

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

Cooperation in promoting cultural and heritage tourism destinations in Ukraine and V4 countries.

Research report – regional part: the Greater Budapest region

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Budapest, 2022

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About the project

The project "Cooperation in promoting cultural and heritage tourism destinations in Ukraine and V4 countries" is a project implemented under the Visegrad Grant No. 22130195. The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund.

The partners in the project are:

- University of Bielsko-Biala (Poland) project coordinator,
- Lviv Polytechnic National University (Ukraine) project partner,
- Kodolányi János University (Hungary) project partner,
- VŠB Technical University of Ostrava (Czech Republic) project partner,
- Alexander Dubček University of Trenčín (Slovakia) project partner.

Project participants from the above universities were:

- Dr. Honorata Howaniec, Dr. Eng. Irena Dudzik-Lewicka and Dr. Eng. Aneta Madyda (Poland)
- Professor Oleh Karyy, Associate Professor Ihor Kulyniak and Associate Professor Solomiya Ohinok (Ukraine)
- Dr. Tamara Rátz and Dr. Katalin Szalai (Hungary)
- Dr. MBA Hana Štverková, Associate Professor Dr. Petra Horváthová and Dr. Lenka Heczková (Czech Republic)
- Dr. Eng. Karol Krajčo, Dr. Andrej Poruban and Dr. Martina Jakubčinová (Slovakia)

The aim of the project was to research and promote the historical and cultural heritage of destinations from the V4 countries and Ukraine, and to show how it can be included in the













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tourist offer of the regions. Research on the possibility and importance of including the cultural heritage of regions in their tourist offer was carried out for the Beskids Region (Poland), the Lviv Region (Ukraine), the Greater Budapest Region (Hungary), the Moravian-Silesian Region (Czech Republic) and the Trenčín Region (Slovakia).

This report is part of the "Cooperation in promoting cultural and heritage tourism destinations in Ukraine and V4 countries" research report.

Research methodology

The main objective of the study was to determine the possibilities and importance of considering the cultural heritage of regions in their tourist offer. The research area covered selected regions of the V4 countries and Ukraine. As the study area in Hungary, the Greater Budapest tourist region was selected, due to its location next to Slovakia, one of the project partners, its proximity to the country's main tourist destination, Budapest, and its potential for further tourism development.

The research was based on an online questionnaire survey using the CAWI (Computer-assisted web interviewing) technique. The questionnaire was translated from English to Hungarian. The online questionnaire was made available on Google drive and promoted via KJU's partner network. Targeted convenience sampling was used with the target population limited to inhabitants of the selected tourist region. Data collection took place between September and November 2022, the number of respondents reached 194. Basic information about the study is presented in Table 1.













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Table 1. Basic information about the survey

Specification	Research
Research method	Survey
Research technique	CAWI (Computer-assisted web interviewing)
Research tool	E-questionnaire
Sample selection	Targeted (inhabitants of the Greater Budapest region)
Sample size	N=194
Survey period	September – November 2022

Source: own elaboration based on empirical research

Sample structure

Table 2 summarizes the main characteristics of the survey sample. As we can see, female respondents were slightly overrepresented (which is rather typical for voluntary surveys), with the majority being less than 35 years old. Almost 95% of the research participants completed at least secondary education with many currently studying for their higher education degree (which, to a certain extent, may also explain their interest in cultural and heritage tourism development, and their willingness to participate in the survey). Concerning the respondents' place of residence, almost 85% lives in urban areas, mainly in medium-sized and small cities (the only city in the Greater Budapest region with a population of app. 100,000 inhabitants is Székesfehérvár where KJU's headquarters are located – and where the survey was strongly promoted –, besides Budapest which is officially not part of the Greater Budapest tourist area, but the region's name may have prompted also residents of the capital to fill in the questionnaire).











