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**The mutual effects of tourism and regional  
development in Veresegyház**

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I Zavoczki Julia declare it, that the dissertation hereby submitted in partial fulfilment of the requirements for the degree of Bachelor of Arts in Catering and Hotel Management at the Budapest Business School has not previously been submitted by me for a degree at this or any other institution. This thesis and the work presented in it are my own and have been generated by me as the result of my own original research; it is my work in design and in execution, and that all material contained therein has been duly acknowledged. I understand that my thesis may be made available to the public.

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# 1. Introduction

The author is a student at Budapest Business School (BGE), Faculty of Commerce, Hospitality and Tourism. Their studies are based on Tourism and Catering in English language, with a specialisation in Travel and Event Management. The fact that the author grew up in Veresegyház is one of the factors that influenced their decision to write their dissertation about the city. The objective of this essay is to analyse the indisputable relationship that exists between tourism and regional and/or geographical development in a specific area. Veresegyház is the region in which the author has found themselves. It is important to the author that they have a connection to the city; they were raised in the city in a typical family home, attended one of the city's kindergartens and elementary schools, and continued to live in the city throughout their high school and university studies.

They meant to demonstrate the potential of the town in the context of the integration of regional development and tourism, with the goal of making Veresegyház a more appealing tourist destination for young people. The author hopes to write a dissertation that is worthy of Veresegyház, and their fellow inhabitants, and to create something the town can perhaps use as a fine lined guide to better the city's attitude towards tourism, and the youth it could attract.

## 1.1. Introduction of Veresegyház

Veresegyház lays in the central-Hungarian region of Hungary, 25 kilometres away from Budapest, the capital of Hungary. The city is one of the ten most dynamically developing cities in Hungary, with a jump in development from the early 2000' on. The population of the city is at an impressive 20000 heads, with an average age of 37, and the quarter of the population consisting of minors. It's Bear-farm and Thermal bath -with similar water base as the capital's Széchenyi Thermal Bath-, invites hundreds of thousands of visitors to the city annually.

Veresegyház, however is much more than this; amazing organic architectural values, numerous and colourful folklore based cultural values, wonderful restaurants await all visitors. Since 2003 the centre of the Veresegyház micro region, the city plays a great part in the region's other cities' regional roles and objectives.

Besides all mentioned above, with an entrepreneur friendly infrastructure and transport the city is a real eye-catcher for anyone looking to invest or expand. This is seen by the number of worldwide known companies choosing the city. (veresegyhaz.hu)

Veresegyház micro-region was a micro region in Pest County, with Veresegyház as its centre. The region consisted of Csomád, Erdőkertes, Galgamácsa, Órbottyán, Vácegres, Váckisújfalu, Vácrátót, and Veresegyház, respectively.

## **1.2. Hypothesis**

Hypothesis

There is a great connection between regional and spatial development and tourism. Modifying regional development strategies to meet the needs of youth in Veresegyház will result in an increase in the regions youth tourism. In the 2007 tourism development concept, one can only find a couple of ideas on making Veresegyház a more youth-friendly place to visit. The ideas revolve around the sports facilities and the lakes and their wildlife mostly, with a study on whether the little local support bicycle path construction in the city. In the former concepts attempts to ease the way of tourism were not made in case of upcoming trends and digitalisation, which are important to engage the younger generations in the author's choice of city.

## **1.3. Aim**

The author also aimed to see if Veresegyház has a major or more important role in tourism in the region. Even with the elimination of the Veresegyház micro-region, the city keeps its place as a flagship of development and culture. Another important aspect to survey stands; with the importance of Veresegyház and the great development that went down in the city, can there be more done to make Veresegyház more inviting to the younger generations of travellers?

## **1.4. Objectives**

- Exploring and presenting (synthesising) the literature on regional development and spatial planning, thereby demonstrating the importance of these two areas
- Presentation of Veresegyház and its former sub-region presentation of general and tourism-specific characteristics as endowments and attractions and a snapshot of the current situation
  - o description of key attractions
- Summary of the results of the first and second objectives: spatial development in Veresegyház and its sub-region
- Prevailing trends in tourism with a special focus on youth interest
  - o convenience, online booking/application

- Using primary research methods to assess young people's knowledge and expectations of the city and their attitudes towards tourism (what they like)

### **1.5. Structure of the dissertation**

The dissertation's structure is a well created one. This paper consists of five greater parts all together. In the introduction part the author presents the background of the study, followed by an introduction of Veresegyház. After the city's introduction, the dissertation work's hypothesis is specified, along with the aims and the objectives of the study, and the structure of the dissertation is set. The Literature review is the second part of the diploma work. In the second chapter, the author investigates the nature and connection between tourism, regional development, spatial development and Veresegyház. Veresegyház is also to be depicted in this chapter as the tourism destination it is, with the introduction of its attractions and endowments. The third part of the dissertation is dedicated to the research methodology. The dissertation is based on empirical research, which implies that data collecting was used to complete both the primary and secondary research. The secondary research is the literature review to be completed in the previous chapter. The primary research was conducted through a questionnaire by the author. The author used a mixed-method analysis for analysing the collected data. In the Analysis and Evaluation chapter the author examines the data collected through the primary research. In the fifth chapter of their dissertation work, the author draws conclusion from their research, and accepts or rejects the hypothesis that was stated in the Introduction chapter. Afterwards the author presents their recommendations according to the conclusions made beforehand.

### **1.6. Summary**

The purpose of the dissertation is explained in the opening chapter. Based on previous research, it's clear that the author has a personal interest in taking use of the growth opportunities that exist in Veresegyház so that they may encourage their peers to visit the tourist destination more regularly. The dissertation's hypothesis, goal, and objectives are all laid forth in the introduction. This chapter also explains the dissertation's structure. An overview of the study's substance may be gained by skimming through the chapter's subsections. In the next chapter, you'll find a review of related literature that sheds further light on the research as a whole.

## **2. Literature review**

### **2.1. Introduction**

This chapter is the literature review of the dissertation. It provides a foundation for comprehending the issue and for obtaining data that may be analysed further. After a brief introduction of tourism, by presenting the ideas of spatial planning and regional development and providing a snapshot of tourism in Veresegyház, the objective of this chapter is to aid in the understanding of these concepts and the formation of a picture of their relationship to spatial planning and regional development. After defining spatial development, the chapter moves on to discuss regional development techniques that may be applicable to Veresegyház and the surrounding area. In order to finish the topic's foundation, the author investigates the tourist attractions of Veresegyház in the second section of the chapter.

### **2.2. Tourism**

Tourism is one of the world's most powerful and fastest-growing industries, it is an important source of foreign exchange earnings and employment for many developing countries. It is defined as the act and process of spending time away from one's home in the pursuit of entertainment, relaxation, and pleasure while making use of commercially available services.

Walton, John K. writes in his article on tourism, published on the Britannica site, that tourism differs from exploration in that tourists follow a "beaten path," profit from existing systems of provision, and are generally shielded from difficulty, danger, and shame, as befits pleasure seekers. However, tourism intersects with other activities, interests, and processes, such as pilgrimage. As a result, common categories such as "business tourism," "sports tourism," and "medical tourism" have developed (international travel undertaken for the purpose of receiving medical care).

A tourism destination, as seen on Wikiversity must have characteristics that entice people to visit and enjoy these activities and attractions. They can include physical characteristics such as the beauty of the mountains or the quality of the beach, as well as activities such as jet boating down a river or shopping and entertainment. Attractions can be classified as natural, such as mountains, geothermal zones, or woods, or as artificial, which must be established and maintained. Amusement parks, museums and art galleries,



wildlife parks, events, staged entertainment, cultural exhibitions, gardens, and historical structures are all examples of manmade attractions.

Natural attractions are identified features that attract tourists due to the natural characteristics of the landform or the beauty of the surrounding landscape. Certain natural sights are free to enter, while others charge admission. While charging tourists to visit a mountain is not viable, charging tourists to visit a cave or waterfall may be more feasible, especially if the cave or waterfall is located on private territory.

Typically, natural sites offer a variety of tourist amenities, which may include the following:

- A centre of information or some other type of information board concerning the feature
- Parking lots and handicapped access
- Restrooms
- Souvenir boutique
- Toilets
- Tours and walks with a guide
- Viewpoints

The facilities supplied at many natural attractions contribute to their appeal. Numerous travellers value the opportunity to learn about the site. The majority of natural attractions are visited by visitors who are staying in neighbouring places and are spending a half-day or full day in the area.

