

**SUMMARY OF PHD. THESIS BOOKLET  
EARTH SCIENCES DOCTORAL SCHOOL**

**The development of cultural tourism in Hungarian historic towns**

**KATALIN LÓRINCZ**

**UNIVERSITY OF PÉCS  
FACULTY OF NATURAL SCIENCES  
PÉCS, 2007**

**Name of doctoral programme:** Earth Sciences Doctoral Programme

**Head:**           **PROF. DR. JÓZSEF TÓTH D.Sc**  
University Professor,  
Rector Emeritus  
**PTE TTK INSTITUTE OF GEOGRAPHY**  
**DEPARTMENT OF SOCIAL GEOGRAPHY AND URBAN STUDIES**

**Name of doctoral theme:** Tourism geography

**Head:**           **DR. HABIL. ANTAL AUBERT**  
Head of Department, Associate Professor  
**PTE TTK INSTITUTE OF GEOGRAPHY**  
**TOURISM DEPARTMENT**

**Discipline of thesis:** Tourism geography

**Supervisor:** **DR. HABIL. ANTAL AUBERT**  
Head of Department, Associate Professor  
**PTE TTK INSTITUTE OF GEOGRAPHY**  
**TOURISM DEPARTMENT**

## I. INTRODUCTION

Nowadays the recognition that the geographic location of cultural services is characterised by a dynamic urban concentration is also seen to characterise tourism (RICHARDS, G. 1996, ENYEDI GY. 2002). Towns attract visitors to varying degrees, therefore the socio-physical changes and the economic profit generated by tourism also vary. The **development of cultural and tourism services** has received a prominent role in the economic competition and development programmes of towns. Primarily developed countries have attempted to compensate for the decline of towns with out-of-date industrial structures by the creation of cultural functions (including education and research) rather than by establishing new industries. The process is connected to **changes in regional and settlement development policy**, since this type of development is more directly influenced by local municipalities and national governments than the choice of the sites of large transnational companies. Cultural economy plays an important role in shaping **the competitiveness of towns**: on the one hand, rooted in towns' traditions, it creates individual products, and, on the other hand, the rich cultural environment attracts highly qualified labour – operating a dynamic knowledge-based economy – and tourists.

Since the change of regime, the development of **Hungarian towns** has been primarily dominated by the restructuring of the economy, and this has been mainly driven by external energies: the global economy and external opportunities. Today small and medium-size enterprises, the **internal energies** of the town and its region fuel the changes (decentralised management, innovative institutions and non-governmental organisations). Beyond the diversification of job creation and economic structures, the **complex programme of the improvement of the quality of life** will become the centre of attention, which alongside improving the quality of the physical environment also means providing an attractive cultural and service environment and providing access to these.

In the period 2007-2013 – through the projects featuring in the New Hungary Development Plan – the volume of **supports** for regional development and tourism (European Union and Hungarian co-financing) **will be increased**<sup>1</sup>, and beyond this, a rise is also expected in the interest of investment capital. The tourism development objectives preferred under centralised management enable the renewal of attractions and reception capability, but its regionally varying rate and volume is included in the regional action plans. In order for the developments to serve the interests of the local society and economy to the highest possible degree, the real situation survey, the drafting of

---

<sup>1</sup> Through the Regional Operative Programs, ÚMFT (New Hungary Development Plan) provides 305 billion HUF development resources for the tourism sector, which constitutes 3.8% of all development resources (NATIONAL DEVELOPMENT AGENCY, 2007).

development strategies based on the background and the support of innovative, future-oriented and sustainable projects is in the basic interest of every single settlement.

One of the possible answers to these challenges is **supporting cultural tourism**, which presupposes the cooperation of the private and public sphere, on partnership and development based on the carrying capacity of the environment. In the case of traditional tourism destinations, supporting cultural tourism frequently helps to deal with the problems of tourism itself: overcrowding, seasonality and the decrease in long-term visitors.

Beyond the world heritage sites, the development of cultural tourism, the presentation and selling of historical heritage predominantly takes place in the **historic towns in Hungary**; these destinations are able to realise the positive effects of tourism (MICHALKÓ G. 2004). Beyond its social and economic significance, tourism in historic towns increases the importance of central areas, providing them with new functions and stimulating creative solutions in the fields of infrastructure, marketing communication, real estate use and interior design. All this is undeliverable without well organised and networked local tourism management.

Towns hoping to be competitive cannot continue without well-grounded medium-term development strategies, of which – in the case of historic towns – the coexistence of tourism and culture in a broad sense are marked parts. The thesis ultimately presents the opportunities of **cultural tourism as a regional development instrument** through the examples of Hungarian historic towns and through the example of Veszprém as a case study.

The **structure of the thesis** aims to balance theory and practice: the presentation of the theory of cultural tourism and its current trends in Europe is followed by the description of the methodological analyses. Among the characteristics of Hungarian tourism focussed on are the processes characterising historic towns, spatial and market characteristics and development priorities. The detailed description of Veszprém as a case study, in the second half of the thesis, is based on primary research. Based on the summary of the literature and the research results, **particular suggestions concerning attraction development, marketing communication and organisational structure as well as strengthening the area roles are formulated**. The questionnaires used during the primary research, the interview questions and the maps directly related to the topic, which support the spatial relations are attached in the Supplement.

## **II. OBJECTIVES**

The **basic aim of the thesis** is to provide a complex evaluation of the tourism geography of **Hungarian historic towns with a similar background of monuments** and, based on this, to provide recommendations for development. The **academic objective** of the thesis is to reform the

methodological approach to the tourism research of historic towns (which has so far predominantly focused on the secondary analysis of statistical indices) and to **apply the research techniques vital from the aspect of the development of cultural tourism** on the **settlement level** (case study of Veszprém). The characteristics that cannot be surveyed with statistical methods (popularity and image, visitors' opinion on culturally-motivated travel) play an important role in the successful operation of tourism; therefore the broader application of questionnaires, focus group examinations, field trips and deep interviews is necessary. I believe that people wanting to study these areas share these ideas, as one year after the Veszprém research the tourism popularity and image of the town of Pécs was surveyed in relation to the Cultural Capital of Europe 2010 programme.

