities of marketing tools application. Zoos have developed from private menageries of kings. The first modern zoological garden in Central Europe was opened in Vienna in 1752 but it was closed to the public the first 13 years of its existence.[13] The first zoological garden on the territory of the Czech Republic was founded in Liberec in 1919. The second established was the Zoo in Plzeň (1926), the third one was the Prague Zoo (1931), and the fourth the Zoo Ohrada in Hluboká nad Vltavou (1939).[14] Other zoological gardens were founded only after 1945. Following the significant changes in political and economic situation in 1989, significant gradual modernisation of our zoological gardens has been taking place. To promote mutual cooperation, the Union of Czech and Slovak Zoological Gardens was established in Bratislava (in the then Czechoslovakia) in 1990. The Union is

[13] Johnová, R. *Marketing kulturního dědictví a umění.* Praha: Grada Publishing, 2008, s. 33.

[14] Jiroušek, V. T. a kol. *Zoologické zahrady České republiky a jejich přínos k ochraně biologické rozmanitosti.* Praha: Ministerstvo životního prostředí, 2005, s. 8.

involved in making foreign experience and international contacts available to its member gardens and it jointly awards the White Elephant Prize for best animal breeding and best ZOO buildings.

According to Jiroušek, revolutionary changes in the composition of bred species of animals started quickly following the accession to the European structures. European zoos have deposited a variety of rare species that had not been bred in our country before. The acquisition of new species has ceased to be a rarity. The strategy has changed and breeding of endangered species has become a priority. Breeding of animals of unclear origin was stopped and their place has been taken by animals registered in the international stud books. The Czech ZOOs have been successively involved in breeding programmes of endangered species.[15]

Folklore festivals and shows

Folklore is one of the significant components of cultural tourism. Folklore is a set of cultural phenomena implemented in oral, musical, singing, performance, dance and dramatic direct, i.e. contact communication. We distinguish verbal, music, dance and children folklore and folk theatre. Folklore production originated in traditional environments, mostly anonymously, without being fixed in a written form. Some folklore genres have lost their social function and thus also their life, others constantly evolve and receive stimuli from the contemporary social conditions. An important role is also taken by the bearers of folk traditions, i.e. performers, authors, people who know local traditions, collectors or chroniclers as well as producers of musical instruments. Although many folk phenomena in their original form and function have already ceased to exist on most of our territory, they may continue to create a significant part of local tradition and regional identity in certain areas or regions. Folk traditions are maintained throughout the Czech Republic by folklore ensembles and groups and by ensembles of folk music.

According to Patočka and Heřmanová, keeping traditional customs and celebrations reflects both the degree of traditional character of residents and the degree of their local or regional identification and embeddedness in the territory. The most notable still kept and in some areas of the country revived traditional customs include Shrovetide carnival and procession with masks, carrying Morana, clearing/opening of springs, opening and closing rivers, Easter carolling, Walpurgis Night/burning of the witches, Maypole erecting, kermesse festivals, traditional

[15] Jiroušek, V. T. a kol. *Zoologické zahrady České republiky a jejich přínos k ochraně biologické rozmanitosti.* Praha: Ministerstvo životního prostředí, 2005, s. 12.

Christmas customs, etc.[16] From the perspective of cultural tourism, especially important events include folklore festivals and shows that attract large numbers of performers and visitors to the towns where they are organised.

Methodology

Marketing and sociological surveys considering particular areas of cultural tourism were carried out in the period of several past years. All the surveys were carried out in the form of structured questionnaire and visitors of particular cultural facilities and events were addressed. In accordance with the character of the research issue, the surveys were carried out at selected cultural and historical objects or events falling within cultural tourism. A sample of at least 200 respondents was inquired for each cultural facility, or rather cultural historical object, place, subject or event. Adopted statistical data or opinions of experts in this issue are cited in rare cases. The research in the above specified areas took place gradually between 2009 and 2015.

Results and discussion

Castle or chateau visitors

One quarter of respondents (residents or tourists) visits historical monuments and museums during most of their travels. More than half of the surveyed visit different monuments occasionally and only one fifth of respondents does not visit them at all. Considering domestic tourism (that is defined as travelling by residents on the territory of the Czech Republic), sightseeing tourism permanently represents the most important motive for travelling; it involves approximately 40% of visitors in the winter period and even 57% of visitors in the summer period. There was a total of 279 monuments opened for admission fee in the Czech Republic in 2011. In 2010, there were even five more historical monuments, i.e. 284. Most of them, i.e. 111 were administered by Národní památkový ústav (National Heritage Institute) that is a public-benefit corporation of the Ministry of Culture of the Czech Republic. Regions, towns and municipalities managed 62 objects, four objects were in the administration of other ministries, four were established by citizens associations, seven by charitable trusts, 34 by churches and 62 by entrepreneurs.

[16] Patočka, J., Heřmanová, E. *Lokální a regionální kultura v České republice. Kulturní prostor, kulturní politika a kulturní dědictví.* Praha: ASPI Wolters Kluwer, 2008, s. 80.

The attendance rates differ significantly for particular objects. The attendance of an object depends not only on its attractiveness but also on the possibilities of providing further accompanying cultural events and on the extent of its involvement in the life of the region and in tourism, including international. The difference in the attendance development between objects administered by public sector and objects managed by private sector can be attributed to several influences. High demands are placed on the objects in the public administration, their programme should match the character of public service, correspond with principles of authenticity and historical credibility and focus also on less profitable projects. On the other hand, the private operators are completely free when deciding about the programme and the decision which visitors' wishes will be implemented depends only on their personal taste. For that reason, they can offer the type of entertainment required by a larger part of the public. *Table 1* gives the overview of the most frequently visited castles and chateaux in the Czechia.

Table 1: Overview of the most frequented castles and chateaux in the Czech Republic (Source: own processing)

Attendance of castles and chateaux in 2013	**in thousands**
State Chateau Lednice –National cultural monument – UNESCO sight	331
State Castle and Chateau Český Krumlov – UNESCO sight	322
State Chateau Hluboká nad Vltavou – National cultural monument	260
Karlštejn Castle – National cultural monument	228
Castle and Dendrological Garden Průhonice	190
Dětenice Chateau	184
Konopiště Chateau – National cultural monument	132
Archbishop's Chateau and Gardens Kroměříž –UNESCO sight	107

The first two most frequented castles may serve as an example of how the fact that the site has been put on the List of UNESCO World Cultural and Natural Heritage influences the attendance rates. By the time they were registered, the most visited castle was Hluboká nad Vltavou that is nowadays on the third place. Due to their accessibility, Karlštejn, Průhonice and Konopiště castles are frequented mainly by non-residents whose target destination is exclusively Prague and who come here for a short one-day trip organised by a number of travel agencies in Prague. Prague Castle has not been listed in our table. Its visitors buy a joint entrance ticket with the option to visit a series of objects at the Prague Castle. In 2013, the Castle registered 1748 thousand paying visitors. According to Prague City Tourism statistics, the most attractive monument in Prague remains the area of the Prague Castle visited by more than 6 million visitors in 2014. Roughly every sixth tourist has climbed one of the Prague towers and lookout towers. The most successful event in 2013 was the Signal Festival – Prague Festival of Lights that attracted almost half a million visitors.

The visitor profile was studied in the following objects: Hluboká nad Vltavou, Jaroměřice nad Rokytnou, Jindřichův Hradec, Konopiště, Litomyšl and Telč Chateaux, and Rožmberk and Špilberk Castles.A visit to a castle or chateau is most frequently a part of a day trip. The second most frequent group involves people who spend their holidays in the region – in this case, the sightseeing tour of a castle or chateau is a part of visiting relatives or friends. Somewhat different is the order of motives for visiting castles and chateaux regarding residents and non-residents. The non-residents visit castles within their multi-day incoming holiday in the Czech Republic. They are less often visited within a one-day trip.

Also the motive to visit a monument is different with residents and non-residents. The results of the survey at the Telč Chateau are given as an example. The group of respondents did not include a single non-resident who had already visited the Chateau in the past. One half of the domestic visitors have already visited the Chateau in the past. Although the non-residents had found information about the Chateau most frequently in printed materials, the motive for its visiting was information or recommendation of friends and relatives.

Considering the particular castles and chateaux, the ratio between visitors (one-day trippers) and tourists changed significantly. The comparison is shown in *Table 2*. It is apparent that Telš Chateau and Rožmberk Castle are visited primarily by those who spend their multi-day holiday in the region, while Hluboká and Konopiště Chateaux are most frequently visited within a one-day trip. The given fact is illustrated by the average length of stay of the castle or chateau visitors in the region.

Table 2: The ration of tourists and trippers among the castle or chateau visitors
(Source: own processing of the authors)

Castle or chateau	**Proportion of tourists (%)**	**Proportion of trippers (%)**	**Average length of stay in the region (days)**
Rožmberk	73	27	3.4
Telč	64	36	4.9
Litomyšl	48	52	5.0
Špilberk	42	58	5.7
Hluboká n. Vltavou	29	71	1.2
Konopiště	25	75	1.1

Visitor or citizen of historic towns

This part of the paper summarises opinions of the citizens of selected historic towns of the Czech Republic. Forty cores of historic towns in our country have been declared urban conservation areas. Out of them, three are on the UNESCO World Heritage List: the historic centre of Prague, Český Krumlov and Telč. In addition, the subject of the research is also the town of Kroměříž of which the gardens and the Chateau are also on the UNESCO List and these basically extend into the historic centre of the town. The research was carried out in eight towns that have urban conservation areas on their territory. Characteristics of these towns in relation to the monuments is shown in *Table 3*.

Table 3: Basic characteristics of studied towns in terms of monuments (All of them are urban conservation areas) (Source: own processing)

Town	Number of citizens	Characteristics of towns in terms of monuments
Brno	371,000	One UNESCO site outside the centre, second largest city in the country
České Budějovice	95,000	Centre of region with the highest number of urban conservation areas
Jihlava	51,000	Centre of region with the highest number of UNESCO sites
Tábor	35,000	Centre of medieval reformatory religious movement
Kroměříž	29,000	Chateau and gardens listed UNESCO sites
Jindřichův Hradec	22,000	Urban conservation area with notable chateau complex
Český Krumlov	13,000	UNESCO site, second most frequented after Prague, close to Austrian border
Prachatice	11,000	Situated close to German and Austrian borders

The paper also presents the research results focused on the attitudes of residents. The respondents were asked two questions in this area. *Figure 1* presents the subjective perception of the respondents regarding the number of tourists in their town. 98% of the respondent in Český Krumluv have the feeling that they notice tourists often. 89% of the respondents in Kroměříž (another city with UNESCO sight) have the same feeling of meeting tourists frequently. The residents of regional cities perceive the large numbers of tourists least. The presented results are influenced by the fact that the historic core popular with tourists creates only a small part of the town.

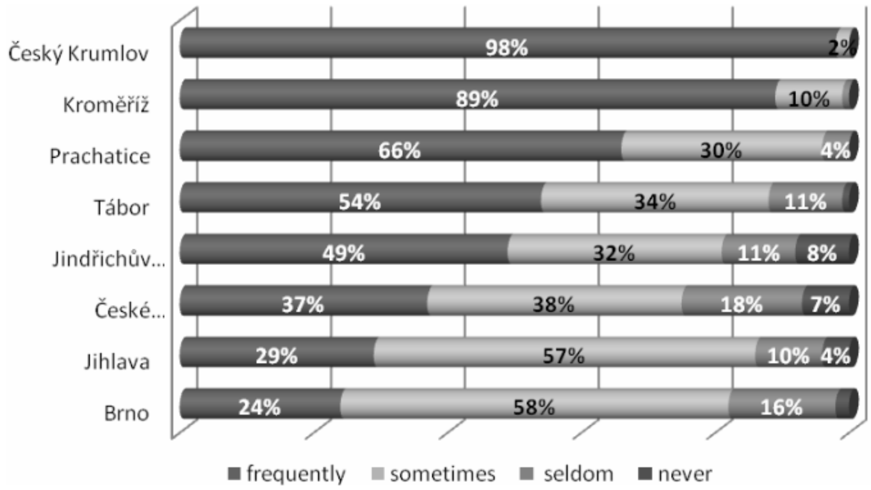

Figure 1: Frequency of meeting tourists in the historic centre of the town
(Source: own processing)

Along with the investigation of the opinions of residents, the profile of visitors (tourists and trippers) was also studied. We tried to compare the subjective perception of the number of visitors by the residents and the estimated number of visitors determined from the questionnaire survey among the visitors. *Figure 2* states the relation between the number of visitors per resident per year and the proportion of residents who subjectively perceive that they meet visitors to the city very often. We can see that this dependency can be interspersed with a logarithmic function. While there is 1.8 visitors per resident per year in Brno, the figure for Český Krumlov is 89.3 visitors per resident per year.

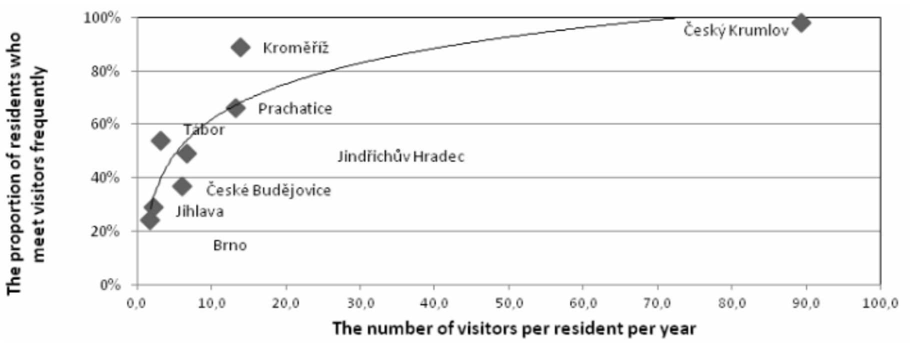

Figure 2: Relation between the number of visitors and their perception by residents
(Source: own processing)

The next question was directed at determination how much the citizens identify with their town as well as their emotional relation towards their town: “Can you characterise your attitude to this town?” The structure of responses in particular towns is shown in *Figure 3* The largest proportion of respondents who are proud of the fact that they live in this very town are the residents of Brno, the second largest city in the Czech Republic. Then the other district historic towns follow and the last one is the regional town of České Budějovice.

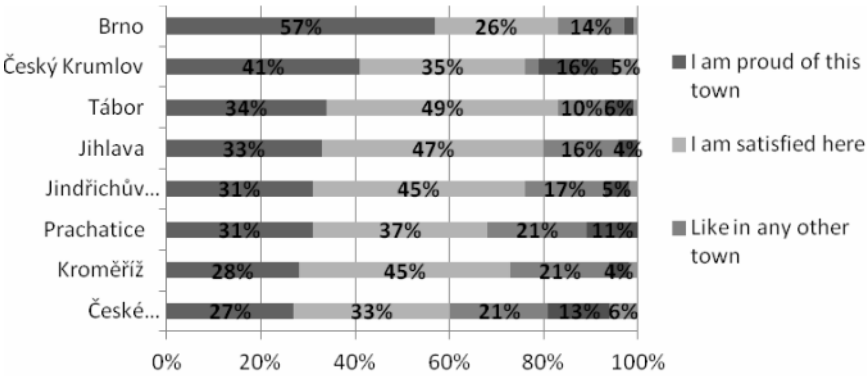

Figure 3: Can you characterise your attitude to this town?
(Source: own processing)

ZOO visitor

If we compare the proportion of visitors to zoological gardens in the Czech Republic with the total number of its inhabitants, then every second citizen (on average) visits a zoo once a year. Approximately 115 million people out of the total 312 million visit zoos in the U.S.A. While it is almost 50% in the Czech Republic, it is only 38% in the U.S.A. Hence, it is apparent that zoological gardens are very sought-after tourist attractions in the Czech Republic. The Top Ten tourist destinations of the Czech Republic include four zoological gardens and the Top Twenty include seven zoos. *Table 4* shows the number of visitors to the Czech and Slovak zoos where the proportion of Czech zoos represents approximately 85%. The number of visitors is constantly increasing, and it is about 7.5 million visitors a year at present.

Table 4: Number of visitors to Czech and Slovak zoological gardens
(Source: own processing)

Year	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**
Number of visitors	5.496.800	6.321.544	5.743.831	6.379.456	5.737.510	6.516.728

Figure 4 makes it possible to compare the structure of visitors to individual zoological gardens. We can see that the proportion of residents visiting the particular zoo is influenced by the size of the town where the zoo is located. The highest proportion of local visitors is in Prague and Brno, the smallest in Dvůr Králové and Hluboká nad Vltavou. On the other hand, one-day visitors most frequently visit zoos in the later destinations. The relationship between the town population and the proportion of local visitors is even better apparent from *Figure 5*. *Figure 6* presents the answers to the question "Who did you come to the zoo with?" In some cases the numbers do not give the total of 100% since also different answers such as "I came alone, on business, etc." were obtained. It is apparent that zoos in Hluboká and in Dvůr Králové are most frequently visited by families with children. The smallest proportion of families was in the zoo in Brno.

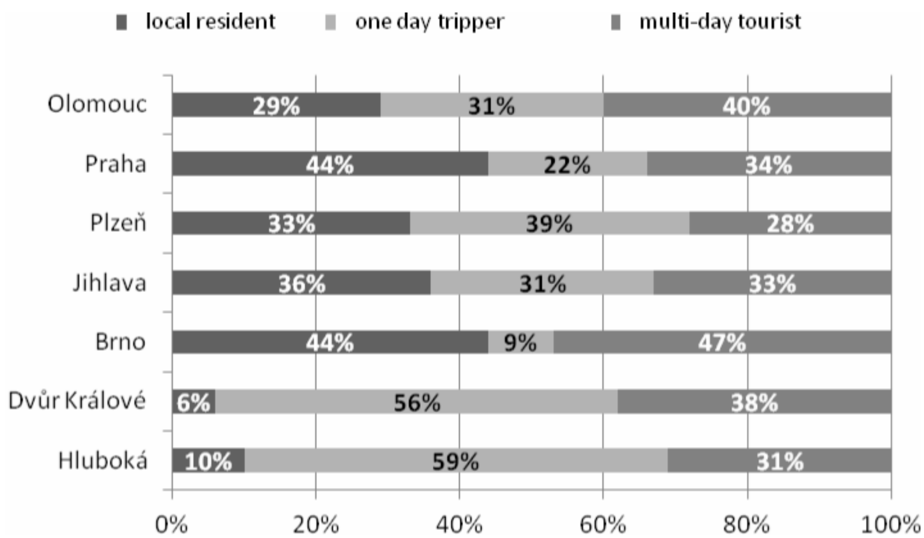

Figure 4: The structure of visitors to individual zoos (Source: own processing)

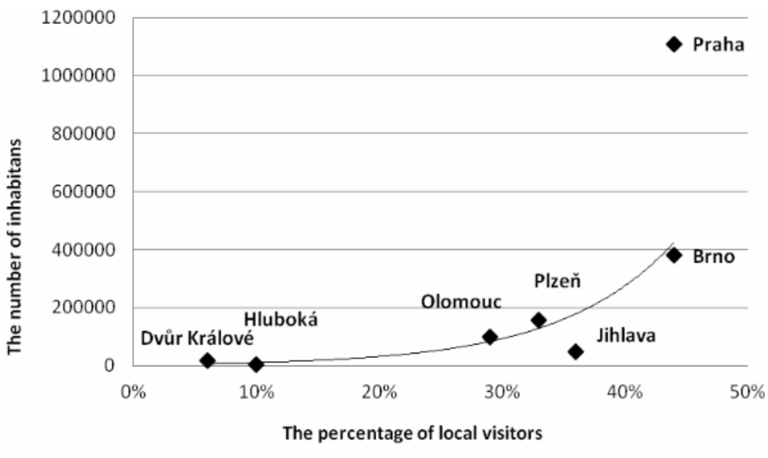

Figure 5: The relation between the town population and the proportion of local visitors to the zoo (Source: own processing)

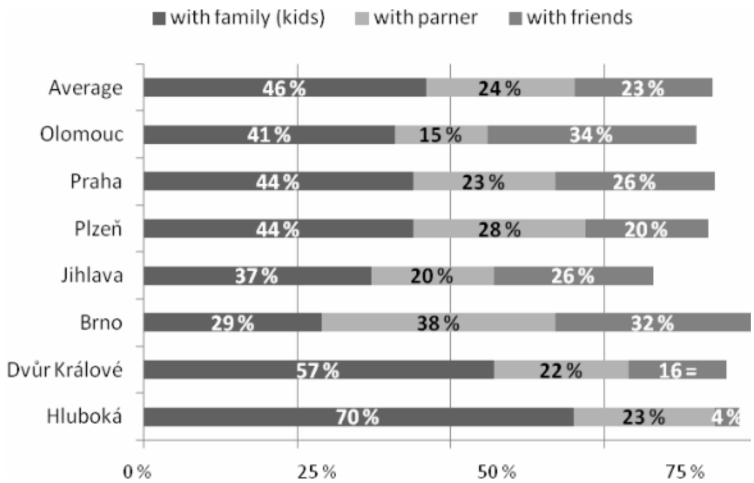

Figure 6: Who did you come with? (Source: own processing)

The fact that children are very frequent visitors to zoos is also apparent from *Table 5* showing the numbers for 2010. Considering Hluboká, 55% of visitors were children. A high percentage of children was also recorded in Brno and Olomouc. Although the ratio of families with children was rather low according to the survey, it appears logical that the zoos are probably more frequently visited by school groups. This fact could not be reflected in the survey results since only adults were addressed.

Table 5: The number of children visiting zoos (Source: own processing)

	Hluboká	**Dvůr Králové**	**Brno**	**Jihlava**	**Plzeň**	**Praha**	**Olomouc**
Number of visitors	198.897	454.476	238.036	226.809	460.841	1.185.320	368.543
Out of that children	108.756	170.486	114.714	95.780	221.204	323.662	193.123
Proportion of children	55%	38%	48%	42%	48%	27%	52%

The number of people for whom a visit to a zoo is the only purpose of their trip differs in various places. The zoos in Dvůr Králové, Olomouc and Jihlava show the highest relative proportion of such zoo visitors *(Fig. 7)*. Since the total annual visitor rate in individual zoos differs, the same figure also shows the proportion of ʽonly zoo' visitors out of all the zoo visitors in the country. This comparison shows that, due to the high absolute number of its visitors, the zoo in Prague is attended by 39% of all the ʽonly zoo' visitors coming to all the observed zoos.

