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**More than a mode of transportation – vehicles
having attraction or even destination function
in the world and in Hungary**

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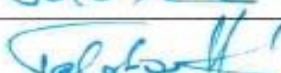
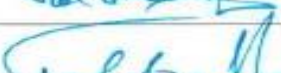



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DECLARATION

I declare that the dissertation hereby submitted in partial fulfillments of the requirements for the degree of Bachelor of Arts in Tourism 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 dissertation and the work presented in it are my own and have been generated by me as the result of my 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 dissertation may be made available to the public.

Budapest, 30th November 2015.

Légradli Beatrix

Signature

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1 INTRODUCTION

1.1 IMPORTANCE OF THE CHOSEN TOPIC

“I travel not to go anywhere, but to go. I travel for travel's sake. The great affair is to move.”

(Robert Louis Stevenson)

Based on the above quote the most important part of travelling is not the destination but the movement itself, but what if the voyage can be the destination of our journey at the same time. Most of the people believe that transportation facilities are nothing else but tools for reaching the desired destination, so they are responsible for the transportation only. However with the help of development, transportation facilities became more than a link between the demand and supply side of tourism. Outgrowing their mediation role some vehicles reached attraction, moreover in some cases (Ocean Liners, Experience Trains) destination function.

The topic of transportation facilities with destination function is not only important due to such vehicle's uniqueness, but also because of the fact that the utilization opportunities of transportation facilities in this sense are rarely taken into consideration. It had been decided to choose this topic as the subject of the dissertation, as the aim of the author is to show that there is a mean of transportation in Hungary that plays attraction role from tourism point of view, and with future development, it has the chance to reach destination function.

1.2 MOTIVATIONS FOR THE RESEARCH TOPIC

As a resident of Budapest the author has ever since been curious about the Children's Railway, which is besides of being an important historical and cultural icon of Hungary, also host a huge children and teenager community, who work, socialize and have their second home there. Community is a value that motivates, encourages and supports its members. Being an outside observer and later nearly part

of the family of Children's Railway, the author saw how much it worth as an attraction to its visitors, and for the children living there. After spending many years at the Children's Railway, supporting the work of youth leaders, the author has decided not to let such an entirely unique symbol disappear. In the light of the minimal governmental support, and the low number of visitors, it is hoped that this research helps the Children's Railway of Budapest in its survival, future development and long lasting existence. Children's Railway already has diversified attracting factors but, after broadening the offered services, increasing the quantity and the quality of the available programs and strengthening the marketing it could become a destination, attracting visitors for a longer period.

1.3 HYPOTHESIS

There is a mean of transportation in Hungary that plays attraction role from tourism point of view, and with future development has the chance to reach destination function.

This thesis aims to prove the above hypothesis, through the example of the Children's Railway of Budapest.

1.4 AIM OF DISSERTATION

To find and support with development proposals a transportation facility in Hungary that plays attraction role from tourism point of view and which would need essential changes (becoming a destination) to achieve enough attention to recognise profit.

1.5 OBJECTIVES

My dissertation intends to attain the following objectives:

- 1) To define travel, attraction and destination and show, how transportation facilities can fulfill these functions.

- 2) To prove the existence of vehicles, having destination function, through the example of experience trains.
- 3) To show the correlation between the roughly sketched proposals aiming the development of the Children's Railway and the consumer group affected.
- 4) To set up detailed development proposals based on the concept of the 6As and the additional 3 points outlined by WTO, through which the Children's Railway can become a destination.
- 5) To conclude with practical recommendation, theories and statements for the actors of the Children's Railway and highlight future research opportunities of the investigated issue.