The **practical objective** of the thesis is the development of Hungarian historic towns in the field of cultural tourism (attraction and reception capability) and therefore the following questions were posed:

1. How can the most important expected long-term tendencies of European cultural tourism be defined in relation to the results published about the topic? With the help of what development instruments does the European Union support urban-based cultural tourism?
2. What approach and regional distribution is used in Hungary in relation to the development of cultural tourism in the relevant sectorial policies and area-level regional development strategies?
3. Can the tourism significance of Hungarian historical towns be displayed on the basis of the statistical data and the quantitative methodological analyses? What are the common characteristic features and special development tendencies? How does the modern, consumption-oriented understanding of cultural tourism appear in tourism development projects?
4. What particular tasks can be determined in relation to the development of cultural tourism based on the case study of Veszprém (popularity, image, supply and demand, regional role)?

### **III. RESEARCH METHODS**

#### **Literature and theoretical basis**

Surveys published in the foreign literature and by tourism organisations (WTC-ETC, ATLAS, WTO, UNESCO) predominantly relate to the European characteristics of urban cultural tourism, the trends related to this cultural product and the various experiences of the destinations. This theoretical basis includes the relationship of the notions used in the thesis and the supply and demand of European cultural tourism concerning city and town visits. The Hungarian literature details the background of tourism and settlement development. The comprehensive approach of

tourism geography (AUBERT A. 2002) can be interpreted as part of social geography and appears in the publications related to the tourism development and tourism management of historic towns. The notions of the thesis are based on the definitions by experts researching in the fields of cultural tourism, tourism geography and cultural geography.

### **Questionnaire surveys**

In summer 2005 Tourinform Veszprém<sup>2</sup> administered a *questionnaire survey* of five hundred tourists from Hungary visiting Veszprém and five hundred local inhabitants. I was interested in the opinions of the local inhabitants concerning the town-level role of and opinion on tourism, the image of Veszprém and their free time activities. In the case of tourists, the visitation of cultural attractions and the characteristics of journeys to Veszprém were examined.

In May 2006, with the help of M.Á.S.T. Kft, I administered a *representative research involving one thousand people*. The aim of this survey was the analysis of the role of tourism, the tourism offer of Hungarian historic towns and the assessment of the characteristics of town visits. This survey was further narrowed down from the perspective of geography and in the autumn of 2006, within the framework of an omnibus survey involving one thousand people, the popularity and image of Veszprém in Hungary was examined. The questionnaire survey was extended with a *telephone interview involving three hundred people*, in the course of which tourists who had already visited Veszprém talked about their actual travel experiences, impressions and development proposals.

The *preparation of the questionnaires, the determination of the size and spatial boundaries of the sample* as well as the *decision of the date of the quantitative research* took into account the experiences of tourism image surveys related to Hungary and the criteria characterising the settlement level.

### **Focus group survey**

I decided the questions of the focus group surveys, the demographic characteristics and the geographic distribution of those invited, and the moderator's task of the survey was performed by an expert I commissioned with the task. I organised *focus groups* of frequent travellers *between the ages of 18-60* in *Budapest, Debrecen and Győr* and in a two-hour meeting they gave information about Veszprém's popularity, image and their experiences gained while travelling in historic towns. The survey was also repeated in *Veszprém* (two groups) where both local inhabitants and university students studying in the town were invited. In every case the number of the participants of the focus

---

<sup>2</sup> I have been the Manager of Tourinform Veszprém since 1998, therefore I was responsible for all the research activities of the office and evaluated the results.

groups was between 8-10 people. The representation of the opinions of both genders and different age groups was considered.

### **Preparation of depth interviews, field trips**

The subjects of the in-depth interviews (20 people) in the thesis are those professional (*tourism entrepreneur, manager of development agency, marketing manager, representative of local cultural institution or establishment, university instructor, journalist*) and political decision-makers (*local council representative and Member of Parliament*), who have an insight into the current role and development opportunities of the town at a local, regional or national level. Since the thesis gives priority to the *area role of Veszprém in tourism*, and opening towards the Bakony Mountains and Lake Balaton, special attention was paid to these in the catalogue of questions. The examination of cooperation opportunities and the mapping of competitors were crucial areas during the interviews.

In order to learn about the problems of Hungarian historic towns, an informal meeting was organised between the *affected members of the Tourinform-network* and the *person responsible for the tourism management* of the given settlement. During the personal meetings and the *field trips*, the feasibility of tourism-related development projects of historic towns and the bottom-up area destination management (TDM model) was examined.

### **Statistical data, GIS databases**

The publications and surveys of the *Central Statistical Office*; the studies and tourism development support analyses of *VÁTI Kht.*; the *GIS databases* of the settlement-level characteristics of the cultural heritage and the memorials under national protection played an important role in researching the topic. As well as the statistical data groups (national census data, tourism statistics, development resources), the demand and motivation analyses, regional surveys and the statistical data of cultural attractions, provided by *Magyar Turizmus Zrt.*, comparable on a settlement level have a vital significance.

### **Sectoral and territorial policies and concepts related to cultural tourism**

Both the *sectoral* (National Tourism Development Strategies, Hungarian Cultural Strategies) and *territorial policies* that are important for the research were examined. Due to the multi-level administrative and planning system currently in operation in Hungary (region/county/small area/settlement), the characteristics are illustrated through the example of Veszprém as a case study.

### **SWOT analysis**

The compilation of the *SWOT analysis concerning Veszprém* is based on the **results** yielded by the primary research and the (subjective) **opinions** of the Hungarian population, tourists who have visited Veszprém, decision-makers, and local tourism service providers. This **summary** (the current situation of the historic town: its strengths and weaknesses as well as future opportunities and dangers) serves as a **starting point for actually developing proposals** and this also indicates those (frequently generalisable) problems whose solution is of vital importance from the aspect of the development of cultural tourism.

