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The First Golden Age of the Tourism of Pécs

Abstract

In the second half of the 19th century Pécs was one of the most dynamically developing cities of Hungary. This process persisted until World War I. The losses of the world war and the following 3 years of Serbian occupation caused huge damages in the economy and society of the city. The paper, bringing forward the antecedents of the economic history and the economic environment, reviews the first golden age of the tourism of Pécs. The tourism of Pécs experienced an extraordinary development in the 1930s. The cities of the country, getting over the trauma of World War I and the Great Economic Crisis, realised the economic opportunities of tourism and their majority started a conscious development of this branch of economy. Its importance was also realised by the management of Pécs and among the first in the country, on the 28th March, 1933 the municipality committee adjudicated to establish the tourism committee and the tourism bureau. An enthusiastic welcome “propaganda” has been launched and a conscious product development work has been realised primarily concentrating on – in today’s terms – cultural and ecotourism. The tourism supply was based on the heritage values of the city and on the natural beauties of the Mecsek Mountains. The hosting conditions, such as the accommodations and guest catering places, were established with the adequate quality. Such transport connections were realised – which can make us envious even today – as the direct flight connections with Budapest and Kaposvár or the train connections with Vienna. Budapest could be accessed within 3 hours by train and due to the cheap railways domestic tourism became multitudinous and its greatest beneficiary was Pécs. The city development decisions paid regard to the needs of tourism and there was also an intention to utilise the local products in tourism which is even fashionable today. Presently the market of local products has its renaissance. The results of the 1930s have their impacts on the tourism of the present day Pécs as well.

Keywords: economy, the city of Pécs, tourism, cheap railways, accommodations, guest catering, Mecsek

Introduction

In the years after World War I the country’s tourism fell significantly, as a result of the Treaty of Trianon popular holiday resorts were transferred to neighbouring countries. In 1920, for example, only 15,000 foreigners visited the capital as opposed to the 55,000 visitors in 1913. Barely 20-25,000 guests (of whom barely a thousand foreigners) visited Lake Balaton annually during this period as opposed to the 100,000 people before the war.¹ Getting over the trauma of World War I, from the second half of the 1920s the economic opportunities of tourism were recognized and a conscious development of the sector began in Hungary². Along with the development of transport, accommodation and service conditions the development of the central structure of tourism management started: the National Tourist Board was established and the Balaton Management Committee started its operation. Measures were taken to facilitate the inbound travel of foreigners, and strong organizing and propaganda activities began.³ From the

¹ *Kudar, Lajos*: Turizmusunk története dióhéjban. Budapest, 2003. 70.

² *Bangha, Géza*: Az Országos Idegenforgalmi Hivatal szervezete. In: Az idegenforgalom. Az 1941. évi idegenforgalmi közigazgatási szaktanfolyam előadásai. Edited: Markos, Béla. Budapest, 1941. 61-66.

³ *Rubovszky, András - Szigeti, Andor - Walkó, Miklós*: A magyar vendéglátás és turizmus újkori története. Budapest, 2009. 360.

second half of the 1930s the revival of domestic tourism (for example Lake Balaton holidays, rural tourism) also received increasing attention.⁴

Hungarian tourism culminated in 1937 between the two world wars. In addition to the capital, the tourist traffic of Lake Balaton, the Mátra, the Bükk, the Danube Bend as well as some rural towns and villages rich in folk art values was already significant.⁵ In this year the number of foreigners arriving in the country was 380,000 (mostly Germans and Austrians), while the number of Hungarians traveling abroad exceeded 220,000, and approximately 1 million Hungarian citizens took part in domestic tourism. The economic significance of all this was also felt. Revenues from international tourism reached 7% of the value of exports.⁶ The economic weight of the sector is also indicated by the fact that its importance was presented with scientific rigour⁷ and significant attention was also paid to it in domestic statistical data collection and analysis.⁸ High quality scientific papers on tourism, useful in both education and professional work, were created⁹. The national processes of tourism received due attention in the contemporary trade press as well as in science, further education and training.¹⁰ However, analyzes of a specific reception area (in today's parlance: destination), with the exceptions of the capital and Lake Balaton, weren't made. This is why we think that through the example of the city of Pécs it is worth presenting the enthusiastic and dedicated work that probably characterized several of our larger cities as well in the 1930s.