Man - made attractions are defined as the creation of humans with a motive to leave a lasting mark on the world. Since ancient times, a number of powerful or not-so-important individuals have shared a common ambition of obtaining immortality. Occasionally, they are erected for tourism purposes, but more frequently, they are created for a significant reason unrelated to tourism but intended to make a statement. Museums, galleries, statues, castles and structures, retail and recreation centres, theatres, and athletic stadiums are all examples of man-made attractions. The following are examples of man-made tourism products:

a) Culture (archaeological sites and areas, historical buildings and monuments, places of historical significance, museums and art galleries, political and educational institutions, religious institutions).

b) Traditions (pilgrimages, fairs and festivals, arts, and crafts, etc.)

### **2.3. Spatial and Regional development**

Spatial planning can be used to coordinate socio-economic development by averting environmental concerns and safeguarding the natural and cultural environment at the same time. The issue for planners is to make optimal use of limited land resources while also ensuring balanced regional commercial development and resource use, including natural and landscape resources, soil, water, and air. Because spatial planning is a long-term endeavour, it can incorporate essential sustainability principles. Several action programs can be created that address various areas and needs; however, it is critical to consider the integration of sectors through spatial planning (regional planning and business development, sustainable urban development, transportation, biodiversity, cross-border cooperation, and regions, and so on), democratic and public participation, the development of planning instruments, and so on. This must be done in order to foster long-term development on a specific area. (Risteski et al., 2012)

Spatial planning can be defined as the process of coordinating the practices and policies that affect the arrangement of space. Land use, urban, regional, transportation, and environmental planning are all distinct professional fields that incorporate spatial planning. Other connected topics, such as economic and community planning, as well as maritime spatial planning, are also critical. Spatial planning occurs on a local, regional, national, and international scale and frequently results in the development of a spatial plan. (<http://en.wikipedia.org>)

Regional development is a broad term but can be seen as a general effort to reduce regional disparities by supporting (employment and wealth-generating) economic activities in regions. In the past, regional development policy tended to try to achieve these objectives by means of large-scale infrastructure development and by attracting inward investment (OECD,2020).

Risteski (2012) states, that it is clear that the growth and extension of tourism markets, as well as the quantity and scale of tourist sites, or, in other words, the whole tourism sector, will have huge consequences on the economy, cultural identity, and

physical surroundings and environment. This necessitates sufficient development allocation of tourist locations and destinations on a worldwide scale. It may be concluded categorically and unambiguously that without precise or thorough study and proper research, spatial planning and development in general will become unsustainable. The article also states tourism is a cross-sectional phenomenon, comprising a diverse range of stakeholders (actors) from practically every sphere, all of whom have different and often conflicting interests and agendas. Decisions about tourism development should strike a balance between national and local needs, the business sector and the government, local communities, citizen communities, tourists, and the media, and so on. Political actions, in particular, should include both immediate and long-term benefits, which necessitates a clear and well-defined vision. As a result, achieving long-term tourism growth is a difficult and time-consuming task. Improved integration of three distinct developmental dimensions: economic, social, and environmental is required for sustainable development.

In tourism and development, sustainability is a factor that cannot be looked over by any means. The multidimensional dynamics of tourism sector makes identifying a sustainable development path harder than usual. Müller (1994) has attempted to specify sustainable tourism development, using what he called the „magic pentagon”. The pentagon takes the balance of economic health, the well-being of the local population, the protection of the natural resources, the health of the local culture, and the satisfaction of the visitors granted, since any imbalance present between the factors listed would lead to distortion, thus, negative impacts on the involved factors’ benefits.

Locational marketing also has a great impact on the preparation of regional development (Kraftné Somogyi, Fojtik 2019). „... the correct assessment of the situation makes it possible to identify the market areas and directions in which the region or town has good opportunities for development.” Apart from the SWOT analysis locational marketing also takes the influence of the municipality, the facts and opinions in the area and the knowledge of the target audience into consideration.

## **2.4. Theories of regional development**

### **a) The theory of growth poles or development poles**

François Perroux, the founder of this theory, begins with the concept that growth does not occur uniformly, but rather manifests itself in varied degrees of intensity at select locations or poles. Growth is disseminated through a variety of channels from the assembly of an economy to changeable terminals. Due to the manner this theory was formulated, there are certain areas of uncertainty surrounding the definition of the growth poles (for instance, a large enterprise is not considered as a growth pole, or a steel complex is not a growth pole, but turn into growth poles only under the conditions in which around them emerges a system of smaller or large enterprises). If there are no transmission channels for development (trade routes/circuits, credit systems, communication systems, transportation and storage infrastructure, qualified employees, etc.), the aim of the creation of a growth pole is defeated.

Additionally, a correlation between the elements manufactured within the growing pole and those manufactured outside of it is required. In reality, growth poles cannot function and accomplish their mission in isolation.

### **b) The centre-periphery theory**

This theory, developed by John Friedmann and expanded upon by various regional theorists (S. Holland, G. Myrdal, and others), is founded on a number of hypotheses. Thus, the relationships between core and periphery areas are viewed as true engines of regional growth. Additionally, the relationship's primary influence is indicated by the emergence of declining performance from central to periphery places. In conclusion, profit is less perceived in the peripheral area, but export drives growth in the centre area. Labour and capital depart the periphery in search of (at times quite difficult) adjustment to the central area's conditions.

This theory has a broad application presently, in light of ongoing debates concerning the convergence of the centre and periphery, even as underlying inequalities persist throughout time. Additionally, while regional specialisation based on natural resources and customs persists in some nations today, it is no longer a determining factor in overall development.

### **c) The theory of development in stages**

According to Walt Whitman Rostow's (1975) thesis, the transition from underdevelopment to development can be regarded as a set of steps or stages that all countries/regions must pass through. Advanced countries, he maintained, have already passed the "take off" stage on their path to self-sustaining growth, but impoverished countries remain in a conventional society, or in the 'pre-conditions' stage, and must take a series of measures to achieve sustained economic growth. The following are the central concepts addressed in the notion of staged development:

- national development is polarised in a first stage, and thereafter is integrated.
- at regional level, development is focused on development centres, and thereafter disseminated to the periphery.
- within urban units progressive decentralisation occurs to the benefit of peripheries

The analyses conclude that prior prosperity may act as a seed for further decline under changing economic and technical conditions. This is evident today, in the midst of the global financial crisis. The idea of staged development, with huge differences at first and then diminishing, is widely adopted in contemporary regional plans.

### **d) Marxist theories regarding regional growth (K. Marx et al)**

Marxist ideas view societal change and growth in terms of fundamental tensions between the capitalist class and the working class. Additionally, unbalanced development is a geographical manifestation of capital problems; metropolitan areas are initially established through profit accumulation. At the same time, profits are insecure due to fixed investments and increased competition as a result of newly entering markets. Along with the decline in profit margins, businesses flee the area in search of higher profit margins.

These occurrences, prompted by profit-driven location changes, may result in the elimination of some places from competition, which will then experience a decrease. Currently, we aid such regional processes that can be regulated or avoided through the use of territorial policies and economic stimulus measures in specific locations. These policies have the potential to amplify regional integration within a larger capitalist system or to expedite the trend of divergence.

## **2.5. From a large village to a metropolis, the development and ascend of the city**

Veresegyház is a dynamically developing settlement in Pest County. It is located 20 kilometres from Budapest, the capital of Hungary, and was the centre of the former Veresegyház Micro-region. It had good relations with the other settlements of the small region, and several institutions operated in a common, sub-regional maintenance. Due to legislative changes, most of these institutions have already been maintained by the state or local governments. With the development of the districts, Veresegyház was transferred to the Gödöllő District, while the other settlements of the small region were transferred to other districts. From 1 April 1970, Veresegyház became a large community, on 1 July 1999 it rose to the rank of city, and on 1 January 2004 it became a regional centre. As of 1 January 2013, it belongs to the Gödöllő District. The cityscape of Veresegyház is constantly evolving. The municipality and the chief architect of the settlement consciously strive to create a unified cityscape and to respect the traditions in the image of the new public buildings. This ambition of the settlement was recognized with the Hild Prize in 1998.

In 2008, the City of Veresegyház adopted and revised the integrated urban development strategy currently in force. Since then, there have been many social, economic, and administrative changes. The economic crisis of 2008-2009 also affected the economy of the settlement, but the administrative changes of 2013 brought about a significant change, during which, due to the formation of districts, Veresegyház moved to the other districts of Gödöllő and the other settlements of the Veresegyházi Micro-region.

Some of the achievements of the integrated urban development strategy 2016-2020:

In May 2016, the new Roman Catholic church, the Holy Spirit Church, was introduced. The investment also included the settlement of the environment, so a new paving garland was created in the area of the churches.

The bicycle path was built on the Main Road towards Órbottyán to the city boundary and on the Csomádi road to the Budapest Road. Two roundabouts were built on Csomádi Road.

The thermal heating network has been significantly expanded with two new extraction wells, and large companies with headquarters in the city have joined the heating system.

Road construction has continued, and today it is possible to drive on a solid paved, dust-free road in most of the settlement.