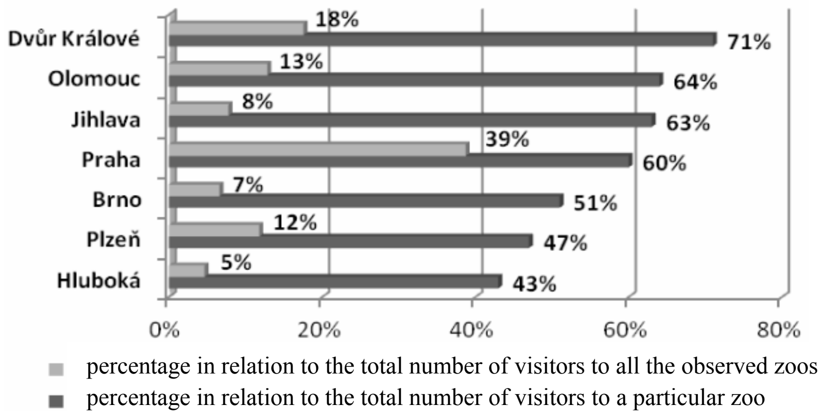

Figure 7: The proportion of people for whom a visit to a zoo is the only purpose of their trip (Source: own processing)

Folklore festivals and shows

Folklore is an important part of cultural tourism. A number of international as well as domestic folklore festivals and festivities is organised and a number of Czech ensembles go to participate in festivals abroad. Therefore, folklore is an important part of domestic as well as incoming and outgoing tourism. This part of the paper summarizes the research findings resulting from the survey carried out among the members of folklore ensembles as well as visitors of folklore festivals. The festivals included International Folklore Festival Strážnice, Rožnov Festivities, and International Folklore Festival in Šumperk, Prague Fair, Jihlava Folklore Summer, and Folklore Festivities in Kyjov. A survey was carried out at each festival with respondents being the festival visitors as well as members of ensembles that participated in it. The number of questionnaires for each group ranged between 100 and 200 depending on the size and duration of the festival.

Figure 8 presents the frequency of repeated participation with visitors and members of ensembles, and it is given as the average for all the festivals. *Table 6* shows a qualified estimate of the average repeated participation. It is interesting that visitors and performing ensembles are approximately equally frequent repeated participants. The number of ensembles participating for the first time is significantly higher since the organisers try to modify the composition of ensembles that they invite. Approximately one fifth of ensembles as well as visitors participate in a given festival regularly. The festivals with a longer tradition are most popular with repeated participants.

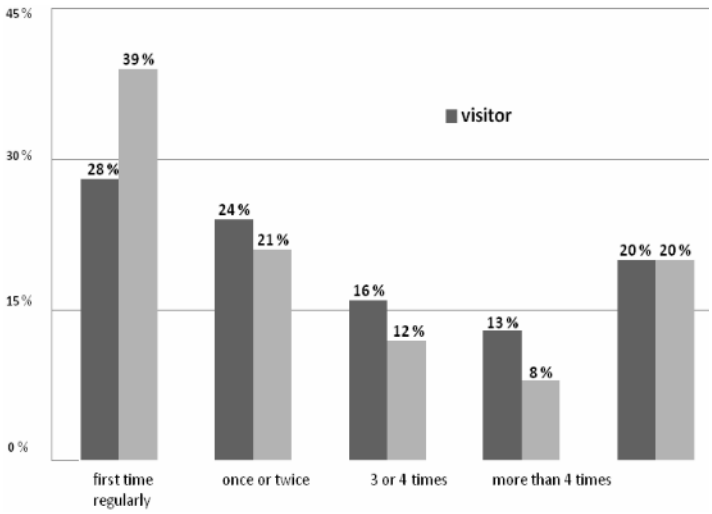

Figure 8: Frequency of participation in festivals – visitors and ensemble members
(Source: own processing)

Table 6: Average repeated participation in particular festivals
(Source: own processing)

Festival	Kyjov	Strážnice	Jihlava	Rožnov	Šumperk	Praha	**Average**
Visitors	4.8	3.8	3.2	3.0	2.9	2.8	**3.4**
Ensembles	not found	3.2	2.7	4.1	4.3	2.2	**3.3**

Table 7 summarizes the ways of obtaining information about festivals. Considering visitors, the most frequent way is their own participation in previous years and recommendation of friends. With the exception of the Festival in Šumperk, the Internet does not play a significant role yet. Considering the Festival in Rožnov, participation of almost one half of visitors is based on their own experience. The ensembles get the first impulse for participation when receiving the invitation. Other sources of information include printed materials and information centres. As far as the ensembles are considered, the source of information is also recommendation by some domestic or international organisation.

Table 7: Ways of obtaining information about the festival (Source: own processing)

Visitor	own experience (%)	recommendation (%)	Internet (%)	Others (%)	**Ensembles (%)**	own experience (%)	Recommendation (%)	Internet (%)	Others (%)
Strážnice	35	40	10	15	Strážnice	6	90	2	2
Rožnov	48	22	4	26	Rožnov	23	47	10	20
Šumperk	26	29	23	22	Šumperk	21	45	34	0
Praha	30	30	7	33	Praha	3	75	7	15
Jihlava	40	19	0	41	Jihlava	7	89	4	0
Kyjov	43	25	0	32	Kyjov	30	70	0	0
Average	**37**	**28**	**7**	**28**	Average	**18**	**66**	**10**	**6**

All the festivals are multi-day and not all the visitors and performers take part in the whole festival. *Table 8* summarizes the responses to the question "How much time do you spend at the Festival?" Naturally, the participating ensembles stay longest with more than a half of them staying for three and more days. Visitors stay most frequently for two days, one third of them for three and more days. The Prague Festival has the highest percentage of visitors and performers staying for one day only. Completely unique is the situation in Šumperk where all the ensembles stay throughout the festival.

Table 8: The length of stay at the festival (Source: own processing)

Visitor	**one day (%)**	**two days (%)**	**three & whole (%)**	Ensembles	**one day (%)**	**two days (%)**	**three & whole (%)**
Strážnice	36	36	28	Strážnice	30	25	45
Rožnov	20	28	52	Rožnov	49	30	21
Šumperk	16	59	25	Šumperk	0	0	100
Praha	35	45	20	Praha	59	4	37
Jihlava	33	24	43	Jihlava	0	67	33
Kyjov	31	39	30	Kyjov	20	0	80
Average	**29**	**39**	**33**	Average	**26**	**21**	**53**

The majority of participants of all the festivals visits only this event. It is even 91% in Jihlava. According to the presumption it is only one half of participants in Prague. Two thirds of the performers have also another programme in Prague where they do the sightseeing of the historical centre of Prague. In Šumperk, where the ensembles stay for the whole duration of the Festival, they have almost nothing else on the programme. Similar situation concerns Strážnice where four fifth of the performers attend only the Festival and the same concerns the visitors.

The main means of transport with visitors is a car that is used by more than two thirds of participants (average for all festivals). Train or coach is used for getting to Prague, only one-third of visitors come by car. Bus is used as a means of transport most frequently for travels to Jihlava (28%) and to Kyjov (42%).

The popularity and reputation of each of the festivals is most evident from the average distance that the visitors and performers had to travel from their place of residence to the venue of the festival. The comparison in shown in *Figure 9*. It also indirectly indicates what proportion of performers and visitors is created by foreigners. Although the Prague Fair is of only a very short tradition, it attracts the highest number of foreign ensembles as well as foreign visitors due to the beauties of Prague. Nevertheless, attendance of the Festival is usually not the main motive for their visit in this case. The largest difference between the average distance that the visitors and performers had to travel applies to the Festival in Šumperk. Although the Festival has been successful in attracting a number of foreign ensembles, the visitors come only from the immediate surrounding area. Similar situation considers the Festival in Jihlava.It is also evident from the graph that

Folklore Festivities in Kyjov are completely local event from the perspective of both groups.

To conclude, we would like to mention some of the socio-demographic data considering the visitors and ensemble members of particular festivals. The ratio of men and women ranges between 40/60 and 60/40 for both the visitors and the performers. While most of the male visitors attended the Festival in Rožnov (55%), Prague recorded the smallest number of them (40%). Most male performers participated in Rožnov and Prague festivals (60%). All the researches in the field of tourism show a significantly higher proportion of university graduates/students that would correspond to the average of population. This is also valid for the folklore festivals. 67% of performers at the Prague Festival were university graduates/ students, and 43% at the Festival in Strážnice. The similar relates to the structure of the visitors. Once again predominated Prague and Rožnov with 50%. The smallest proportion of university graduates/students was in Kyjov (30%). An interesting fact is that the age group from 18 to 25 prevailed at almost all the festivals. A comparatively high proportion of students related to this fact.

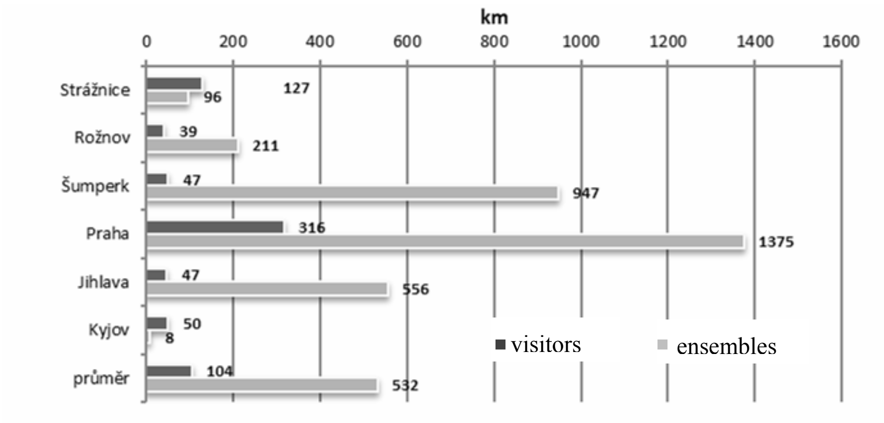

Figure 9: Average distance from the place of residence to the festival venue
(Source: own processing)

Conclusions

When comparing the results obtained for particular monuments that are accessible to the public, it follows that:

– The largest proportion of castle and chateau visitors are one-day trippers who come for a short visit to a region with the aim to visit (even repeatedly) a castle or chateau.
– A larger proportion of tourists who visit the monument repeatedly is in the regions that are popular places for spending holidays mainly by residents.
– Considering some regions, an important factor may also be the visit and stay with relatives and friends.
– The largest proportion of castle and chateau visitors who are in the area on a trip or on holiday has once again been recorded in popular tourist regions.
– The reasons and motives for the visit to a monument and the source of information may differ significantly with residents and non-residents (foreigners). The residents rely mainly on their own experience or the experience of their friends, the others draw inspiration primarily from printed materials and the Internet.

The object of the research carried out in eight towns that boast urban preservation area was the research of the relationship of their residents to heritage protection and their opinions considering the advantages and disadvantages caused to the town. Consequently, their opinions were studied regarding the influence of the urban conservation area existence on tourism in the town. These opinions are also a part of this paper.

– The opinion that the declaration of the historic town the urban conservation area is a benefit prevails in all the towns.
– The subjective perception of the number of tourists by the residents significantly differs in particular towns. The residents of towns that incorporate a UNESCO sight in their centres are most aware of the presence of tourists. The residents of regional towns perceive their presence least.
– To increase the number of tourists, the residents of the observed towns most often think that it is necessary to improve the infrastructure of the town and its appearance, and to keep it neat. They consider promotion of the town less important.
– The relative difference in the number of visitors per resident in the observed towns is enormous. While there are approximately two visitors per resident per year in Brno, Český Krumlov records almost 90 visitors per resident. This is also the reason why the response of 38% of Český Krumlov residents to the question “What should be done to attract more tourists?” was that they do not

wish a further increase in the numbers of tourists. Considering the other towns, the proportion of such answers is approximately 5%. Český Krumlov also records a relatively higher proportion of residents who would rather move to another place. It could be stated that the number of tourists in this town has already exceeded the limits of sustainable tourism.

The research was carried out in zoos situated in Olomouc, Prague, Plzeň, Jihlava, Brno, Dvůr Králové nad Labem and Hluboká nad Vltavou. Following findings resulting from the surveys can be presented:

- Zoological gardens are important tourist destinations for a large part of population and their popularity is even increasing.
- This tourist attraction is particularly important mainly for the segment 'families with children'. Zoos fulfil an important educational function but they are also important places of relaxation and entertainment.
- In comparison with other tourist attractions that may be included within cultural tourism, the prospective visitors are willing to come here repeatedly.
- The local residents create a smaller part of visitors in almost all the observed zoos. They represent more significant proportion in large towns only.
- A significant part of visitors are one-day trippers. The visit to the zoo is often the only goal of their trip.

Folklore festivals of different length of tradition and different composition from the point of view of participating ensembles, domestic as well as coming from abroad, also became a subject of the research. Hence the research can be considered representative and its findings can be generalised to a certain extent. Based on the research, the following conclusions can be made considering the area of benefits of folklore to cultural tourism in a town:

- The average frequency of repeated participation in the observed festivals considering performers as well as visitors is about 3.3. The highest ratio of repeated participation regards festivals with longer tradition.
- One third of visitors attends the whole festival or stays at least three days, 39% stay for two days and 29% stay for one day only. The ensembles participating in the whole festival create approximately 50%, staying for two days create 21%, and staying for one day create 26%. The whole 100% of performers participate throughout the Festival only in Šumperk.
- Considering all the festivals, majority of participants have the festival as the only goal of their travel. It is 91% of visitors in Jihlava and 100% of performers in Šumperk. On the contrary, most participants in Prague Festival have also other activities on the programme.

– The different character of festivals is probably best apparent from the average distance travelled by visitors as well as ensembles from their place of residence. Most dominant in this respect is the Prague Fair. Its visitors travelled approximately 320 km and participating ensembles about 1400 km. The Festival in Šumperk is attended by many foreign ensembles. Besides Prague, visitors travelling the longest average distance are recorded in Strážnice (127 km). This is probably due to its long tradition.

Based on the above stated, it is evident that the local and regional culture in all its forms is one of the most valuable components of the national cultural heritage. The inseparability of the territory and man as the bearer of the culture represents the process firmly linking a given social group with a particular region. Even though a certain gap between the cultural tradition and the contemporary way of life gradually emerges, it is necessary to constantly search the ways of recovery, maintenance and preservation of cultural heritage as the bearer of values for future generations.

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NIKOLETTA TÓTH-KASZÁS, KRISZTINA KELLER & ILDIKÓ ERNSZT

DEVELOPMENT CHALLENGES OF A LOCAL PRODUCT BASED THEMATIC ROUTE – THE CASE OF THE 4 TOWERS PROJECT –

The development of rural areas is a crucial challenge in our days. The revival of traditions and conventional jobs can be important tools for the progress of different regions and can help to attract more visitors. Showing traditional products and the life style can offer an extremely interesting, impressive experience for the visitor. Local products are also related to the matter of sustainability. Furthermore, other significant elements come also to the fore, like: local value creation, strengthening ruralties, job creation related to economic restructuring and changing attitudes.
Thematic routes can contribute to the touristic exploitation of yet untapped capabilities. The primary goal of these routes are education, dissemination of knowledge, the establishment of cooperation, the protection of the environment and the traditions; or the implementation of various development projects. They are beneficial for the local community from an environmental, social and economic point of view as well. They are capable of deflecting the mass tourism; most of them call for the use of environmental-friendly modes of transport. Further the benefit is realized at the local population, and they significantly contribute to the exploration, development and preservation of local values. Furthermore, these routes strengthen social cohesion and local identity and promote the survival of traditional knowledge.
In the framework of the 4 Towers Project different actions were initiated to draw attention to the work of local producers of the Hungarian–Croatian border region. Among others project partners collected local producers working in the region in one thematic route. In order to examine the acceptance and long-term sustainability of the 4 Towers thematic route an empirical research was carried out among affected local producers in the region.
In present paper our aim is to determine the elements, which can contribute to the successful establishment and operation of the thematic route. Further the research has measured the willingness of local producers to cooperate, since the common initiation and unity of the local community is inevitable in order to operate thematic routes successfully.

The emergence of local products in tourism

The development of rural areas; the revival of almost forgotten traditions and conventional jobs belong to the major challenges of the 21st century. Local products and activities related to their production can serve as a good basis for the development of the region; and can attract more visitors. According to the 141/2008 Ministry of Agriculture (Ministry of Agriculture) Regulation the definition of the local product is: *"Locally produced materials, locally produced landraces or traditional, non-operational or manufacturing technology, process or specific region-specific technology process made products produced by micro or small business"* (141/2008 Ministry of Agriculture Regulation Art. 1. m).

Local specialties contain minimum 51% added value; supposing local labor and raw material. These products contribute to the job creation and retention, the preservation of traditions, the creation and development of the viable rural area; as well as to the widening of the touristic offer and making it unique (Molnár & Fehér, 2013; Gonda, 2014).

From the consumers' side ethnocentrism and its relating conception is an important element of domestic product protection. According to consumer ethnocentrism consumers prefer local products because of moral and economic reasons (Malota & Berács, 2007; Malota & Mitev, 2013).

Besides traditional products the life style captures and arouses the interest of the visitor – this tendency can be observed mainly in case of foreign tourists. The presentation of these touristic products – which are based on local products and on presenting the life-style – can happen on different events, demonstration sites and live workshops. These are important tools to offer the visitor a unique and special experience; in a given case to present a real curiosity for them by showing the diversity of folklore and the region (Kóródi, 2005).

In case of local and handicrafts products there is a widespread target market; since for people living in cities the rural environment, the air, the landscape, the rural house and farm, the intimacy of a workshop can mean experience; while rural dwellers can show increased interest for the memories lived or heard from ancestors. The display of the products and the way of production can be the key in all cases (Kóródi, 2005).

The experience-centered and interactive involvement of local products in tourism is most probably at the gate of success (Örsi, 2002). According to Németh et al. (2013) and Németh & Pintér (2014) solutions preferring local interests and values become increasingly valuable. The success factors of these processes are the undertakings of those rural cities and settlements that try to find the development directions fit to local endowments – they result in sustainable investments in the long run. It is worth looking for undertakings that are willing to think in a different way (Birkner & Máhr, 2016, p. 48–49). The issue of local producers and products also comes to the fore in connection with sustainability and climate change (Lőrincz & Raffay, 2014).

It is impossible or hard to quantify thosefactors (local value creation, strengthening ruralties, job creation related to economic restructuring, changing attitudes) that have to be dealt with regarding thetopic. Fehérvölgyi et al. (2012) emphasize – based on their empirical research conducted in the Hungarian–Slovenian–Austrian border region – that tourism contributes to the rejuvenation of local values and traditions. Tourism can be a key development field of border regions, because the common rage of countries can breakthrough the level of interest of tourists; while the national developments cannot have this effect.

The role of thematic routes nowadays

Thematic routes can be defined as follows: "These are tourism products, which row natural and artificial attractions based on a selected theme; and can be accessed by different modes of transport" (Rátz & Puczkó, 2002). The primary goals of these routes are education, dissemination of knowledge, the establishment of cooperation, the protection of the environment and the traditions; or the implementation of various development projects.

Rátz and Puczkó emphasize the importance and the special role of thematic routes as tourism products. The advantages of thematic routes include:

– only a small investment is needed to create the thematic road network,
– they can diversify the demand in time and space, since they are not necessarily seasonal,
– they can contribute to the touristic exploitation of yet untapped resources and capabilities,
– a new layer of demand can be gained for a specific type of tourism or for the destination itself (Rátz & Puczkó, 2002).

Another benefit of thematic routes is that they are advantageous for the local community from an environmental, social and economic point of view as well.

From an environmental aspect on the one hand it is capable of deflecting the mass tourism; since cultural thematic routes or routes based on local products are not located along the featured attractions; seeing that they want to connect less well-known destinations. On the other hand most thematic routes call for the use of environmental-friendly modes of transport: e.g. hiking, cycling, horse-riding.

From an economic perspective it is important, that the visitors of thematic routes appear in the tourism indicators of a region, like e.g. the number of guest nights; however, the actual measurement is difficult, since tourists are divided in space.

The benefit is realized at the local population in all cases; and local products and services can be sold easily.

Regarding the social aspects of the thematic routes it should be emphasized that this branch of tourism significantly contributes to the exploration, development and preservation of local values; furthermore, it strengthens social cohesion and local identity.

Finally, last but not least it promotes the survival of traditional knowledge and professions; the transmission of traditions (Pécs–Mecseki Borút, 2012).

Besides the above mentioned reasons, we must realize that tourism trends of our days support the reason for existence of thematic routes and attractions based on local products as well.

The main aspects of the formation of thematic routes

At the formation of thematic routes – with special regard to the ones built on unique heritage (e.g. local culture, lifestyle and local products) – several specific aspects should be taken into account. Among them the most important ones are authenticity (the authentic presentation of local life) and the existence of local initiatives.

As noted above; in case of rural developments the commitment and the intention of the local community is indispensable. It is nearly impossible to develop a tourism product like this by top-down initiations – since its uniqueness lies in the world vision and in the hospitality of the local population.

Further, the member states of the United Nations have agreed on the Sustainable Development Goals in 2015: its goal 11 is to make cities inclusive, safe, resilient and sustainable. Thematic routes support the sustainability of settlements in cooperation with the local community and the tourism experts (Berkes et al. 2015).

The development of these kinds of touristic attractions needs some kind of cooperation; where both the enterprise side and the stakeholders of different communities (tourism associations, local governments and marketing organizations) can represent themselves and their interests (Nagy, 2012).

When formulating a thematic route, it is extremely important that it should strengthen the cultural identity of the community; further the topic should be easy to identify, well-known and obvious; finally it should not limit the attractions connected to the route too much (Rátz & Puczkó, 2002). The appropriate marketing activity is also extremely important in case of newly established thematic routes. We should not forget about the different infra- and suprastructural conditions in case of thematic routes – like the examined 4 Towers Route –, either; which can guarantee the comfortable, experiential access to services and products for visitors (Michalkó, 2011). Regarding these conditions Michalkó mentions the importance of the diversification of means of transport; the need to mark the suggested means of transport (car, public transportation, bicycle, etc.) on the thematic route, it can or even should be supported by modern communication technology (e.g. the application of GPS, mobile phones, modern “touch me” devices) (Michalkó, 2011).