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Table 2. Sample structure (%)

Gender		Female		Male	
		56.2		43.8	
Age	-25 years	26-35 yea	ars 36-45 years	46-55 years	56+
	39.7	14.4	18.0	19.6	8.2
Education	Elementary	school	Secondary school	ol BS	Sc/MSc
	5.2	54.1		40.7	
Place of	City over 10	00,000 City	from 25,000 to	City up to 25,0	000 Village
residence	residents	100	,000 residents	residents	
	35.6	30.4	1	18.6	15.5
Monthly net in	ncome per	Up to 500	0 EUR 500-1000	EUR Moi	re than 1000
family member	er			EUR	ł
		37.5	37.6	24.7	7
Employment s	tatus S	tudent	Employed	Unemployed	Pensioner
	2	28.8	64.4	1.6	5.2

Source: own elaboration based on empirical research. N=194.

Perception of the cultural heritage of the Greater Budapest tourist region and the possibility of including it in the tourist offer of the region

Most of the respondents (15% + 55%) think that tourists are interested in the cultural heritage of Hungary. Cultural tourism is an important tourist product in Hungary that may be the cause of mainly positive answers. Although, only 15% of the respondents seems to be sure about it and the 23% ratio of saying "neither yes nor no" also refers to some uncertainty. The ratio of those who think that tourists are "rather not" interested in Hungary's cultural heritage is very low (6%) and no one said "definitely no". We can conclude that according to the respondents cultural and heritage attractions have a significant role in Hungary's inbound tourism (Figure 1).











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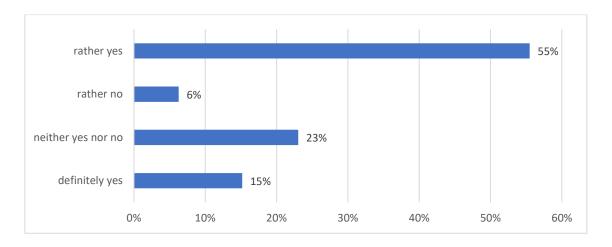


Figure 1. Are tourists interested in Hungary's cultural heritage?

Source: own elaboration based on empirical research. N=194.

The situation is very similar considering the Greater Budapest Destination. The distribution of answers is almost the same than in the case of Hungary. 18% of the respondents think that tourists are definitely interested in the cultural heritage of Greater Budapest and a further 47% told "rather yes". The opinion of those who believe that cultural heritage is rather (11%) or definitely (1%) not interesting for visitors may refer to the fact that tourist resources are diverse in this region (e.g. baths, natural attractions). Furthermore, respondents may have associated cultural heritage with ancient, historic sites. They may have been not sure about whether other forms of culture (e.g. events) were included or not – almost one-quarter of the respondents were uncertain and said "neither yes nor no" (24%) (Figure 2).











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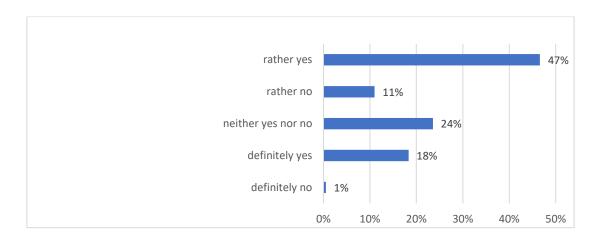


Figure 2. Are tourists interested in the cultural heritage of Greater Budapest?

Source: own elaboration based on empirical research. N=194.

A positive result of the research that none of the respondents think the cultural heritage offer of Greater Budapest being not interesting at all. 18% of the people questioned however, remained undecided, which means they are not experts, maybe have no information about cultural heritage of this destination or simply can't decide it. Most of the respondents assess the cultural heritage offer of Greater Budapest positively (34% "definitely yes" and 40% "rather yes"). (Figure 3).