1.6 STRUCTURE OF THE DISSERTATION

The following thesis consists of seven main the clarification of such essential definitions as tourism, travel, attraction and destination, furthermore specific definitions connected to the research topic as narrow-gauge railway and Children's Railway. Afterwards comes the detailed description of the role of transportation facilities from tourism point of view, examining one by one the vehicles' transportation, attraction and destination function and clarifying the differences between them. The destination function of vehicles is intended to be proven through the example of experience trains, as they are one of the most widely accepted transportation facilities playing destination role. Thereafter an overview of the used *Research methodology* takes place, where the system of research is explained in detail. After that, in the *Analysis of results* section the results of the questionnaire as well as the analysis of the consultations with youth chapters. Firstly the importance of the topic, the motivation for the research as well as the hypothesis, aim and objectives of the thesis take place in the *Introduction* chapter of the study. The *Literature review* contains leaders of the Children's Railway are presented. In the last part of the study the recommended development proposals, aiming to support the Children's Railway in reaching destination function, are listed in the *Development proposals based on the research results* chapter. At the end in the *Conclusions and recommendations* section some suggestion for the real life interpretation of the

development proposals are outlined as well as recommendations for future research and a conclusion of the study is drawn up.

1.7 SUMMARY

The first chapter intends to bring the topic closer to the reader and proposes the goals of the research. This section sums up the topic and the structure of the thesis as well as highlights the motivation and the importance of it. This thesis is written to give a wider picture on the developmental opportunities that Children's Railway has, if aiming to become a more profitable transportation facility with achieving destination function. Living with the presumption that tourism is a people's business; the research will also focus on how popular the aligned suggestions between the respondents are.

2 LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter the relevant and examined literature is reviewed. Firstly introducing the from the thesis point of view most essential definitions, afterwards listing and clarifying the travel, attraction and destination functions of transportation facilities and finally proving the existence of vehicles having destination function through the example of the experience trains, with the aim to highlight how much achieving destination role from tourism point of view can enhance the touristic importance and profitability of vehicles.

2.2 USED DEFINITIONS

In this chapter the author intends to clarify and give detailed description on those definitions that have outstanding importance in terms of the chosen topic. The definition of tourism and transportation starts the line of useful terms, as primarily these phenomena and their relation base the research. Afterwards those roles are listed and detailed that can potentially be played by transportation facilities, such as transportation, attraction and destination. The meaning of infrastructure is also shortly described, because here the previously mentioned tourism and transportation parallely exists. Finally expressions such as narrow-gauge-railway, Children's Railway of Budapest and mixed research are described.

2.2.1 Tourism

As defined by the World Tourism Organization, tourism comprises “the activities of persons travelling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business, and other purposes.” (UNWTO, 1995, p.10)

Tourism can also be defined as “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and

host communities in the process of attracting and hosting these tourists and other visitors.” (R.W. McIntosh – C.R. Goeldner, 1986, p.4)

Based on The Hague Declaration on Tourism, which was held jointly by the Inter Parliamentary Union (IPU) and the World Tourism Organization (WTO), between the 10th and the 14th of April 1989, tourism can be defined as follows:

- Today’s worldwide social phenomenon
- An essential form of free-time utilization
- An important intermediary of human- , political-, economical- and social relations.
- Both the consequence and the decisive factor of the quality of life
- Basic human need
- All free movements of persons away from their places of residence and work, as well as the service industries created to satisfy the needs resulting from these movements
- By complex mechanisms of action in the economy of many countries tourism is an important factor in solving the economy’s structural difficulties and employment problems. (Tasnádi, 2005)¹

2.2.2 Travel and transportation

Travel is the locomotion connecting two geographical locations. Locomotion can be defined as the basic phenomenon of transport, which means moving in time and space. (Jászberényi – Pálfalvi, 2009)²

Although travel in general is nothing else but the act of moving with different facilities, in this subject it can also be understood as the activity of travellers, moving outside their community for business or pleasure but not for reaching the place of work or school. The main means of transportation are the air transport, the water transport, the rail transport and the road transport. From tourism point of view transportation is part of the tourism system. Transportation, marketing and intermediaries create the link between the demand and supply side of tourism.³

¹ Translated from Hungarian by the author

² Translated from Hungarian by the author

³ Based on college lecture handout „Introduction to tourism”, with the permission of Éva Garán