However, most problems arise when it comes to the operation and maintenance of thematic routes. The most typical problems appear in the areas of financing and management. A typical problem regarding financial sustainability is that the route is established with the help of project money, but the operation of the route ceases very fast when paying the grant; since the background for financial sustainability is not created.

Taking membership fees or a common operation of a fee-paying service can be solutions to this problem; but there is a very low willingness to do this. This problem can also be solved by continuous project activity and the active involvement of the public sphere.

Similar problems can arise on the sphere of management. One or two devoted local actors are not enough for the coordination of a thematic route – originating from its character –; more actors are needed on more points: a team is needed. The destination can employ volunteers in certain fields (e.g. tour guides, tender writers); however, there are certain capabilities and competencies; which are essential in case of the communication team (Rátz & Puczkó, 2002). During the formation of thematic routes a common cultural image should be formed – which is based on the own cultural identity of the participants.

The possibility of the formation and the sustainability of 4 Towers thematic route

The municipalities of Nagykanizsa, Kaposvár, Cakovec and Koprivnica – with several decades of cooperation behind them – jointly submitted a proposal in the Hungary–Croatia Cross-Border Cooperation IPA Programme.

In the framework of the 4 Towers Project different actions were initiated to draw attention to the work of local producers of the Hungarian–Croatian border region. With this initiation they try to keep traditions and traditional products alive. Project partners collected local producers working in the region in one thematic route; further they had a chance to sell their own products at several events in both countries.

The methodology of the empirical research

In order to examine the acceptance and long-term sustainability of the 4 Towers thematic route an empirical research was carried out among affected local producers in the region.

Our aim was to determine organizational possibilities which can contribute to the successful operation of the thematic route. Further the research has measured the willingness of local producers of a destination to cooperate, since literature drew our attention to the fact that the common initiation and unity of the local community is inevitable in order to operate thematic routes successfully.

Within the framework of the survey research those local producers were contacted who work in the 30 km vicinity of Nagykanizsa, Kaposvár, Koprivnica. Data base used in our research was provided by project partners. 98 Hungarian and 30 Croatian local producers concerned (altogether 128 local producers) were reached with the help of the survey between September 2016 and April 2016. During the research statistical and econometric analyzes were applied in order to interpret the results and to explore the connections. The descriptive statistics is suitable for the quantified presentation and characterization of the studied phenomenon. The use of graphical tools supports the exploration of the research sample and the presentation of the prevalence rates in the dataset (Kerékgyártó et al., 2008).

Based on the nature of the data the cross-table analysis was chosen from the econometric analyzes. Cross-table is a statistical technique; which describes two or more variables in one table at the same time – the table shows the joint distribution of two or more limited number of categorized or limited value recorder variables (Molnár, 2015; Molnár-Barna, 2004).

The results of the empirical research

Local producers were asked among others about the thematic route established by the project.The first question was, if local producers heard about the evolving thematic route. 39% of the responders knew the thematic route, 22.5% of them had heard only about the project, but not about the thematic route. The more than one-third ratio seems to be good in the light of the fact, that the design and the marketing of the road only started at the beginning of 2015.

It is well-known, that a thematic road network can only be successful, if the affected persons are aware of its elements and preferences. However, the awareness is a necessary, but not a sufficient element of success. For the survival of the route the commitment and the trust of local producers is essential in the long run. Accordingly, we asked them what they think about the viability of the thematic route based on local products in the destination *(Fig. 1)*.

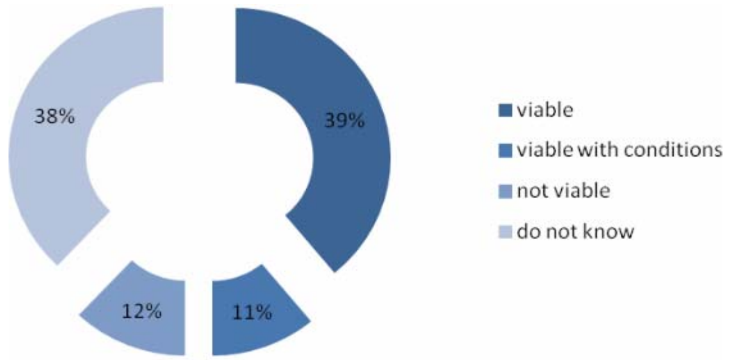

Figure 1: The assessment of viability of 4 Towers Thematic route according to the responder local producers (Source: empirical research, 2016)

39% of the responders considered the thematic route to be viable – we think, this result can be evaluated positively. According to 11% of the responders the thematic route can only be sustainable in the long run, if all actors take the goals seriously, appropriate means are used in the promotion, and local producers can ensure high quality throughout the year. Some of them mentioned, that similar tender projects are good initiations, but after their finish the producers' community may not be able to fulfill the organization, coordination and marketing tasks; so they are incapable of maintaining the thematic route by themselves.Without the cooperation and professional relations of the local producers a thematic route is really not viable in the long run.

We also wanted to know, how much an external coordinating organ would contribute to the survival and development of a thematic route according to the responders. Since coordination has expenses, this organizatory work can only be imagined in return of a membership fee. In the consciousness of this according to 46.6% of the responders it would be a good solution to set up an organization like this. More responders – who answered with yes – mentioned that more can be achieved in an organized way, further it would be fortunate, if organizatory and marketing tasks would be carriedout by experts. Some Croatian responders indicated that local producers do not have time for this; therefore an organization like this would be a good solution. The setting up of an external coordinating organization was opposed by 53.4% of the responders. In their case the two most common reasons were: "My product can only be sold by myself", and "an outsider can never feel full ownership of tasks to be solved." More Hungarian farmers assumed, that an organization like this is not needed; whilst Croatian responders named currently operating associations fulfiling similar tasks and because of this they do not consider the setting up of an organization like this necessary.

During correlations studies cross tableanalysis was performed between multiple variables.

It was surprising that the opinion of the two countries' responders has shown significant difference only in case of one question; so we can assess that Hungarian and Croatian local producers basically share similar views about the thematic route and the sustainability of their activity.

Significant difference was found in nationality regarding the need for the above mentioned coordinating organization. In this case there was a moderately strong correlation between the two variables; namely 44.1% of the Hungarian responders and 80% of the Croatian responders agreed on the need for such an organization and would consider it to be useful. In our view it can be explained by the fact that on the Croatian side more organizations function presently supporting the work of local farmers. As these organizations function really well, Croatian local producers trust their work.

Quite close, 0.59 Cramer V-value correlation was found in terms of the number of people working for the surveyed local producers, or what they think about the importance of the above-mentioned coordinating organization. The establishment of this organization was supported only by the 27% of the local farmers, who work alone. In case of institutions employing more, than 10 persons this ratio is 100%.

Examining the number of employees deeper we have assessed that another correlation can be detected between this variable and the awareness of the thematic route. In this case it was conspicious that the farmers, who work alone and the producers who employ max. five persons know the project and the thematic route the best. In our view these farmers are more active and more open to cooperate; they are much more dependent on possible benefits gained during the cooperation. Accordingly, the project and the thematic route represent a good break-out opportunity for them.

During correlation analysis we have assessed that local farmers employing only a few employees are more open for the cooperation with other producers. However, employers employing more persons require the establishment of a coordinating organization much more. Based on this we can assume, that membership-fee deters smaller producers from the cooperation in organized framework.

The possible means of the sustainability of the 4 Towers thematic route

According to Gábor Michalkó (2011) during the operative establishment of a thematic route six aspects must be taken into account: market research; the exploration of natural and cultural values; creating a strategic plan; stakeholder involvement; the branding, finally, the definition of the management and operating conditions.

In *Table 1* the interpretation of these operative goals are presented in the case of 4 Towers thematic route.

Table 1: The operative steps of the development of the 4 Towers thematic route
(Source: own compilation based on Michalkó, 2011)

Operative goals according to Michalkó	Realization in case of the 4 Towers thematic route
The established route must be based on serious **market research,** during this **target groups and their** constantly changing **needs** are identified. It should make sure that local plans and strategies fit to the latest tourism trends.	In case of the 4 Towers thematic route the needs of local producers and their willingness to cooperate were examined. However we find it expedient to carry out a consumer query in the future, which can provide useful information regarding the expected local products by the target audience and the design of the thematic route.
A thorough examination is needed to explore **the natural and cultural values** of the affected region **for touristic use.** With the help of this we can determine the criteria which must be fulfilled to connect the different natural, cultural factors into the thematic route; it ensures the quality and the unified experience of the thematic route.	Since in case of thematic routes it is not always sufficient to build the tourist road network around/on a group of products, we recommend that partners should broaden the elements of the thematic route and not only local producers, but also other natural and cultural attractions (e.g. attractions relating to folk traditions and making local products) should be included in the 4 Towers experience chain.
The special market possibilities of the region must be examined thoroughly; then it must be **incorporated into a** macro-level, national **strategic plan** toensure that it fits into the tourism planning practice and activity of the region. It is very important to have consultations between local and regional organizations about the strategies and the future course of action.	All four cities involved in the 4 Towers project have touristic attractions and plans for developing tourism. In the interest of the sustainability of the thematic route it has to be integrated into these urban or tourist destinations strategies, development plans, otherwise the initiative will not receive enough attention, and the target audience may forget about it when the project is completed.
The **number and size of the participating enterprises has to be determined** on the affected route – their active participation has crucial importance in the success of the thematic route; since they are the final transmitters of experiences for visitors. Service providers must supplement each other regarding the special endowments and	The biggest challenge the 4 Towers thematic route has to face is the activation of local producers. The composition of the portfolio of the involved enterprises and primary producers corresponds to the criteria formulated by Michalkó; but to maintain the interest further steps should be taken byall means.

the general services. Further they have to achieve that their participation should be ensured from the inception of the thematic route.	It is recommended as a tool that cities should invite 5–5-local producers from the vicinity of the partner cities to their major events or when the project is completed.
Members have to **develop a clear brand** regarding the affected route; then take it to the market tailored to the target markets and to the needs of the target audience.	In the framework of 4 Towers project a unified image has been developed. The local producers were categorized; further the press release and the logo were supplied to the local producers as well, so we can say that the brand is ready.
Members have to determine the **management and operational conditions** in order not to have problems in the maintenance of the thematic route. An accurate **strategic plan** is needed to develop the **work plan** and to organize daily activities. For this an **operational plan** is needed; in this framework the communication between the organization and members can be ensured. The responsibilities and the division of roles can also be clarified; the separation of the management and the members can be avoided, which would hinder the operation.	In our opinion the clarification of the framework of the operation is really an extremely important step in the interest of the sustainability of the route. At the same time the research results has made it clear that the responder local producers' willingness to cooperate is not appropriate yet. Therefore, we recommend for the project partnership that local producers should not only be contacted in connection with different events. Further the local producers' attention should not only be drawn to the potential sales opportunities in the project; but also to the long-term thinking. This awareness-raising should primarily be based on the presentation of the potentials of the cooperation between local producers. If the producers realize the benefits of cooperation, and formulate their common goals, we can imagine the possibility of the creation of a region-wide destination management organization that can stimulate the economy on both sides of the Hungarian-Croatian border. However, this initiative must be based on the action of the local producers' community.

Closing remarks

The importance of thematic routes is strengthening in our country and in Europe as well. In a survey research local producers – concerned in the 4 Towers project – were asked in the Hungarian–Croatian cross-border region about their awareness of the thematic route and their willingness to cooperate. 39% of the responders knew the thematic route; further 22.5% of them had heard about the project, but not about the thematic route. 39% of the responders considers a thematic route based on local products viable in the region; according to 11% of the responders it would only be successful under certain conditions. Most local producers seem to be open to cooperate; but only in a less formalized framework. 46.6% of the surveyed supports the establishment of an external coordinating organization.

Closing our paper concrete suggestions were listed about the operative steps of the establishment of the 4 Towers thematic route. These suggestions can contribute to the sustainability of the thematic route, further they can also serve as a good example for other rural areas aswell.

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PETER WILTSHIER

HEALTH AND WELFARE AS METAPHORS FOR COMMUNITY DEVELOPMENT THROUGH TOURISM

The focus of this paper is the post-Fordist, post-modern approach to the development of community social capital shared in most parts with stakeholders through the focus on community well being and the role that tourism can take to enhance the wellbeing for the majority of stakeholders. This project encompasses best practice experiences from case studies conducted in a tourism 'hot spot' in the environs of the first National Park established in the United Kingdom. There is some urgency about this topic; resources for community development are increasingly under pressure from both local and central government, with the expectation is now that local communities take full responsibility for that development. Wellbeing needs allocation of scarce resources even more sounder the post-Fordist regime. Two case studies' outcomes in this development are presented with a special focus on creation of a repository for the know-how and know what of the learning acquired.

Introduction

Much has been written in the past decade concerning the relevance of tourism to the creation, storage and retrieval of social, political, cultural capital (Altinay et al, 2016; Berkes & Ross, 2013; Higgins & Desbiolles, 2006; Macbeth et al, 2004; Putnam, 2001). A shared concern is that neo-liberal and market-forcemodels, resulting from post-Fordist consumerism and competitive advantage paradigms, have consigned tourism to the margins of national and regional development. In other words, tourism was destined to boost economic productivity (hence boosterism as a working title for one early paradigm) and was scarcely concerned with the viability, strategic planned development and measurement in the community of the outcomes of numbers of visitors travelling away from their normal place of work or residence for the purpose of recreation, business or entertainment. Perhaps our thoughts of tourism after the Second World War were quite confined to the business of mobility for entrepreneurs' profits and to the hedonism desired by those recovering from global conflict. Our thinking since the oil price shocks of the 1970s, and the widespread adoption of low-cost aviation in the 1980s with de-regulated aviation and the degradation of physical environments in Asia, Africa and the Caribbean has been conservation of the physical environment (Brundtland, 1987; Rio Earth Summit, 1992). It was not simply a matter of overcrowded beaches and cheap hotels and banal in authentic products and services for tourists; much more theimpact of boosterism on the host communities providing a welcome to increasing numbers of tourists. This boosterism had social, cultural and political impacts on hosts as well as environmental impacts on so-called idyllic resorts where hedonism for visitors was at the top of a list of 'things to do' (Crick, 1989; Carr, 2002).

The interesting parallel forhosts included an awareness raising of resource decimation, of tourism enterprises riding rough-shod over both hosts' cultural and social norms. An upsurge in imported diseases was hardly new in the 1970s – mariners in the fifteenth century introduced diseases like syphilis, measles and influenza, almost with impunity, to host communities for five hundred years. Hosts believed that independence from colonial hegemonic influences would wane in the second half of the twentieth century. Unfortunately the dominance of the post-Fordist tourism business determined very much the economic and environmental focus of the tourism enterprises until the end of that century (Tisdell, 2000; Dwyer et al., 2010). Tourists contracted with big business to purchase and revel in resort-style enclave accommodation, entertainment and attractions in many countries that struggled to provide their own hosts with the lifestyle and quality of existence that were undoubtedly enjoyed by the tourists. The tourists were, and still are, arriving aboard wide-bodied aircraft to enjoy experiences in resorts where the profits were repatriated to the visitors' own countries along with the departing holidaymakers. Thus hosts' lifestyles, values and social, political and cultural wealth was scarcely improving during the post-war era (Vanhove, 1997; Rojek, 2000). The big players in tourism in that period were not even reinvesting in socio-cultural returns for the hosts in Spain, France, Italy, Greece and the Caribbean never mind emerging destinations like Thailand, Malaysia, Mexico, Tunisia, Morocco, Sri Lanka and Bali.

Bowling Alone, prepared by Robert Putnam (2001) in the context of the United States in the 1980s, highlights the plight of communities incapable or not empowered to develop a healthy and vibrant future for residents. Putnam recognised that the social and cultural landscape needed conservation and enhancement to preserve for future generations the shared social capital of communities through a conscious effort to work collaboratively. He also encouraged host communities to identify and share values and beliefs that would ultimately underpin regeneration and development for all residents as well as provide a base for concurrence on what could be further developed for the benefit of all – both resident hosts and their invited guests.Now we recognise the potential for paradigms established in health and wellbeing, specifically in healthcare, that provide a broad framework for driving the social and cultural capital accrual that will be critical for hosting tourism in the years ahead (O'Meara et al, 2002; Choi & Sirakaya, 2006; Huijbens, 2010; Kim et al., 2013; Voigt & Pforr, 2013). Our focus will drive skills for sustaining community capital and the infrastructure needed to support hosts and, in turn, as development broadens appeal of the destination community, to tourists. To develop the required skills as hosts and as champions the acquisition of a framework to empower people in communities and to develop notions of partnership and cooperation needs exploration through a social wellbeing and health lens (Craig & Taylor, 2002; Wagner & Caves, 2012). Tourism businesses and organisations working in partnership for the benefit of tourists' expenditure effectively need to learn about capacity and capability to expand potential for benefits from tourism to accrue to all in the community; not just return one economic investment in the neo-liberal post-Fordist model (Ritchie & Crouch, 2003; Beeton, 2006). Taylor et al., (2005) drives the argument that capacity building and partnership building go hand-in-hand with increase of social capital and knowledge transfer from successful capacity building in the most diverse communities from inner city to rural village. Carolyn Kagan (2006) is also authoritative on the embedding of shared knowledge from capacity building into communities and between education establishments and communities.

Kagan et al. (2013, 2011) offers solutions through action research in psychology, using health and community services as metaphors for community health and engagement underpinning a tourism offer created, articulated, managed and reviewed from the grass roots of the community (Kagan & Duggan, 2011). Kagan espouses inter-disciplinary and trans-disciplinary approaches using environmentalism and sociological approaches (social constructivism) in her work therefore endorsing the potential to use learning from beyond business and commercial (meaning neo-liberal, market-forces) philosophical arguments.

There are several potential lessons to hosts from both Taylor and Kagan. The first is a belief that a healthy host community, empowered in decision-making and decision-support process and management, are more than competent to deliver outcomes that are sanctioned by the resident hosts and therefore fully ready for consumption and promotion in the market place. The second is that an empowered and fully-devolved model of endogenous tourism is a learning destination that will profit its residents, its present and future managers as well as delight its tourists (Timothy, 2007). Finally, there is no compromise explicitly or implicitly offered in the model that expects certain members of that community to not benefit from tourism in all dimensions; social, environmental or economic (Brooks, 2015; Fernandes et al., 2013; Murphy, 2013; Timothy, 2012; 74; Mulligan et al., 2008).

Furthermorethere is difficulty at present in determining for tourism policy and planning an integrative model that incorporates hosts' needs from a multi-disciplinary perspective. Effectively that means that tourism is on the fringe of development rather than at the core of decision making and support (Dredge & Jamal, 2015). Systems thinking, through soft systems methodologies (Checkland, 1981; Checkland & Scholes, 1990) also provide sounding boards for effective communication and construction of solutions for divisive problems in communities aspiring to better the lives of residents whilst stimulating the demand for tourism as part of an improving socio-cultural capital base. In this approach we can see that good practices, shared learning and interventions from both business and society can contribute to solutions mediated by experiments attempted in other destinations. The process involved in systems thinking permits spirals of continuous improvement by reflection on aim, objectives, methods, management, monitoring, review and re-visit on going through out the cycles of improvement.

If we examine values and beliefs before committing to action we can plan for a sustainable model of tourism that is endogenous, engages many members of the host community in preparing and delivering the services that are advertised. The community can plan experiences that are commensurate with those values and beliefs and can commence a programme of learning and engagement that can support many residents and be supported by others who choose not to engage in tourism themselves (Sherlock & Nathan, 2008; Thomas, 2012). To plan for the future requires substantial investment in policies that support healthy and vibrant free economy-based communities. To develop policies that support business and generate a return on investment for entrepreneurs, commands leadership and a bottom-up, endogenous managed approach (Ritchie, 1993; Derrett, 2003). To clarify, leadership, concurrence on plans and policies and attention to the underpinning welfare of the host community are the most important pre-conditions for a healthy and vibrant service and product offer (Smith et al., 2010). A healthy community with many stakeholders' concerns at its heart has not always been the way forward. Too many privileged individuals sought profit for themselves at the expense of the majority of host residents in the past (Thomas, 2012). A disaffected host community will always struggle to fulfil the needs, let alone the experiences, of visitors to any meaningful degree. If the stories and storytelling of the host resident are not in line with the service and product being marketed the tourist will reject the offer and future visits will be jeopardised (Ray, 1998). Many destinations struggle to maintain the sparkling image that the poster and website appear to offer; often this is a result of the host not buying into that offer as the benefits of tourism are unequally distributed and the costs of providing the product and service offered are expected to be borne by the entire host community (see example from Nunkoo & Ramkissoon, 2011). Voigt, 2013, sees consumers taking responsibility for their own physical and mental wellbeing. This may be attributable to the devolved charge from governments to individuals to seek wellbeing at no cost to taxpayers. It may also result from a greater awareness in the marketplace by those consumers who are focused on self-help, self-development, alternative therapies and on-going personal or professional development (Mannell & Iso-Ahola, 1987; Ateljevic & Doorne, 2003). These two parallel learning and self-development experiences may well be informing learning across boundaries in many communities. These cross boundary expectations are not confined to destinations in more-developed parts of the world;

these expectations may well be universal (Bushell & Sheldon, 2009). Current publicity about wellness in tandem with tourism is plentiful from traditional sun-sea-sand destinations as well as from emerging markets. It is driven by demand from all sources and is tenuously supported by destination management organisations globally. There is no special sense of wellness or wellbeing as a fundamental privilege or knowledge base in the north or west; this is a burgeoning opportunity for all destinations to consider, engage with and emerge in competitive situations.