#### IV. RESULTS

##### *1. The characteristic features of cultural tourism in Europe*

Examining the topic in a European context, it can be seen that the strengthening demand for cultural heritage and the need for an increasing number of town visits and short-break tourism ensures the future of cultural tourism – a significant segment of tourism – in the market (RICHARDS, G. 1996). Concrete data demonstrate that the number of tourists visiting cultural sites and events has significantly increased in the whole of Europe. The increase in the number of culturally-motivated tourists, however, does not keep up with the increase in the number of culturally-motivated sites, i.e. the supply side widens more quickly than the demand. Urban-centered tourism is still dominated by larger, so-called “cultural capitals”, however, an increased interest in the smaller and as yet undiscovered European destinations can be witnessed, i.e. the special concentration of cultural tourism is less narrowly focussed. The **demand for town visits in European cultural tourism** can be characterised as follows:

- Short (maximum three guest nights) trips dominate, with a seasonal peak period from May to April.
- Fast and cheap transportation plays a determining role in accessing the destination: for foreigners the most frequently used vehicle is the airplane (51%), followed by cars (23%). Domestic tourism is dominated by cars.
- Analysing the demand for accommodation, it can be seen that those town visitors who choose commercial accommodation (75%), predominantly prefer medium or high-category hotels (82%).
- The role of the internet is not only outstanding in travel in general but also in town visits: in 2004 42% of travellers used the worldwide web (for booking and collecting information), which showed an increase of 22% compared to the previous year.
- The average town visitor is around 40; 40% are between 25-34 year olds, 38% are 35-54



year olds and 22% are above 55.

- Those who have a higher level of education participate in cultural tourism and, within it, town breaks at a higher rate. Besides the level of education, the rise in income also results in an increased demand in town breaks (WTC-ETC 2004).

A restructuring can be observed in the demand side of cultural tourism: **the built or intellectual heritage in the field of culture is increasing in importance**, and, besides this, the demand for special tourism products or destinations that can satisfy individual needs and provide **unique experiences** is continually rising. The **strengthening demand for cultural consumption** is related to the growth in the level of education, the fast distribution of and access to knowledge and information as well as to the change in the motivation for travelling and travelling habits. In their work, PUCZKÓ L. and RÁTZ T. (2000) suggest that the interest of tourists in the consumption of ideas and experiences is rising, i.e. we are heading towards an “experience economy” from a “service economy”.

Cultural tourism continues to be based on heritage and arts, however, besides these the so-called creative industries (fashion, graphics, design, media, show business) and lifestyle (beliefs, traditions, gastronomy, folklore) play a more and more important role (Figure 1.). According to the results of research conducted in this topic, the **primary motivation of European town breaks is getting to know the culture**, in a broader sense, **of the destination**. (SULYOK J. 2005).

**Figure 1.**

**The notion of cultural tourism: the outer and the inner circle**



**SOURCE: WTO-ETC 2004, SULYOK J. 2005**

Of the **cultural heritage** (supply) the **built heritage and monuments** are the most popular, but attractions of a thematic nature, particularly **thematic journeys** based on cultural values, also play an increasingly important role. The spreading of cultural **programmes and festivals** is a global phenomenon. The role of modern festivals continues to widen: besides their festive and instructive

nature and their promotion significance, they also can carry a strong (cultural) political function (image building) within their main characteristics of complexity and uniqueness.

**In Hungary** the I. National Development Plan supported strengthening the supply side with 12.55 billion HUF for the **development of tourism attractions** (the development of world heritage sites with significant tourism potential, historic town and city centres; the development of tourism functions in mansions and castles; the visitor-friendly development of museums) in 2004-2006. The reconstruction and investment work carried out in the settlements has evidently contributed to the strengthening of the tourism potential too, but **the protection of monuments itself was very expensive** (e.g. the case of Székesfehérvár, Veszprém or Pécs) and, compared to this, less attention was paid to the needs of future consumers. In my opinion, the reason for this is predominantly to be found in the decision-making, project-selection mechanism: relatively few places managed to implement attraction developments which were also supported by the (local) tourism industry and which are profitable on the operation side. This was partly due to the proprietary and maintenance structure (local municipality, church, state) of the affected areas.

The decision-making also recognised the significance of the development of cultural tourism, therefore developments in settlements are justified by the increasing leisure time and spending of the population; the income-generating and investment-enhancing effect of cultural tourism; the improvement of the image of the individual town or region and the supplemental income from tourism. In the past, cultural attractions and cultural tourists used to be viewed as a homogeneous mass; however, this approach is expected to change in the future. The increasing segmentation of the supply and demand of cultural tourism argues against the simplistic use of the label “cultural tourist” and requires us to speak about the different types of cultural tourism existing in Europe. In the future **stronger competition is expected** both among European towns and between European and American/Asian destinations. The participation of Central and Eastern Europe is going to rise in the old continent, and, generally, the growth of Asian sending markets is expected (WTO-ETC 2004).

The sustainable (destination) development of historic towns has served as the subject-matter of numerous acknowledged **international conferences**. My opinion and the description of the Hungarian case studies<sup>3</sup> have scientifically contributed to the drafting of European experts’ recommendations. During the remarks and debates it was successfully demonstrated that historic towns involved in tourism can develop through the use of various methods and projects: the key words are partnership, function switching, competitive transportation background, modern tourism

---

<sup>3</sup> My talks at significant conferences in this topic related to the changed role and development tendencies of cultural tourism – based on Hungarian case studies. The paragraph refers to the following conferences: Kultúra és Turizmus, Budapest; (Inter)cultural Aspects of Tourism Development, Siófok; Researching Destination Management, Policy and Planning: Linking culture, heritage and tourism, Riga.

reception capability and infrastructure. Apart from investments, image-building, innovative visitor management, marketing communication and continuous training will be given a vital role.