“Transportation for tourism is an essential element of the tourist product in two ways: it is the means to reach the destination and it is necessary as a means of movement at the destination. Increasingly, as transport is viewed as part of leisure, the journey is at least as important as the destination itself. For some categories of visitor, the trip is therefore seen as an attraction in its own right and certainly part of the tourist experience.” (Cooper – Fletcher – Gilbert – Wanhill, 1998, p.271)

2.2.3 Attraction

“In essence, tourist attractions consist of all those elements of a “nonhome” place that draw discretionary travellers away from their homes. They usually include landscapes to observe, activities to participate in, and experiences to remember.” (Lew, 1987, p 554)

“Attractions tend to be single units, individual sites or clearly defined small-scale geographical areas that are accessible and motivate large numbers of people to travel some distance from their home, usually in their leisure time” (Swarbrooke, 2002, p. 4-5.)

2.2.4 Destination

Based on Dr. Roger Carter and Dr. Mike Fabricius, (2007) destination is a physical location where the tourist is spending at least one night. It contains tourist attractions, products, relating services that are necessary to meet the stay of a tourist on the place at least for one day. Destination has physical and administrative limits, which are determining its management, and has an image and perception. (Dávid – Tózsér, 2009, p.82)⁴

The main characteristics of destinations can be summarized as follows:

- Destination is the target of journey selected by the visitor
- The destination is the receiver area, which provides services for both the tourist and local people living there
- The destination is determined by the point of view of the tourist.

⁴ Translated from Hungarian by the author

- Geographically confinable region/area
- Tourists spends at least one night at the destination
- It provides tourist attractions and products as well as related services that are necessary to stay on the place at least for one day.
- It contains more, interrelated and cooperating participants
- It has an image
- In a wider sense it is a tourist product that is competing with other tourist products, in this case with other destinations, on the market
- A kind of complex and integrated system, that presuppose efficient and up to date management and controlling system
- Is a system that is built upwards and supported downwards

(Tózsér, 2010, p. 17)⁵

Locations or regions have to own given destination determining factors to become tourist destinations. The concept of the 6As contains these factors. 6As are in fact “Attractions (natural, man-made, artificial, purpose built, heritage, special events) Accessibility (entire transportation system comprising of routes, terminals and vehicles) Amenities (accommodation and catering facilities, retailing, other tourist services) Available packages (pre-arranged packages by intermediaries and principals) Activities (all activities available at the destination and what consumers will do during their visit) Ancillary services (services used by tourists such as banks, tele-communications, post, newsagents, hospitals, etc.)” (Buhalis, 2000, p. 98) WTO⁶ expanded the 6A concept with the following three points (Figure 1): Image (uniqueness, sights, scenes, environmental quality, safety, service levels, and the friendliness of people), Human Resource (well-trained tourism workforce; citizens, who are equipped and aware of the benefits and responsibilities associated with tourism growth) and Price (cost of transport to and from the destination, cost of accommodation, attractions, food and tour services and currency exchange). (WTO, 2007, p. 1-2)

⁵ Translated from Hungarian by the author

⁶ WTO: World Tourism Organisation, also known as United Nations World Tourism Organization (UNWTO). It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO’s membership includes 156 countries, 6 territories and over 400 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities.