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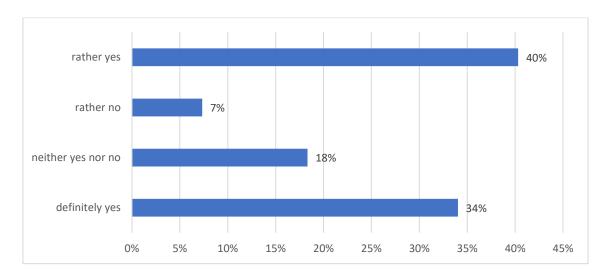


Figure 3. Does the Greater Budapest region have an interesting cultural heritage offer? Source: own elaboration based on empirical research. N=194.

Half of the respondents considers to be able to name things and objects of cultural heritage located in the Greater Budapest Destination. Only 26% were sure about it and said: "definitely yes" — they mentioned examples for the following question. This outcome is quite disappointing, since it means that almost one third of those questioned has no (4% answered "definitely no") or rather no (25% answered "rather no") idea about the cultural heritage of the researched destination. The considerable ratio of uncertain respondents (20%) continues to strengthen this result. Among others, the causes may derive from the lack of education in connection with cultural heritage (Figure 4).











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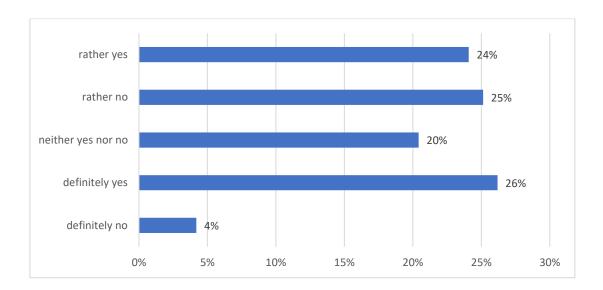


Figure 4. Can you name things and objects of cultural heritage located in Greater Budapest? Source: own elaboration based on empirical research. N=194.

Elements of the cultural heritage in the Greater Budapest Destination mentioned by the respondents include:

numerous cultural attractions of the capital city, Budapest: among others St. Stephens's
Basilica, Aquincum Museum, Hungarian National Museum, MÜPA Budapest, Museum of
Applied Arts, Dohány Street Synagogue, elements of the UNESCO World Heritage site in
Budapest — Buda Castle, Matthias Church, Fisherman's Bastion, Hungarian National
Gallery, the National Archives of Hungary, National Széchényi Library, Széchenyi Chain
Bridge, Gellért Hill, Gellért Bath, Citadel, Danube Bend, the Parliament — the Holy Crown
jewels of Hungary, the Hungarian Academy of Sciences, Andrássy Avenue, Millennium
Underground Railway, the Opera House, House of Terror Museum, Heroes' Square,
Museum of Fine Arts, House of Music Hungary, Vajdahunyad Castle, Széchenyi Thermal
Bath













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Érd: minaret, Hungarian Geographical Museum

Esztergom: Basilica and surroundings

• Etyek: wineries

Gödöllő: Royal Palace

• Komárom: fortress system

• Martonvásár: Brunszvik Castle

Ócsa: Reformed Church, County House, old village

Ráckeve: water mill, Savoy Castle, Serbian Orthodox Church

• Székesfehérvár: medieval ruin garden of the coronation basilica

Szentendre: historical centre, museums, the Hungarian Open Air Museum

Tác: Gorsium Archeological Park and Open Air Museum

Vác: baroque city centre, Triumphal Arch, Mummies

• Visegrád: Citadel

• Zsámbék: Premonstratensian monastery church ruins

narrow-gauge railway network in the Börzsöny Hills

- + natural sites: Vácrátót Botanical Garden, Dobogókő (Visegrád-mountains), educational trail in Vác,
- + sites without a geographical name: Lamberg Castle, monastery ruins, mansion, paintings
 of famous painters
- + sites from other regions: Tokaj wine region, Herend Porcelain Manufactory, Busójárás in Mohács, Nagytétény Castle, Open-reel Tape Recorder Museum in Terény, Wineries in Budafok.