## *2. The planning and supply/demand characteristics of cultural tourism in Hungary*

The development of Hungarian historic towns is listed as a priority tourism target area under the heading *attractive locations of cultural heritage* both in the National Tourism Development Strategy (2005) and the strategy of the Central Transdanubian Region (2006). The Hungarian Cultural Strategy also deals with this field according to its importance. On the one hand, it emphasises that the cultural component is becoming stronger within the global growth of tourism, on the other hand, it stresses the Hungarian characteristics: the significance of cultural tourism and festival tourism and the emphasis on the role of culture in the country's image.

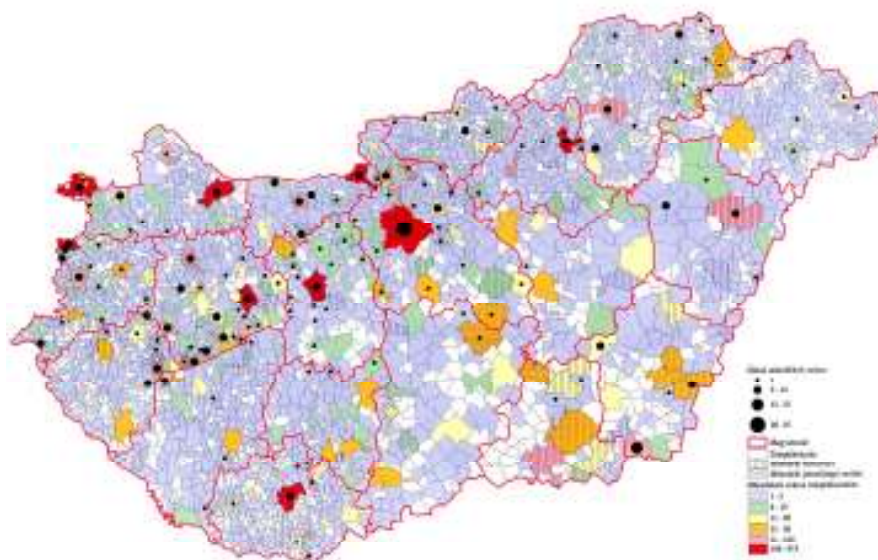
The territorial plans concerning Veszprém – at a county (2003) and small area (2005) level – contain particular proposals related to the development of cultural tourism (thematic journeys, interactive display of intellectual and built heritage). The development programmes create a proper framework for the organisation of thematic journeys and for joint tourism marketing activities carried out in cooperation.

## *3. The attraction and tourism characteristics of Hungarian historic towns*

The **definition of historic towns** took place on the **basis of attraction**, a central category in tourism geography. In the case of the towns examined in the thesis, the **common basis** that is dominant in the country independently from the aspects of economy, demography or location within the country is the **similarity of the cultural supply (monuments)**. The **spatial concentration** of cultural attractions can also be displayed on a map. During this work, the database of VÁTI Kht. (2006) was used. The complex examination of Hungarian historic towns was applied to towns with more than one hundred monuments, i.e. towns with **contiguous areas of monuments**: Eger, Esztergom, Győr, Kőszeg, Sopron, Székesfehérvár, Pécs, Visegrád and Veszprém (Figure 2.). The capital, whose product range, supply and demand characteristics are not comparable to the previously listed towns, is a separate category in itself; therefore this thesis does not find the examination of Budapest as a historic city relevant.

Figure 2.

**The number of monuments per settlement**

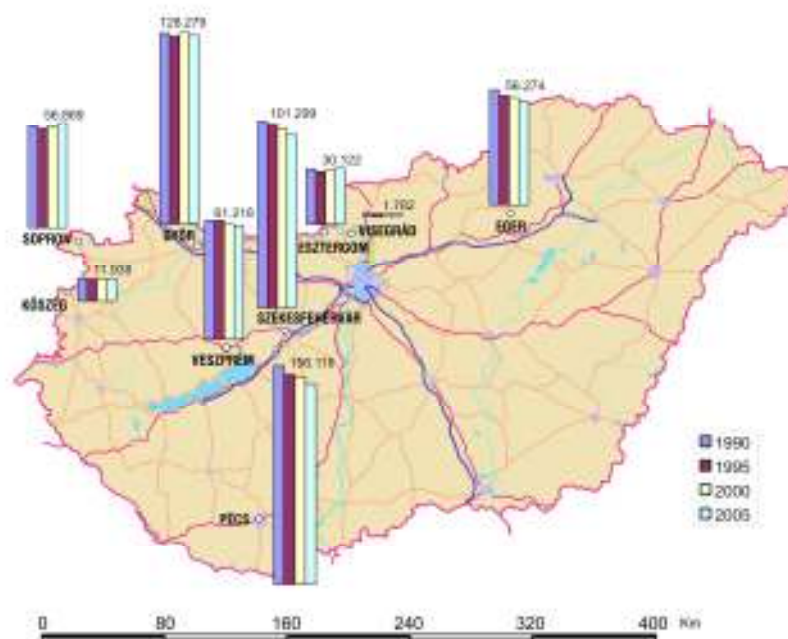


SOURCE: VÁTI KHT, 2006

The number of guests and guest nights, the capacity and structure of commercial accommodation, the average period of stay, the turnover and data collection concerning cultural tourism of Tourinform offices and the tourism development programmes in 1999-2006 give us a varied picture about the situation of tourism in Hungarian historic towns. **Demographic data** (KSH 2006., FIGURE 3.) between 1990 and 2005 indicate a basically decreasing population (average 5%) and the *increasing importance of the neighbourhood of certain historic towns* (Pécs, Eger and Székesfehérvár). The analysis extends both to the **employment** indices and the sectorial distribution of employees. The rate of *active members of the labour market* – between the ages of 18 and 62 – in these settlements displays an identical value (30-32%), the employees in the service sector is between 39-42%; with a more significant commercial (10-15%) and smaller (but proportionate to the accommodation capacity of the settlements) accommodation-providing or catering profile (2-5%).

Figure 3.