The development of the national and the Pécs tourism administration

Reorganizing the city's economy and society was not an easy process. The move of Erzsébet University to Pécs was a consolidation for the citizens of the city¹¹, but the rapid economic recovery was hampered by the general recession caused by the global economic crisis, which also significantly affected the economic performance of the whole country.¹²

However, by the beginning of the third decade the citizens of Pécs began to find themselves. With the expansion of the middle class and the increasing leisure time of certain social strata, a new economic sector began to develop throughout the country, tourism. The significance of this was also recognized by the leaders of Pécs and among the first in the country, on the 28th March, 1933 the legislative committee passed a resolution on the establishment of the tourism committee.¹³

If we take into account the situation of the national tourism administration at that time, we can especially appreciate this decision of the city's governing body. In the early 1930s even tourism management was in its infancy. Although the National Hungarian Tourism Council had been operating since 1928, it did not have an operational impact on the development of

⁴ A magyar idegenforgalom évkönyve. Budapest, 1936.

⁵ *Schneider, Árpád*: Magyarország Trianontól napjainkig. Vendégforgalom. Magyar Statisztikai Szemle 16. (1938) 4. 543-547.

⁶ *Czanner, Jenő*: Idegenforgalmi gazdaságpolitika. Budapest, 1933. 151.

⁷ Az idegenforgalom jelentősége az egyes államok fizetési mérlegében. Magyar Statisztikai Szemle 16. (1938) 2. 153-154.

⁸ *Gundel, Endre*: Az idegenforgalom elmélete és gyakorlata. Budapest, 1937. 151.

⁹ *Máday, Béla*: A szabadidőmozgalmak és az idegenforgalom. Budapest, 1941. 11.

¹⁰ *Kaposi, Zoltán*: Pécs gazdasági fejlődése 1867-2000. Pécs, 2006. 326.

¹¹ *Kaposi, Zoltán*: Pécs gazdasági és társadalmi helyzete az Erzsébet Tudományegyetem Pécsre költözésének évtizedében. Per Aspera Ad Astra. Edited by Schmelczner-Pohánka Éva. 2014. 1. 26-49.

¹² The majority of the dissertation is based on archival research. Magyar Nemzeti Levéltár Baranya Megyei Levéltára [National Archives of Hungary, Baranya County Archives (hereinafter: MNL BaML)]. IV. 1421. Pécs Város Idegenforgalmi Irodájának iratai. 9236/1939.

¹³ *Csizmadia, László*: A magyar idegenforgalmi igazgatás kezdetei. In: Állam és Igazgatás. Edited by Budapest, 1979. 12.

the sector as an advisory body to the Minister of Trade in charge of tourism.¹⁴ Nor did it have official authority. It merely made proposals to the relevant minister. Due to its large staff its operation was cumbersome, so in 1931 changes were made to its organizational structure¹⁵, and a 9-member management committee was set up with the representatives of the agencies and authorities where significant tourism budget funding was available. In 1935 the tourism administration was re-regulated by a government decree and the National Hungarian Tourism Office (NHTO) was established under the auspices of the Ministry of Trade.

The NHTO dealt with both external and internal tourism (or as it was then already called: tourist traffic). The government decree in the first part, in points 1-8, specified the tasks of the Office in coordinating internal tourism. In particular, the Office was responsible for:

- coordinating the work of tourism authorities, institutions, organizations and companies and monitoring the tourism development plans and budgets of government-supervised institutions;
- partly coordinating and supervising the tourism activities of counties, cities and municipalities, such as organization of local cultural exhibitions, sporting and tourism events, congresses, cultural celebrations, promotion of local handicrafts and crafts, control of the quality of local catering units from the point of view of tourism.

In the second part of the decree, in points 9-11, the following issues of the external tourism administration are referred to the Office:

- elaboration, coordination and development of Hungarian tourism propaganda abroad;
- setting up new program offices abroad and reorganizing old ones;
- cooperation with tourism organizations abroad.