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The ratio of uncertain respondents is also considerable when being asked about whether the cultural heritage of Greater Budapest is offered to tourists (26%) — either they haven't got a clear opinion or simply they can't decide it. 13% of the answers were undoubtedly positive (definitely yes) suggesting that these people probably have clear and definite ideas about the tourist offer of the Greater Budapest Destination. 3% of the respondents however, strongly believes that the region does not undertake such activities ("definitely no") and a further 12% also prefers not to do so ("rather no") (Figure 5).

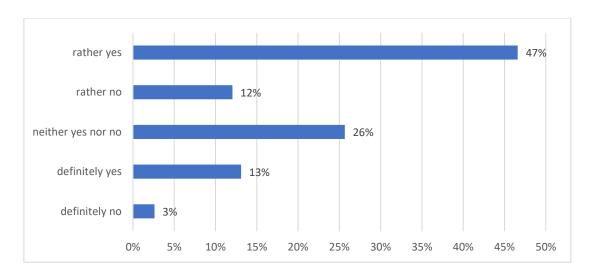


Figure 5. Does the Greater Budapest Destination address the offer of cultural heritage to tourists?

Source: own elaboration based on empirical research. N=194.

On the basis of this questionnaire survey the elements of the historical and cultural heritage of the region that should be noticed and promoted are mainly (with the number of responses in brackets):













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- religious heritage, churches, basilicas (14) + spiritual sites (2)
- gastronomy (8) food and wine
- museums (5)
- historical heritage and sites (8), archaeological sites (3) Roman (4), medieval (3)
- architecture, buildings (14), monuments (6)
- castle (16) + fortress (8)
- artistic heritage (13) paintings, music, dance, theatre, folk
- historic city centres (4) and lesser known towns
- natural sites (8)
- scenic route, transportation, Danube (Bend) (2)
- Serbian and Swabian heritage
- towns Esztergom (2), Etyek (1), Kismaros (1), Szentendre (3), Vác (2), Visegrád (2),
 Zsámbék (1)
- landscape

On the basis of the answers given for Q34 ("What elements of the historical and cultural heritage of the region in which you live should be noticed / promoted?") and Q35 ("What about the cultural heritage of the region where you live could be offered as a tourist product (tourist offer) of the region?") questions we can lay down, that elements of religious, architectural, historical, gastronomic and artistic — especially folk — heritage were mentioned most frequently. Needs for better accessibility and more interactivity also appeared in comments. Moreover, several respondents complained about the fact that smaller historic towns of the Greater Budapest Destination are not developed and promoted enough as a tourist attraction beside Budapest.











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According to the respondents, the inclusion of the cultural heritage of the region would undoubtedly help in its development: 36% of those who answered are sure about it (saying "definitely yes") and 45% are rather sure. Consequently, it can be stated that a very large majority of the respondents (81%) has a positive assessment in this question. The remaining 18% could not decide it or did not want to do so and only 1%-1% answered "rather no" and "definitely no". (Figure 6)

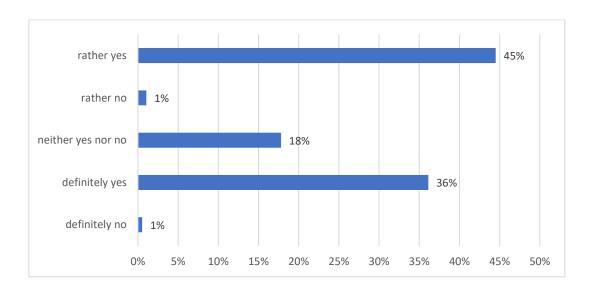


Figure 6. Would the inclusion of the cultural heritage of the Greater Budapest region help in the development of the region?

Source: own elaboration based on empirical research. N=194.

Almost the same result was obtained about the integration of cultural heritage into the economic life of the region - the distribution of answers is very similar to the previous one. One possible cause may be that these two questions sound very similar 73% of the respondents think that cultural heritage contributes to an increase in the region's income and the quality of life – 36% seem to be sure ("definitely yes") while 37% said "rather yes". The











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ratio of uncertain respondents unfortunately is still high (23%). In fact, roughly one quarter/one fifth (18-23%) of people asked consequently answered "neither yes nor no". Only few respondents (1% \pm 4%) were negative on this subject (Figure 7).