P+R and B+R car parks were built at the railway station in Veregyháza.

Csaba Baranyó talks about a spectacular development that the settlement went through the last couple of decades. It became a city from a large village, matured -as he says- its image and architectural sight changed. The town became more and more beautiful and arranged. As the number of residents grew the town's age structure and qualification indicators improved. Hence, new institutions began to see the light of day, the economy and the commerce expanded, the town's civil society, cultural, art and sports life became more colourful.

He talks about how the city was built greatly by manpower, this resulting in an enormous respect and pride amongst residents towards the town's properties. Amongst other buildings the Váci Mihály House of Culture, the Fabrizius József Elementary School, the clinic, the convenience store, the Post Office, and the sports field were built by social works.

### ***2.5.1. Relevant findings of the existing urban structure plans of neighbouring municipalities affecting the development of the given settlement***

The settlements belonging to the former sub-region are: Erdőertes, Órbottyán, Galgamácsa, Vácrátót, Csomád, Vácegres, Váckisújfalu. It can be concluded that the situation of the micro-region is favourable: a positive migration balance and an ageing index lower than the national value characterize the entire Gödöllő region. By eight criteria (migration balance; number of overnight stays; income forming the basis of the SZJA; number of passenger cars; utility shed; long-term unemployment rate; number of individual and social enterprises per thousand inhabitants) the position of the region is better than the 50th place in the country. In particular, the number of enterprises operating per thousand inhabitants is particularly outstanding, which is higher than the national average for both partnerships (53) and sole proprietorships (32).

Gödöllő:

- Gödöllő-Vác cycle path
- Regional road development
- Health care industry with medicinal water,
- Tourism

Their plans include the development of a smartphone guide to the city – an innovative idea that Veresegyház could consider implementing – to facilitate the promotion of tourism developments and the whole city. Introducing an application-based tourism guide to Veresegyház would help catch the youth's attention, since convenience and easiness is a major pulling force for the younger generations. Not only would it help with the city's introduction and to help the younger tech-savvy generation get to know the city, but it could also help with forming the city's image and marketing more approachable for them.

### **Órbottyán**

- Equestrian tourism development, cross-border riding
- Geothermal energy
- Thermal tourism
- Thermal water use

### **Csomád**

- Vác-Gödöllő cycle path
- "Construction of a lake at the veresegyházi handover of the Sződ-Rákos stream"

### **Szada**

- Vác-Gödöllő cycle path
- "Construction of a lake at the veresegyházi handover of the Sződ-Rákos stream"



## **Fót**

- Thermal water research
- Tourist Centre
- Budapest 15th district - Modification of the road leading to the historic downtown

In terms of tourism, Veresegyház is growing importance due to its endowments (Bear Farm, lakes, Szentlélek Church). The city itself is a tourist destination in an area that has various national, regional, and even worldwide tourist attractions (Gödöll, Vác, Szentendre, Danube Bend, and Fót, to name a few). Apart from its employment prospects (primarily through foreign investors and proactive local policies supportive of SME growth), the city and sub-region can achieve long-term regional and even national significance primarily through their role as a recreational, sports, cultural, and leisure destination.

### ***2.5.2. Natural Attractions in Veresegyház***

The regions highlighted in the region on the basis of their specific landscape conditions are mainly tourist areas and areas of sustainable development. On this basis, Veresegyház is a town with development potential suitable for growth and specialization in the Central Hungarian region, where the main roles that can be defined in the region are to increase the capacity to receive innovation, to take advantage of tourist and cultural competitive advantages, and to take advantage of the opportunities of the tourist function based on special landscape conditions.

The natural beauty of the town of Veresegyház, as well as its picturesque position and the three lakes, are among the many reasons that draw visitors to the area today.

#### **a) The lake**

We can talk about tourism in Veresegyház since the late 1920s, when in 1928 the Veresegyház Lake and Bathing Association opened its beach baths with a 100-seat changing room, restaurant, and rooms for rent. The lake and its surroundings developed rapidly, construction work began, and a lively social and sporting life was and is still going on. More and more people are visiting.

The Ivacsi Lake was created in 1987 by dredging the existing marshy area and damming the Folyás stream and the Sződ-Rákos stream. The pond covers an area of 5.8

ha and has an average depth of 2 m. The pond is continuously and intensively stocked with fish. The fish caught include carp, amur, pike, perch, catfish, bream, crucian carp and compo. The main features of the lake are its natural surroundings, the tranquil conditions, and the abundance of fish. The lake has extremely clean water, thanks to the waters of two streams and the natural springs that feed the lake directly. The fish have an extremely pleasant habitat, ensuring good growth and health. The shore area has a pleasant, family atmosphere with 65 fishing platforms (3 of which are designed for the disabled and are concreted horizontally). Day tickets can be purchased at the fish-keeper's house on the lake.

The Haldorado restaurant on the lake is a comfortable, family-style place for lunch. There is also the possibility of cooking in the designated area, for which all the necessary equipment is provided.

In the near future, thanks to the continuous development of the infrastructure, 2 wooden chalets with 4 beds, heatable on demand, electricity, fridge, TV, Wi-Fi access will be built. Of course, for anglers there is also a separate toilet area with shower facilities, which is currently being developed.

In the vicinity there is a camping, thermal bath, accommodation and about 2 km away is the Veresegyház bear sanctuary, where not only bears, but also other animals can be found. The primary goal is to create a peaceful, undisturbed sport fishing, corporate fishing tournaments can be organized, and the peninsula between the two streams is an ideal location for various team-building training and camps.

#### **b) Margita**

The hills of Gödöllő, at an average altitude of 150-250 metres above sea level, are mainly covered with loess and sand. Margita peak, 345 m high, is the highest point in the area. Its fauna is characterised by the presence of a significant population of big game (deer, roe deer, wild boar) and a valuable bird fauna. Common species include the ribbon, black woodpecker, green woodpecker, kingfisher, hornbill, kestrel and saker. Part of the area was declared protected in the summer of 1990. The Gödöllő Hills Landscape Protection Area was created here.

The Margita peak has a well-known and frequently visited hiking path connecting Veresegyház to Gödöllő. It is an easy hike that is optimal for anybody, with kids and dogs equally.

### ***2.5.3. Cultural attractions***

#### **a) Temples**

##### **Roman catholic church**

The church was built by Kristóf Migazzi, Bishop of Vác, in honour of St Elisabeth of the House of Árpád on the site of the former medieval church, and its foundation stone was laid in 1777 by Count Pál László Esterházy. It was consecrated in November 1778. The free-standing, fenced, single nave, mid-towered church was built in the tasselled style, with the cardinal Migazzi's coat of arms on the façade's tympanum. Since 1977 the bells have been operated by electricity.

The church was the venue for organ concerts until the interior renovations began. The organ was stopped on 20 August 1995.

Knowledge of the community's past is crucial to its life, its present and its vision for the future. In this context, the town council of Veresegyház, in agreement with the Roman Catholic parish, has decided to develop the church as a liturgical and showroom space, while preserving its sacrality. The growing number of believers and the need to learn about the history of the church brought to the fore the earlier intention to build a new Catholic church in the heart of the city.

##### **Szentlélek (Holy Spirit) church**

The new Catholic church in the town was designed by László Nagy, a chartered architect. The solemn consecration took place on 14 May 2016, with the solemn liturgy of the consecration celebrated by Dr. Miklós Beer, Bishop of Vác.

The construction of the church is the result of a truly exemplary collaboration between believers and non-believers and between different church denominations. The building and its recurring motif are the circle as a symbol of eternity and wholeness. Another recurring element is water, the symbol of life and life-giving, a motif that appears at several points in the church. The Holy Spirit Church can accommodate more than 400 people. In addition to the worship life, it also provides a venue for musical events. The

church also has a café. The interior has an impressive atmosphere and the sculptures used are the work of artists from Veresegyház.

### **b) Folklore**

In Veresegyház we can still talk about folk tradition. It is part of the kindergarten education programme, which of course continues in primary school.

The Traditional Folk Association is doing a lot to ensure that the next generation learns about the folk customs, dress, and festive traditions of the settlement.

The older population of Veresegyház can still be seen in traditional costume at weekends and at the market.

#### ***2.5.4. Tourist destination***

### **a) The Market**

Since January 1924, a regular weekly market has been held in Veresegyház. The development of the railway prompted many families of officials to purchase land, and these families were certain to purchase the traditional market produce of local and other producers on weekends as a result of the railway's construction. Two times a week, market traders congregate in the Main Square and its surrounding streets and alleys.

The market is a tourist attraction in and of itself, drawing large numbers of people from the nearby towns and villages, as well as from outside the county boundaries.