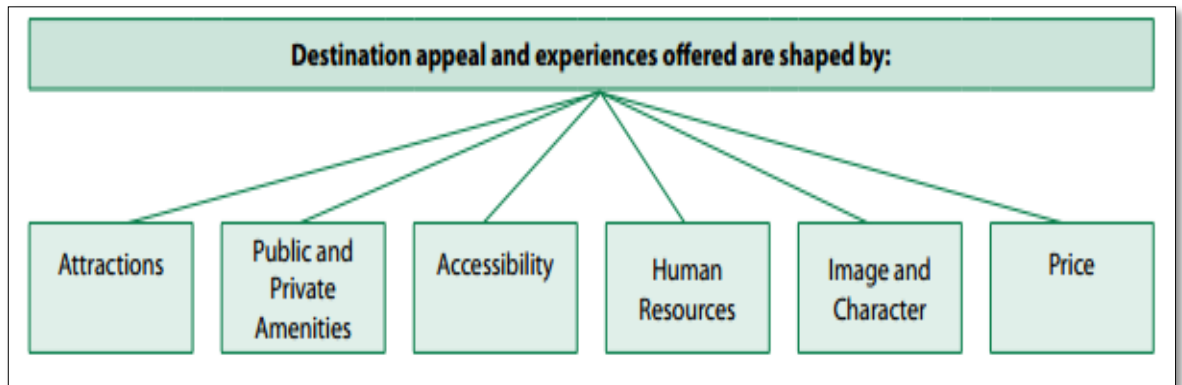


Figure 1: Factors determining the attractiveness of destinations

Source: UNWTO (2007)

2.2.5 Infrastructure

“The infrastructure includes all forms of construction on and below ground required by any inhabited area in intensive communication with the outside world and as a basis for intensive human activity within. It includes roads and parking areas, railway lines, harbours, and airport runways, as well as utility services of water supply, drainage and sewage disposal, electricity and power supply.” (Burkart – Medlik, 1992, p.232)

The touristic infrastructure can be defined as the sum of goods and tools that either intermediate between the demand and supply side, or are part of the supply; but it can also be paraphrased, as every indispensable condition needed for the touristic utilization of a region or a settlement.⁷ To the touristic infrastructure all those tools and facilities can be listed that primarily serve the needs of tourists, but can also be used by the public. Here belongs those special vehicles (chairlift, cogwheel), which are important from the dissertation point of view.

2.2.6 Narrow-gauge railway

The narrow-gauge railways, which have an outstanding significance from the research point of view, are also part of the above mentioned touristic infrastructure. Here we can list railways with a track gauge narrower (1067mm, 1000mm, 760mm, 750mm, 600mm, 580mm, 500mm) than the standard 1,435 mm. Existing narrow-

⁷ <http://cholnoky.ro> [accessed 13 September 2015]

gauge railways in Hungary are typically having 760 mm track gauge. Narrow-gauge railways were mainly built as part of specific industrial enterprises or they were used to transport agricultural products, such as wood, stone and minerals but some of them also functioned as passenger transportation facilities at the territory of estates, forestry and mining districts. The advantages of these travel facilities are, that they are less costly to build, equip, and operate than standard gauge railways and due to their small size and low speed, smaller bridges, smaller tunnels and tighter curves can be formed along the rails which are especially useful in mountainous terrain. Unfortunately narrow-gauge railways do not form a national network and therefore force the travellers to transfer to standard gauge railways while traveling, which is a significant disadvantage of this vehicle. Since the end of the 1960s, when almost the whole narrow-gauge railway network got eliminated, these transportation facilities have been mainly utilizing their touristic attractiveness. (Jászberényi – Pálfalvi, 2009)⁸

2.2.7 Children's Railway

The Children's Railway of Budapest is not only one of the 21 narrow-gauge railways that still exist in Hungary but with its 11.2 km length,⁹ it is also the world's longest one. Despite playing such an important touristic role, the Children's Railway is not well known by Hungarians, neither by foreign visitors, moreover its operation is loss-making. The Children's Railway, as a vehicle operating within the scope of MAV Zrt. made HUF 398 million loss in 2011, HUF 435 million loss in 2012, HUF 400 million loss in 2013 and HUF 500 million loss in 2014¹⁰ despite of having more and more visitors every year. In 2012 the Children's Railway had 350.489 visitors all together, which meant a 4,7% growth from 2011. This was followed by further increase in 2013, when 376.296 people travelled with this special vehicle, meaning 7,4% growth from the year 2012.¹¹ It can be stated, based on the above facts and the author's own experiences, that to achieve decrease in loss-making or to even produce profit, the Children's Railway needs complete image change, and development.