Discussion

This paper takes a socially constructed view of community development through the devices of continuing personal and professional development (CPD) through wellbeing. To do this it necessarily requires a situation and a context to which development can adhere and the factors surrounding the benefits assumed to accrue to community can be evaluated. A lens in CPD that might be useful is established in the systems approach of planning, action, evaluation and reflection (see for example, Friedman, 2012). To use this approach requires a focus from both the individual (as Freidman has done) and to evaluate the benefits to the collective, in these cases, the community spatially aggregated at two sites within the Peak District of Derbyshire. he first case study is the small mining town, formerly the site of large quarries for limestone and fluorspar, and earlier from lead, named Wirksworth. This settlement has a recorded history to Saxon days and is physically constrained by limestone hills, the River Eccelesbourne and the aforementioned limestone quarries, largely now defunct. Approximately 10,000 people make their home in Wirksworth. Half the population arrived post the end of the mining era (1970s); half the population is constituted of former mine workers and their descendants. Quite possibly the split between the bourgeois and the latter day emerging service-sector and retired is important when reflecting on the nature of welfare and development through the mechanism of tourism. he second study relates to an even smaller ribbon-village development largely to the west bank of the River Derwent called Matlock Bath which has largely been carved by ice and water erosion in the limestone. The two settlements are approximately two miles distant from each other and are connected by a B road and scheduled bus services. What is interesting also is that these two case studies are indeed apparently pursuing separate strategies for development of both the community and of tourism. The second case study has a very small resident population of no more than seven hundred. Together, both locations are visited by the resident population of the Midlands and NW England and Yorkshire conurbations as day trips (approximately 35 million potential day-trippers). They are also frequented by largely European and out of region British visitors for overnight holidays and as part of a wider touring route between the English South East and

Yorkshire and Merseyside. The potential for even more intensive tourism is rapidly being realised by marketing campaigns adopted by Visit Britain (VB) such as 'destination of distinction' (campaign of 2010) and 'the Grand Tour' (campaign of 2015). So the scene has been set. Two destinations, in close proximity, with a wide appeal to visitors largely for reasons of scenery, heritage, nature and adventure tourism opportunities and largely 'in tune' with campaigns to encourage tourism developed by the UK's national tourism board (VB).These two towns are not remote from other attractive touring centres with rich heritage of agriculture, mining, the landed gentry of past centuries and similar attempts to focus on wellbeing and welfare of visitors already repeat clients and potential clients from a global marketplace for product UK 'the museology' of the entire nation.Friedman indicates that benefits to CPD include perceived public benefit, including visitors, benefits to the tourism sector and related industries in the supply chain and to employers. In addition benefits accrue to communities form curiosity, desire to some sort of self-improvement (maybe more implicit than explicit) (Friedman, 2012; 54). In the review of extant literature the assumptions for better community health and wellbeing include recognition of accumulated social capital during the past century leading to better quality of life across a wide range of locally-based stakeholders (see Putnam, 2001; Beeton, 2006; Timothy, 2012). In the past fifty year tourism was largely perceived as a smokeless industry making a contribution to healthy economies deprived of other economic resource bases by the demise of heavy industry and manufacturing. This is so typical of the landscapes and spatial arrangements of these two communities.

More work is to be undertaken in the context of the wealthy North with its abundance of skilled labour, diversified economic activity and assumptions of disposable income to be shared for community's social and environmental benefits (again see Putnam, 2001; Altinay et al., 2016; Fernandes et al., 2013). In part tourism can be conceived as avoiding resource depletion as it calls into play volunteers, the elderly (retirees and those with shared knowledge for development) and centres for CPD including high achieving schools and colleges. There is considerable research conducted in the pursuit of health and welfare for the community through incremental steps being taken to improve our knowledge of how to build healthy communities by taking smallish steps at the margins of empowered and healthy communities, especially close physically to the research focus of this paper, in NW England around the conurbation of Manchester (Kagan & Duggan, 2011). In this respect all communities can benefit from improved physical conditions for communities at the margins of social and economic cohesion and productivity. These approaches are also inter-disciplinary as they take metaphors for social and economic improvement for community from health care provision and embedding new knowledge about how to fairly spread these benefits more widely.

Simply put, a healthy community will engender a better approach to telling the story to visitors and believing explicitly that the story will create stronger bonds between stakeholders based upon a recognition of the procedures to enhance an entire destinations' development based upon agreed stages in shared knowledge (see Ray, 1998). Through these two case studies we can review the collective achievement towards sustainable practices and the pre-conditions observed to achieve, reflect and document development. A systems-thinking approach allows us the varying inputs of vision, values and beliefs. These do change over time and do reflect the diverse needs of the resident stakeholders at both sites. This is an iterative process and requires active documentation and reflection to ensure continuity with the improvements suggested, the management techniques employed to realise improvements and the entire monitoring, reflection and action plans emerging from the dialogues and repositories created. *Table 1* refers to some examples of the specific development in the two case studies that are indicative of wellbeing progressively becoming embedded as new knowledge for the benefit of current and future learners. In case study 1 the development of a community enterprise incorporates strands of tourism, trade, arts and creative industries. In study 2 smaller scale partnerships are becoming formed (through a community interest company) that will incorporate spaces and places at the margins of the destination.

It is also apparent that actors employed in the reflections and management cycles are often changing. There is a sense of resources insufficiently deployed because of low knowledge of resources previously used and an exhaustion of key performers in this process as they are required to continuously upskill and re-acquaint with a knowledge base that is no longer in practice and is no longer current. That is exactly the problem that be-sets the two communities in the case studies. Moreover the focus is now on unequal distribution of resources with poor understanding of long-term outcomes of interest to the majority within the community. That brings the reader to evaluate the roles of public and private sector partners in achieving some type of sustainable development. These two communities embarked at different stages in their product lifecycle (maturity in both cases) according to the theoretical approach of Butler (1980). Unfortunately for the Butler approach there is effectively only resurgence and dynamic adjustment to changing demand (fashions, trends, and preferences in consumption) or decay and eventual collapse of the tourism offer and tourism-purpose built economic contribution. The actual model in *Table 1* is complex and multi-faceted. The research from health and sociology drives wellbeing from the margins (after Kagan & Duggan, 2011). The learning destination as an educative process with new applications in learning towns (Williams & Williams, 2011) defends the role of partners in the process of regeneration or resurgent community-driven offers for tourism (and other enterprise) and an explicit acknowledgement that universities and other reflective organised learning centres (schools and colleges) must embed the experiments within communities in the curriculum and link the outcomes of research back into community governance. Addressing the new values and beliefs accrued during regenerative action is the next phase in the engagement. At this stage and during this action the purposeful and reiterative process of active learning on the shared goals and created identity is recognised and embedded more purposefully as a socially constructed process that is actively espousedby a majority of stakeholders (Altinay et al., 2013). The following stage embeds learning in governance and political process for a wider set of stakeholders who juggle competing demands from the wider set of stakeholders who occasionally divert resources away from community-led enterprise into supportive and medically driven survival packages for unfortunately dispossessed stakeholders. These dispossessed do not engage in education, do not expect to contribute to development agendas, tend to prefer status-quo and have no intention to actively pursue community development issues at a personal, or active reflective level (Craig & Taylor, 2002). We may consider this faction as disposed and disenfranchised (See Putnam, 2001).

A final stage in engaging the stakeholders with the outcomes is exceedingly important. Without the reflections and critical review there can be no re-addressing of vision and values; there can be little concurrence (within the majority of stakeholders) over stages of development and therefore reiterative action in plans and success stories cannot be embedded in factual accounts of development. The 'hearsay' of key players (movers and shakers of change) can be challenged because there is no documentation of success and failure and a reluctance to pick up on the development agenda and programme because of a lack of agreement on past success stories. It is the creation of an enduring repository in a socially constructed, systems-thinking reflection that must be highlighted to our majority decision-makers and decision-support librarians that has been missed in the academy (Guyer, 2015). Documenting healthy communities through praxis and reflections is critical to changing the ways in which things are 'done around here' for everyone's collective development.

Table 1: Communities of engagement:
Welfare and wellbeing driving specific development in tourism

Conceptual	Case Study 1	Case Study 2
Wellbeingfromth emargins (Kagan & Duggan, 2011)	Festival and Carnival – learning to combine resources to cater for a diverse new demand	Developing the events focus in a small community. Taking selected rural sites and applying new business paradigms to exploring boundaries – Mount Cook and the Matlock Bath cliff faces. The imminent formation of a new Community Interest Company (CIC) to oversee new direction for local response to managing tourism in future.
Embedded learning (Williams & Williams, 2011)	Business as creatives	Storytelling and the narratives Dedication to re-branding. Working to profile the values and brand of "Jewel of the Peak" or "Inland seaside" or "Mystery: My Village".
Re-visioning and joining (Higgins-Desbiolles, 2006; Uyarra, 2010)	University of Derby as a partner – changing orientation from mining and quarrying towards a focus on the service sector and developing an enterprise culture The University of Derby and University of Sheffield supporting the community to retrieve and store narratives of cultural and heritage importance.	University of Derby as a partner – adapting to change in production and change in supply. Bringing non-traditional partners together to reflect community goals. The University of Derby to re-focus the Parish Council on relationship building with existing visitors (repeat visitations) and anticipating success with new markets aligned to existing products.
Indicators of success captured in long-term strategy	Better return on funded projects for all – Festival and NOW!	Non-traditional partners joining the tourism bandwagon to benefit a wider range of stakeholders
Reflections: management interventions	New OpportunitiesWirksworth (NOW!) ten years of interventions designed to promote tourism as well as arts and creatives, education, enterprise culture	Matlock Bath Parish Council – reflections on trajectory for stakeholders in tourism development.
Feed forward and enduring repository (Uyarra, 2010)	University of Derby Online Research (UDORA) and engaging the stakeholders in research	UDORA and disseminating practices to support enterprise and build on existing narratives in storytelling

Conclusion

Throughout this paper the comparison is made between the source of wellbeing in community and the extent to which tourism and visitors bring a sense of rejuvenation and development to destinations. There is a palpable tension for communities' key stakeholders in both serving a community and its interests and in managing a destination for the benefit of residents and invited visitors. The former requires stakeholders to cooperate and collaborate through networks and form and informal partnerships through a slow but deliberate process of social engineering. That is, new services, events and festivals and projects that are underpinned by bringing together diverse fields of activity. The latter is concerned more with managing visitors' experiences and exploring options to allow experiences to be co-created and embedded within destinations with scant attention paid to the legacy of the management actions involved. Healthy communities can only become healthy destinations with a reviewed focus on embedding newly created partnerships and resultant knowledge. Wellness through tourism directly benefits communities through a better understanding that relationships with visitors and their interaction and integration into the fabric of the community can bring. Indirectly, the outcomes of an inter-disciplinary approach using a health and wellbeing model (Kagan, 2006; Taylor, 2005) to the business management lens used by Beeton (2006) and Timothy (2012) is predicated on a better integration of the socio-political lenses now available to communities. Marginal improvements in understanding how the disciplines can be aligned to deliver benefits to host communities can only lead to a sense of wellbeing for hosts that promises to deliver on wellbeing for visitors as well.

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SUSTAINABLE MEDICAL WELLNESS – A CASE STUDY OF HUNGARIAN MEDICAL HOTELS

Health tourism is a dynamically developing sector of the economy with a lot of potential. Medical wellness is the cross-section of wellness tourism and medical tourism, which is continuously growing in popularity. It is a nearly new product which is expected to be one of the most popular trends in the next years but draws heavily on Hungarian traditions. This subtype of health tourism is based on both natural and man-made resources. One of the main types of services providers within health tourism are medical hotels. Issues of sustainability are very important for this segment because these accommodations are based on, and used to operate within sensitive natural resources and conditions. The paper deals with certified Hungarian medical hotels. It analyses the hotels' present situation with the help of structured interviews carried out with medical wellness specialists and questionnaires dedicated to hotels and consumers. The paper's goal is to put emphasis on medical wellness trends, providing solutions for regulatory and registration systems of domestic medical hotels as well as to analyse them in the context of sustainability. In the case of hotels not only the economic sustainability is important but one should pay attention on human, social and environmental contexts as well. The role of medical wellness trends is also important, because in some cases they do not support sustainability and they are able to drive customers towards a non-sustainable form of behaviour. The Hungarian system of medical wellness and medical hotels has some deficiencies and errors however these factors offer opportunities for development which will be elaborated here.

Introduction

Hungary has long traditions in connection with health tourism. Traditionally, the supply is based on medicinal water oriented wellness and medical treatments, however new trends are emerging. Medical wellness is a nearly new product which is expected to be one of the most popular trends in the following years. It is a subtype of health tourism which is a dynamically developing sector full of potentials. Medical wellness can be located somewhere between wellness and medical tourism since it provides special treatments supervised by doctors but its main goal is prevention (Smith & Puczkó, 2009, p. 103.). One of the main types of service providers within health tourism are medical hotels. Because of the sensitive natural resources used for providing medical wellness services environmental sustainability is extremely important for this segment. Moreover we should not forget the importance of legal and economic sustainability because these service providers are operating within the mixture of legal and economic areas and regulations. Medical services are highly regulated by different authorities while profitability, satisfaction of guests and the sustainable operation also have a vital importance. The problem is that sometimes these viewpoints and needs are controversial. Another problematic aspect is about the regulatory system of medical hotels. It should be transparent and clear without any mistakes to be legally sustainable. Medical hotels are one of the subtypes of traditional hotels, so their definition emerged from the attributes of hotels. Medical hotels are regulated by the GKM Decree No. 54/2003. (VIII. 29.) which was issued by the Minister of Transport. Those hotels can be considered as medical hotels which fulfil the basic requirements of hotels, moreover provide treatments and therapeutic facilities for their guests in their own medical department or with the help of a third party service provider [GKM Decree No. 54/2003. (VIII. 29.)]. According to another regulation denomination 'medical hotel' can only be allowed if the given hotel applies natural healing factors by itself or combines with other healing facilities, owns different authorizations [74/1999. (XII. 25.) EüM regulation].

The National Public Health and Medical Office Service (ÁNTSZ) is the national authority in Hungary which has the right to allow hotels to use the word "medical" within their names and to hold the certification of medical hotels. The record, supervision and regulation of medical hotels is another responsibility of this national institution (antsz.hu).

The paper deals with certified Hungarian medical hotels. It analyses the hotels' present situation from demand and supply point of view. The paper's goal was to put emphasis on medical wellness trends, providing solutions for regulatory and registration systems of domestic medical hotels as well as to analyse them in the context of sustainability.

Methodology

The analysis is based on qualitative and quantitative researches. As for qualitative ones structured interviews were carried out with ÁNTSZ, Central Statistical Office of Hungary (KSH) and four doctors employed by medical and other types of hotels.

The goal of structured interviews is the high level of standardisation. In the case of structured interviews sequence of questions is created by the questionist on a unified way to have answers comparable with each other. With the help of high level standardisation suggestability of responses is decreasing (Lehota, 2001).

As for the quantitative side two online structured questionnaires were filled by Hungarian medical hotels and potential guests. According to Babbie (2000) questionnaires are not suitable for measurement of societal actions however they are appropriate for collecting self-memoirs from the past or the future. The questionnaire dedicated for hotels was completed by 28 out of 32 hotels so the research was representative according to the quality level, location and size of hotels.

The consumer questionnaire was fully completed by 336 respondents but the full amount of responders was 393. Because of the questionnaire's dynamic structure the partial answers were also suitable for evaluation. Abundance of the research was interested in healthy lifestyle, wellness, medical wellness and treatments. Elements of sample were appointed with the help of careful sampling and the so-called snowball method.

Results

The freshest register made by ÁNTSZ on Hungarian medical hotels was published in February of 2017. When the research was completed the freshest available database was that one which was published in November of 2015. The two databases are almost the same both of them contain the same errors and deficiencies the only difference is that the group of medical hotels was expanded by one single hotel.

Registration system of Hungarian medical hotels is not sustainable since different authorities have different data on the attributes and amount of certified medical hotels. According to the records of ÁNTSZ there are 39, according to KSH there are only 35 medical hotels in Hungary. The reason for the difference is unknown however according to the research there are only 33 currently operating medical hotels in the country. The errors could emerge from the fact that the database is reviewed only in every 20 years and the notification of changes in hotels' data is voluntary and not monitored. The register contains some wrong hotel names, some hotels which were closed down several years ago and some other ones which do not fulfil the requirements of medical hotels.

Sustainability is solicitous from economic, legal and demand point of view. These errors are able to mislead consumers, nothing to say about other authorities. Medical hotels are continuously developing since guest nights realised by them were increasing in recent years *(Tab. 1)*. It is important to turn their registration system sustainable and to clear the market from those hotels which have a not deserved medical certification.

1. Table: Annual number of hotel guests (Source: ksh.hu)

Year	Cumulative number of guests realized by hotels	Cumulative number of guests realized by medical hotels	Proportion of medical hotel guests of the total amount of hotel guests (%)
2012.	6,584,000	501,000	7,6
2013.	7,003,000	509,000	7,3
2014.	7,514,000	565,000	7,5
2015.	8,096,000	663,000	8,2

Opinion of doctors

The interviewed specialists agreed with the literature that medical wellness can be found somewhere between wellness and medical tourism (OEFS, 2007, p. 90.). It has not got clear boundaries in fact it is the meeting point of modern and alternative remedy (Voigt & Laing, 2013 in: Voigt & Pforr, 2013, pp. 35–36.). In the case of these services the presence of doctors is extremely important because wellness treatments appointed by guest individually can be harmful. The treatments require a condition survey and consultation with highly specialised experts. Treatments are proposed according to the conditions and problems of guests, receiving of them is possible only at the end of this process.

Sustainability of the desired health state is one of the main goals of medical wellness. It has to provide guests with information about healthy lifestyle (nutrition, sport, etc.) and it should ensure a long-term solution for health problems. According to some of the doctors, medical wellness has a primary role in prevention.

A part of the interviewed doctors experienced that guests are able to realise the difference between wellness, medical tourism and medical wellness, but the other part of them thinks that consumers are informed enough to distinguish these services.

Although there are paying guests in medical hotels most of the interviewed doctors consider them as patients not as guests. According to one of them this attitude is absolutely needed because treatments can have serious indications and contraindications. Another of them said that seven out of ten consumers considered themselves as patients not as guests, but as for other opinions this ratio is about 50%.

A big part of hotel guest feedback is informal and a smaller part of them are based on pre-designed guest satisfaction questionnaires.

So, medical wellness is a complex product which is not clearly demarcated. Its elements are mixed with medical treatments and wellness however most of the guests are satisfied with service quality and the amount of information available.

Results of hotel questionnaires

As for the hotel survey results it is clear that eastern areas have a bit more but smaller medical hotels than western areas of Hungary while Budapest has the biggest medical hotels. Most of the hotels' guests are older than 50 years with a majority of seniors and middle-aged couples travelling without children *(Fig. 1)*. The main motivation of them is healing, 57% of them arrives to the given hotel with an existing illness. 39% of guests have emerging diseases with the goal of prevention while the proportion of beauty treatments is infinitesimal (4%).

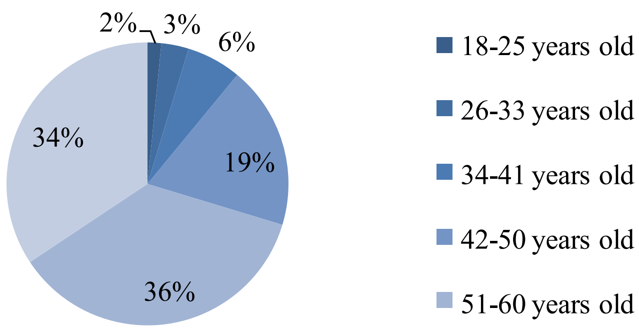

Figure 1: Clientele of Hungarian medical hotels
[Source: own editing (based on 28 responses)]

Based on the results of the questionnaire it is clearly visible that most popular services of domestic medical hotels are musculoskeletal treatments (78%) while beauty treatments are on the second place (21%) and fertility problems are the third with only one per cent.

The most important sending countries are Germany, Russia and Romania, followed by Austrian and Hungarian guests. 12 out of 17 hotels consider Germany as the most important sending country, in the case of five hotels Russian guests are dominant while four of them hosted the most guests from Hungary *(Fig. 2)*.

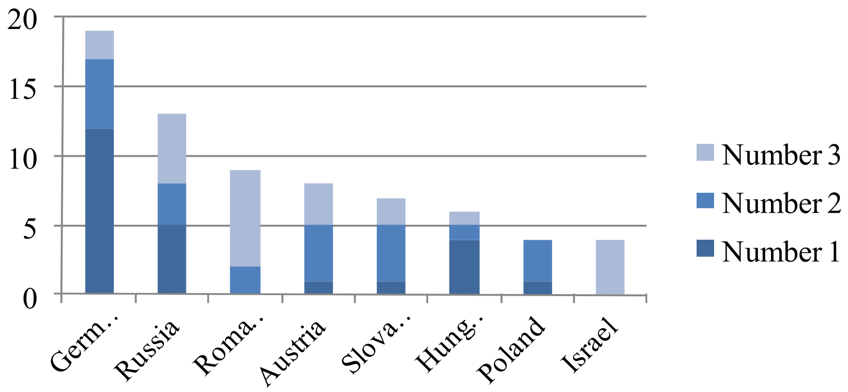

Figure 2: Most important sending countries
[Source: own editing (based on 27 responses)]

The average amount of treatments and other wellness and medical services consumed by guests is parallel to the amount of guest nights. The most common is to have only one medical treatment per day. Most popular medical wellness services are therapeutic massages, mud and other wraps, physiotherapy and treatments based on the spa and pools as well.

16 out of 28 hotels experienced the changing of trends during the last years connected to wellness, medical wellness and medical treatments. According to the hotels' experiences guests are actively seeking for information and simple, cheap but useful treatments as well prevention opportunities which can have an effect within a short period of time by using modern technologies. Basically the consumers want cheap, but modern and efficient therapies. Long-term natural and economic sustainability can be a problem in the case of this emerging trend. Exploitation of natural resources is problematic while quick treatment of consumers can be ineffective or harmful in several cases or illnesses.

In my opinion considering guests as patients is not sustainable. If the consumers would like to feel themselves as patients they would search a hospital. However, a medical hotel is a combined service provider of tourism and health system. It has more expensive and higher quality services which are not only focusing on healing but relaxation and having fun. The results of the questionnaires were different than the experiences of doctors. 25 out of 28 hotels considered that they are treating their consumers as guests not as patients.

Results of consumer questionnaires

The majority (75%) of the respondents were female and the rest of them were male. As for the ages of responders 19–26 years old potential consumers were the most active, however, the majority (58%) of fillers were older than 27 years old. Most of them (69%) had a stable income on a monthly basis, 20 per cent were students and 11 per cent were inactive persons or pensioners.

91% of the respondents considered healthy lifestyle as important or very important. The majority of them pay attention on the healthy nourishment (87%), but only 12% of responders are doing sports regularly. More than the half of them used to do sports only on monthly or yearly basis.