### **b) Bear Farm**

A partnership between the World Society for the Protection of Animals (WSPA) and the Municipality of Veresegyház has resulted in the creation of the five and a half-hectare Veresegyház Bear Sanctuary, which is the only visitable bear sanctuary in Central Europe. After nearly six months of labour, the intended bear habitat was transformed into a bear-friendly environment, and the bears were transported from Gödöllő, where they had been living in substandard conditions, in 1998. One of the most essential considerations in the construction of the space was to provide visitors with the opportunity to observe the animals in total safety, up close and without disturbing them. Species and numbers of animals in the Bear Sanctuary are constantly changing, with individuals arriving from all over the country to contribute to the sanctuary's diverse population. The animals are

sourced from private residences, other zoos, and international sources. The Veresgyház Municipality is in charge of the upkeep and maintenance of the Bear Home.

In the summer of 2000, a wolf enclosure was added, with eighteen wolves, in 2010 a raccoon and snub-nosed bear enclosure, and in 2017 a lynx enclosure. In May 2019, the Board of Representatives decided to admit lions.

The Bear Park swiftly established itself as a household name, and it is today the third most visited zoo in the United States. (According to Facebook likes as of February 28, 2015) It receives approximately 200,000 visitors every year. In the autumn of 2009, the Bear Sanctuary received certification as a zoo.

### **c) The Lakes**

The Lake System, which is comprised of three lakes in all, is one of the city's most popular tourist destinations. The Old Lake, the Haldorado fishing lake, and the Ivacsi lake are all beautiful bodies of water. The lakes and their environs grew swiftly, construction activity began, and a thriving social and sporting life arose and continues to exist today in the area. Every year, more and more people come to visit.

The spa industry exploded in the 1920s. The beach on the lakefront opened in 1928. Boat rentals were established, bathing cabins and a diving tower were constructed, swimming tournaments were organized, and a water polo team was founded. By this time, life in Veresgyház had become so vibrant that it was nearly impossible to find an empty lakeside room to rent during the summer. On weekends, between 4,000 and 5,000 people would take a dip in the lake.

The quantity of tourists reflected the foreboding of the war. However, following the war, the lakeshore gradually regained its tourists and splendour.

The Haldorado and the Ivacsi lake gives home to an amazing fishing opportunity with the needed infrastructure and scenic area.

### **d) Sporting and Hobby Activities**

The sporting opportunities in Veresgyház are numerous and diversified. The average age in the town is 37, with a quarter of the inhabitants under the age of 18. In the city, there is a significant demand for sports and physical activity. There are more than sixty clubs and sports groups in the town that work hard to provide for the needs of the

people who live there and in the surrounding communities. Massive sporting events, such as city running marathons, amateur table tennis contests, small and major football tournaments, night swimming, football, and the Spin racing marathon (which raises money for charity) draw a large number of people to the city. Over the past 10 years, the city has held a number of national races, notably the Veres Run fest, an international street running event that drew large crowds.

In addition, there are associations for horseback riding, motorcycle riding, and fishing.

## **2.6. Summary**

The dissertation work's literature review serves as a guide for comprehending the fundamental correlations between regional development, spatial planning, and tourism. While tourism has a long history in Veresegyház and has always been a significant element of the city's economy, it must now face the problems posed by the new wave of tourism trends and age. In today's society, places like Veresegyház must reinvent themselves to fulfil the demands of younger generations. Development of regional infrastructure and spatial planning contributed to the development of the city, and these two factors have also been closely associated with tourism development. Veresegyház is the ideal destination for environment, sports, and culture enthusiasts; it simply needs to figure out how to reach the new audience that has developed over the last decade.

### **3. METHODOLOGY**

#### **3.1. Introduction**

The third chapter of this dissertation is devoted to methodology. A variety of strategies were employed in order to get the necessary information. The primary goal of these methods was to provide assistance with the study and to provide access to pertinent information. The methodology includes the description of the distribution of the tasks the Time Span title, and the importance and definitions of authenticity, reliability, and validity as well.

#### **3.2. Research design**

In research methodology or research design, a set of principles and processes that might vary from fundamental concepts to specific data collection and analysis methodologies is referred to as a methodology or research design. As part of the approach, it is necessary to make a number of decisions on which model to use when conducting research on a specific issue. Researchers' worldview concepts, investigation procedures, data collection methods, data analysis methodologies, and interpretation strategies all play a critical role in determining the best research design. When selecting a research design, the essence of the study topic, research questions, the issues under investigation, as well as the perspectives of the researchers, are all important considerations to bear in mind. (Creswell, 2009)

Qualitative, quantitative, and mixed-method research designs are the three types of study designs available. Following are the definitions of various study designs, which were compiled by Creswell (2009), who conducted considerable research into the scientific discipline of research technique.

Quantitative research is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analysed using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. Like qualitative researchers, those who engage in this form of inquiry have assumptions about testing theories deductively, building in protections against bias, controlling for alternative explanations. and being able to generalize and replicate the findings. (Creswell, 2009, p 4)

“Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures. data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honours an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation.” (Creswell, 2009, p 4)

“Mixed-methods research is an approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. Thus, it is more than simply collecting and analysing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research.” (Creswell, 2009, p 4)

"A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, the researcher generalizes or makes claims about the population" (Creswell, 2009, p. 137).

„Case studies are a strategy of inquiry in which the researcher explores in depth a program, event, activity, process, or one or more individuals. Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time” (Creswell, 2009. p. 30)

According to mixed-method research design, both the primary and secondary research were conducted through data gathering, which is an important feature of this dissertation. Secondary research relies on statistics, yearly reports, and data gathered from libraries and online articles, as well as other studies. Primary research includes questionnaires, while secondary research includes data gathered from databases, annual reports, and other sources. The author picked this type of research since the topic is scarcely covered in books and printed material; as a result, the author chose a mixed-method approach to conduct their research.

### **3.3. Primary Research**

Primary research aims to obtain answers to research questions and a better understanding of the research field through the collection of first-hand data. The author's



questionnaire served as the primary data collection method in this study. Data are classified into two categories: qualitative and quantitative. Qualitative data is more descriptive in nature, with the goal of explaining concepts, theories, as well as emotions and feelings.

It dives further into more nuanced themes. Quantitative data, on the other hand, is more generalizable and is frequently utilized in surveys using closed-ended questions to elicit numerical data (Streefkerk, 2021).

The primary data collection method was a survey, especially an online survey data collection strategy. The author chose online survey data collection method above other data collection method such as paper surveys, for this method proved to be more easily accessible, and to be able to reach the maximum number of participants possible.

The questionnaire consisted of fourteen questions all together in two segments; demographics and questions related to tourism in Veresegyház. Google Forms was used to create the questionnaire, which was then distributed through social media websites such as Facebook and Instagram to participants. The purpose of the study was mentioned specifically in the opening section: to investigate the relationship between spatial/regional development and tourism in Veresegyház. All responders were guaranteed that their names and identities would remain anonymous and unidentified. It took around three minutes to complete the survey questions. It was composed of closed-ended questions, which included rating questions, category questions, and a checklist question, as well as an open-ended question, which allowed for recommendations and insight from the participants.

### **3.4. Secondary Research**

Secondary research is a type of research that makes use of previously collected data. Existing data is gathered to maximize the research's overall efficiency. Secondary research entails the examination of information contained in research papers and publications, as well as documents located in public libraries and internet databases (QuestionPro, s.a.).

To complement the basic data, research papers were gathered; each one had to be carefully examined to ensure that the material it included was appropriate for this thesis's purposes. As Ritchie and Lewis (2013) advise, secondary data analysis requires a thorough review of the data's accuracy and relevance to the new study objectives.

Secondary data was acquired through the use of scholarly databases, ensuring that the data was reliable and accurate.

The secondary research aims to improve understanding of the numerous theories of regional and spatial development, as well as to present a picture of Veresegyház's existing tourism position and potential. The literature review was compiled using reports, books, and articles from the existing body of knowledge. They were obtained through the use of scholarly databases such as Research Gate, ScienceDirect, and Google Scholar. Additionally, the study was complemented using websites and papers, as well as professional organizations that disclose statistical data, such as the UNWTO. The literature review was limited to sources that were relevant to the study area. The secondary data acquired had both quantitative (numerical data) and qualitative (theoretical data), which is why, as previously stated, the mixed-method analysis was chosen as the data analysis approach.

### **3.5. Time Span**

Gathering previous researchers' material from a variety of sources was the first step in the study process, which resulted in a deep grasp of the ideas that underpin the foundations of regional development and spatial planning. In order to achieve the dissertation's objectives, it was necessary to thoroughly study and pick the data. During the second phase, the online questionnaire was made available to participants. Using mixed-method content analysis, the author was able to answer the research questions and draw conclusions after collecting and organizing the material. First, the author analysed the primary data, then the secondary data, and finally the combined data. In the final process, the author went over the dissertation to make sure there were no mistakes.