The third part of the decree, points 12-17 are about internal organizational work, Within this field the most important tasks of the Office were:

- drawing up an annual work plan and cost estimate for the development of tourism;
- expert opinion on the timetable of transport companies and measures affecting tourism;
- monitoring the operation of travel agencies and tourist program offices in the country;
- organizing the qualification and further training of tour guides and monitoring their operation;
- collection and processing of data for tourism purposes;
- development of tourism-related vocational education and literature.¹⁶

The Office performed domestic official tasks but also placed great emphasis on foreign propaganda work. These two roles, as we shall see, were also characteristic of the operation of city tourism offices. The NHTO established an organization to promote tourism in almost every capital in Europe.

From 1936 the decree setting up the NHTO ensured that the Office had the necessary financial resources to carry out its tasks. The material assets were:

- a loan provided for in the budget of the Ministry of Trade and Transport;
- contribution regulated by the 1934. Article XXVI and made available from the emigration fund, which derived its income from, inter alia, passport duties;
- the amount provided for in the Hungarian State Railway (HSR) budget for tourism purposes from the 2 fillér installments collected after each sold ticket valid for journeys longer than 30 km;
- IBUSZ contribution and other contributions.

Budapest, obviously, was the most active of all Hungarian settlements, but in the 1930s the larger cities, one after the other, established their tourist offices too. The National Association

¹⁴ See: 6720/1931.sz. ME edict.

¹⁵ *Csizmadia, László: A magyar idegenforgalmi... 18.*

¹⁶ *Gonda, Tibor: Pécs idegenforgalmának hőskora I. Pécsi Szemle 8. (2005) 1. 70-82.*

of Hungarian Cities (the organization for the protection of the interests of cities) regularly put the issue of the development of tourism on the agenda and lobbied for the benefit of the cities.

The National Hungarian Weekend Association, founded in 1932, also played an important role. Although it was a civil society organization, it also performed various administrative tasks. With the transformation of the organization, the National Hungarian Hospitality Alliance (NHHA) was established in 1935.

The main goal of the Alliance was to boost domestic holidays and to organize weekend holidays nationwide. It took significant steps to develop tourism in the countryside. For example, with its coordination the creation of appropriate conditions for receiving guests in hospitable villages was organized, ensuring that even low-income people could enjoy cheap holiday options. In each county, the local branch of NHHA was established under the chairmanship of the viscount.

It was of great importance that the Alliance organized the private accommodation service offered voluntarily by farmers, and from 1936 these accommodations were marked with a sign „Private host”. The organization’s membership reached almost 4,000 in 1-2 years. The first complex domestic travel manual was also published under the auspices of the organization.

Efforts to boost tourism after the crisis

The economy of Pécs started recovering again after 1933.¹⁷ Budgeting and financial management of the local government stabilized, and even if within a tight budget but the local government was able to provide funds for smaller-larger developments. According to the findings of the archival research, the needs of tourism were already taken into account among the aspects in many development decisions. During the period under review local tourism development was characterized by enthusiasm and goodwill, but less professionalism. Nonetheless, respectable initiatives were launched and remarkable results were achieved that can be paralleled with the tourism development efforts of a city today and its professional soundness.¹⁸ Although the local stakeholders in charge of tourism were not trained in this field, they focused on the development of attractions and infrastructure, the development of hosting conditions and the introduction of modern marketing tools, keeping in mind the current priorities of tourism product development.¹⁹

The development of the city’s tourism – using two sources - can be well traced. The high quality daily newspaper of the 1930s, *Dunántúl* (Transdanubia), reported continuously and with pleasure on all initiatives related to tourism.

Among the archival documents it was possible to find information from the documents of the tourist office. However, the office was not established until 1933. Thus, in examining the period between 1930 and 1933 we can mainly rely on the daily paper *Dunántúl* (Transdanubia).

From 1932 the data on the penny trains and from 1936 the documents of the Organizing Committee of the Pécs Festive Games serve as a very useful research source.

The tourist office was set up with a wide range of tasks:²⁰

1. Ensuring, managing and controlling the effective cooperation of the factors serving tourism (mainly the passenger catering industry), remedying any complaints that may arise;
2. Presentation of the tourist values of the city and its surroundings using modern means of communication (brochures and information publications, city introductory lectures,

¹⁷ *Kaposi, Zoltán*: Pécs gazdasági fejlődése... 170-171.

¹⁸ *Lengyel, Márton*: A turizmus általános elmélete. Budapest, 1992.