⁸ Translated from Hungarian by the author

⁹ <http://www.gyermekvasut.hu>. [accessed 11 November 2014]

¹⁰ http://www.mav.hu/res/MAV_Eves_beszamolo_2012.pdf [accessed 11 November 2014]

http://www.mav.hu/res/MAV_Eves_beszamolo_2013.pdf [accessed 11 November 2014]

<http://static.mav.hu/> [accessed 13 September 2015]

¹¹ <http://www.gyermekvasut.hu/wp/utasszam2012/> [accessed 13 September 2015]

<http://www.gyermekvasut.hu/wp/utasszam2013/> [accessed 13 September 2015]

2.2.8 Mixed Research

The hypothesis and objectives of this study were investigated by the adaptation of a mixed-method research, meaning that the research problem was explored with utilizing the advantages of relying on both quantitative and qualitative research methods. Jennifer Greene comments on mixed method research as follows in Burke Johnson, Onwuegbuzie and Turner L. A. (2012, p. 119): “Mixed method inquiry is an approach to investigating the social world that ideally involves more than one methodological tradition and thus more than one way of knowing, along with more than one kind of technique for gathering, analysing, and representing human phenomena, all for the purpose of better understanding”

2.3 THE FUNCTIONS OF TRANSPORTATION FACILITIES BY THEIR ROLE PLAYED IN TOURISM

The purpose of this chapter is to list and interpret the different roles that, transportation facilities can play from tourism point of view, such as transportation, attraction and destination.

2.3.1 Vehicles having transportation function

This section of the dissertation is about to describe transportation as a touristic component firstly, than it clarifies the correlation between the development of vehicles and their role played in tourism. It could be seen from the very beginning, how the evolution of transportation facilities and travel patterns affected the touristic transportation and with this generally the tourism itself, which was intended to be illustrated with a short historical overview. Afterwards the preferences and trends regarding those transportation facilities will be presented, that are likely used in tourism nowadays. Lastly the place of the most significant transportation modes, from the perspective of tourism will be presented; taking into consideration the most remarkable land, air and water transportation facilities, as well as those vehicles, that could not be registered in any of the previously listed classifications.

Transportation as a touristic component

„Tourism as a system consists of several interrelated part, such as: accommodations, food service, retailing sectors, and attraction and event sectors, working together to achieve common purposes.” (Mill – Morrison, cited by Scott – Laws – Boksberger, 2013, p.189) One of the above mentioned “interrelated parts”; also known as components; is the operative sector. Here belongs accommodation, transportation, food services, events, adventure and outdoor recreations, entertainments, as well as the tourism and distribution services. Transportation is one of the essential elements of tourism, due to the fact that it provides physical linkage both to and from the host destination.

The, from touristic point of view important, vehicles can be divided into two function groups based their relation towards the destination. The first function group serves the delivery of the visitors to and from the destination, and with this creates interrelationship between the demand and supply side of tourism; while the other group’s aim is to be used within the destination, transporting tourists between attraction and accommodation as well as between attraction and attraction. The quality, effectiveness, comfortability and safety of the travel itself, are determinative factors, on the overall opinion of the visitors, regarding the destination and the touristic product.¹²

Among others, tourism can most significantly change, reacting on the development of the transportation facilities (appearance of steam-engine, aeroplanes, cars). On the other hand, by the tourism generated needs, can force transportation facilities to progress. From the very beginning, till nowadays; the effect of the development of transportation facilities and habits on tourism, as well as the effect of tourism on transportation can be followed through, as they mutually stimulates each other. (Rodrigue – Comtois – Slack, 2013)

The development of transportation

Transportation appeared and developed together with the human. Initially people could only use their legs to reach the desired place and due to the lack of roads they have used simple paths, which spit out at the most frequently used ways.

¹² Based on college lecture handout „Introduction to tourism”, with the permission of Éva Garán

Afterwards the usage of domesticated mammals for portage and for passenger transport became popular. The real transportation began with the appearance of such useful vehicles as the boat, the sleigh, and the carriage having wheels. These new modes of transportation created the need for the implementation of real roads.