### **3.6. Reliability, Validity, Authenticity**

The dependability and validity of study findings are two of the most important considerations. Despite the fact that absolute reliability and validity are difficult to achieve, researchers should strive to achieve them whenever possible. Authenticity is also important in qualitative investigations, as it is in quantitative ones. (Neuman, 2014)

Dependability by Neuman:

"dependability or consistency. It suggests that the same thing is repeated or recurs under the identical or very similar conditions. The opposite of reliability is an erratic,

unstable, or inconsistent result that happens because of the measurement itself." (Neuman, 2014)

Validity by Neuman:

“Validity suggests truthfulness. It refers to how well an idea "fits" with actual reality. The absence of validity means that the fit between the ideas we use to analyse the social world and what actually occurs in the lived social world is poor. In simple terms, validity addresses the question of how well we measure social reality using our constructs about it" (Neuman, 2014)

Authenticity by Neuman:

“offering a fair, honest, and balanced account of social life from the viewpoint of the people who live it every day. In most qualitative studies, we emphasize capturing an inside view and providing a detailed account of how the people we study understand events” (Neuman, 2014)

### **3.7. Summary**

The methodology used in a dissertation assignment can have a significant impact on the final outcome. In their dissertation, the author employed a mixed-methods approach, or empirical approach to the study. As secondary research, the author used websites from the internet, journals, periodicals, articles, and publications, as well as printed books, to compile his findings. As part of the primary research for this study, a questionnaire was used. The success of these procedures will be demonstrated in the following chapter, as the author evaluates the results and establishes whether the hypothesis was correct or incorrect. The last part of this chapter states the importance of authenticity of one’s research.

## **4. Analysis and Evaluations of the Collected Data**

### **4.1. Introduction**

This part of the thesis the author aims to analyse and evaluate the data collected through the questionnaire; a copy of the questionnaire will be found in the Appendix of the study.

### **4.2. Analysis**

The data gathered through the survey was mainly analysed quantitatively by the author, except for the last question, which was analysed qualitatively.

As a result of doing primary research, the author was able to gain a deeper knowledge of the types of views individuals have about Veresegyház's tourism and tourist trends, as well as the kind of improvements they believe might lead to an increase in tourism in their opinion. It was decided to conduct this exploratory research using an online survey as a strategy. It has already been stated that the questionnaire was circulated through a variety of social media channels.

201 respondents participated in the survey, the sample consisted of 151 females and 50 males. The majority of the respondents were from younger age group, between 18-25, they accounted for 39.8% of all the responders. The second biggest age group was the category of people between 41-50 years, with 16,4%, and thirdly those between 51-60 years, signifying 13,4% of the respondents. Among the participants, 48,8% were workers, 29,4% students, and 14,9% working while studying at the same time. 40,8% of people the responded live in Veresegyház, while the other 59.2% spreads out between the capital, it's agglomeration, and various towns and villages.

Demographics was followed by more specific questions about Veresegyház, it's fame and attraction. Veresegyház was well known amongst the participants, 195 answers came in for knowing the city (95%), and only 6 people said they never heard of it. 37,8% of the respondents live in Veresegyház, and 34,3% of the total 201 people have heard about the city from a friend or acquaintance. Only 5 people (2,5%) have not heard of the city. 66,2% of these people have considered Veresegyház when planning a trip.

When asked about what comes to their minds first when thinking about the city, most people responded with the Bear Farm, namely 155 votes, 77,1%, the second most know attraction was the Market not he Main square, with 75 votes, 37,3%, and thirdly the

Thermal Bath, with 53 votes, 26,4%. A few other memorably mentions were the Veres 1 Theatre (22,9%) the Beach (16,9%), and the churches (11,4%).

Amongst the people who filled out the questionnaire most like to participate in different types of tourism. The most favoured option was leisure tourism, 155 people (77,5%) stood with this option. In second place came adventure tourism (37%) and third came cultural tourism (31,5%). Health, sport and backpacking or youth tourism were the up and comers of this segment of the questionnaire.

71,1% of all the respondents would consider visiting Veresegyház, 19,4% said maybe they would consider visiting, and 9,5% said they would not consider visiting the city.

From the list given at the previous questions, participants were asked to choose which attractions would they consider including when planning a visit to Veresegyház. Most of the participants chosen the Bear Farm, 139 votes (69,2%) came in for this option. On second place was the Thermal bath, with 85 votes (42,3%), the Veres 1 Theatre claimed third place, 83 (41,3%) voted for this option as well.

The last multiple-choice question aimed to find out the participants relation and outlook on new tourism trends such as automation, mobile bookings, personalization, and tech-empowered travel. These trends' job is to make travel easier, more accessible, and to involve the younger, tech-savvy generations into a much changing environment. When choosing a destination, the participants held easily accessible information the most important, 128 people put their vote on this option, which was 63,7% of all those who participated. Linkable programs at a destination were also an outstanding choice with 120 votes, 59,7%. The destination's infrastructure got third place with 88 votes, 43,8%.

The last question was an open-end question focusing on the improvement of Veresegyház. Participants were asked, if they live, lived, or have visited Veresegyház, what changes would they make to improve the city itself. All together 119 answers came in for this open-ended question, the majority of the answers mentioned the infrastructure of Veresegyház, concerning the comparing the fast-growing number of locals to the slow development of roads and thus, the issues with the incoming and outgoing traffic. In depth explanation of these comments will be further elucidated in the Evaluation of the questionnaire part of the study.

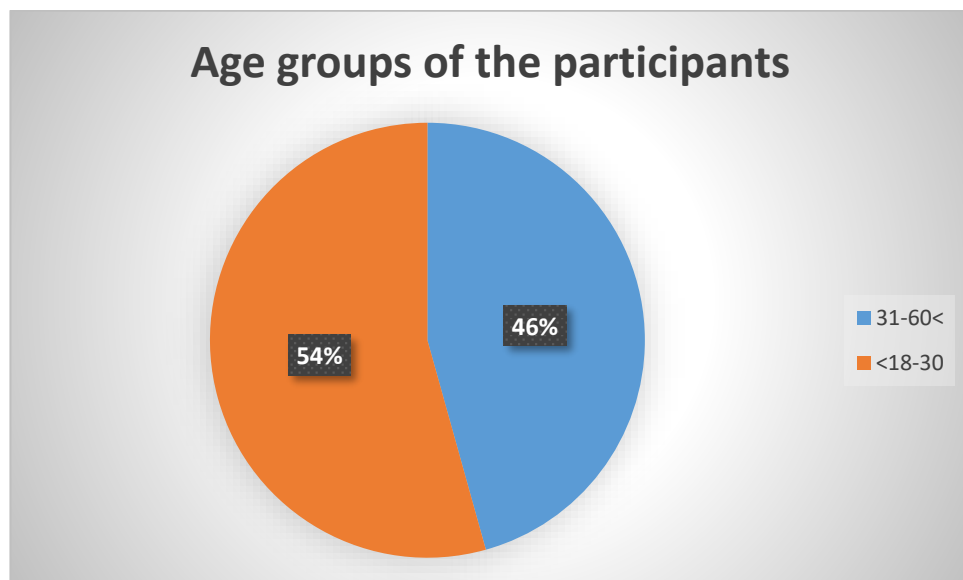
### **4.3. Evaluation of the questionnaire**

In a time when the tourist sector faces numerous challenges, tourism for young people is a critical market niche, serving as a catalyst for change and innovation. Around 190 million foreign travellers are projected to visit the world's youth tourism business each year. According to UNWTO predictions, over 300 million young people would travel annually in 2020, accounting for a market value of 320 billion dollars. WISE (The World Youth Student and Educational) defines youth tourism as a form of tourism that includes independent travellers (young people who are not accompanied personally by a parent or guardian) for periods of less than one year, who are between the ages of 15 and 29, who have the motivation for such movement through their willingness to construct experience vital to experiencing new culture and benefiting from new learning opportunities, formal or informal, in an unknown environment.

Around the 1990's, youthful visitors accounted for 15% of the tourist market. It has climbed by 20% over the last two decades and is predicted to expand by 25% in the near future. Young people nowadays want to travel as far and as long as possible, which results in more spending, yet they have maintained a stronger connection to home than ever before. These individuals seek to enhance their experiences on all levels. WISE's extensive analysis of the youth tourism sector highlighted the incentives for these young travellers, but also noted a considerable increase in cultural tourism. For young people, travel is a means of education, a means of meeting new people, a means of gaining exposure to other cultures, a means of professional advancement, a means of self-improvement, an integral aspect of daily life, and a brief vacation from reality. Young individuals are daring and eager to expand their knowledge. Frequently decides to work in the locations they visit. They play a critical role in bringing new tourists to a destination. Young individuals are daring and eager to expand their knowledge. They offer a diverse range of tourist opportunities for young people. Each shape contributes to advancement and evolution in unique ways. (Ghete, 2015)

In the following part, the questionnaire's answers will be evaluated by splitting the participants in two groups; the respondents that are a part of the youth tourism segment, and those who are no longer a part of it.