¹⁹ MNL BaML IV. 1421. Pécs Város Idegenforgalmi Irodájának iratai. 809/1939.

²⁰ *Dunántúl*, 05.06.1930.

- press releases, exhibitions, souvenirs), control of the tourism activity carried out within the framework of private enterprise;
3. Measures to increase passenger traffic, improvement of railway and road transport conditions (preferred timetable, direct and special trains, flights, connections, convenient road transport – both locally and in long-distance traffic, road network satisfying the needs of the passengers etc.), preparation, promotion and encouragement of reduced tariffs, travel discounts etc.;
 4. Presentation of the sights of the city and organizing guided tours;
 5. Fostering the development of the city and its surroundings into a holiday resort, by utilizing suitable factors (for example fruit and dairy cures);
 6. Promotion and support of events (festive games, exhibitions, concerts, sporting events etc.) suitable for the achievement of tourism objectives;
 7. Preparation and organization of study, social and other trips to Pécs and national or regional meetings (congresses, assemblies).
 8. In general support for any initiative that is suitable to serve the tourism interests of the city.

The office dealt mainly with two geographical areas of the city's tourism: the Mecsek and the city's sights themselves (monuments, factories etc.). The attractions of the city also included the promotion of products typical of the city (peach, Mecsek Drink, Littke Champagne, Pécs Beer, Zsolnay Ceramics, Mecsek Pork Skewers). Tourism around the city was mainly directed to the two Baranya spas, Harkány and Sikonda. The operation of the office was characterized by official (also bureaucratic) meticulousness, which covered almost everything. Thus, great care was taken, for example, of the material culture of tourism. Such as: brochures, leaflets, stationery, postcards, information boards, road signs, artistic memorabilia (stick badges, suitcase labels, city keys and city key cases, cigar cases, wooden pipes, etc.).

In the following, we present some of the defining elements of the city's tourism activities at that time, adapted to current technical terminologies. The basic goal of the tourist office of the city of Pécs was to develop domestic and foreign incoming tourism. Unfortunately the official documents of the tourist office remained in their fullness only from the second half of the decade, so we got a comprehensive picture mainly of that period. However, the great achievements of the „heroic age” can be well traced from the *Dunántúl* (Transdanbia) reports.

Tourism attraction development

Contributors to tourism development and city leaders were aware that guests visiting the city expected an orderly cityscape and appealing attractions. Accordingly, it was decided in 1930 to rebuild Széchenyi tér and to install decorative lighting.²¹ In May of the same year the Zsolnay ornamental fountain was erected which has since become one of the symbols of Pécs.²² In 1931 an ice rink for 500 skaters was built, taking advantage of the free winter capacity of the public slaughterhouse's ice factory.²³ In 1933 a decision was made to establish a modern bath in Balokány Liget which could serve 600 people at the same time. Along with the development the lake and the park were also renewed.²⁴ The citizens of Pécs also followed the tourism developments and in many cases tried to help it with enthusiastic initiatives. Police Captain Dr. József Derner also „put forward a viable plan to build a footpath along the Havi-hegy... Havi-hegy offers a beautiful view of the city, and this magnificent panorama must be integrated into the tourism of Pécs... We have been informed that the Circle of Friends of Havi-hegy will soon be formed,

²¹ *Dunántúl*, 15. 05. 1930.

²² *Dunántúl*, 30. 06. 1931.

²³ *Dunántúl*, 03. 03. 1933.

²⁴ *Dunántúl*, 05. 04. 1933.

with the aim of exploring and utilising Havi-hegy and its surroundings for tourism.”²⁵ The open-air stage inaugurated in 1934 also served to improve the infrastructural endowments of cultural tourism. The facility was also able to provide a venue for some of the events of the Pécs Festive Week.²⁶ The opening of the modern Hullámfürdő (swimming pool and bath) in June 1935 was another investment that partly served tourism purposes, too.²⁷ The tourism organizers of the age also realized that in addition to investments, the organization of events could significantly increase the interest in the city. Therefore, in addition to the already mentioned festive week, an autumn viticulture and agricultural exhibition and several other programs were organized. Outstanding among these was the large-scale outdoor performance of the 1936 Missa Solemnis (Festive Mass), which attracted significant crowds even by today’s standards. Attention was also extended to tasks called visitor management today. This is evidenced by the following paragraph: „Penny trains facilitate domestic traffic but do not perpetuate it. It would therefore be important to further develop and diversify existing tourism. It is inevitable to place out telephone booths, to install illuminated advertising columns now indispensable in the big cities, and to build, preferably underground toilets in Széchenyi tér and Sétatér.”²⁸