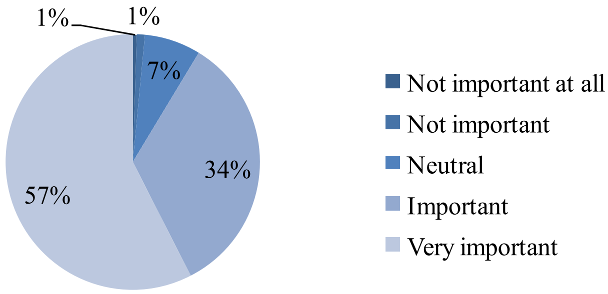

Figure 3: Respondents' attitudes towards healthy lifestyle
[Source: own editing (based on 393 responses)]

Wellness services had a huge popularity among the answered consumers. Only 27% of them indicated that he/she never takes these types of treatments/services. Ignorance of wellness is generated mostly by the low discretional income (56.1%) and spare time (30%). About the half of the respondents has never heard about medical wellness and only one per cent of them got information about it from his/her doctor. The partly inaccurate knowledge on specific medical wellness treatments is emerging from the formerly explained results.

The majority of the surveyed potential guests (78%) would stay maximum three days in a domestic medical hotel and the biggest part of them (65%) would prefer 3–5 star hotels during the potential stay. The preferred types of accommodation are important especially if we compare them with the financial situation of respondents. On a 10 element Likert scale, when 10 indicated the best and the worst financial situation, the majority of them (56%) chose the medium level (5; 6), three percent chose the lowest level (1; 2), 24% of them picked the appropriate level (3; 4). 18% considered his/her financial situation as good (7; 8). It is important that nobody indicated the very good level (9; 10).

Conclusion

By carrying out structured interviews and the representative survey of Hungarian medical hotels I realised that measurement of consumer satisfaction is not suitable in domestic medical hotels because most of them are not using modern and effective tools to measure customers' satisfaction. Most of the specialists employed by hotels treat guests as patients.

Only a part of customers is able to make difference between medical wellness, wellness and medical treatments.It is because of the lack of information and rare usage of the expression "medical wellness". Further problem that medical wellness services target mostly seniors however the main aim of the product would be prevention.

Health related attitude of consumers is not necessarily connected to sports and other preventive services. A big part of them have not enough information about the price and quality level of hotel services. Many times they have unreal expectations compared to their financial possibilities.

Domestic regulation and registration system is a bit chaotic and inaccurate. Databases of different national authorities such as ÁNTSZ and KSH do not match each other and with the reality either. Those hotels which fail to announce their changes are not really sanctioned and regulatory control of authorities used to happen only in every 20th year.

Suggestions

The situation for medical wellness and medical hotels is favourable in Hungary. However development, transformation and change of attitudes can result a higher guest satisfaction and quality.

The Hungarian regulation and registration system of medical hotels requires serious changes. It is essential to penalize those hotels which miss to report the changes concerning their conditions and data. Reporting of changes is mandatory for them however sanctions haven't been used too often. Nowadays the control period of medical hotels is 20 years. It is important to reduce this time interval to 4 years. More often control of the system can ensure that databases will be correct and all the hotels will fit to the requirements of medical hotel qualifications. These changes are needed as soon as they are possible because current data is not up to date. Unification of ÁNTSZ and KSH databases is also important together with rectification of them. An online notification system would be also useful for hotels to make their job easier.

As for medical hotels, setting of a guest satisfaction measuring system is needed to monitor the amount of loyal guests as well as their main motivation. Development of this system can happen in cooperation of Hungarian medical hotels to save money and avoid mistakes. Within the framework of joint work, resources can be optimised and testing of the system is more efficient. Because of the different ages of customers online and paper based formula is important too.

Technological development of medical hotels is also required. Existing treatments and related assets should be constantly modernized to be able to follow the current trends. Concerning the consumer survey and opinion of hotels most of guests would like have very effective services. That means that they want to reach the maximum possible effect within the shortest time. A new type of treatment is needed, which is able to provide prevention, healing and relaxation facilities within a short time frame. Acquisition and usage of modern diagnostic tools is needed.

Shaping the views of guests is also essential to consider themselves as guests not as patients. Specialized sanitary staff of hotels' medical departments should be incited to treat customers as guests not as patients to create a friendlier environment and avoid the feeling of being sick. As it was clarified by the interviewed doctors, independently selected wellness treatments can also be harmful. As medical wellness and wellness are similar to each other online and offline promotions are required for customers to know the exact differences and to be able to decide safely among treatments moreover to recognize that cases which require the assistance of doctor.

As a summary, it is clear that well planned and precise changes and development are needed in cooperation with domestic medical hotels, specialists and national authorities.

Acknowledgement

The research was supported by the ÚNKP-2016-2-4 New National Excellence Program of the Ministry of Human Capacities.

EMBERI ERŐFORRÁSOK
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ERZSÉBET PÉTER, KRISZTINA KELLER, ZOLTÁN BIRKNER & KORNÉL NÉMETH

LET'S RELAX A LOT QUICKLY! – CHANGING TOURISM TRENDS IN OUR ACCELERATED WORLD

Working people find it difficult to provide necessary rest for themselves. There are several factors forcing them to give up regeneration, even by abusing their own health. New environments generate different kinds of impulses making us forget the everyday life completely. The essence of relaxation lies in getting away from the rat race, not in idleness.

This research is meant to demonstrate our changed motivations, holiday expectations and possible barriers to relaxation. The location of the empirical research is Zala County, where 508 employees were asked to fill in a questionnaire in a quantitative omnibus survey. The applicants were represented by gender.

Trends in tourism have changed fundamentally in the last few years and decades, giving priority to staying young and healthy. Nowadays active tourism and seeking out new experiences have key roles. People living in the 21st century require constant improvement in all aspects of life. People tend to prefer new, undiscovered adventures to routine.

The research covers the preferred aspects to decide about holidays, the ways to find leisure facilities, the changed travel patterns due to the financial crisis and the threats of terrorism, as well as factors influencing the decision-making process.

In order to rise the residence time and the number of tourists, we have to offer "complex adventure packages", which requires cooperation between ventures of different type. Each destination must strive to become a brand. They have to accomplish that both local residents and visitors have pleasant experience/image connected to the area, which makes them stay or return. One of the most effective marketing activities is turning experiences into a brand. Effective marketing tools may include a suitable Website, PR, Search Engine Optimization, leaflets, brochures, online advertisements, souvenirs and other branded products, but the major factor is the satisfied guest, which requires an appropriate organisational structure.

Socio-cultural and economic impacts of tourism

Tourism development involves infrastructure development to some extent; furthermore, it is required to become a successful tourist destination. Tourism revenues stimulate international, national and local investments in the long run. The construction of new roads, drainage and schools and the introduction of new services in healthcare help improve the life quality of the local population and boost tourism. Both abroad and in Hungarian tourist destinations seasonality sometimes entails additional costs for the local communities and causes congested infrastructure resulting in traffic jams and deterioration in the quality of services.

As tourism is improving, the composition and the demographic characteristics of the population are changing. Enterprises attract young people by providing growing employment opportunities in the main season, while elderly people move to the area in order to recreate and enjoy the tranquillity and the pleasant climate. Family relations may change, too. Setting up a business enterprise in tourism industry requires cooperation between the generations. Grandparents can help welcome the guests or act as some kind of “home base” to help raise the children while the parents are working (Kousis, 1996; Rácz 1999).

Tourism, however, may cause labour shortage in the traditional economic sectors, particularly in agriculture. Communities could not grow the produces on their own that they used to be able to, so they had to import some goods. It resulted in the outflow of some tourism revenue from the local economy.

Impacts of tourism on the host community can be divided into three categories: economic, socio-cultural and physical impacts. These categories may overlap and the same factors may fall into several categories.

Economic impacts can be defined as changes in the characteristics and structure of the economy regarding the sending and the host area due to the development of tourism (Puczkó & Rátz, 1998). The detected changes usually do not include the profit and expenses expressed in monetary terms in the destination. They focus on how tourism develops, what kinds of investments are necessary, how infrastructure improves, how the number of visitors increases and what income level the tourists visiting the area have.

Physical effects of tourism can be described with the changes in the natural and man-made environment caused by tourism development. Social effects can be observed by looking at the improved life quality of local people and, to a lesser extent, tourists (according to Boothroyd, 1978).

Cultural influences can be traced in the transformation of the political, religious and moral value system and in the growing importance of customs and traditions (Péter, 2008, 2015; Péter et al, 2015, Fehérvölgyi & Péter, 2010).

Analysis of the influence of tourism marketing

Hungary has three key products: health, business and cultural tourism. Health tourism and medical tourism based on natural healing factors – medicinal water, medicinal mud, mofetta, thermal cave – is a unique, internationally competitive area of the country, therefore, it should be given special priority in product development.

Budapest and Lake Balaton still remain priority products, besides which Hévíz and Zalakaros in Zala County are as popular as ever among health tourists.

We use dynamic public communication on the strategic markets via marketing tools to ensure the most efficient and highest access. On secondary markets we sustain marketing activities mainly through online channels. Networking and market development are our primary goals on the emerging markets.

One of our priorities is to address new consumer segments, to which new techniques, communication channels and content are required. In our communication, we consciously but gradually shift focus to modern e-marketing tools (Hungarian National Tourist Office, 2015).

The post-modern attitudes look for new products that are radically different from the products of old-style mass tourism. The new consumers are better-informed, they have higher disposable income, require greater freedom of choice, reject the passive "gazing" and are more active. At the same time they spend more time in front of the computer, and they are not only better-informed but also live in a virtual reality, so they expect more imaginative products – in a kind of "Disneyland-style". The tourism marketing must adapt to new consumer behaviour. The old products are displayed in a new guise and completely new products are developed to meet the demands of new consumers. The product life cycle is getting shorter, market segmentation becomes more complex and market segments are getting smaller. The products are better tailored to the target audience. Árva (2012) claims that imagination, personalisation and fun are becoming important besides participation and entertainment. The digitalisation is more and more important regarding the tourism products, as well; like virtual tours at the sites, accommodations. On the other hand, thanks to the customer relation ship management (CRM) systems the service providers can offer personalised offers to the potential guests, based on their traveller profile, preferences (Tóth-Kaszás, 2017).

Product development will be much more imagination-oriented, there will be more references to other products and virtual reality will be used more and more frequently. The products will be developed for smaller segments and the target audience will be clearly defined, primarily based on psychographic variables. The price will not be as important as with mass tourism products, „give quality for the price" will be the new slogan.

However, yield management will become increasingly important in online sales. The promotion will become more and more web-based and it will use them for social community sites, such as Facebook. Besides Facebook, blogs, online personal travel diaries and reports gained a remarkably significant role in tourism marketing and promotion, thanks to community media platforms (Tóth-Kaszás, 2017).

Distribution channels will become more diverse and the role of the Internet will be increasing. The personalisation is very important for post-modern products and there is necessity to ensure the personal activity of tourists.

The role of staff is also growing, new HR methods will be adopted to improve the skills and competency of the workforce. The processes in the tourism industry will be controlled frequently with quality assurance methods. The role of physical space is becoming increasingly important in tourism. Decoration, virtual reality, variable equipment are all important elements of the post-modern products, and in tourism industry this is truer than elsewhere. The post-modern tourism can be important to examine the environmental impacts of tourism, as it is basically no mass tourism (Árva, 2012).

Examining the motivation we also find huge differences. While people in recreational tourism seek to spend time with leisure activities, conference participants pursue work-related activities. Various organisations, associations and companies appear on the demand side of conference tourism besides consumers (Happ, 2011). The country image and the perceived culture personality also have an effect on motivations, and on both the ideal touristic and business destination evaluation (Malota 2004, Malota & Gyulavári 2014).

We tried to find the relation between conference tourism and leisure tourism by examining the willingness to return. The survey results show that conference tourists willingly (often or sometimes) return to a specific destination (83%). Upon returning they become recreational tourists. Therefore, the more conferences a specific destination can organise, the more the number of return visits can grow.

In 2015, foreigners visited our country 48 million times spending a total of 120 million days here. The number of visits increased by 5.1%, the time spent in the country raised by 8.9%. The regional distribution of cross border arrivals is much more concentrated than that of domestic visitors. A little over a third of overnight guests visited the capital, another third explored Western Transdanubia. The third most popular destination was Lake Balaton, where a tenth of visitors travelled. 78% of the visitors spending several days in Hungary arrived with recreational purposes, one in three of them spent at least one night in Budapest. Many people arrived to meet relatives or friends; the largest number of them visited Western Transdanubia. The primary target area of health tourism is also Western Hungary, while the most common site of business tourism is Budapest.

Hungarian tourists took part in multi-day domestic trips 15 million times, during which they spent 62 million days. Short, 1–3 night journeys topped the list of domestic journeys, their ratio was the highest (84%) in Southern Transdanubia and the lowest (53%) at Lake Balaton. The primary domestic destination is Lake Balaton, which is visited for fun and relaxation mostly. Budapest and the Central Danube region are popular as well; half of the visits in the region took place to visit relatives or friends. The expenditure of the Hungarian population increased by 4.4% during the multi-day domestic trips, exceeding HUF 300 billion. Lake Balaton region received the largest proportion of tourist spending (30%), however, daily spending was the highest in Western Transdanubia. Széchenyi Pihenőkártya (Széchenyi Rest Card), which is a form of fringe benefits provided by employers, also stimulated customer turnover. According to the data published by the Hungarian Central Statistical Office in 2017 accommodation providers closed a successful year in 2015 and all tourist regions in the country had an increased number of foreign visitors. Tourism service providers received 4.9 million foreign guests, 69% of them chose Budapest and the Central Danube region, 10% visited Western Transdanubia and 7.5% was attracted by Lake Balaton.

Methods

The empirical research took place in Zala County, where a quantitative research was performed using questionnaires. The sample for the quantitative survey was based on the population data of Zala County (purchased from the Hungarian Central Statistical Office, published on 1 January 2017). The sample population that we calculated involved 508 people, of which 49% were male and 51% female. The survey represented the active workers in the county by gender. We applied random selection when choosing samples (Babbie, 2001, 212; Molnar-Brown 2004). We performed cross-tabulation and correlation analysis during the correlation tests. In the first case, we used Cramer's V at a 95% confidence level to calculate correlation between variables. It shows whether the two variables are independent from each other. The correlation strength was measured with Pearson's correlation coefficient.

EMBERI ERŐFORRÁSOK
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THE RESEARCH OF ERZSÉBET PÉTER SUPPORTED BY THE „ÚNKP-17-4 NEW NATIONAL EXCELLENCE PROGRAM OF THE MINISTRY OF HUMAN CAPACITIES"

Analysis of the options related to recreation

39% of the workers surveyed in Zala County spent their holiday abroad, while 61% of chose a domestic destination *(Fig. 1)*. Private commercial accommodation accounts for a smaller but growing section in tourism. 37% of the total number of guests and 79% of the guests visiting Budapest and the Central Danube region were foreigners (Hungarian Central Statistical Office, 2017). In the latter region the turnover increased significantly, the number of visitors raised by 61% and overnight stays by 49% over one year. The popularity of private commercial accommodation grew both among foreigners and domestic guests. They accommodated more than 1 million domestic tourists in 2015, while the number of overnight stays exceeded 3 million.

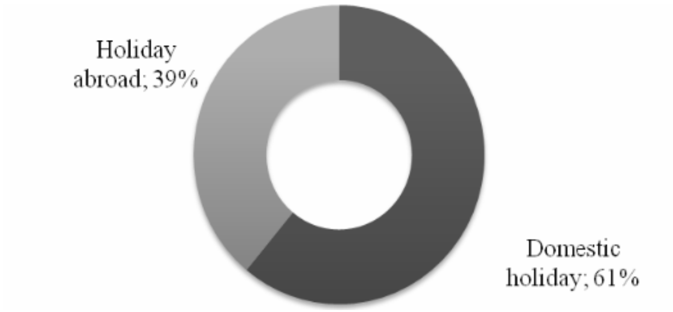

Figure 1: Distribution of the holiday locations based on the respondents' opinion in Zala County, 2017

As you can see in *Figure 2*, 47.8% choose a summer holiday, but the duration shrank from the former 7–10 days to 5 days. The popularity of long weekends has not changed and is similar to the national average, with an average three-day stay.

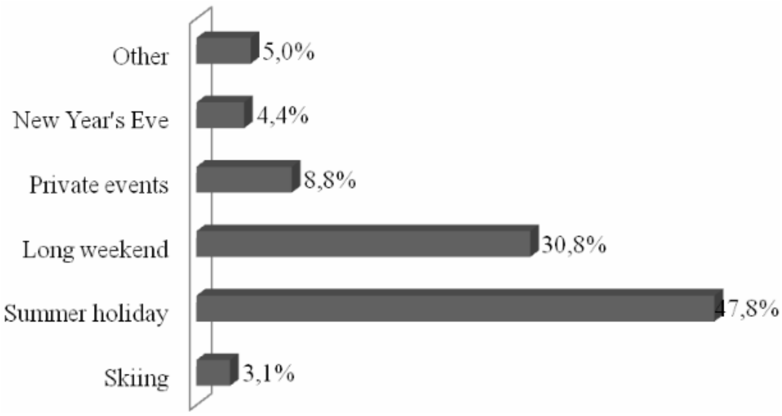

Figure 2: Distribution of the date of holidays

More than 90% of the consumers across the country use the Internet to access travel information, and almost every tour operator and travel agent has their own website. However, most service providers are not acquainted with the travellers seeking online information or receiving their services. This also means that they do not have sufficient data on the efficiency of their online sales activities or about their online target groups, either.

To prevent this, tourism service providers should be advised to measure their website traffic and develop a website statistics software that allows them to make surveys easily. Data may include the location of visitors (e.g.: search engines, destination site) or how many people used basic (e.g.: accommodation, programmes, etc.) or additional (e.g.: insurance) tourist services in certain period(s) (e.g.: month, year, etc). In addition, using website statistics tour operators can discover the most visited menu points and place the most frequently "clicked" item in the most conspicuous area of their site. Web analytics is an improved system of website statistics, with the application of which service providers can receive not only indicators but also customised solutions, which enable them to analyse the relationship between each indicator. This allows service providers to specify not only the most popular products but also the age groups that are offered the products.

11.8% of total respondents in Zala County identified the Internet as the source of information; however, the research revealed that they also use the World Wide Web to find travel deals (6.6%) and cultural programmes (16.2%), and to read online newspapers (2.4%) *(Fig. 3)*.

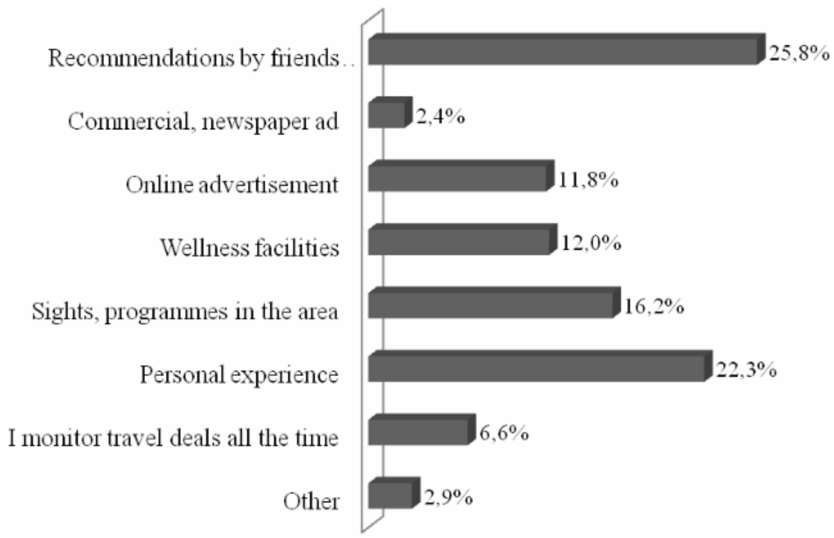

Figure 3: Sources of information to select destinations

Figure 3 indicates that guests return to the same destination of choice if they have good and pleasant experience (22.3%). Other responses (5%) also showed that while most consumers feel the need to read others people's opinion in forums before travelling, only a few travel agencies operate a forum on their website; the rest of them are not interested in creating such an online service, which consumers are missing.

The huge significance of events is that they are independent marketing tools. If the venue has an attractive image for tourists, there will be higher interest in tourism packages, consequently the package may be put on sale. If the site does not have strong attraction, the recurring event can raise the visitors' interest in the destination and finally, albeit slowly, it will develop.

Research shows that most people choose their destination by region (54.6%), but tourist attractions and events/programmes also influence their choice (12.4%). Several respondents mentioned the Lake Balaton Wine Tour event series, the Spring Festival of Tapolca, and the "Belle Époque" programme in Hévíz. Although not developed as an event, some people noted the "Buttes at Lake Balaton" long distance hike.

M. Brown-Papp (2017) pointed out an interesting fact regarding tourist tax, whose amount differs from region to region, which made us think about its significance at village level. "Forming an opinion as an outsider about the recycling of tourist tax is bilateral, because touristically attractive settlements tend to have the economic potential to recycle this tax completely. The small settlements that can get hold of less tourist tax also struggle with lack of resources, and they are forced to use this revenue to provide public services. The scope of public services and tourism development (e.g. renovation of a small town centre or roads, construction of bicycle paths) are, however, difficult to differentiate in many cases."

Parking opportunities in tourist destinations can be either drawbacks or well-considered marketing elements. Besides the level of development, hospitality and language skills in the subregion, tourists consider parking facilities important, which should be free of charge, if possible.

Most of them obtain information and make a reservation 1–3 months before the trip (41.9%), but the significance of last-minute has also increased due to promotional prices. One week before travelling 5% make a reservation, mainly in domestic hotels via online gift vouchers or hotel deals. 17.6% arrange the booking 2–3 weeks before departure.

Figure 4 illustrates that rest and recreation tops the list (33.2%) and family time comes in second (22.7%). Today, tourists are looking for uniqueness, originality and experience, therefore these factors are focussed on in tourism, too.

Tourists seek not only unique but also complex experiences and the Hungarian gastronomy can be an excellent complementary element of (or inherently part of) sightseeing tours and cultural, festival, active, rural and coastal tourism.

Wellness still means eating and sleeping excessively for employees in Zala County. Since they "cannot waste their time", they want to discover new experiences (15.1%) and look for adventure (6.9%) that can make their holiday unforgettable.

Figure 4: Distribution of travelling by motivation

Let us have a look at it from our visitors' point of view, as the area examined attracts not only leisure tourists but also incentive and business tourists. In 2015 a total of 48.3 million foreigners arrived in our country, the number of foreign trips to Hungary increased by 5.1% – at a similar rate to the previous year. Most of the visitors come from the surrounding countries, such as Slovakia (21%), Romania (19%) and Austria (16%).