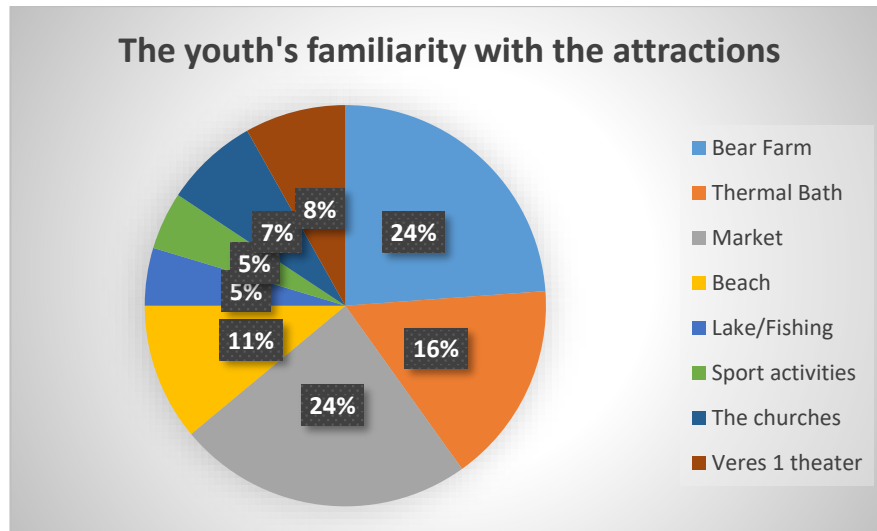
The majority of the participants in the survey were in the age group of 18-25 years with a dashing 39,8%, and an additional 7,5% in the group of 26-30 years old, and 6,5% under 18 years. This means that the respondent This gives a steady foundation for the authors objective to prevail the trends in tourism with a special focus on youth interest, and to assess young people's knowledge and expectations of the city and their attitudes towards tourism.



I. ábra: Age groups of the participants (the author's personally conducted research)

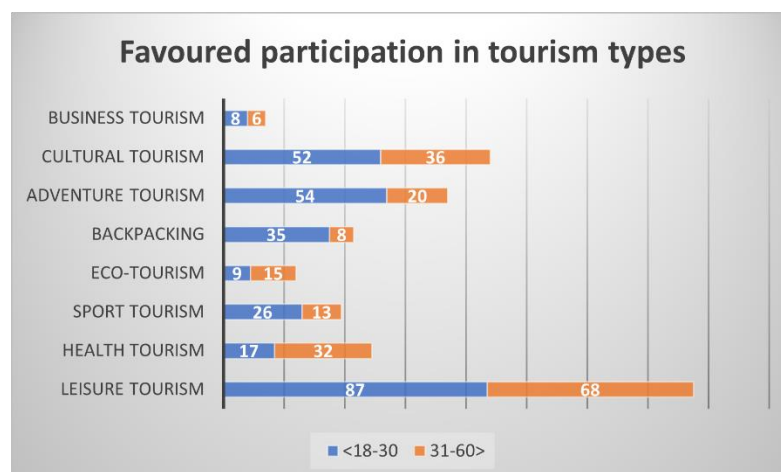
The survey showed that out of the 201 people that filled out the questionnaire 108 can be put into the youth tourism category, which allowed the author to draw conclusions regarding the matter in Veresegyház. After a deeper analysis of the data from the questionnaire, the following could be deduced.

Knowledge of the city's attractions amongst this group is somewhat what was expected by the author, the most known ones were the Bear Farm and the Market on the Main square, with equal votes (41). Some 28 people have heard of the Thermal Bath, and the rest of the attractions did not even reach 20 votes. This led the author to the conclusion, that apart from the main, stereotypical triumvirate, the bears, the water and the Lady's choir, the rest of the endowments and attractions should be better showcased.



II. ábra: The youth's familiarity with the attractions (the author's personally conducted research)

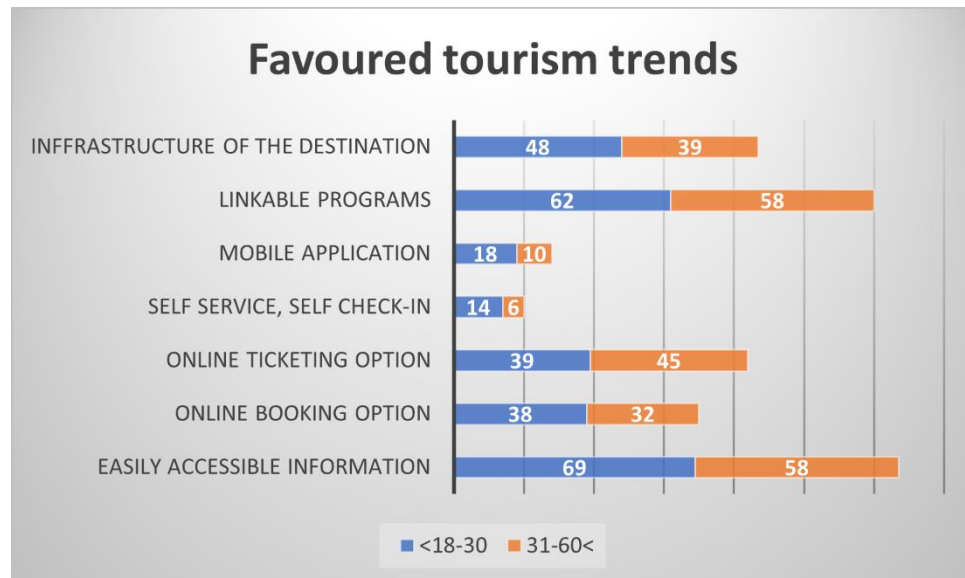
Participation in tourism on the younger generation's behalf has been increasing steadily for the last two decades. The survey conducted by the author tells us that the most popular forms of tourism for this age group are leisure tourism, adventure tourism, and cultural tourism, which are three very different categories by nature. The opportunity has to be there for those who seek to learn and experience the unknown through tourism. The diversity in the favoured types of tourism and tourism trends leaves a tremendous space for improvement on the city's part. While leisure and cultural tourism in Veresegyház are more than present, with numerous possibilities, adventure tourism has yet to be a vital part of the equation.



III. ábra: Favoured participation in tourism in tourism (the author's personally conducted research)



The different tourism trends also got a lot of attention from the participant's side, accessible information, linkable programs, and the infrastructure of the destination were the relevant for the youth, but online booking and ticketing possibilities were not far behind either. Trends in tourism show the importance of simplicity, accessibility, and promptness. The world the internet created is often immediate and impatient, tourism also needs to keep up with the newfound speed of our time. People no longer have time to wait in line for information, tickets, or services.



IV. ábra: Favoured tourism trends (the author's personally conducted research)

From the 108 respondents relevant in youth tourism 60 said they would consider visiting Veresegyház, while the other 48 would chose not to do so. Engagement in the new waves of technological improvements would perhaps help to convince even more individuals from the younger generations to want to visit the city.

The open-ended question at the end of the questionnaire revealed that among the younger generations, the infrastructure is the most essential thing they would improve in the city. The city has outgrown its Main Road, and traffic is becoming increasingly congested every day. Some have recommended shifting the Market from its current location in the city centre to an outlying area of the city in order to alleviate the already significant traffic congestion in the city. People also suggested that thematic events should be held in the city, such as a Christmas market or an Easter feast, which Veresegyház, which already hosts such events, should be held. Additional suggestions

for more locations for young people to have fun and relax, such as more bars, pubs, and possibly even a disco, have been received as well. Some other honourable mentions were:

- A brand new 4-star hotel
- More bike paths leading into and out of the city
- Promotion of horse-riding tourism is being undertaken
- The construction of the planned thermal bath facility
- The making of a promotional video spot on Veresegyház
- Promoting rural tourism focusing on local traditions and history

Comparing the youth and the elder generations' views gives us an understanding of how Veresegyház must shape itself in its tourism to engage more younger people. The youth's attitude towards tourism is seen to be more diverse than that of the older generations. The questionnaire revealed that apart from health tourism, which was favoured by those above 30 years old, and the eco-tourism, which was unfortunately a generally left out choice, leisure, sport, backpacking, adventure, cultural and business tourism were all highly favoured by the younger generations. This supports the statement above, that the new participants of tourism are eager to expand their horizons, whether it is regarding experiences, knowledge, or ways to unwind.