Development of the transportation infrastructure

Some of the city’s then existing transport links are still enviable today. Such was air travel. The decision to build an airport was made in February 1930 and on April 15 air traffic between Budapest and Pécs started. The capital could be reached in 1 hour 10 minutes, and thanks to the good connection it took not more than 3 hours to get to Vienna by the 8-seat or 16-seat Fokker aircrafts.

Railways played a significant role in the development of modern tourism. In this context, the impact of rail transport on tourism has been pointed out by several authors.²⁹ The strengthening of tourism in the city of Pécs was also positively affected by the railway services well functioning at that time. From 15 May 1930 it was possible to travel directly to Vienna by night train (equipped with comfortable sleeping cabins). If someone left Pécs at 18:15, he could start the next day at 8:44 in the centre of Vienna.³⁰ One of the characteristics of the era was the system of penny trains. Penny trains arrived in Pécs as early as 1930 and 1931, but the travel possibilities of the people of Pécs expanded considerably from 1932 onwards. In this year excursion trains departing from Pécs left for Budapest, Baja, Fonyód, Győr, Miskolc, Mohács, Sopron, Szeged, Veszprém and Szombathely.³¹ According to an analysis made in the spring of 1932 2,060 guests arrived in the city in the previous year by penny trains, and one of the Hungarian State Railways’ most popular trip was to Pécs.³² Given that at this early stage of our tourism development mass tourism and its negative accompanying signs were not typical at all, the population of the city considered the development of the new economic branch to be a very positive thing and, if possible, was happy to help its development. The penny trains arriving in Pécs were welcomed in almost a festive celebration. This is evidenced by the following writing:³³ „We arrived in Pécs at exactly half past 11 in the morning. A wind band welcomed us at the station and we were cheered by the inhabitants of Pécs enthusiastically. Warning signs on the roads, information

²⁵ *Dunántúl*, 25. 03. 1934.

²⁶ *Dunántúl*, 09. 06. 1935.

²⁷ *Dunántúl*, 15. 02. 1934.

²⁸ *Dunántúl*, 25. 02. 1930.

²⁹ *Dunántúl*, 29. 04. 1930.

³⁰ *Dunántúl*, 09. 04. 1932.

³¹ *Dunántúl*, 12. 04. 1932.

³² *Gonda Tibor: Pécs idegenforgalmának hőskora II. Pécsi Szemle 8. (2005) 2. 68-72.*

³³ *Dunántúl*, 15. 03. and 02. 04. 1937.

places, sweet scouts guiding us around willingly. In the downtown we visited the local specialties fair and the sights located in the heart of the city. Music awaited us in the main square and cheap, good lunch in the restaurants and eateries. In the afternoon we were taken on a walking and a car tour to see the most interesting parts of the city, the museums, etc. We went out to the Zsolnay factory, from there to the Mecsek. Whichever sight of Pécs we visited, we had the impression that we did not see anything because, for instance, the interior of the cathedral with its art treasures, artistic frescoes, underground chapels, sculptures, carvings, museums was a spectacle that needed a week to explore. So is the Zsolnay Factory museum which would have taken weeks to study carefully. We walked past the sights stunned by what we saw as it converged before our eyes like frames of a fast-spinning film, only the impression remained. And it was great!”

In March 1937 the inhabitants of the city were very pleased to learn that the Árpád railbus would start running according to the summer timetable. It was said to be comfortable and modern, with first and second class carriages, and with „almost speed corresponding to the speed of an airplane”, reaching the capital in just 3 hours.³⁴ This was a really remarkable achievement, especially in view of the fact that HSR even today cannot surpass this. The situation in international rail relations was also better than today. From May 15, 1938 with the launch of the Siegfried motor train the Pécs-Vienna journey was shortened to 6 and a half hours, and, in addition, there was a connection in Gyékényes to the trains to Trieste-Venice-Fiume.³⁵