People with different motivations preferred different regions in Hungary. Over four tenths of the foreigners visiting Hungary (20.2 million people) have leisure purposes. Relaxation is the main motivation of the journeys, more and more people have been visiting our country for years to this end.

Leisure travel, both single- and multi-day trips are taken to visit relatives or friends. Many people travelled to Hungary to make purchases, mostly from the neighbouring Slovakia and Austria. These trips typically targeted the regions near the state border – e.g. Central and Western Transdanubia – and they rarely lasted more than one day. The most popular region still remains Budapest–Central Danube; Budapest accounted for 36% of all foreign overnight stays, an additional 2.1% spent at least one night in the remaining settlement in the region. The number of foreigners visiting the central region increased by one fifth compared to 2014. The second most popular travel destination, which represented 29% of the trips, was the area of Western Hungary, where the number of tourist fell by 1.6% compared to the previous year. One in ten trips targeted Lake Balaton.

The interest in the third most popular region continued to grow, 38% more tourists visited it than in the previous year (Hungarian Central Statistical Office, 2017). People receiving medical treatment or health maintenance therapy started to prefer one-day trips to multi-day visits. The primary target area of health tourism is located in the country's westernmost region. 71% of health tourists, similarly to the previous year, spent longer time in Western Transdanubia.

The respondents used a Likert scale to mark their preference when on holiday *(Tab. 1)*. They attach high importance to quality and a sufficient price-performance ratio, while family-friendly features receive remarkably diverse responses; however, recreational opportunities (learning about new cultures, participation in events, looking for new experiences) are becoming more prominent in terms of demand.

Table 1: Distribution of the most preferred options

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)
Dining options	4.1	5.1	22.2	31.0	37.6
Price/value ratio	0.6	1.0	8.8	27.1	62.4
Quality	0.6	1.2	6.6	42.0	49.6
Number of services	5.6	9.3	32.0	35.1	18.0
Proximity to tourist attractions	5.0	7.3	24.3	37.6	25.8
Family-friendly features	7.8	12.9	21.7	29.9	27.8
Sports facilities	12.1	18.9	31.2	24.7	13.1
Recreational facilities	1.4	3.9	14.4	44.0	36.2
Wellness facilities	11.6	12.7	23.2	28.0	24.5
Other	4.5	9.1	2.3	25.0	59.1

We investigated how the financial crisis of the past decade affected holiday-making. The answers in *Table 1* showed that the respondents choose less expensive holidays and cannot afford to unwind several times a year.

Few people's holiday habits were not affected by the crisis. 17.9% of the respondents revealed that besides several summer holidays they can take a long winter break.

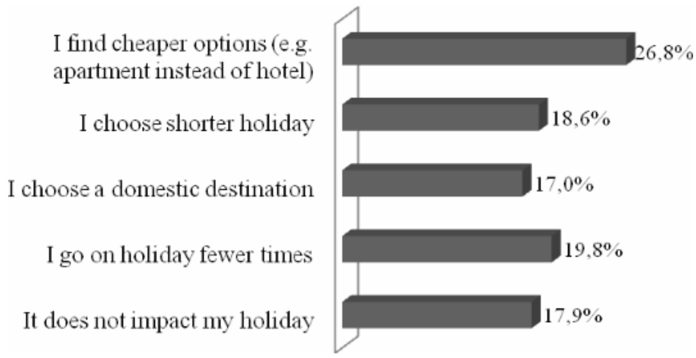

Figure 5: Impact of the financial crisis on holiday-making

Széchenyi Pihenőkártya (roughly translated as Széchenyi Rest Card), which is a form of fringe benefits, plays a key role in recovering domestic tourism. The card was introduced in 2012 and since then tourists have been using it increasingly to pay for domestic accommodation. In 2015, the amount of bills/invoices settled with the card continued to grow. According to the data from the Hungarian Central Statistical Office, the turnover exceeded HUF 17.6 billion, nearly half of which was spent in just two regions, Lake Balaton (27%) and Northern Hungary (19%).

Figure 6 shows the impact of terrorism on tourism. The increasing terrorism threats and antipathy towards foreigners may influence the growth of tourism in some cultures, both quantitatively and qualitatively. Only protected, "all inclusive" holiday settlements can survive in risky areas, and many forms of post-modern tourism become impossible in these locations. When many places experience similar incidents all around the world, this could be a major setback to the further development of tourism. There may also take place a significant territorial reorganisation because the tourists will avoid the dangerous areas.

In 2011, rebellions in North Africa and the Middle East resulted in such shifts in geographical location. Similarly, environmental problems, pollution and disasters, such as the accident in Fukushima nuclear power plant, also influence the further development of the tourism industry and may discourage tourists from certain locations, countries or even larger regions. Hopefully, however, these political and environmental problems will not happen too often in too many places, and the new tourism trends discussed in this book will not be disrupted.

Nearly half of the respondents are influenced by these unfortunate events in the world, 5.7% postpone their holiday, 2.4% go on holiday fewer times, 14.9% choose shorter holiday in a more secure location, 14.9%, while 22.4% feel safer with a domestic holiday.

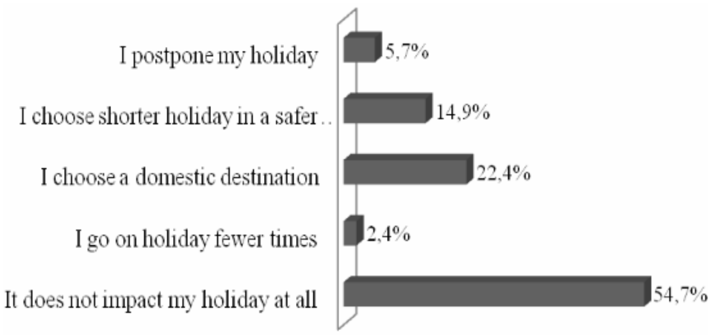

Figure 6: The impact of terrorism threats on holiday-making
Evaluation of correlation tests

During the correlation tests we did cross-tabulation and analysed the results at 5% level of significance. The value of Cramer's V is 0.71 between the decision-making and the holidaymakers' gender. Cramer's coefficient is between 0 and 1, and depends exclusively on the strength of the stochastic relationship between the two variables. Men and women selected the location of the holiday as the main motivation, this was followed by the quality of the accommodation, however both tourist attractions and events in the chosen destination received low values. People's decisions are determined by childhood memories and they return to area where they have already had positive experiences, which we can influence using emotional marketing propaganda.

Correlation analysis revealed strong relationship between travel decisions and age. It is interesting to point out that the Pearson correlation coefficient has negative value (-0.718) at 0.0007 significance level. It shows a reverse relationship, i.e. the younger someone is, the more confidently they make decisions, and are not influenced by their financial background; when they are short of money they look for alternative options and use Internet forums to find cheap or free accommodation. When the body indicates the worker that it is time to rest, young people recognise the "danger" sooner; middle-aged and older respondents can only afford to relax "a lot, quickly", which presents new challenges not only to healthcare workers but also to tourism professionals.

Conclusions and recommendations

The time for rest is decreasing due to the employers' influence or our own expectations. The results illustrated with figures demonstrate that non-stop working may cause not only fatigue and burnout in worse cases but, unfortunately, also long-standing illnesses. Not only people in Zala County but also a large part of the Hungarian population would like to relax a lot quickly and feel the need to change, however, they cannot achieve it due to financial reasons or internal impulse.

Corresponding with the consumer/tourist trends, experience marketing becomes important during the trips. The desire to learn about the local cuisine using local ingredients may act as the main motivation or an inevitable part of the journey, and when people look at the photos upon returning home, they should experience positive feelings and emotional enrichment. Health tourism is characterised by higher spending, less seasonality and higher quality of service, and it is used by not only domestic but also foreign visitors in Zala County (Hévíz, Zalakaros, etc.).

We recommend major tour operators and travel agencies to launch forums. Travel agencies that introduce a forum on their website and regularly read it can immediately answer questions, solve problems, thus enabling them to establish a regular interactive connection with the passengers and respond to the quickly changing needs immediately. This interactive connection via forums may build the trust between the service provider and the tourist that is beneficial to agencies in creating their online customer base. One of the main problems of the Hungarian tourism industry is the lack of a coordinated system with clear competencies, expertise and funding, responsible for developing and managing tourism in the host area. Young and middle-aged target groups can browse these websites skillfully. Correlation studies proved that they make more confident decisions that are independent of their financial situation.

Both sexes considered the location of the holiday the main motivation, followed by the quality of the accommodation and tourist attractions. The participants of the survey return to areas that offered them positive experience, which can be utilised with emotional marketing propaganda. The activities of Tourism Destination Management organisations should be reconsidered; as professional organisations they should act as a driver in tourism and the management must respond effectively to new challenges even when dealing with suprastructures.

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MARTIN ZSARNOCZKY

DEVELOPING SENIOR TOURISM IN EUROPE

The human population is showing an ageing tendency worldwide, both in developed and developing countries. 'Silver economy' (a term invented and often used by the EU) is expected to affect almost every segment of the whole economy in the near future. New services developed for senior people generally aim to support well-being with health monitoring, robotic assistance, electrical mobility or sport activities, including health tourism, green care and web-based home care solutions. In the European Union, the Living Lab experimental programmes implement complex developments and exemplary models focusing on solutions in connection with the ageing process. Senior tourists require personal care, attention and have special needs and preferences. The tourism sector has the potential to strengthen its sectors through development, and the innovation of existing capacities will provide an instant response to the demands of silver tourism.

Keywords: European tourism, senior tourism, silver tourism, silver economy, senior generation, tourism trends

Introduction

The practice of tourism is continuously changing and there are no general rules that would apply to all tourism market actors. Stakeholders in domestic and international tourism are affected by different motivations that can change their business environment. In the middle of the 2000s, the new Eastern-European countries that joined the EU had an impact on the tourism sector that was far above the EU average. This growth had been stopped only by the 2008 economic crisis that started out as a financial crisis of the bank sector in the US, but quickly spread to other sectors as well (Burgerne, 2010). The year of the bankruptcy of the Lehman Brothers Holding Inc. that had a dramatic effect on the economies of the newly joined Central-European countries of the EU, marks the starting date of those new tourism trends that my work focuses on. The new economic situation had changed many factors which define tourism. For example, the amount of available free time, leisure time and spendable income had increased in case of some demographic groups, while at the same time, decreased in case of other people.

In the history of modern tourism, the introduction of obligatory leisure time and the legal regulation of leave entitlement gave a dramatic impetus for the development of the sector. In the past, the willingness to travel of the wealthy and the demand of the less favoured towards the status symbol of travelling had forced tourism to become and industrial sector. This gave a new meaning to the definition of leisure time, interpreted as a time to be spent according to one's will, causing a positive emotional status. In today's consumer society, the positive experience of leisure time is closely connected to the enjoyment of material goods – leisure time activities are therefore considered as sensation-centred activities. According to the widely accepted definition of WTO, tourism comprises the activities of persons using such services outside their usual environments. From the destination's point of view, an activity can be considered a tourism activity only when a person spends at least one night at the given destination; in case they spend less time at the destination, their activity can be referred to as hiking. Persons only travelling through a destination are called transit passengers.

When it comes to travelling, the two most important decisive factors for tourists are the available free time and spendable income. Tourists will decide on a specific destination based on their own motivations. According to previous research results, the available attractions at the destination and the total cost of travelling play the most important roles in decision making. In tourism consumption, the amount of spendable surplus income is the basic condition for any decision-making in the case of the older than fifty years age group. The amount of spendable income also reflects the economic potential of the tourist and their environment. The development of the tourism industry started during the economic recovery after World War II. The initial leading role of cultural tourism had been gradually replaced by affordable tourism, which was available for wider audiences, and strongly supported by technologic and infrastructural development. As a result, mass tourism had evolved, creating its own market, products, prices, supply and demand. According to UNTWO, the ratio of mass tourism within the international tourism sector adds up to almost 70%.

Within the EU and in other regions that profit from the tourism industry, both domestic and international tourism are flourishing. In developed European countries like France, Italy or Spain, the income from domestic tourism is almost as high as revenues generated by international travellers (Eurostat, 2016). In addition, based on recent statistics, the largest group of tourists is that of the older than 50 years age group. Therefore, it is vitally important to emphasize the specific demand of this demographic group. In mass tourism, the 'maximisation of profit' is a basic requirement both for the demand and supply side. When providing the demanded tourism experience, the required safety and reliability of services can only be achieved in a controlled environment (Bryman, 1999). This need for controlled experiences had led to the development of thematic parks, holiday resorts or luxury cruise trips. For the market, it is of key importance to minimalize the risks and provide a safe environment. Without safety, mass tourism cannot be defined

(Zsarnoczky, 2016a). Based on these reasons, my study aims to define the role of the silver generation in tourism and we try to give an insight into the foreseen trends and predictions regarding the future of tourism.

Research methods and material

My current study focuses on the effect of silver tourism on European tourism. Relying on experts and literature, I examined the following areas: demography, senior economy and silver tourism. I conducted semi-structured interviews with tourism experts and based on the results of the interviews, I made a survey analysis on the consumer preferences of senior (older than 50 years old) people within the tourism industry. My work aims to define the expected processes that are likely to affect tourism (or any of its segments) due to the increased economic role of senior people. Although senior tourism represents only one segment of the tourism industry, new tendencies and special characteristics are foreseen to develop within this sector.

Effects of senior economy within the whole economy

Demographic population forecasts and respective research results clearly show that the human population is dramatically growing these days (OECD, 2014). Detailed data also show that within the growth rate of the total population, the number of senior (older than 50 years old) people is significantly higher; the rate of women is higher and the ratio of elderly people is increasing faster than the whole population (European Commission, 2015).

Previously, product developers and industrial decision makers had not paid much attention to service development for elderly people (Zsarnoczky, 2016b); their marketing strategies primarily focused on the 16–50 age group (Kotler, 2012).

The new economic era (detailed in the introduction of this study) caused by the American financial crisis had drawn the attention of experts to the fact that the only stabile purchasing power is those of the older than 50 years old adults and pensioners with stabile and sufficient income. Regarding their purchasing power, the group of senior people is not homogenous and does not only consist of pensioners or pensioner-aged people: senior people are different in many aspects (Zsarnoczky et al., 2016c). First, there are age differences within the group: in some cases there can be decades of difference between senior people, dividing the group into ‘younger’ and ‘older’ elderly people. Early retired people – who spend their pensioner years with a stabile income – also can belong to the first sub-group. From our study’s point of view, it is important that a specific group of consumers with a stabile income has a significant impact on almost every segment of the economy *(Fig. 1)*.

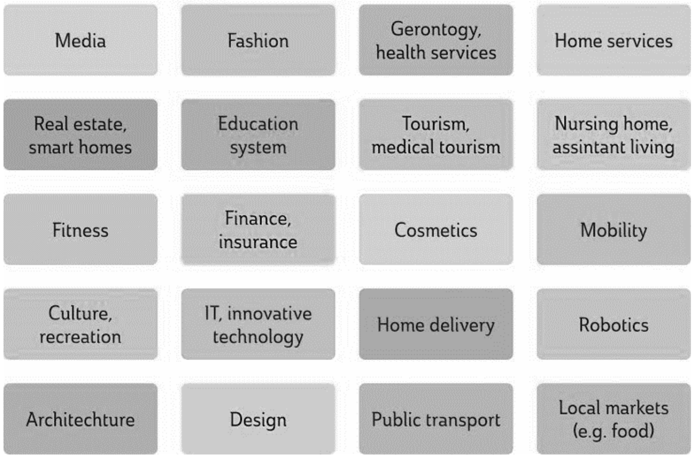

Figure 1: Economic segments of silver economy (Source: Zsarnoczky, M. 2016)

Beyond the ones shown in *Figure 1*, new economic sectors are foreseen to turn towards senior people. It is clear that the population of older than 50 years old people already represent a huge market segment with all its unexploited opportunities. In the case of elderly people, the right to well-being is just as significant as in case of other segments. In a previous study, I have defined the market segment of senior people as the total economic activity of the older than 50 years old age group, including all related products and demands that will result in spending.

Silver economy is a 'niche' segment, both in economy and in tourism consumption. Results of previous studies also confirm that the consumption habits and preferences of the elderly are different. Consumer habits and consumer preferences are not necessarily reflected by the actual choices of people. Actual consumer decisions are affected by several factors. Buyers decide upon their previous personal experiences, cultural habits, inner personal values, the usefulness of the product/service, their available income and prices. The amount of spendable financial assets and the price of the product/service limit the freedom of choice. Thus, this limited demand, determined by the available spendable income will define the terms of remunerative demand and consumer (Farkasne, 2006).

One of the key conditions of participating in tourism is the availability of spendable surplus income (Kaspar, 1991), which represents the purchasing power of the consumer group. However, beyond the amount of available financial resources, there are several other factors affecting the decision-making processes in tourism. Nowadays, the recognition of the importance of healthy living has become a fashionable trend among the elderly. The active members of the senior society tend to be consciously active, both physically and mentally.

According to research results, this generation is foreseen to pursue physical and mental harmony, and therefore is likely to be approached with a high rate of empathy. Regarding the ageing of the human body, it is important to clarify that some of the processes inevitably affect all human beings. Gerontology experts state that the ageing of the human body is a normal biological process. It is not necessary that ageing should come with illness or any pathological lesions. However, it is important to point out that some negative biological or environmental changes can increase the risk of diseases and/or accidents. By environmental changes, we mean all factors that can influence the everyday life of the elderly *(Fig. 2.)*.

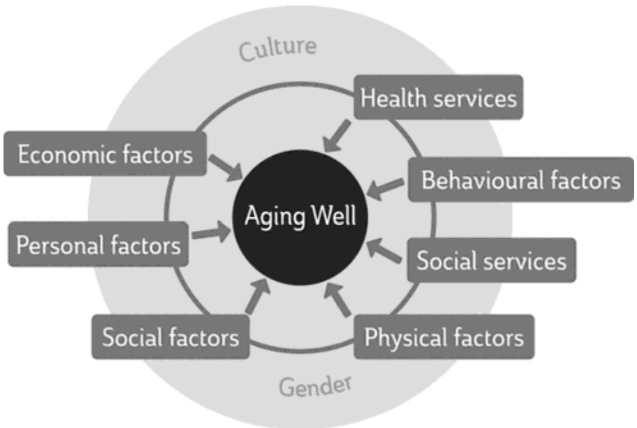

Figure 2: Successful Aging with factors (Source: Zsarnoczky, M. 2016)

Personal characteristics, personal life situations, social status, the availability of social services, physical conditions, the accessibility of healthcare services and economic circumstances together define the comfort zone of the elderly. When the combination of all factors are in a positive harmony, we can talk about successful ageing (Zsarnoczky, 2016d).

Analysing the consumer habits of the silver economy is not easy. Silver consumers do not create a homogenous consumer group. Due to the generation differences within the group, silver consumers do not have homogenous motivations, and react differently to impacts before or during purchase. A good example for such differences is the lack of online tourism sites targeting the senior age group; or the preferences towards personal contact with local travel service providers. Diagnosing such needs is difficult because senior consumers tend to change their demands and consumer habits easily and radically. To be able to satisfy the needs of senior consumers, we need to thoroughly understand their consumer behaviour. In his book entitled Marketing management, Kotler (2012) examines the factors affecting consumer behaviour, and defines the satisfaction of consumer needs and demands as the main objective of marketing activity.

The motivations of silver tourists are generally the same as those defining human behaviour. According to the psychology of motivation, the human behaviour is primarily defined by consciousness and visible motives (Hofmeister, 2003); however, in the case of silver tourist, special invisible factors also need to be taken into account.

Marketing professionals specialising in silver economy will have to face continuously changing challenges affected by the actual motivations of silver consumers. Without the in-depth understanding if these motives, experts will not be able to forecast the changes in consumer behaviour. For example, a typical mass tourist will thrive in artificial environments. However, a silver tourist is unlikely to seek for similar environment when participating in mass tourism. From another point a view, based on their life experience, silver tourist are strongly affected by a tourism nostalgia factor (Zsarnoczky, 2016e), which is almost impossible to define in the case of younger generations.

My previous research examined the motivation factors that affect the travelling habits of silver tourists. The results of that research had revealed that silver tourist have several complex motivations. For example, recreation and healing are among their priority physical motivations. As for social motivations, visiting friends and relatives and being in the nature are among their priorities. Their decisions are of course strongly affected by their actual life situation. Based on these factors, their priorities within the tourism industry will be medical and health tourism (Zsarnoczky, 2017), VFR (visiting friends and relatives) tourism, and visiting natural sites.

General characteristics of silver tourists:

– they have sufficient spendable income,
– according to demographic statistics, the majority of them are women,
– safety is a priority to them, and they will avoid catastrophe-struck regions,
– because they have a lot of free time, they can travel in any season,
– they are willing to expand their time spent at the destination, even at multiple times,
– they can be considered as “curious” tourists,
– they require more communication,
– they will seek medical and health services,

– they take each other's opinion and recommendations into account seriously,
– regarding transport, accessibility is more important for them than the means of travel. Source: Zsarnoczky, M. 2016 Silver Tourism (doi:http://dx.doi.org/10.15414/isd2016.s7.15.)

Results

During the year following the first survey at the end of 2015, another 100 questionnaires had been filled and the previous material was also analysed from different points of view. The new questionnaires focused on the in-depth examination of two main topics related to the factors affecting the amount of spendable income for leisure time and tourism in the case of silver economy members. The survey was taken among pensioners and people living on other sources of income, but also leading a 'pensioner lifestyle'. The number of observable questionnaires was 80. Thus, the results cannot be considered representative, due to the low number of questionnaires.

Leisure time and free time are important elements of the demand side of silver tourists. My first hypothesis is that the members of the silver economy – living on pension or other source of income – have a sufficient amount of free time which can be spent on tourism services. My second hypothesis is that the members of the silver economy have a sufficient amount of income, part of which they spend on tourism purposes.

Without a sufficient amount of spendable free time, it is impossible to consume tourism services. However, there is no cause and effect relation between the availability of free time and tourism activities. Tourism services can be consumed locally, in the vicinity of one's residency or within one's wider habitat. It is a subject of personal preferences whether the particular service is consumed as tourism-related or other form of service. Personal standards, human attitude and the social environment all play significant roles in our decisions *(Fig. 3)*.