#### **4.4. Summary**

After conducting extensive secondary research, the author gained a better understanding of the many perspectives people hold regarding Veresegyház's tourism and tourist trends, as well as the types of reforms they believe will lead to an increase in tourism in their opinion. In order to perform this exploratory research, it was chosen to employ an online survey as an approach. The primary conclusions of the author are summarized in this chapter of their dissertation work. First and foremost, Veresegyház was discovered to be well-known by the vast majority of individuals, with only a few notable exceptions. The majority of individuals were familiar with the city since they had lived here or had previously lived here, as well as because they are living or had lived in the surrounding villages. Considering that a majority of the survey respondents were people who were regarded to be involved in youth tourism, the results of the survey were useful in achieving the study's aims. Young people's preferred modes of participation in tourism are extremely diverse; younger generations tend to be more interested,

adventurous, and bold when it comes to trying new trends and types of tourism. Even while young people currently want to travel as far and for as long as possible, this leads in higher spending, but they have kept a greater connection to their homes than ever before. These individuals are looking to improve their lives on all levels, including their physical health. Young people are fearless and willing to learn new things, which makes them attractive to employers. The questionnaire also included a section on travel trends, which was quite interesting. The importance of simplicity, accessibility, and promptness in tourism is demonstrated by current trends. Because the world that the internet has created is often impatient and immediate, tourism must also adapt to the sudden speed of our time. By contrasting the perspectives of the younger and older generations, we can gain a better understanding of how Veresegyház should shape itself in order to attract more younger people to its tourism industry. The attitudes of younger generations toward tourism are perceived to be more diverse than those of older generations. It is hoped that the use of technology would make tourism in Veresegyház more personal. This will include online booking and ticketing as well as self-check-in choices and an application, which will aid the city's efforts to involve the youth in tourism in Veresegyház. The examination of the results concludes with a mention of the responses that were received in response to the open-ended inquiry. People will always have their own ideas on most issues and listening to and evaluating them could result in an improvement that is appreciated by the majority. The author's opinions and recommendations will be presented in the following chapter, which will be based on the analysis and evaluation of the results, demonstrating, or disproving the hypothesis, and offering options for going forward.

## **5. HYPOTHESIS, CONCLUSION, COMMENDATIONS**

### **5.1. Introduction**

The results and recommendations from the dissertation study are included in this chapter.

In the last chapter of their dissertation work, the author summarizes the main points of their research and draws some conclusions. The author began by discussing the relevant conceptions and words of the dissertation, such as tourism, regional development, and spatial planning, using a variety of sources to establish the foundation of the dissertation. Afterwards, a presentation of the regional development achievements of the city of Veresegyház, as well as plans for the surrounding villages and towns, provided a glimpse of the city's tourism infrastructure. It also includes an overview of the town's attractions and endowments, which helps to complete a picture of the town's current state of tourism and development. The dissertation was based on a mixed-method approach, often known as empirical research methods; as a result, data gathering was used for both the main and secondary research. In the chapter on analysis and evaluation, the author looked into the attitudes of the people toward tourism in general, as well as towards Veresegyház in particular. Veresegyház was chosen as the destination because the author as a persona connection to the city, and because the author wanted to find out what people, particularly the younger generations, knew about it and what they preferred in terms of tourism. The author conducted a thorough analysis of the questionnaire in order to demonstrate the variations in attitudes between the younger and older generations, as well as to determine what would entice the younger generation to spend time in the city for tourism purposes. The attitude of the participant toward tourism trends, particularly technological instruments, was also evaluated by the author in order to aid in the discovery of what might attract more tourists to Veresegyház in the future. In this last chapter, findings will be expressed in order to confirm whether the hypothesis has been proven or rejected, and the author's recommendations will be highlighted.

### **5.2. Conclusion**

The dissertation is titled "The mutual effects of tourism and regional development in Veresegyház," and it is based on research conducted in the town. For starters, the author chose this topic to present a picture of the current situation in tourism and development achievements in their beloved hometown. They also wanted to learn more about the

relationship between tourism, spatial planning, and regional development in their hometown, with the goal of gaining a better understanding of the subject. In this particular city, there are very few works that deal with this topic.

All five objectives were investigated and analysed in detail. It was the first objective of this project to research and present the literature on regional development and spatial planning, in order to demonstrate the significance of these two fields. It has been concluded that both regional development and spatial planning are extremely important for the growth of tourism in any place, and that this is also true in the other direction. Tourism raises the need for development in a region, while regional development, in conjunction with spatial planning, both contribute to the expansion of tourism in any region. Veresegyház and its former sub-region were presented, as well as general and tourism-specific qualities such as endowments, attractions, and a snapshot of the current situation. The city's most important attractions were introduced as part of this second purpose. The former sub-settlements regions are all in the process of developing their unique endowments, with a particular emphasis on the hot water that can be found throughout the region, as well as a bike route that connects two major cities, Gödöllő and Vác. Veresegyház can use Gödöllő's plans, in particular, as an example, because Gödöllő is now developing a smartphone application for the city, which can be used to promote the city, concluded the author. The most important attractions of Veresegyház were also discussed in depth. Veresegyház was always a pioneer of development in the former sub-region, the city always invested a lot into its progress and development over the years, keeping up with the surrounding bigger cities, and being an example for the smaller neighbouring villages. When it comes to the younger generations, their motivation for traveling comes from a variety of sources, as they strive to see, learn, and experience as much as they can in today's fast-paced world. In order to meet this new demand in tourism, destinations must step raise their efforts in order to attract and hold the attention of young people and adults. For this new generation of travellers, who are accustomed to instant replies and lightning-fast action, convenience is paramount. Thus, by making online booking and ticketing alternatives more accessible, preparing them so that they may be linked to other programs, and eventually bringing everything together in one location, a municipal-developed application would raise the interest of young people in the city and what it has to offer. The last objective was linked to the fourth in a logical way. The results of the questionnaire corroborated the findings of the secondary study

conducted on the subject. A crucial market niche for young people in a time when the tourism business is confronted with multiple issues, tourism for young people is a catalyst for development and innovation in an increasingly competitive environment. Between the ages of 15 and 29, new participants in tourism are motivated to move by their desire to construct experiences that are essential to seeing new cultures and profiting from new learning opportunities, whether official or informal, in an unfamiliar environment. The youth's knowledge of Veresegyház is variable. While most people have heard of the city, they usually do not have an in-depth knowledge of what the city can offer. In conclusion, the youth is accustomed to easily accessible things, convenience and speed, and their knowledge of Veresegyház needs to be widened.

The hypothesis states that by modifying regional development strategies to meet the needs of youth in Veresegyház will result in an increase in the regions youth tourism.

Veresegyház's former regional development strategies barely touch the topic of youth tourism in depth, it is mentioned from time to time, but no relevant preparations for development were made so far. By focusing on youth tourism, a new form of demand would form and strengthen, and could in fact increase the youth tourism of Veresegyház. The needs of the youth changed drastically with the last decade or so, tourism destination cannot afford to get behind with their development. The introduction of new tourism trends to the city, as well as the development of a development strategy to better serve tourism in Veresegyház, would provide an opportunity for an increase in the number of young people visiting the city.

Improvements to the infrastructure are also needed; there are several aspects of the town's life that are lacking that would give the city a more youthful and welcoming environment.

The author thus accepts the hypothesis.

### **5.3. Recommendations**

The author's proposals in this chapter of the dissertation work are not intended to describe all of the advantages of tourism in general, but rather to propose fresh ideas that may be implemented immediately by Veresegyház. The author hopes to discover a method to make their hometown a better place by implementing the following suggestions.

Ideally, researchers in the future will do a study on the same topic field, but with a larger and more diversified sample size, in order to reach more accurate generalization. In this particular topic of study, a longitudinal research technique could also be beneficial, because recent development realizations could have a different impact on the tourism of Veresegyház and the approach of visitors than one that occurs after a period of several months.

The first recommendation in case of development would be for the infrastructure of the city. While there was a great increase in inhabitants in the past few decades, the roads, parking places, and other infrastructural elements were always a step behind. Traffic is a daily problem in the city, improving or expanding the road systems would make the city more inviting.

Moving the Market to an outer location could also help with the situation. Every week on Wednesday and Saturday the Market opens, paralysing the city for half a day. This can be remedied by moving the Market to a location that is less frequent in the city, which can be an outer location by the lakes, or the industrial park at the border of the town.

While some of the city's green areas were eliminated to make way for improved infrastructure over the past few years, others were preserved and are now scarce in the city's inner areas. There are also some areas near the lake area where unnatural materials were used to replace dirt roads, resulting in a lack of green space in this area. So, the author proposes that future development initiatives should involve more emphasis on conserving the town's flora and fauna, as well as wildlife, and that they should be protected.