### Change in the population of Hungarian historic towns<sup>4</sup>, 1990-2005



Source: KSH 2006, own editing

Concerning the tourism infra- and suprastructure (high-category accommodation expansion, visitor centre, attraction development), and the dynamically growing demand (Figure 4.), of Hungarian historic towns, the development of Sopron, Eger and Visegrád can be highlighted, since these towns have developed not only cultural tourism (e.g. the castle reconstruction in Eger and Visegrád designed to strengthen interactivity, the visitor-friendly reconstruction of Sopron's centre, events), but also the popular health tourism. Veszprém's development can also be highlighted, but currently, the built heritage is still dominant and the town has a small reception capability (capacity of accommodation).

Based on their tourism indices, the towns of Győr, Székesfehérvár and Pécs first declined, and then stagnated after the change of regime. In these towns, the **attraction and accommodation developments in progress** can be translated to a real rise in visitor numbers and tourism income in the near future. The attraction of Kőszeg and Esztergom declined and the accommodation segment significantly shrank following the change of regime. Kőszeg sees an opportunity to break-out in eco-tourism and Esztergom in health tourism as a complementary product with cultural tourism.

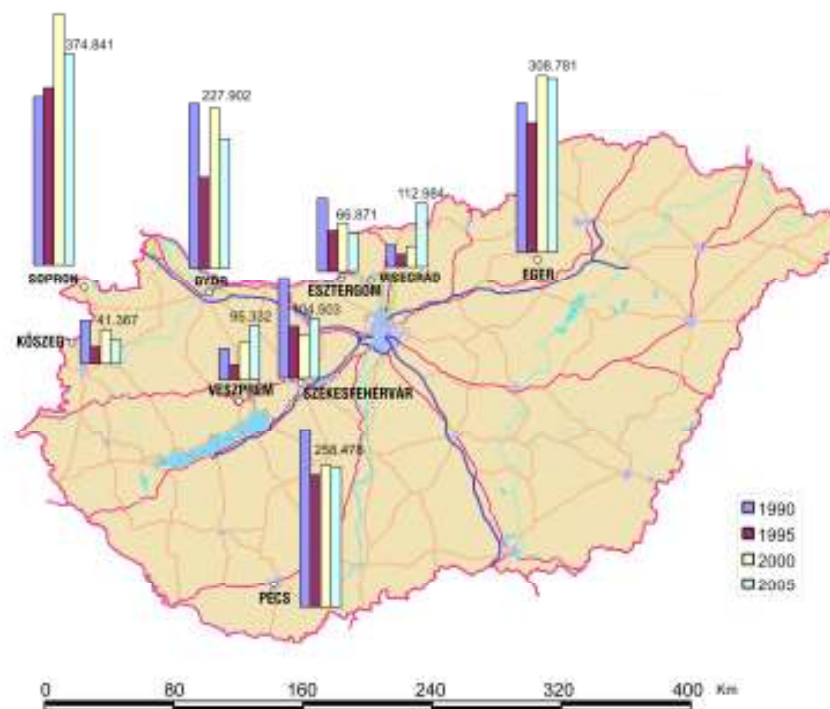
The general problem of Hungarian historic towns with commercial accommodation is the **low level of three- and four-star** (appropriate for the demand) accommodation and the **continuously shortening period of stay**. In the settlements examined the number of guest nights in

<sup>4</sup> The values of the diagram refer to 2005.

commercial accommodation is an average of 2.3, in private accommodation 3.6 nights (KSH 2006). Developing cultural attractions or broadening the product range is not enough to lengthen the stay. Besides the **attraction development based on supply and demand needs, quality accommodation** that also spends significant resources on destination marketing (see the case of Budapest: winter invasion) and that provides various services has a decisive significance.

**Figure 4.**

**The occupancy of commercial accommodation in the examined historic towns<sup>5</sup>, 1990-2005**



**Source: KSH 2006, own editing**

The direction of culture-based economic development was strengthened by the development of cultural tourism with a focus on historic towns and the concentration of central resources. The further spreading effects of this process (regional generation of projects and the applications of culture-oriented Hungarian towns for the title of European Capital of Culture and Town of Hungarian Culture) enforced putting an emphasis on **tourism as a settlement development instrument** and, in these towns, contributed to the elaboration of programmes strengthening (also) cultural tourism.

<sup>5</sup> The values of the diagram refer to 2005.

#### 4. *Assessment of Veszprém's popularity and image research*

Veszprém has a positive image in the minds of the visitors in the last two years. The **town's main attractions are its historic past, its hospitality and its unique atmosphere**. Experiences suggest that the two weak points are entertainment facilities and public transportation. It is also important to note, however, that those asked had the least experience concerning these two features. Although it is **worth returning to the town** according to the majority, slightly more than one quarter of those asked believe that **Veszprém is only worth visiting for one day**.

Analysing the demand we can say that in the past two years the predominant majority of those questioned (84%) visited Veszprém **for private purposes** and the minority of visitors arrived exclusively for business purposes. Based on the frequency of mention, the two most important aims of those arriving in the settlement were **town visits, including cultural tourism** (53%), and visiting relatives and friends (18%).

60% of those questioned said that they had already been to Veszprém before, so during their previous trip they had acquired adequate information. Those **collecting information for their journey** predominantly sought information via the **internet** (33%), with the help of **people who had already visited the town** (24%) and **brochures** (23%). Local inhabitants and maps helped informing 18%-18% of those asked and 17% used guidebooks as a source of information. Other sources of information were rarely mentioned.

Based on the frequency of mention, the three major sites of Veszprém are the zoo, the castle and the viaduct. Apart from these sites, most visitors go to the pedestrian street. The survey results suggest that Veszprém is **still predominantly known for its built heritage**, although each person asked stressed the attraction (and image-building function) that well-organised and promoted festivals mean.