In Parallel the first form of tourism appeared, accommodations opened to serve merchants and pilgrims, as in that time the emphasis was on commercial and religious tourism. Later on the first attraction, such as the Olympic Games and the theatres appeared. In the Roman Empire health tourism had a significant role. In that period the visit of baths with healing purposes was in the focus.

With the invention of the wheels and with the perfection of the harnesses, attached to animals; the distances meant no longer barriers, as before. In case of ships, the appearance of the rudder, the sail and the growth of the ship size brought the development. With the above mentioned change, costal transport broadened itself with the possibilities of travelling through seas and oceans, with ships.

In the middle ages, tourists mainly consisted of guildsmen, teachers and students; who travelled to collect experience. In that time it was popular among aristocrats, to send their children to worldwide journeys to learn and to train themselves to reality.¹³

At the end of the 18th century the Industrial Revolution began, originating from England. The most important invention of this period was the steam-engine, which appearing simultaneously with the coal mining and the iron production; lead to the creation of the first trains. Trains were able to satisfy the growing need for transportation, as it was able to move big quantity, quickly and relatively cheap. Later, Locomotion No. 1, starting its journey in 1825, as the first public steam train, added a lot to the evolution of trade and tourism as well. The appearance and development of the steamship, lead to almost the same outcomes from tourism point of view. Both cruise ships and nostalgic rails play a very important role in tourism nowadays.

¹³ <http://www.gasztroutazas.info> [accessed 30 August 2015]

In 1841 Thomas Cook created the first organized trip, which was a weekend rail trip between Leicester and Loughborough. Soon thereafter, in 1850 Thomas Benett established the world's first travel enterprise that supplied basic packages to Englishmen travelling to Norway.¹⁴ Karl Friedrich Benz invented the first engine in 1879, later in 1886 was granted a patent for his first automobile, and in 1896 the first bus.¹⁵ These inventions were significant milestones in the development of tourism, as they soon provided to huge amount of people the ability to travel. The appearance of cars also terminated the monopoly situation of railways, bringing new travel habits to the fore, which lead to the presence of motels and camping.

The next step in the history of tourism was the invention of aeroplanes in 1903, which till the middle of the 20th century became, similarly to cars, one of the main transportation facility used for touristic purposes. Although the world wars, the introduction of passport and the world economic crisis interrupted the development of tourism, in 1978 with the deregulation of the air traffic, everything started to change again. The Airline Deregulation Act intended to remove government control over fares, routes and market entry of new airlines from commercial aviation and with this liberalize the previous regulations and create free competition. After the law took force, many airlines got bankrupted but also many new entered the market. As a consequent the supply patterns changed, the fares lowered drastically; enabling a huge amount of people to afford this transportation mode for touristic purposes.¹⁶

In 2001 Dennis Tito was the first space tourist; his travel was the first step in the history of space tourism, which has only 10 followers until now. Today this form of tourism is only affordable for the wealthiest people on Earth, but it might open brand new dimension in the history of tourism in the future.¹⁷

Todays preferred transportation facilities, when travelling with touristic purposes

Nowadays, in case of long- and middle distance travel, we prefer air transportation, while in case of short distance travel cars dominate. In the past few years trains slowly lost ground against the above mentioned vehicles, but with the

¹⁴ Based on college lecture handout „Introduction to tourism”, with the permission of Éva Garán

¹⁵ <https://en.wikipedia.org> [accessed 30 August 2015]

¹⁶ Based on college lecture handout „Introduction to tourism”, with the permission of Éva Garán

¹⁷ <http://www.eturizmus.pt.e.hu> [accessed 30 August 2015]

<http://hu.wikipedia.org> [accessed 30 August 2015]

appearance of high speed railways and nostalgia trains, this mean of transportation again has the chance for expansion. Travelling with coaches is a highly preferred solution for organized groups. The fact that many places are only reachable with bus or car makes these transportation modes more valuable for tourist. One of the last year's most significant changes in the travel patterns of tourists proceeded in the likeness of travelling with water transportation facilities. With the appearance and spread of today's cruise ships, a new product appeared on the touristic market, bringing a new trend, which is interpreting a transportation facility not only as a tool but as a unique special experience.¹⁸ Figure 2 shows, that land transport gives 46%, while air transport gives 54% (1% more than in 2013) of the travel modes used for inbound tourism.