Improvement of the hosting conditions of tourism

In response to demand the hosting conditions of tourism were also continuously improved in Pécs. In 1930 Hotel Pannonia was modernized and in the same year the highly prestigious Mecsek Association started the development of a two-storey tourist- and holiday house by Dömörkapu, with a total budget of 70 000 pengő.³⁶ The accommodation soon became popular and after a few years, due to lack of capacity, it was no longer able to meet the demand. In the absence of entrepreneurial will the municipality decided in early 1935 to build a two-storey, elegant, 50-bed resort hotel on the Mecsek with a budget of a quarter of a million pengő. With a fairly quick work it was completed by the end of 1936 and opened its doors to tourists on 15 December. The operation was carried out under a hotel lease agreement. The tenant had to pay 50% of the accommodation revenue and 7% of the restaurant revenue as rent to the city, with the proviso that this amount may not be less than 10 000 pengő.³⁷ The hotel soon gained great popularity (partly thanks to the comedy Hotel Kikelet, shot here in 1937), and contributed significantly to the increase of tourism in Pécs. Its restaurant also became very trendy, locals often walked up for a good lunch or dinner. Along with the resort hotel, by 1937 there were already 9 hotels and 21 elegant restaurants and cafes in the city. They were able to accommodate 430 guests and serve 1300 people for lunch³⁸. By the second half of the 1930s the hosting conditions of tourism in the city of Pécs were well established.

Innovative product development

In tourism developments the product approach only became a practice in the last decades of the 20th century. In the 1930s the various tourism products were not differentiated at all on the basis of consumer motivation and the nature of attractions. Nevertheless, it is worth examining

³⁴ *Dunántúl*, 12. 05. 1938.

³⁵ *Dunántúl*, 14. 09. 1930.

³⁶ *Dunántúl*, 07. 11. 1936.

³⁷ *Gonda, Tibor*: Pécs idegenforgalmának hőskora I. 70-82.

³⁸ *Dunántúl*, 18. 12. 1935.

how carefully and thoughtfully our predecessors approached the development of tourism. From the examined archival materials and reports of the newspaper *Dunántúl* (Transdanubia) it can be stated that the main development focus was basically on two product types, cultural tourism and ecotourism. (Of course these categories, as I mentioned earlier, did not yet exist at the time.)

The engine of ecotourism was the Mecsek Association. It had more than 2,000 members, including some of the city's most influential citizens. The Association was active and proactive and more importantly, had significant capital. This made it possible to build the tourist and holiday house and to maintain the hiking trails and lodges of the Mecsek. For locals the Mecsek was more important in those times than today. Here we note that the wealthier citizens of Pécs also donated to the developments from their private property: for example the most beautiful promenade in the urban forests above Pécs, the Rotary promenade (now an educational trail) was also built at that time, in the early 1930s, from the private donation of Ede Ereth, the late director of the local tannery. The Mecsek was one of the central elements of the city's tourist offer. Even the visitors arriving by penny trains were taken to the Mecsek to admire the amazing panorama of the city. Popular viewpoints were built, the network of marked trails still in use today were developed, and several forest lodges and shelters awaited visitors. In 1935 tourist information boards were set up in Széchenyi tér to encourage excursions and hiking in the Mecsek. „As if they were just modeled after some Austrian board,” - *Dunántúl* wrote enthusiastically.³⁹

The other tourism product type worth highlighting was cultural tourism. From 1933 a cultural event series, the Pécs Festive Week was organized. The tourist office encouraged the organization of various congresses in Pécs (for example National Congress of Lawyers in 1934). The downtown outdoor stage was completed in 1934 and from 1935 the outdoor summer theatre performances were held in two locations (downtown and Tettye). The large-scale flight day held on 2 September 1934 was also a modern initiative. From September 1934 the Pécs Wine Days were organized, which was the forerunner of today's modern gastro festivals. The defining elements of the program packages compiled for individual guests and organized groups visiting the city well represented the city's heritage values: the Early Christian Burial Chambers, the Zsolnay Factory and Museum, the Cathedral etc. In 1936 the city organized a real large-scale tourist event, when the *Missa Solemnis* premiered at the Pécs Festive Games.