Based on spontaneous mention (*focus group*) and remembering after prompting (*questionnaire*), the four **best known and most popular programmes** of the town are the Veszprém Festival, the Veszprém Summer Festival, the Street Music Festival and the Veszprém Rally. It is important to stress that the Street Music Festival is by far the most popular programme with local inhabitants but it is not yet widely known on a national scale. There is a confusion concerning the Veszprém Festival and the Veszprém Summer Festival: not even the local inhabitants are able to differentiate between them on the basis of the name only and the Hungarian population generally identifies the programmes of the Summer Festival with the performers of the Veszprém Festival.

The tourism SWOT analysis related to Veszprém (Table 1.), which is shown below, was prepared on the basis of the primary and secondary research results:

**Table 1.**

**SWOT analysis of Veszprém**

<b>Strengths ☺</b>	<b>Weaknesses ☹</b>
Veszprém's castle district Zoo The number and quality of festivals and events  Historic past, rich cultural heritage  Small town nature  University town, many young people  Favourable location (proximity of Lake Balaton and the Bakony Mountains)	Town marketing Transportation within the town, parking Shortage of entertainment facilities, lack of weekend programmes Lack of strategic and operative cooperation within the town (university, archbishopric, county) Lack of water (swimming pool, health tourism services) Low capacity of accommodation, short weekend opening hours of catering units The "spirit of the place" is unexploited, boring exhibitions, short opening hours
<b>Opportunities ???</b>	<b>Threats and Dangers !!!</b>
Organic treatment of the centre and the castle area, establishment of tourist reception conditions Creation of a destination organism that pays attention to both development and management Successful projects in the field of attraction development and the renewal of reception capability Reviving supply (sports hall, event centre, airport) Long-term increase in standard of living, rise in the consumption of Hungarian population	Quicker reaction and thereby guest-draining effect of competitors  Decline in the tourism attraction of Lake Balaton Lack of common objectives, growing differences in interest  Defencelessness in the tourism competition due to the lack of capital Decline in world tourism due to terrorism and natural catastrophies

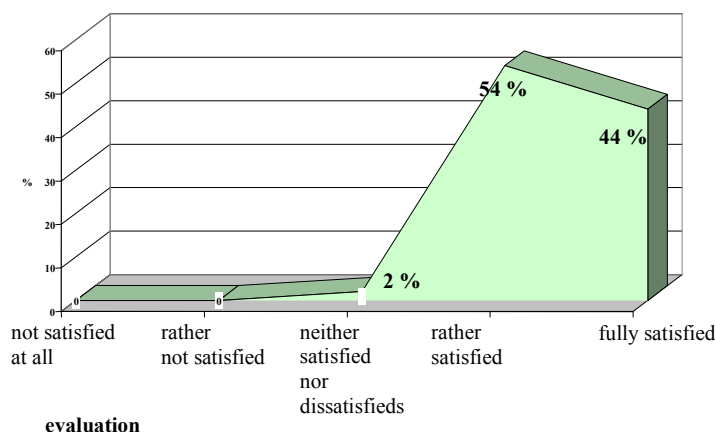
SOURCE: OWN EDITING, 2006

The research demonstrates that, for the overwhelming majority of those questioned, Veszprém means a maximum **one-day programme** and only one-quarter of those asked spent more time than that during their previous stay in the town. **Tourists** visiting Veszprém **evaluated their trip in a very favourable way**. This is supported by the very high average value of the satisfaction index: 4.41 (Figure 5.). The satisfaction with the historic town is general; nobody gave a lower evaluation than 3 and 44% of those questioned rated their journey with the maximum grade of 5.



Figure 5.

Satisfaction related to travelling to Veszprém among domestic tourists



SOURCE: OWN EDITING, M.Á.S.T. 2006

V. RECOMMENDATIONS

In spite of the fact that Veszprém’s tourism supply has spectacularly developed in recent years, it is still one-sided and essentially built on **short town walks** (2-3-hour sightseeing) and **cultural tourism in the traditional sense**: summer festivals, galleries representing “high culture” and museums. In accordance with this, product-differentiation is necessary; apart from the services catering for the needs of the demanding, rather older generation, **attractions of active tourism should be placed in the foreground**. It is necessary to create new tourist paths, to maintain old ones, to construct further bicycle lanes and to create the services related to these. A higher emphasis should be placed on some **special areas** (gastronomy, church tourism). Education (student exchanges, class trips) and conference tourism are still unexploited opportunities. (Table 5.)

The **tourism reception capability** is weak: Veszprém’s tourism potential is largely limited by the problems of the infrastructure characteristic of the town. The problems related to **road transport within the town** (constructing the missing section of the inner ringroad, constructing bicycle lanes in the centre, traffic reduction instruments, enlarging the pedestrian street) **and central parking** (multi-storey car parks, limited parking time) should be urgently remedied. **Improving the accessibility of the zoo**, the most frequently visited attraction of the town, and relocating the main entrance are also urgent tasks to be carried out. Constructing a **zoo visitor centre**, which is protected from the weather, forms an essential part of the complex development of the zoo. Given the activities of the Tourinform office, it is vital that it moves to a more central and more easily accessible part of the town.

Tourism has to be integrally considered during the further **reconstruction of the centre**. The establishment of entertainment and spending facilities, i.e. (seasonal) catering units, high-standard souvenir shops and stores, the placement of street furniture fitting the unified, historic milieu and atmospheric events – particularly in the historic centre, the pedestrian street and the castle – should be supported with the help of town development instruments. I further recommend that the **two attractions with the largest popularity** (castle area and zoo) should be **complemented** with entertainment facilities, which result in satisfying the needs of young people and families with children and contribute to a longer stay (the conditions of a bicycle lane, playground, thematic playgroups, adventure park, extreme sports in Séd-völgy).

Veszprém's **future tourism development will be significantly influenced by** whether the **town can establish more effective cooperation with the decision making autonomous institutions** of the town – the Veszprém Archbishopric, the University of Pannonia, county-owned attractions. The partnership between the participants of the tourism market (inhabitants, entrepreneurs, non-governmental organisations, municipality) should be further deepened and channelling this into an organisational form has become indispensable. Therefore the **establishment of a coordinating body** is proposed with the task of the continuous monitoring of the tourism strategy, creating information flows, expressing opinions on decisions in the sphere of the municipality that influence tourism and crisis-management. The coordinating body would also be responsible for maintaining the fragile balance between the affected parties, the public, civilian and private spheres.

