



"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"

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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Hungary

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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).



Table 2. Sample structure (%)

Gender	Female		Male		
	56.2		43.8		
Age	-25 years	26-35 years	36-45 years	46-55 years	56+
	39.7	14.4	18.0	19.6	8.2
Education	Elementary school		Secondary school		BSc/MSc
	5.2		54.1		40.7
Place of residence	City over 100,000 residents	City from 25,000 to 100,000 residents	City up to 25,000 residents		Village
	35.6	30.4	18.6		15.5
Monthly net income per family member	Up to 500 EUR		500-1000 EUR	More than 1000 EUR	
	37.5		37.6	24.7	
Employment status	Student	Employed	Unemployed	Pensioner	
	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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- 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.



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).

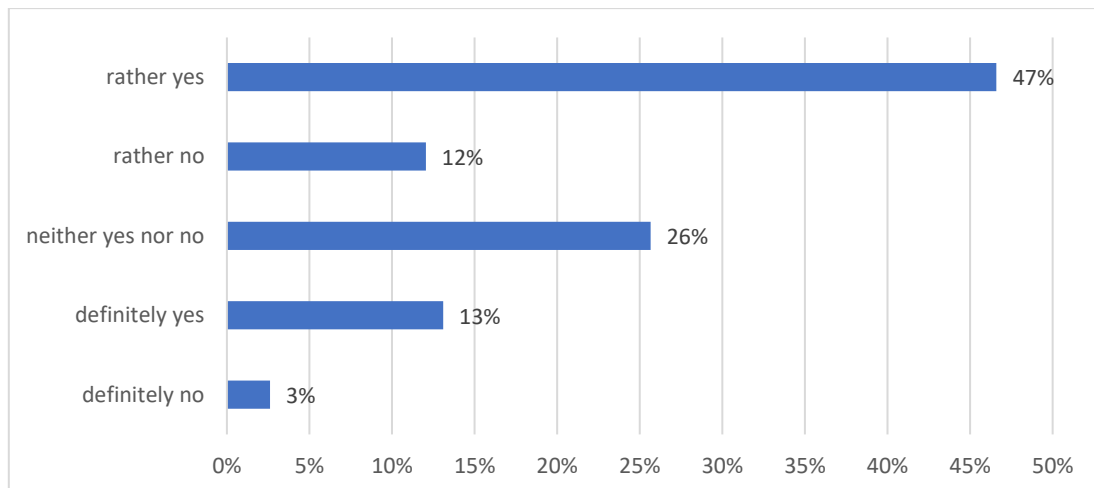


Figure 5. Does the Greater Budapest Destination address the offer of cultural heritage to tourists?

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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