Modern marketing activity

Modern marketing tools were used to increase tourist traffic. In 1931 „against the almost hysterical abroad-adoration of the Hungarian public” the National Filmoffice Inc. would draw attention to the beauty of the Hungarian cities. Therefore, audio films were made about the major cities.⁴⁰ In 1934 the city's tourist office launched a campaign to promote the autumn tourist season. Brochures, posters, postcards, booklets and stamps appeared as marketing tools. The locals of other cities of the country could learn about the attractions of Pécs through radio and cinema advertising. Even today, it would be a modern idea to focus on the utilization of local products for tourism purposes. This was the purpose of the exhibition of grapes, wine, flowers and honey initiated by the tourist office and the inclusion of the “world-famous” Pécs peach in the offer.⁴¹ Unique souvenirs were designed and manufactured specifically to meet the needs of tourists. Stick badges, Zsolnay souvenirs and the Mecsek Drink produced at the initiative of the tourist office were popular. A form of buying incentive that is still used today was also introduced, with a discount coupon booklet giving customers a 20% discount on various tickets

³⁹ *Dunántúl*, 11. 02.1931.

⁴⁰ *Dunántúl*, 04. 08.1931.

⁴¹ *Dunántúl*, 02. 12.1934.

and catering services. The highly successful, now legendary film *Kikelet* was also made with the financial support of the tourist office, and the participation of well-known actors in 1937. And finally, a film *One Day in Pécs* made by Antal Hamerli should be mentioned, which was inspired by the movement of visitors arriving by penny trains within the city.

Achievements of the city's tourism in numbers

The energy invested into the development of tourism bore fruit. The *Dunántúl* (Transdanubia) regularly and with great pleasure reported about the improving tourist traffic data. The statistics of the tourist office served as the source of data.⁴² Based on this, in 1934 it was reported that the city's tourism increased by 28,000 visitors compared to the previous year. In 1933, there were only 30,120 "reported strangers" in the city, and by 1934 there were already 58,608 (of which 1,871 were foreigners). More than ten thousand of the domestic guests arrived by penny trains, and 1,766 people visited Pécs for a study trip. 29,634 people stayed in private accommodation and 14,433 persons in hotels. In the following years, the dynamics of growth was much smaller, but the city's tourism grew year by year. In 1936, 63,000 guests arrived in the city, of whom 2,579 were foreigners. By 1938, the number of tourists interested in the city already exceeded 70,000. 2,606 foreigners arrived, of whom 1,206 stayed in hotels, 614 booked private accommodation. The number of domestic guests was 69,117, of whom 23,194 used hotel services and 31,196 stayed in private accommodation. The penny trains lost a bit of their importance, but even so, 6,614 people arrived by them. Organized group trips to Pécs multiplied and show a very diverse picture in nature. „In May a French group of 44, in July 14 American guests, in July Polish scouts 8 persons, horseback riding tour 7 people, Polish collage students 20 persons, in August horseback riding tour 9 persons, Keszthely summer university 14 persons, Polish group of students 13 persons, German group of students 114 persons, English group 17 persons, American-Hungarian group 33 persons.” The fact that 23 people arrived in Pécs by plane and 480 people traveled to the city from Osijek by a special train also diversified the incoming programs. The figures confirm that tourism truly became a significant economic sector in Pécs. Thanks to the support of the municipality, the sympathy of the local population for tourism and the enthusiastic work of the tourist office, Pécs caught up with the popular Hungarian destinations.

Summary

Pécs was one of the fastest growing cities in Hungary in the second half of the 19th century. This impetus lasted beyond the turn of the century until World War I. But the 3 years of Serbian occupation, then the global economic crisis had an increasingly negative impact on the city's economic life. As the economic and urban development processes intensified the conscious tourism development of the city of Pécs also started. „Tourism is not the result of a patterned cycle that is repeated year after year, but is the result of an ever evolving, always imaginative internal organization and collaboration.”⁴³ - formulated by an enthusiastic citizen in a reader letter. As we have seen above, there was no shortage of ingenuity or collaboration in these years. Unfortunately the preparation for war, then World War II interrupted this dynamic development, and it took more than two decades for the tourism of Pécs to slowly recover and boom again in the 1960s. However, the achievements of the 1930s still have their impacts on today's tourism.

⁴² *Dunántúl*, 06. 04. 1936.

⁴³ *Dunántúl*, 26. 10. 1938.