In Veszprém's **tourism positioning** one has to strive for making the town the tourism centre of the **area between the Balaton Uplands and the Bakony Mountains**. In order to do so, the relationships with the surrounding settlements have to be further strengthened and such complex tourism packages should be created that provide cooperative advantages for all involved parties. Joint marketing actions should be used to **make Veszprém known and accepted as a supply element in the settlements around Lake Balaton**. In the long term, the town will have to count on the demand of those going on excursions and town visits (4-8 hours or maximum 1-3 nights). It is a strategic factor that Veszprém has no rival in terms of commercial, financial, education or business services within a zone of thirty kilometres, so the **range of its many-sided town functions** can be used to satisfy the needs of seasonal holiday-makers as well as the demands of tourists who stay at higher category accommodation that is open all through the year.

This fact makes **area-based thinking** and the close cooperation with the neighbouring settlements indispensable and this will also have to be displayed in the restructuring of the local tourism management system. Therefore, as a second step, it is suggested that the destination management to be established connects the settlements of the natural small area (for the sake of

developing the tourism supply it is basically an approx. 20-25 km circle, i.e. the neighbourhood of the town).

The tourism marketing within the town's marketing has so far predominantly paid attention to the (potential) tourist, however, the research results suggest that this approach should be reviewed. The motivation of domestic journeys to historic towns is increasingly marked by visiting friends and relatives and, in making decisions related to travel destinations, the recommendations and opinions of friends, relatives and acquaintances are gaining in importance. Thus it is obvious that for settlements wishing to develop tourism, **communication with local inhabitants, the popularisation of the elements of the tourism supply and strengthening hospitable behaviour will be decisive.**

The present situation of information flows and communication is mainly influenced by **internet-based solutions** (SEMSEI S. 2006). The whole of tourism, including cultural tourism, is using it to an ever greater extent, particularly in the field of tourism information supply and marketing communications (personal and telephone customer service, forum, outdoor information terminals, tailored offers). At settlement-level **e-tourism projects** creating an interactive, multilingual tourism portal, with a common database supporting the operation of the service sectors is recommended. The optimal solution would be if all the parties affected in the successful operation of tourism (both public and private sector) participated in the creation and up-dating maintenance of the system.

Finally, keeping the interests of settlement development and tourism in mind, the **spatial analysis of the concept of the multifunctional town was performed** for the historic town of Vezsprém (Figure 6.). The priority action areas of tourism development can be located based around the historic and the shopping districts, the cultural institutions, the nightly entertainment facilities and the tourism attractions. The visual display of different functions and links to certain settlement areas assist in the district- or street-level designation of the development projects. The current problems of regional (the broader centre is unused) and functional inequalities (the withdrawal of shopping functions from the centre) afflicting both traffic (lack of inner ringroad, accessibility of main attractions) and tourism, and deficiencies in spatial relations (e.g. connection between the zoo and the castle) can be easily displayed with the help of this method.

Figure 6.

The spatial location of the action areas of Veszprém as a multifunctional touristic town



SOURCE: OWN EDITING WITH THE HELP OF THE STIEFEL BASIC MAP, 2006

## VI. FURTHER DIRECTIONS OF THE RESEARCH

Based on the number of inhabitants, the majority of Hungarian historic towns fall into the category of small or medium-sized towns. In such towns, the tertiary sector, including tourism, might function as one of the engines driving the local economy. The expectations of consumer society towards the improvement of the standard of life are frequently contradictory to the preservation of the historic heritage; therefore, a new way of thinking, a new approach is necessary. Cooperation and constant conciliation cannot be avoided: **the revitalisation of central areas, town centres must occur hand in hand with the protection of the cultural heritage and the preservation of the organic picture of historic town centres as well as the spirit of the place.**

Hungarian and international research concerning cultural tourism predominantly focuses on capitals, settlements that have been awarded the title Cultural Capital of Europe and world heritage sites. It is in the interest of smaller towns that are rich in cultural heritage and contiguous areas with monuments to **conduct settlement-level research**, informing the direction, efficiency and spatial sphere of development projects.

Hopefully, this study will inspire the clarification of the **remaining issues** such as:

- **actualisation of the list of Hungarian cultural attractions** and strengthening the decision-preparation role of current data bases;
- **programmes within historic towns aimed at lengthening stay**, spatial movement and spending of visitors/tourists;
- **creation of cultural thematic trips** with the participation of settlements with similar backgrounds;
- **survey of image-building festivals and events** that are decisive from the aspect of tourism; and
- in the case of Veszprém, drafting the **medium-term development strategy of the castle and the monuments of the centre.**

Numerous organisations deal with the European research of cultural tourism and the preparation of studies related to investment projects: it would be useful if Hungary joined the surveys organised in such networks. The large majority of the country's image and its particular attractions can be classified as belonging to cultural tourism, consequently **active participation in international research projects** ultimately serves as the basis of economically successful, socially and environmentally sustainable developments.

The **practical application** of the present thesis manifests itself predominantly during the decision preparation processes of the state, municipal and entrepreneurial sphere concerning town-centered cultural tourism. It can also be utilised in a complex approach towards the issues of the tourism management of the area, in work related to settlement development, attraction development and town marketing.

**To sum up:** the travel trends of our age, the demand and demographic structure of welfare societies, the spreading of “experience economy” all favour the tourism of historic towns and places. In our globalised world, the demand for the unique and the special is constantly growing, therefore, with the homogenisation of cultures, a tourism destination (country, region or settlement) can be made interesting by space-specific phenomena. Tourism related to cultural heritage increases the significance of traditions and the built heritage and assists in strengthening the national/local identity and localism.

Hungarian historic towns – including Veszprém – face big opportunities: they can expand their reception capabilities and renew their attractions with the help of significant external sources; they can make their tourism-management system more effective and organised in a network they can apply creative solutions in marketing communication. The international and Hungarian trends of cultural tourism and the investments implemented from project resources in the near future provide a stable basis for this development.