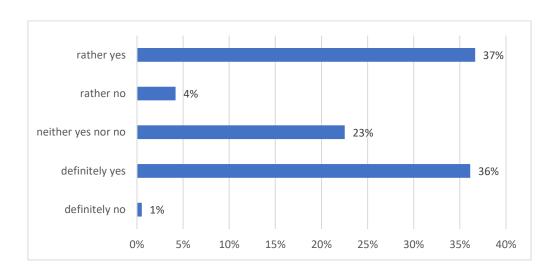


Figure 7. Is the cultural heritage of the Greater Budapest region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?

Source: own elaboration based on empirical research. N=194.

After analysing answers for the next question, we can conclude that respondents were probably confused a little bit. "Could the cultural heritage of the Greater Budapest region be more integrated with the economic life of the region, i.e. be included in the region's development policy?" — sounds far too similar to the previous question. Not surprisingly, the proportion of uncertain respondents was the highest here: 41%! Furthermore, the number of "rather no" answers was also above average (15%). The proportion of those who answered "definitely yes" (22%) was almost the same than those saying "rather yes" (21%) (Figure 8).











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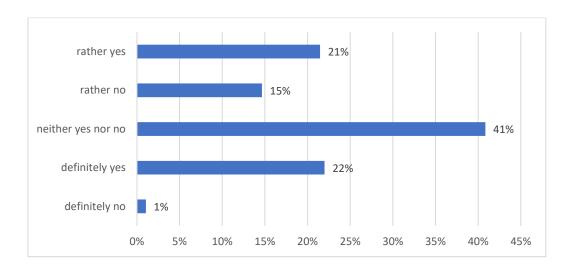


Figure 8. Could the cultural heritage of the Greater Budapest region be more integrated with the economic life of the region, i.e. be included in the region's development policy?

Source: own elaboration based on empirical research. N=194.

According to the respondents, the main obstacles in promoting the cultural heritage of the Greater Budapest region are the following (with the number of responses in brackets):

- 1. little knowledge about the cultural heritage of the region (105)
- 2. lack of education on the cultural heritage of the region (97)
- 3. little interest in the cultural heritage of the region (91)
- 4. failure to offer cultural heritage as a tourist product of the region (89)
- 5. lack of cooperation between regions in promoting their cultural heritage (70)
- 6. no subsidies allowing for the revitalization and promotion of the cultural heritage of the region (56)
- 7. failure to protect the cultural heritage of the region (46)
- 8. low attractiveness of the region's cultural heritage compared to other regions (26) (Figure 9).











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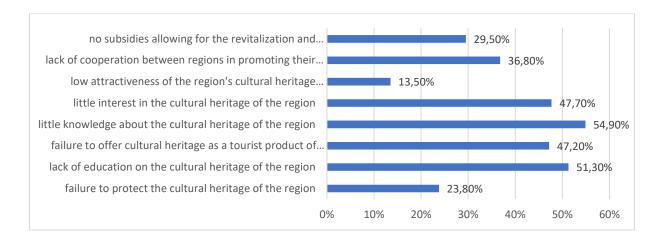


Figure 9. What obstacles do you see in promoting the cultural heritage of Greater Budapest? Source: own elaboration based on empirical research. N=194.

Conclusions

According to the results of the survey, the Greater Budapest region has potential for growth in tourism development based on cultural and heritage resources. Currently the region's tourist value lies predominantly in its proximity to the Hungarian capital, but the wide range of attractions – such as castles, religious sites, museums, gastronomy etc. – offers further possibilities for product development and promotion. Cross-border co-operation in product creation with Slovakia and extended co-operation – particularly in the field of destination marketing, but also in the development of thematic routes and other services – with the V4 region were seen as beneficial strategies for the region. In addition, heritage education, financial support and heritage protection measures were seen as essential tools for improving the competitiveness of the region's cultural and heritage tourism industry.













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