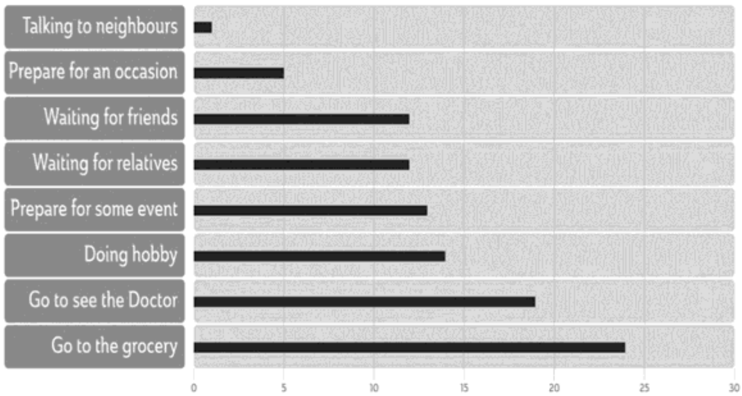

Figure 3: The results of questionnaires I. (Source: own edition)

Members of the active working society, who live outside the world of silver economy and have significantly less free time than pensioners tend to presume that pensioners have more free time only because they do not work actively. However, results of the survey show that pensioners themselves claim to have only little spendable free and leisure time. *Figure 3* clearly shows the TOP 8 activities, a list compiled of prioritised daily activities. All respondents claimed to be very busy every day with different activities like grocery shopping, visiting the doctor, waiting for friends and relatives, preparing for some event, talking with neighbours or spending time with their hobbies.

In relation with our research, this finding is quite interesting because it shows that the members of the silver generation feel quite busy with their daily duties. Among their own activities, grocery shopping and visiting the doctor are the most important ones. Spending time with their hobby – which is a different type of free time activity – is at the third place. This implies that spending quality free time is at the third place on the priority list of the silver generation. For us, this is important because it shows that spending time on quality activities is important for the elderly; this can be realised in the form of hobbies or travelling, or – ideally – travelling or tourism can be the hobby of these people. It is also crucial to understand that the listed activities of the elderly (going to places, waiting for people, preparing for events) are important parts of their daily routine; therefore, their everyday life schedule is quite similar to those who work actively. It is quite likely that the organisation of their daily schedule – where the activities are identified as work – largely contributes to the feeling of being busy.

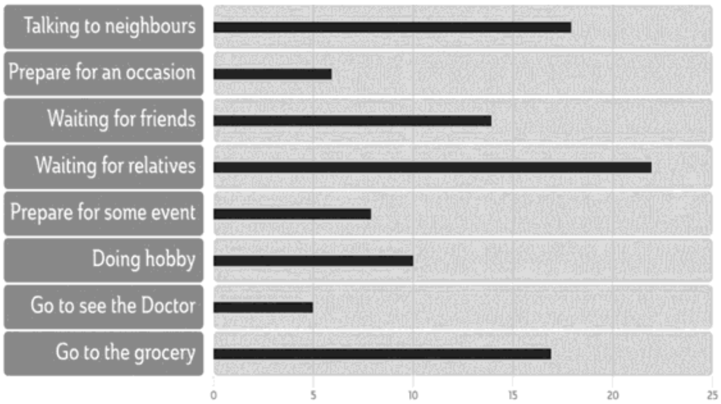

Figure 4: The results of questionnaires II. (Source: own edition)

Active employees can easily differentiate the importance of leisure and free time. For them, monotonous work, work-related stress and the negative comfort caused by the crowded environment create a good motivation for tourism. For the elderly, the stress caused by activities themselves can be a factor leading to the creation of tourism demands. *Figure 3* summarises the priority order of activities; the next step was to analyse the amount of time spent on these activities. *Figure 4* clearly shows that there is no significant correlation between the priority and the amount of time spent on a specific activity. The largest difference is related to family members, where the activity is listed at fifth place, but the time spent on the activity is the most among all other factors. The second largest difference can be seen in relation with the neighbours, where the importance is listed at the last place, but the time spent on the activity is represented at the second place of the list. The third most time is spent on grocery shopping, listed at the first place on the list of priorities. Based on the results of the questionnaires, pensioner activities can be defined as activities that are 'similar' to the daily routine of active employees. Our research results also indicate that there are significant differences between the priority status of activities and the amount of time spent on them.

Based on the results, the most important findings are the following:

– among members of the silver economy, hobbies are listed as the third most important activity. This result regarding the free time priorities of the elderly can be a useful indicator for tourism service providers,
– grocery shopping is important for the members of the silver economy, and they are willing to spend time on it.

Our first hypothesis was that pensioners and other members of the silver economy (living a pensioner lifestyle based on other sources of income) have sufficient amount of free time that can be spent on tourism services. The results of our research had proved this hypothesis.

However, having sufficient amount of free time is not necessarily enough for the realisation of tourism demand within the silver economy. The tourism-related spending and purchase power of this group must be examined with taking into account other economic factors as well. In our study, we examine the segment of spendable surplus income that can be spent on tourism purposes. We examined the most important influencing factors that affect the tourism-related financial decision making processes of silver economy members.

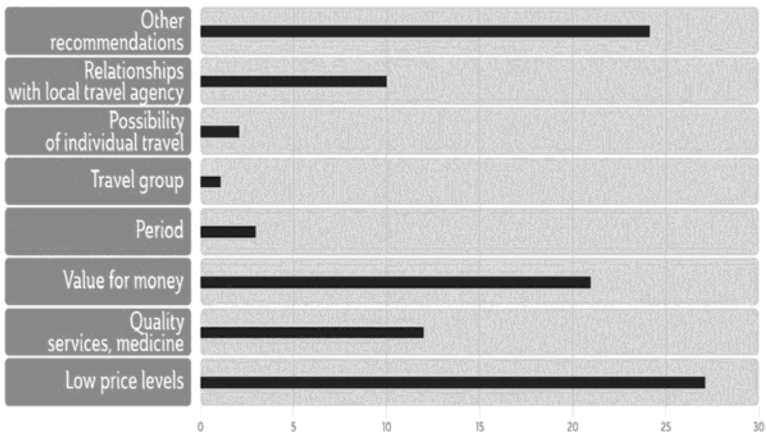

Figure 5: Factors affecting tourism spending, in order of importance (%)
(Source: own edition)

Within the total amount of income, the main resource of tourism-related spending is the segment of spendable surplus income. In some special cases, like in the case of international migration of the elderly (Illes, 2013), the majority of the total income can be spent on tourism purposes for a given period of time. In the case of the silver generation, the total amount of income is a decisive factor in tourism demands. This income consist of pension or other pension-like income, creating a stable financial background for the elderly. In case of a higher income, more can be spent on tourism purposes. This will not necessarily result in more travelling, but a given amount spent within a specific timeframe can be calculated from the data. Our research revealed that there is an economic relationship between demand and prices, because silver tourists tend to opt for good quality services offered at a reasonable price. It is also important to emphasize that beyond the available price, the opinion of friends and relatives is also a decisive factor for silver tourists. Based on my recent research, silver tourists seem to be a price-sensitive consumer group, probably due to the fact that they are conscious consumers that are offered several targeted options. Our other hypothesis that the members of silver economy have a stabile income that they will spend on tourism purposes had been falsified. It is true that the silver generation has a stabile income, part of which *could* be spent on tourism, but there are other significant factors that can alter their decisions in a negative way.

Conclusions

Within the European Union, the most important demographic change is the ageing of the society. Silver economy represents a continuously widening age group that creates a new segment in tourism, characterised by special demands and priorities. Although governments raise the age limit of retirement in many countries, this phenomenon generates other effects as well, e.g.: the increased number of active employees with more experience will lead to a situation that after their retirement, these people will have a higher income, due to the higher number of years spent in employment. This will lead to an increased number of senior tourists, creating a potential market demand in silver tourism. Silver tourism is foreseen to be characterised by a higher number (multiple times per year) of short (and less expensive) trips in the future. The tourism market of senior people is a price-sensitive market segment. Silver tourism products are predicted to be price- and quality sensitive, with an increased consciousness of consumers in line with the growing of supply. For the silver generation, pension means a stabile resource of income.

Due to its vicinity, combined with the richness of its historical and cultural heritage, Europe is likely to become a priority tourism destination for silver tourists. Members of the silver generation are not necessarily willing to travel to other continents, because the majority of them had already taken part in intercontinental journeys. New technologic trends are foreseen to create new realities that can offer new tourism spaces for visitors. For example, multi-generation tourists can face more intensive ‘experience-shock’ on luxury cruise trips than in ‘normal’ resorts. For tourism marketing experts, silver tourists represent a new challenge, who are not willing to accept the ‘ordinary’ mass tourism offers. The most important decisive factor among silver tourists is the opinion of others from their generation.

Summary

The role of silver economy is continuously increasing in the European Union. The term 'silver generation' refers to the older than 50 years old demographic group of adults. This group is not homogenous; there are even generation differences among the members. For successful ageing, the harmony of several factors is necessary. The tourism-related consumer demand of the elderly can represent a significant tourism market segment. The elderly tend to feel busy, but they have a lot of free time; they can also differentiate free time and leisure time. When spending their leisure time on tourism, they prefer to take multiple shorter trips. Silver tourists prefer uniqueness, enjoyment and experience over mass tourism. With regards to the future trends in tourism, silver tourists are foreseen to focus on attractions related to health-awareness, active relaxation, and natural surroundings. For the members of silver economy, the quality-price ratio of tourism services is of top priority. Elderly tourism consumers tend to be more prepared and selective during their decision making. The increased amount of income is likely to strengthen the demand side; however, the realisation of a higher number of more structured smaller purchases is predicted in the tourism sector. Silver tourists demand personal contact with their tourism providers and their decisions are strongly affected by the opinion of other members of their demographic group. The area of the European Union can provide sufficient tourism attractions for silver tourists, both in terms of quality and quantity.

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EVA VAVREČKOVÁ, JIŘÍ VANÍČEK, RADMILA DLUHOŠOVÁ

COMPARISON OF OPINIONS OF CATERING ESTABLISHMENT MANAGERS AND VISITORS CONSIDERING THEIR ATTITUDE TO CULINARY TOURISM

The Institute of Gastronomy, Spa Management and Tourism at Silesian University in Opava implements a research project Culinary Tourism and Public Gastronomy. The paper is devoted to the comparison of opinions of catering establishment managers and visitors, the first ones being professionals in this field. While some quantitative differences may be identified, they do not differ from the qualitative point of view and trends.

Introduction

Food is the centre of everyday life, traditions, culture and civilization. Gastronomy is the art and science of good food. However, in the context of current studies, its specification should be much broader. It includes the study and understanding of the origin as well as traditions related to food in social, economic and geographical context.[1] Food fulfils many roles as it is:

– the key role during important events – birthday, wedding, funeral,
– a functional element – the survival of man depends on food,
– a socialising element – networking and meeting friends,
– a means for exploring new countries and cultures.

In addition to its basic function, food creates a new dimension of experiments, especially in connection with travelling when it takes completely different scopes that may be emotional, sensory or cultural.[2] Gastronomy is an integral part of tourism as well as an important precondition for its development since food is one of the important elements surrounding tourists during their travel and holidays. The habits of customers are gradually changing as a significant part of visitors uses the offer of public catering that includes traditional catering establishments as well as the offer of street stalls. Hence food becomes an important means of exploring a

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1 Gillepsie, C. & Cousins, J. (2001): *European Gastronomy into 21st Century.* Routledge, Oxford, xi.

2 Hall, C. M. Et al. (eds.) (2003): *Food Tourism Around the World – Development, Management and Markets*, Butterworth-Heinemann, Oxford, 2003, 60.

different culture. It enables visitors to perceive a new place not only by the common intellectual means of communication but also on the level of other perceptions and senses such as taste, smell, etc. Hence, food becomes a natural part of travelling when experience is associated not only with exploring a destination but also its regional culinary traditions. Local products become an essential element of a destination.

Gastronomy and culinary tourism – Starting points

Eating out gradually becomes an increasing form of leisure time spending when food is consumed not only out of necessity (to satisfy hunger) but also for pleasure (to satisfy senses). The atmosphere when eating and the very opportunity are a part of the overall experience as well as the food itself. A tourist focused on gastronomy and culinaria perceives these experiences as a great benefit. Regional dishes offer the possibility to get to know the local culture as each ethnic group de facto presents its traditions and cultural heritage also through its cuisine.

According to Malovický, cuisine and culinary traditions of a region match the ethnographic definition – food is a reflection of a region, its natural and human possibilities, skills, traditions and influences.[3]

Gastronomy as an independent product of tourism is gradually coming at the forefront of the interests of tourism professionals. In an effort to meet the ever increasing demands of tourists, emphasis is placed on the attempt to adequately enrich each service with a kind of experience. There are three principles to be respected when preparing a product and its offer:

– authenticity – the culture of a region is manifested through its cuisine,
– concept – to be engaged in all phases of preparation,
– hospitality – to think about the needs of customers even before they express their wishes.

Various experience events are organised to fulfil the above mentioned principles. These include one-time as well as regular events with activities covering the whole territory of a given country or its particular regions. The regularly repeating events include for example: Prague Food Festival, Taste the World Festival in Brno, Fresh Festival in Plzeň, Gourmet Festival in Mikulov, Garden Food Festival in Olomouc, Garden Food Festival in Ostrava, Food Festival in Karlovy Vary, national projects supporting national gastronomy (Czech Specials or Taste the Czech Republic) or regional gastronomy (Taste the Jeseniky Mountains, Taste the Haná Region).

[3] Malovický, V. (2016): Jakchutnájižní Plzeňsko, In *Gastro & Hotelprofi revue*, 2016(3–4), 52–53.

However, also events of a smaller extent play a significant role here such as fairs, local harvest festivals, tastings („košty"), pig-slaughtering, Shrovetide festivals, etc. Furthermore, a rich accompanying programme is typical for these events. Hence, culinary experience combines with other cultural events. The WTO study has shown that the most important products in this area include mainly culinary experience events (79%), culinary trails (62%), culinary courses and workshops (62%) and visits of local markets and farmers/producers (53%).

Food and tourism play a major role in the current experience economy. Food is a key part of all cultures, main element of the world heritage and an increasingly important attraction for tourists. At the same time, the link between food and tourism provides conditions for the development of local economies and culinary experiences help to publicise target destinations as well as to promote local culture that hence becomes more interesting for tourists.[4] One of the comprehensive definitions used in scientific literature is given by Hall and Sharples.[5] They define food tourism as an experience trip to an area for recreational or entertainment motives that involves visits to primary and secondary food producers, food festivals, farmers' markets, cooking shows, exhibitions, tasting quality products or any other tourism activity related to food. Additionally, such an experience trip is associated with a certain lifestyle that includes experimenting, learning from other cultures, gaining knowledge and understanding of quality/attributes connected with tourism products as well as consuming culinary specialities produced in a given region. "Good gastronomy features an endless range of tastes and aromas that have to be experienced and tasted."[6] Therefore, the experience of travelling for food that includes all the activities mentioned above is considered to be the main motive for visitors to travel to a particular place or at least one of the important reasons that determine the choice of a particular destination.

Culinaria is not only a way to keep traditions related to preparation of dishes and their presentation to the locals or visitors. It can represent a considerable economic benefit not only for the state budget income but also for the economic prosperity of particular regions. Therefore, regional cuisine in one of the significant elements influencing the quality of the holiday experience.[7] Consequently, it is necessary to

4 Hjalager, A. M. & Richards, G. (eds.): *Tourism and Gastronomy*, Routledge, London, 2002.

5 Hall, C. M. Et al. (eds.) (2003): *Food Tourism Around the World – Development, Management and Markets*, Butterworth-Heinemann, Oxford, 2003.

6 Vaněk, R. (2013): *Poklady klasické české kuchyně aneb jak to ta babička tenkrát vařila*, Prakul, Praha, 2013, 5.

7 Hererra, C. F., Herranz, J. B. & Arrilla, J. M. P. (2012): Gastronomy's Importance in the Development of Tourism Destinations in the World, In: Ilín, D. & Gaztelumendi, I. (2012): *Global Report on Food Tourism*, WTO, Madrid, 6.

build relationships and strategies for different levels of cooperation in the area of gastronomy support at all levels in relation to tourism and services associated with it *(Figure 1)*. According to Hall, a whole range of mechanisms is available to support sustainable systems that use the relation between food and tourism with each of them working most efficiently on different levels. Although a state (or region) will be involved at all levels, it is very common that the activities specified at a higher level will be executed on a lower level to achieve the regional and local development goals.[8]

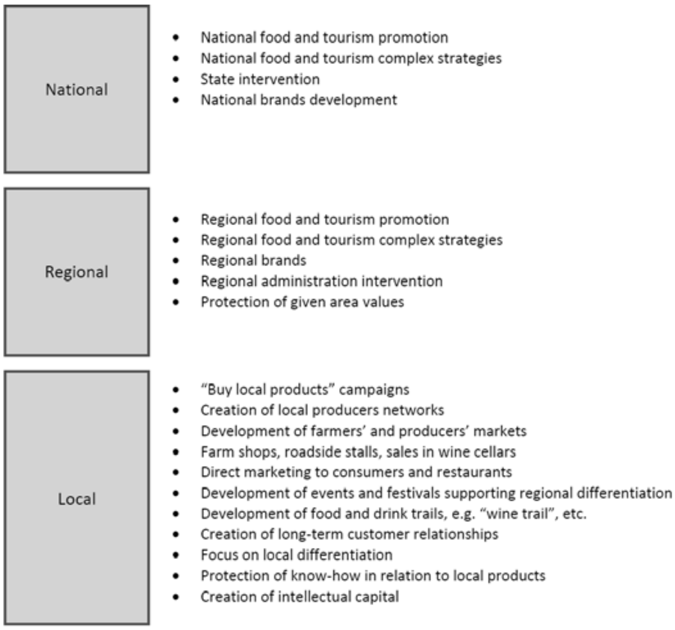

Figure 1: Development strategies in relation to national, regional and local cuisine
(Source: Own adaptation according to HALL)

Culinary tourism is a growing phenomenon that is developing as a new tourism product. It is based on the concept of exploring the culture associated with a particular region by eating and tasting food. According to the ICTA (International Culinary Tourism Association), culinary tourism represents travelling for unique culinary experience that involves exploring the visited area from the culinary point

8 Hall, C. M., Sharpes, L., Mitchell, R., Macionis, N. & Cambourne, B. (eds.) (2003): *Food Tourism Around the World – Development, Management and Markets*, Butterworth-Heinemann, Oxford, 58–59.

of view. Gastronomy can be associated with other products of cultural tourism such as heritage tourism aimed at visitors interested in cultural heritage.[9] These have the opportunity to get to know not only the monuments and landmarks of a particular country, its traditions and historical milestones but also its gastronomy that, to a certain extent, presents the way of life of the local population. Hall distinguishes four types of tourists who travel for food:

- **Gastronomes** – feature high interest/involvement in culinaria, may be food professionals, eat a wide range of cuisines, search for new food experiences.
- **Indigenous foodies** – feature high and moderate interest/involvement in culinaria, research local culture at destination, adopt new ingredients, cook food from destination.
- **'Tourist' foodies** – show low or occasional interest/involvement in culinaria, choose 'tourist' menus, may seek mainstream restaurants with ethnic cuisine.
- **Familiar foods** – show low interest/involvement.

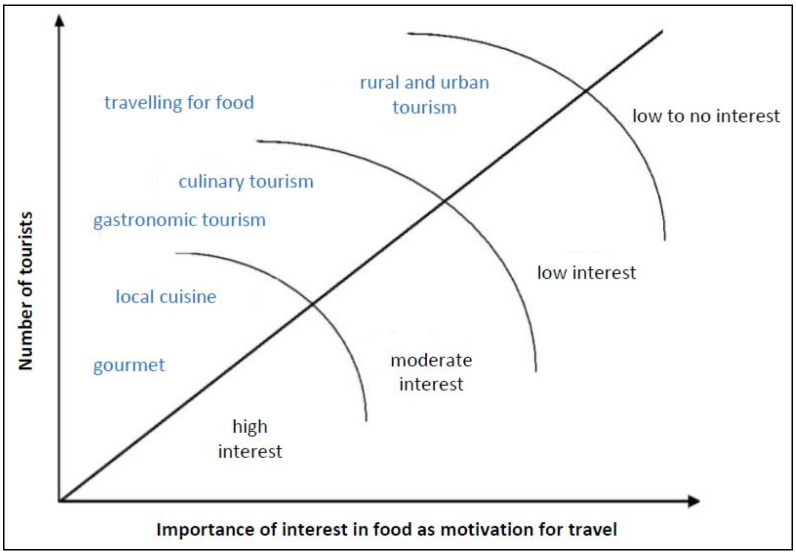

Figure 2: Motivation for travelling (Source: Authors according to HALL)

Traditional dishes are a part of the culinary culture of each ethnic group. Local tradition was primarily determined by a permanent and stable settlement, steady

9 Vavrečková, E. & Vaníček, J.: Analýza názorů návštěvníků restaurací na gastroturismus, In: *Sborník recenzovaných příspěvků z mezinárodní vědecké konference Hotelnictví, turismus a vzdělávání*, Vysoká škola hotelová v Praze, Praha, 262.

means of livelihoods, professional skills, and existence of small towns as well as transport infrastructure. Famous regional pilgrimages and the need to feed the pilgrims well while respecting their culinary habits manifested itself significantly, too.[10]

Besides other things, culinary tourism contributes to the elimination of differences between the high and low season periods and thus represents a model for socio-economic development of regional areas. An example of this concept may be the United Kingdom where the Government has recommended local associations to adopt the concept of food tourism as a means for the growth of local economies linked with creation of new jobs.[11] According to Wolf, food tourists can be divided into the following segments:

– Deliberate Culinary Tourists – exclusive motivation for travelling is experiencing quality food.
– Opportunistic Culinary Tourists – travel to experience local cuisine; nevertheless, this factor is not the only motive when choosing a target destination.
– Accidental Culinary Tourists – show low level of participation in most food-related activities; they eat and drink to satisfy hunger and thirst (are satisfied with the offer of dishes in a given destination); they attend farmers' markets.
– Uninterested Culinary Tourists – do not engage in any of the food-related activities.[12]

It is important to ask the question who food tourists are. They are travellers who seek the authenticity of places they visit through food. They are concerned about the origin of products and they recognize the value of gastronomy as a possible means of socialising as well as an opportunity for gaining and sharing experiences with others. Such tourists usually have higher-than-average spending, they are demanding and appreciating quality and at the same time they are prepared to pay for it. Therefore, gastronomy cannot become a bland and anonymous product. On the contrary, it should be unique and must have personality, because otherwise it will become vulnerable, de-localised and subject to adulteration and generalisation.[13]

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[10] Malovický, V. (2016): Jak chutná jižní Plzeňsko, In: *Gastro & Hotel profi revue*, 2016(3–4), 52–53.