Because wildlife, flora, and fauna must be protected at all costs, and the Lake area's infrastructure must be developed further, the author proposes that a more environmentally friendly method of development be found, in order to return to sustainability and absolve the development while working hand in hand with the residents, who are concerned about the flora and fauna's survival.

The author also recommends the opening of new facilities for the entertainment of the youth, such as an Arcade, Bars, and Pubs, where the young adult of the youth tourism can spend quality time, even as a finishing program for the day. After dark, the city is rather quiet, and there are only a few facilities that can accommodate the needs of the

youth in the night-time hours, all of which close their doors at a relatively early hour. There is a desire for longer opening hours as well as for more available locations.

The importance of the easily accessible information, and convenience are also key elements, information about the offering of the city should be found in one place, collected, and while Veresegyház has a website that is put together. The author recommends the website to be updated more frequently, and ticketing options for the town's facilities to be included as well.

The authors' most essential advice for increasing youth tourism in Veresegyház is the development of a mobile application specific to the city. The application should be simple and straightforward, and it should include information, online booking, and ticket office alternatives, as well as assistance with self-check-in at locations such as the Bear Farm or even the Thermal Bath. The application should be able to help with the linking of the programs, offering special deals for full-day excursions.

#### **5.4. Comments and methodology development**

The methodology that the author employed was the most effective method of presenting the dissertation issue. Due to the fact that this issue is about a town that is not well-known for its tourism, there was no written data on statistics available for this topic. The author relied heavily on the Internet as their primary source of information. Even though the author had intended to conduct interviews with the mayor of the town of Veresegyház and a few of its residents, the objectives of the study were satisfied thanks to the research approach that was employed. The questionnaires were designed to be simple to complete by the participants, and they were written in two languages (Hungarian and English) to make interpretation easier.

#### **5.5. Research Proposal, Inspiration**

In view of Veresegyház's writings, this is an extremely important subject to discuss. Although this is a deep cut topic and all chapters, the subchapters might be researched and evaluated even further, bringing the topic to a micro level, and emphasizing the importance of it.

#### **5.6. Conclusion**

In conclusion, the author came to certain findings and made some recommendations in this chapter in relation to the overall outcome of the dissertation. The author's recommendations were not intended to be an indicator of the merits of the approaches



discussed; rather, they were intended to be some proposals that could be considered by the city in the near future. The author was successful in proving their theory to be correct and completing the dissertation work.

## 6. APPENDIX

### The mutual effects of tourism and regional development in Veresegyház // A turizmus és a területfejlesztés kölcsönös hatásai Veresegyházon

My name is Julia Závocski, I am a senior student at Budapest Business school studying Tourism and Catering. My thesis work is aiming to explore the connection between spatial/regional development and tourism in Veresegyház and its surrounding region, this questionnaire is a vital part of that study. Filling out the questionnaire should not take longer than a few minutes of your time, and is completely anonymous. Thank you for the completion in advance!

Závocski Júlia vagyok, a Budapesti Gazdasági Egyetem Turizmus Vendéglátás szakos végzős hallgatója. Szakdolgozatom célja a területfejlesztés és turizmus kapcsolatának vizsgálata Veresegyházon és térségében, a kérdőívem is erre irányul. A kérdőív kitöltése nem vesz igénybe pár percnél többet, és teljesen anonim módon zajlik. Köszönöm szépen előre is a kitöltést!

\*Kötelező

Ugrás a(z) 1. kérdésreUgrás a(z) 1. kérdésre

#### Demográfiai adatok // Demographics

1. Sex / Neme \*

Soronként csak egy oválist jelöljön be.

- Woman / Nő  
 Man / Férfi  
 Other / Egyéb

2. Age/Kora \*

Soronként csak egy oválist jelöljön be.

- <18  
 18-25  
 26-30  
 31-40  
 41-50  
 51-60  
 60<

3. What is the highest level of education you have completed? / Mi a legmagasabb iskolai végzettsége? \*

Soronként csak egy oválist jelöljön be.

- Elementary school / Általános iskola  
 High school / Középsiskola  
 University (BSc) / Egyetem (BSc)  
 University (MSc) / Egyetem (MSc)  
 PhD

4. Where do you live? / Hol él Ön jelenleg? \*

Soronként csak egy oválist jelöljön be.

- Capital / Főváros  
 Agglomeration of the capital / Főváros agglomerációja  
 County seat / Megyeszékhely  
 Town (not in Veresegyház) / Város (kivéve Veresegyház)  
 Village / Falu  
 In Veresegyház / Veresegyházon

5. What is your occupation? / Mi a foglalkozása? \*

Soranként csak egy oválist jelöljön be.

- Working / Dolgozom
- Student / Tanulok
- Unemployed / Munkanélküli
- Pensioner / Nyugdíjas
- Working student / Dolgozom a tanulás mellett
- Egyéb:

Ugrás a(z) 6. kérdésre

#### Tourism in Veresegyház // Turizmus Veresegyházon

6. Have you heard of Veresegyház? / Hallott-e már Ön Veresegyhárról? \*

Soranként csak egy oválist jelöljön be.

- Yes / Igen
- No / Nem

7. If yes, have you ever considered Veresegyház as touristic destination when planning a trip? / Ha igen, felmerült-e már önnek Veresegyház utazásai tervezésénél, mint lehetséges célpont? \*

Soranként csak egy oválist jelöljön be.

- Yes / Igen
- No / Nem

8. Where have you heard of Veresegyház? / Hol hallott Veresegyhárról? \*

Soranként csak egy oválist jelöljön be.

- I haven't heard of Veresegyház / Nem hallottam még veresegyhárról
- Read about the city somewhere / Olvastam már városról valahol
- Heard about the city from a friend or acquaintance / Barátoktól vagy ismerősöktől hallottam a városról
- Seen the city on TV or on the Internet / Tv-ben vagy az interneten találkoztam a várossal
- I live in Veresegyház / Veresegyházon lakom
- Egyéb:

9. When thinking about Veresegyház, what comes to your mind first? / Mi jut eszébe Veresegyházzal kapcsolatban elsőként? \*

Válassza ki az összeset, amely érvényes.

- Nothing, I haven't heard of Veresegyház / Semmi, nem hallottam még Veresegyhárról
- Bear Farm / Medveotthon
- Thermal bath / Termálfürdő
- The Market on the Main square / Piac
- The beach / Strand
- Fishing / Horgászat
- Sport activities / Sportolási lehetőségek
- The churches / Templomok
- Veres 1 Theater / Veres 1 Színház

Egyéb:  \_\_\_\_\_

10. What type of tourism do you like to participate in? / Milyen típusú turizmusban vesz részt szívesen? \*

Válassza ki az összeset, amely érvényes.

- Sport tourism / Sportturizmus
- Cultural tourism / Kulturális turizmus
- Adventure tourism / Kalandturizmus
- Leisure tourism / Szabadidőturizmus
- Backpacking or youth tourism / Hátizsákos vagy ifjúsági turizmus
- Eco tourism / Ökoturizmus
- Business tourism / Üzleti célú turizmus
- Health or medical tourism / Egészség- vagy gyógyturizmus

Egyéb:

11. Would you consider visiting Veresegyház? / Tervezne Veresegyházra látogatni? \*

Soronként csak egy oválist jelöljön be.

- Yes / Igen
- No / Nem
- Maybe / Talán

12. Which attractions would you consider visiting from the list above? / A fenti listából mely attrakciókat tervezi meglátogatni? \*

Válassza ki az összeset, amely érvényes.

- Nothing, I haven't heard of Veresegyház / Semmi, nem hallottam még Veresegyházról
- Bear Farm / Medveotthon
- Thermal bath / Termálfürdő
- The Market on the Main square / Piac
- The beach / Strand
- Fishing / Horgászat
- Sport activities / Sportolási lehetőségek
- The churches / Templomok
- Veres 1 Theater / Veres 1 Színház

Egyéb:

13. Which of these elements are important to you when choosing your destination? / A felsorolt elemek közül melyek fontosak Önnek utazása céljának kiválasztásakor? \*

Válassza ki az összeset, amely érvényes.

- Easily accessible information on the destination's website / Könnyen hozzáférhető információk a célállomás weboldalán
- Online booking option for the attractions / Online foglalási lehetőség a látnivalókra
- Online ticketing for programmes and places / Online jegyvásárlás lehetősége programokra és belépőkre
- Self service, self check-in / Önkiszolgálás, önálló bejelentkezés
- The destination having a mobile application / Mobilalkalmazással rendelkező célállomás
- Programs that can be linked / Összeköthető programok
- The infrastructure of the destination / A célállomás infrastruktúrája

Egyéb:

14. If you live in Veresegyház, or visited previously, what would you change or improve in the city? / Amennyiben veresegyházi, vagy járt már Veresegyházon, mi az amit megváltoztatna, vagy javítana a városban?

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