Nevertheless, I would like to state that **Hungarian historic towns will be able to utilise the opportunities in different ways and to various degrees.** The struggle for resources and users (inhabitants, tourists, service providers) will result both in winners and losers. Successful historic towns consider cultural tourism as one of the means of economic revival, and, in this case, the **competitive product is the town itself that preserves its traditions but is, at the same time, open to the future.**

## VII. LIST OF PUBLICATIONS

### *1. Publications related to the topic of the thesis*

1. **LŐRINCZ K.** (under publication): A helytörténeti emlékek bemutatása az idegenvezetéseknel. Honismeret, 7 p.
2. **LŐRINCZ K.** – **RAFFAY Á.** (2007): Best Practice in Rural Destination Management – Exploring Hungarian Excellence. In: LONG, P. (ed.): Researching Destination Management, Policy and Planning: Linking culture, heritage and tourism. Latvia, Riga, 27 p.
3. **LŐRINCZ K.** (2007): Veszprém ismertsége és imázsa Magyarországon. Turizmus Bulletin 2007/3, pp. 14-22
4. **MICHALKÓ G.** – **LŐRINCZ K.** (2007): A magyarországi turistavárosok életminősége. Földrajzi Közlemények, 2007/3. pp. 157-170.
5. **LŐRINCZ K.** (2007): A térségi szintű turizmusirányítás kérdése. Comitatus, 2007/7-8, pp. 70-78.
6. **LŐRINCZ, K.** (2007): Competitiveness in Tourism through the Example of Historic Towns. In: RÁTZ, T. – SÁRDI, CS. (eds.): (Inter)cultural Aspects of Tourism Development. Kodolányi János University College, Székesfehérvár, pp. 234-249
7. **LŐRINCZ K.** (2006): A Tourinform-hálózat működésének regionális különbségei. Turizmus Bulletin, 2006/3, pp. 18-26.
8. **LŐRINCZ K.** (2006): A történelmi helyszínek turizmusbarát fejlesztése - veszprémi esettanulmány. In: AUBERT A. (ed.): fejlesztés és képzés a turizmusban. PTE TTK FI, Pécs, pp. 118-128. (CD)
9. **LŐRINCZ K.** (2006): A veszprémi lakosok helyi turizmussal és szabadidős szokásaival kapcsolatos felmérése, 2005. Comitatus, 2006/7-8, pp. 62-67.
10. **LŐRINCZ K.** (2003): A hazai turisztikai régiókban megvalósuló termékfejlesztés problematikája az egészségturizmus példáján. Comitatus, 2003/3, pp. 65-75.
11. **LŐRINCZ K.** (2001): A hazai Tourinform irodák regionális különbségei. Comitatus, 2001/7-8, pp. 78-91.
12. **FORMÁDI K.** – **LŐRINCZ K.** – **MAYER P.** (2000): Turisztikai termékfejlesztés Veszprémben. Turizmus Bulletin, 2000/4, pp. 28-32.

### *2. Presentations related to the topic of the thesis*

1. **LŐRINCZ K.** (under publication): Versenyképesség a turizmusban hazai történelmi városok példáján. Konferenciakötet: II. Pannon Gazdaságtudományi Konferencia. Pannon Egyetem, Veszprém, 13 p.
2. **MICHALKÓ G.** – **LŐRINCZ K.** (2007): A magyarországi turistavárosok életminősége. Elhangzott: I. Magyar Turizmusföldrajzi Szimpózium, Budapest
3. **LŐRINCZ K.** (2007): Kulturális turizmus jellemzői a hazai történelmi városokban. Elhangzott: Kulturális örökségvédelem a turizmusban, Magyar Nemzeti Múzeum, Budapest

4. **LŐRINCZ K.** (2004): Történelmi kisváros kulturális turizmusa – Veszprém példáján. Elhangzott: Kultúra és Turizmus Konferencia. Budapesti Corvinus Egyetem, Budapest
5. **LŐRINCZ K.** (2002): A hazai turisztikai régiókban megvalósuló termékfejlesztés problematikája az egészségturizmus példáján. In: FARKAS GY. – ZÁBRÁDI ZS. (ed.): Geográfus Doktoranduszok VII. Országos Konferenciájának emlékkötete. ELTE TTK, Budapest. (CD) 10 p.
6. **LŐRINCZ K.** (2000): A funkcionális Balaton régió adottságaira építhető turisztikai termék. In: MOLNÁR J. (ed.): Földrajz az egész világ. Geográfus Doktoranduszok V. Országos Konferenciája, Miskolc pp. 403-409.

### *3. Other publications*

1. **LŐRINCZ K.** (1999): Magyarország turizmusföldrajza. Főiskolai tanulmányi segédlet összeállítása. Veszprémi Egyetem, 71 p.
2. FORMÁDI K. – **LŐRINCZ K.** – MAYER P. (2000): Veszprém város turisztikai koncepciója. Veszprém, 90 p.
3. **LŐRINCZ K.** – PÉNZES E. (2004): Magyarország turizmusföldrajza I. Tanulmányi segédlet a Veszprémi Egyetem Idegenforgalmi és Szálloda Szak hallgatói számára. Veszprémi Egyetem, pp. 98-166.
4. **www.veszpreminfo.hu** turisztikai portál struktúrájának kialakítása és szerkesztése 2005-2007

### *4. Other presentations*

1. **LŐRINCZ K.** (2006): „Veszprém ismertsége és imázsa Magyarországon, a város kulturális turizmusának fejlesztési iránya az utazási szokások tükrében” című kutatás eredményének ismertetése. Veszprém, 2006.
2. **LŐRINCZ K.** (2007): „A helytörténeti értékek bemutatása az idegenvezetéseknel”. Elhangzott: XXXV. Országos Honismereti Akadémia: A honismeret és a kulturális turizmus című konferenciáján. Veszprém, 2007.