[11] Everett, S. & Slocum, S. L. (2013): Food and tourism: an effective partnership? A UK-based review, In: *Journal of Sustainable Tourism*, 21(6), http://dx.doi.org/10.1080/09669582.2012.74160120) (1017.01.15.).

[12] Amster, R.: *Food Tourism: Plenty on the Plate for Travel Sellers*, http://www.travelmarket-report.com/com/articles/Food-Tourism-Plenty-on-the-Plate-for-Travel-Sellers) (2017.01.03.).

[13] Ilín, D. & Gaztelumendi, I. (2012): *Global Report on Food Tourism*, World Tourism Organization, Madrid, 10–11.

Territory is the backbone of the gastronomy offer. It includes natural and landscape values, history, culture, traditions, countryside, the sea and typical cuisine of a given place. In this context, transforming an area into culinary values is one of the greatest challenges for tourist destinations. Particular regions of each country are rather diverse in terms of food. Consequently, it can be rather challenging to use the term ‘national cuisine’ for culinary recipes and customs of different regions that are not only influenced by regional and landscape context but that also reflect traditions and places where they originated. The character of an area plays an important role in regionality as it creates a noticeable contrast, e.g. the cuisine of mountainous areas in comparison to that of fertile lowland territories or territories along river flows. But it is not just the landscape.

Product is an essential element of food tourism. Therefore, it is important to define the sources of heritage and natural resources that we decide to transform into tourism products. These will consequently support and highlight a given locality and its identity.

Cultural heritage. Besides other things, proximity of another culture also plays an important role in differences. This is noticeable in particular in the border areas where tastes of particular regions mix. This blending also reflects itself in the names of regional dishes. Hence, gastronomy enables tourists to explore cultural and historical heritage of destinations through tasting, shopping and gaining new experiences. Culinary tradition is a process of continuous development as well as challenge for professionals in the industry to incorporate innovations to restore and tailor their offer to the needs of new customers.

Sustainability. The idea is not to create pressure on culinary heritage but to support it with regard to sustainability. Hence, the point of is not ‘turistification’ of gastronomy by creating new offers or by expanding the existing ones but the trend to make visitors to participate in cultural reality in a destination that is properly interpreted and explained through cuisine, local products and all the services and activities that surround them.

Quality. The areas that want to promote food tourism should work on different levels of quality – identification and protection of local products, development of competitive offer, professional attitude of staff on the basis of training and retraining, and perception and protection of customers with the aim of increasing visitor satisfaction.

Communication. Target destinations should offer real and authentic description of their food tourism offer. The experience of visitors is changing and is not necessarily associated with the travelling itself but it starts much earlier in connection with pre-travel preparation – a visitor is inspired by getting all the necessary information and its mutual comparison. The experience ends at the moment when a traveller evaluates and shares his experience via the social networks. The key roles of the whole process are played by excellent chefs, the media (especially TV and the internet), tour guides (books), food blogs and social networks. Regions should be a part of all these channels and processes. And gastronomy represents one of the important tools of promotion.

Cooperation or synergy. It is necessary for people working in a particular place (producers, farmers, fishermen, chefs, restaurateurs, and hoteliers, local administration) to participate in defining food tourism product offers and their management.

The methodology of the research

The Institute of Gastronomy, Spa Management and Tourism at Silesian University in Opava has been implementing a research project "Culinary Tourism and Public Gastronomy" since 2014. The project has been carried out in cooperation with the Department of Tourism and Hotel Management, Faculty of Management at Prešov University in Prešov. Its results have being published in professional journals.

The main objective of the research is the determination of the profile of visitors of selected catering establishments, analysis of their opinions on public catering establishments as well as of their eating habits during trips and holidays. Consequently, potential differences within particular regions are analysed.

The research is carried out on two levels. The first part is carried out in the form of a questionnaire survey and respondents are residents and visitors of selected regions. The second part is carried out in the form of interviews with managers of catering establishments. Although the structure of both types of questionnaires is different, several questions are identical. The data are successively obtained in personal contact of interviewers with respondents exclusively. Although the disadvantage is a reduction of the level of anonymity, a significant advantage is represented by the possibility to respond to potential remarks of respondents and thus gain the opportunity to complete or enrich the structured questionnaires with interesting suggestions.

The primary goal of the research is to map the opinions of respondents considering the issues of public catering, to identify the habits of population in terms of catering during one-day trips, short and long term holidays in our country as well as abroad. Another goal is to find out the attitude towards culinary tourism and participation in culinary events such as festivals, experience culinary events, themed culinary events, etc. An integral part of the research is mapping the awareness of respondents considering culinary festivals including their interest to participate in these events.

The results of the research and discussion

The purpose of the paper has been to present the comparison of the views on culinary tourism from the perspective of residents and visitors as well as from the perspective of catering establishment managers on the territory of selected regions of the Czech Republic with the predominance of Moravian regions.

Currently, we have approximately 1600 questionnaires at our disposal that were completed by visitors of catering establishments. The structure of the respondents in terms of their motivation is shown in *Figure 3*. Most of the respondents (51%) are visitors atone-day trips and residents who came to a restaurant to eat. 16% of respondents were people on holiday.

Figure 3: Structure of respondents in terms of their motivation to visit a restaurant
(Source: own results)

The opinions of catering establishment managers have been obtained by the method of interviews with managers of selected establishments, 80managers have been addressed. Out of them, independent restaurants created 45%, cafés 20%, hotel restaurants 15%, wine cellars and wine shops 10%, and pizzerias 10%.Besides other things, the interest of catering establishment managers in regional ingredients as well as their orientation on regional suppliers of ingredients have been investigated.

With regard to the fact that a part of each nation culture is its gastronomy, next question was aimed at the opinion of both groups of respondents concerning traditional Czech dishes *(Figure 4)*. The number of responses was limited to three so that the respondents limited themselves to their priorities.

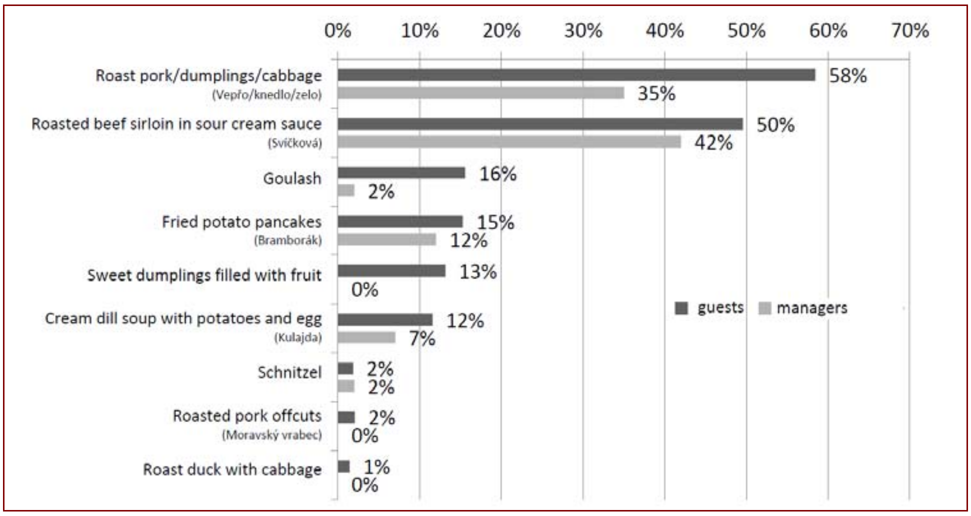

Figure 4: Traditional Czech dishes (Source: own results)

Although the opinions of managers and guests are not completely consistent, it is obvious that the primacy of national dishes, i.e. roasted beef sirloin in sour cream sauce (a total of 92% for both groups) and roast pork with dumplings and cabbage (a total of 93% again for both groups) is indisputable. Apart from the relative correspondence between both groups of respondents considering fried potato pancakes, they show rather different opinions considering the other dishes. Although the managers know that goulash is one of the favourite dishes of Czech visitors, unlike the guests they do not consider it a traditional dish. A significant part of respondents ranked kulajda (cream dill soup with potatoes and egg) among typical Czech dishes.

The obtained data concerning the opinions of the respondents (guests as well as managers) correspond to a certain extent with dishes that were ranked among national specialities within the project Czech Specials.[14] These include roasted beef sirloin in sour cream sauce (referred to as the main symbol of Czech cuisine) and further (listed in alphabetical order)dill sauce, fried coated carp with potato salad, fried potato pancake, 'kuba' (dish based on groats and mushrooms), pikeperch with caraway, potato dumplings filled with plums, potato dumplings stuffed with smoked

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[14] Its preparation proceeded for cooperation of Czech Tourism agency with representatives of the professional sphere – the Association of Hotels and Restaurants and the Association of Chefs and Confectioners of the Czech Republic – viz Zimáková, B.: Czech Specials či „Ochutnejte Českou republiku“. In: *Sborník recenzovaných příspěvků mezinárodní vědecké konference Hotelnictví, turismus a vzdělávání*, VŠH, Praha, 2011, 396.

meat, quark dumplings filled with strawberries, roast duck with cabbage, roast pork with dumplings and cabbage, schnitzel, sweet dumplings filled with fruit, and tomato sauce with boiled beef.

The respondents were also asked what drink they consider to be traditional Czech. Differences between the attitudes of guests and catering establishment managers regarding traditional Czech drinks were statistically insignificant to such an extent that *Figure 5* shows just the weighted average of both groups.

Its preparation proceeded for cooperation of Czech Tourism agency with representatives of the professional sphere – the Association of Hotels and Restaurants and the Association of Chefs and Confectioners of the Czech Republic

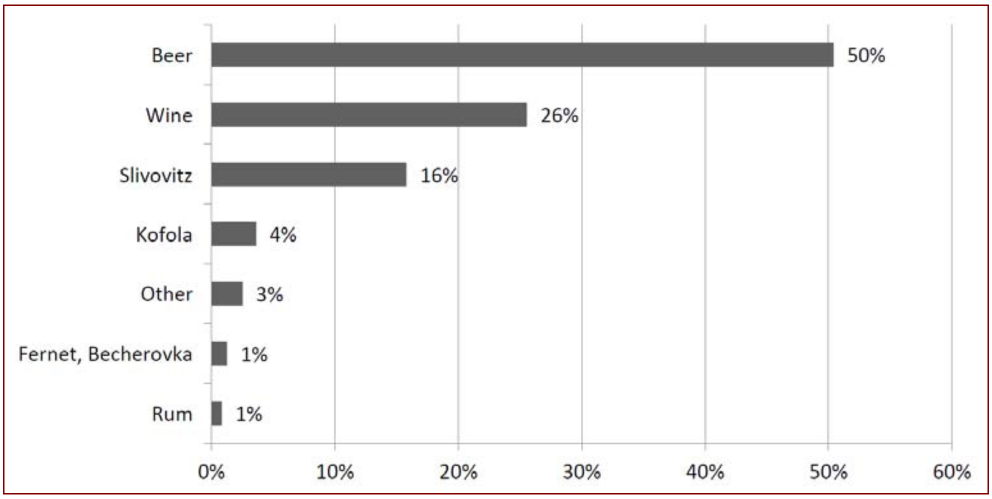

Figure 5: Traditional Czech drinks (Source: own results)

Since the research was carried out in the country with the largest beer consumption per capita, the values obtained for the most preferred drink are not surprising. The frequency of opinions regarding the other traditional Czech drinks could have been slightly affected by the proportion of respondents from Moravia and Silesia that was higher than would correspond to quota sampling.

Although preferences regarding countries interesting from the culinary point of view are the same with both groups of respondents, the preference of catering establishment managers considering Italian and French cuisine is considerably higher *(Figure 6)*. Especially Italy is considered to be a culinary superpower.

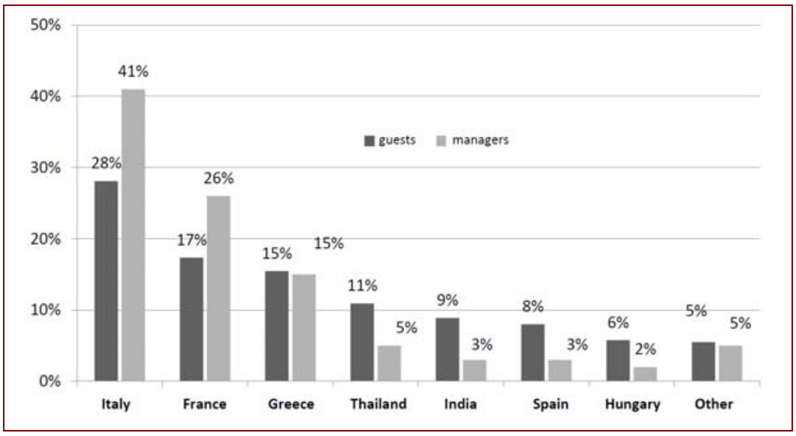

Figure 6: Countries interesting from the culinary point of view
(Source: own results)

The popularity of Italian, French and Greek cuisine is certainly indisputable. However, we are aware of the fact that the answers could be to some extent affected by a holiday spent in a popular destination and by enjoying local dishes in a reachable destination. The responses of catering establishment managers have shown that they consider the offer of local specialities and products to be one of the most important marketing tools. Therefore, the visitors were asked how important tasting and enjoying local products and culinary specialities during their holidays and trips is.

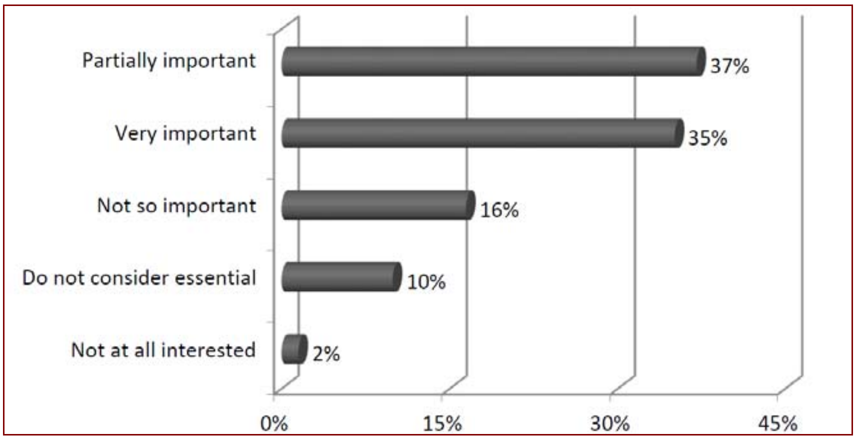

Figure 7: Importance of enjoying local products and culinary specialities
(Source: own results)

The results shown in *Figure 7* present a considerable level of interest of visitors to selected regions to explore local products. Majority of them (a total of 72%) identified this factor as very or partially important. The respondents do not underestimate the role of regional gastronomy and consider it to be an important part of exploring local culture and its gastronomy as an integral part of cultural heritage.

Summary and conclusions

The purpose of the paper is comparison of the opinions of catering establishment managers with the opinions of their visitors considering some issues related to gastronomy and culinary tourism. This comparison resulted in the following conclusions:

– Roasted beef sirloin in sour cream sauce (majority opinion of catering establishment managers) and roast pork with dumplings and cabbage (prevailing opinion of guests) are considered to be traditional Czech dishes.
– Both catering establishment managers and guests consider beer a typical Czech drink (50%). Regarding this drink, it should be noticed that we have expected a higher rate. This result may have been influenced by the fact that majority of respondents is from Moravia and Silesia. Wine represents a typical Czech drink for 26% and slivovitz for 16% of respondents.
– Both groups of respondents consider Italy, France and Greece to be interesting countries from the point of view of culinary tourism. However, professionals in gastronomy attach the first two countries a greater importance than the respondents from among the public.
– Catering establishment managers consider important to offer local specialities and regional products. This fact has also been confirmed by restaurant visitors as three quarters of them regard it important or very important.

The results of the research clearly show that the visitors of selected regions interested in cultural heritage also show interest in regional gastronomy as well. Hence, national cuisine, or rather regional gastronomy becomes an important element to attract domestic as well as foreign visitors as culinary art reflects national traditions and customs of local people, strengthens the interest of visitors in exploring a region and plays a significant role when choosing a destination. Tourists perceive the combination of these elements to be important. Therefore, to satisfy tourists, it is necessary to offer them not only a quality tourism infrastructure but also quality catering offer. It is necessary to motivate regional restaurants by means of progressive education and inspiration to prepare dishes using local products and to stabilise the offer of dishes based on traditional recipes.

If enterprises providing services in tourism sector want to be successful, it is important to benefit from the specifics of particular regions when creating the offer, and to seek ways for mutual cooperation with the aim of achieving a multiplier effect of all involved.

Tourism is a promising factor of regional development of any country. The growing interest relating to production and consumption of regional foodstuffs and their use in regional gastronomy contributes to the revival of traditional production practices as well as to raising awareness regarding sustainable development of natural resources of a given area. Culinary tourism is a phenomenon that is constantly growing and has a positive impact on the economy, employment and local heritage. Due to tourism trips, culinary tourism has great potential for further development although this type of tourism is still practised by a minority of tourists. Nevertheless, the fact is that it involves a very specific type of tourist with a high volume of average spending on very high-quality products. In this way, culinary tourism contributes to improving the general perception of a destination.[15]

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ALAN CLARKE & KATALIN LŐRINCZ

EPILOGUE: SUSTAINING THE SUSTAINABLE

When we first came up with this title, we were aware that the sustainability debates had been around for a long time. They were focussed in April 1987 by Gro Harlem Brundtland, the former Norwegian Prime Minister who had been chairing the World Commission on Environment and Development. She presented her report "Our Common Future" to the United Nations which still refer to by her name as the "Brundtland Report". It was eight years before this was formally adopted by the United Nations' World Tourism Organisation in the Charter on Sustainable Tourism.

The commitment to sustainability can now be found in almost all tourism policies around the world but there have been and continue to be some fairly fierce debates about whether this a real commitment or merely a rhetorical pledge designed to make us all look good. There were accusations of 'greenwashing', allowing us to appeal to a customer base which has apparently become more aware of and supportive of sustainable claims.

Work has continued to allow us to more easily demonstrate the reality of our efforts. We have seen the introduction of a range of critical indicators which will demonstrate how sustainable we have become. These indicators are extensive and sometimes difficult to evidence satisfactorily but this work is creating the bench marks for our ongoing development activities.

However, we believe that there is a danger in getting bogged down in the dense details of all these indicators and of losing our sense of purpose in positively striving to deliver a truly sustainable version of our common future. We hoped that by giving people the opportunity to tell their stories, we could hear some of the good, the bad, the difficult and the successful stories of dealing with cultural and heritage developments, which would inspire us and renew our energy to keep at it in our never ending task of establishing and maintaining sustainability.

The first part sets our values and focusses on the issues which we, at the University of Pannonia, hold to be the core of our endeavours when researching, teaching and working in tourism development. This paper will investigate the prevalent rationales giving value to the investments in cultural capital. It will explore these issues around re-valuing and devaluing cultural values by examining World Heritage Sites.

We believe we have gathered together a collection of very interesting papers in this volume and we hope you agree. In editing them we have attempted to theme them so that the volume has an internal logic to it as well the rationales you will find in every one of the papers. There are significant differences but sustainability can only be experienced and delivered within specific local contexts. Our indicators may be generalizable but our experiences will be local.

One of the successes of the conference was that we attracted speakers from very diverse backgrounds and that has made this editing task much more difficult. We began with papers that operated with a generic sense of sustainable cultural heritage tourism. These papers help to set the terms for the debates that inform all our accounts. We movedonto a section clustered around museums. Then we are taken into festivals and a group of papers taking a regional look at the issues involved in cultural and heritage tourism management and development. We conclude with a section developing the idea of cultural and heritage developments acting as a metaphor and we therefore find ourselves looking at the benefits arising from different forms of cultural and heritage tourism forms.

We recognise the amount of effort made by our contributors but it cannot go unnoticed that we are indebted to Viktória Krémer for all her hard work in getting us through to publication – thank you so much Viki.

We are proud to present this volume on behalf of the University of Pannonia, the Department of Tourism and BATUKI, the Balaton Tourism Research Institute. We see this volume as a contribution to an ongoing debate not a concluding statement. The issues are ongoing and will always be ongoing. As a reader, you can contribute to these discussions by e-mailing your thoughts, responses and reactions to us at alanhungary@hotmail.com. We look forward to your responses.

Furthermore, our promise is that our work in teaching and researching will continue to promote sustainable development. If you want to know more about how you can contribute to this journey or you want to talk about how we might be able to work together to help make your journey to sustainability more effective, please do not hesitate to contact us (alanhungary@hotmail.com).

Professor Alan Clarke works in the Tourism Department at the University of Pannonia and is Visiting Professor at the University of Derby in the UK. Alan's PhD was a semiotic analysis of post war UK images and he has continued this interest in cultural constructions throughout all of his work. He was a contributor to the UN Charter on Sustainable Tourism and worked with various UNESCO projects promoting the recognition of the importance of the cultural within tourism development. He has undertaken strategic development reports for local communities, as well as looking at visitor satisfaction and marketing strategies. He has written widely, editing 9 books, contributing

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Katalin Lőrincz is associate professor at Tourism Department and the Head of Business Institute, University of Pannonia. Besides lecturing spatial-based modules (Tourism Geography, International Tourism Geography, Cultural Tourism), her research interest is focusing on urban and cultural tourism in Hungary, the role of destination management organizations and the linkage between tourism and sustainable development. She maintains contacts with both colleagues from academics and professionals of tourism/regional development sector. She was invited to various international universities in order to teach as a short-time lecturer in Erasmus program (University of Lapland, University of Lisbon, University of Handlowa, and University of Derby). Furthermore various consultant activities (tourism strategies, product development, tourism marketing) and international conference attendance she is working as a KRAFT-Point coordinator of Veszprém. In 2015 she worked as a fellow-researcher at New Central Europe II program, Kőszeg, with a special research, entitled Sustainable Tourism in Historic Towns – Kőszeg Case Study.

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