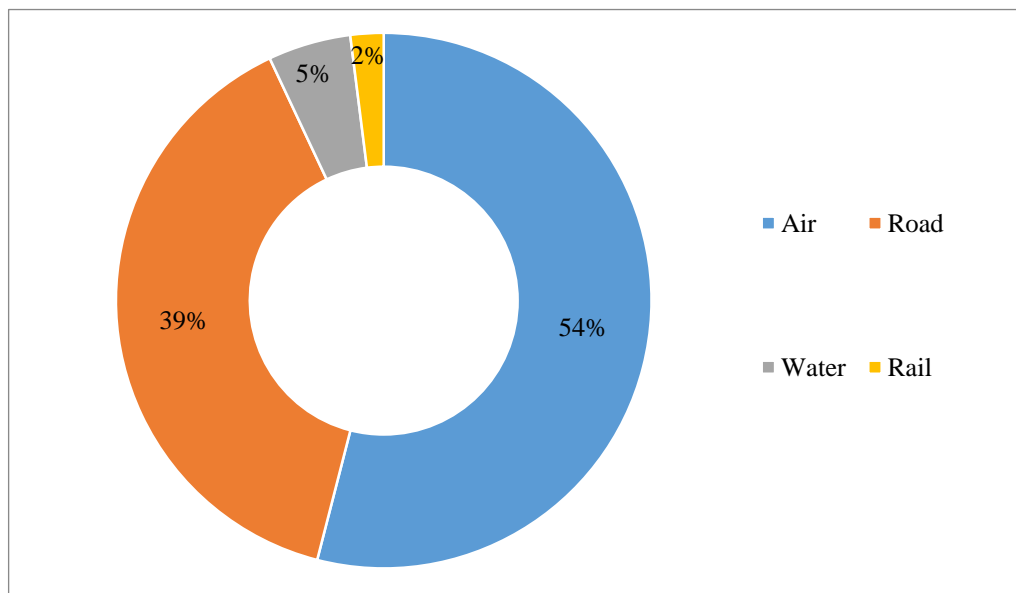


Figure 2: International inbound tourism by mode of transport in 2014

Source: Self-remade figure based on WTO (2015)

In the last 60 years the number of international tourist arrivals showed significant growth. The number of international tourist arrivals was 25 million in 1950, 278 million in 1980, 527 million in 1995 and 1133 million in 2014.¹⁹ This growth also influenced the development and number of transportation facilities. Unfortunately on the other hand such amount of growth also has negative effects, such as overcrowded roads, which usually leads to delays and therefore to the

¹⁸ <http://www.eturizmus.pt.e.hu> [accessed 30 August 2015]

¹⁹ <http://www.e-unwto.org> [accessed 29 August 2015]

stressfulness of passengers. Besides crowdedness, the other problems are the lack of safety and the question of environmental impacts, which most probably one of today's most urgent problems. The growth of traffic and the number of tourists threatens the environment, especially at places, where the given settlement's tourism volume is greater than its carrying capacity. The seasonality of tourism is also a serious issue, to be counted with, as the above listed problem's enhanced presence is common in the high season, but in the low season barely perceivable. These negativities influence the experience of tourist connected to the travel, as well as their overall impression associated with the destination. (Goeldner – Ritchie, 2006)

Important transportation modes from tourism point of view

This chapter aims to provide detailed information about the transportation role of vehicles, which is extremely important as travel/transportation is one of the most commonly used touristic function of transportation facilities. The vehicles used to travel with touristic purposes can be divided into three main groups: land, air and water transport.

Land transport is the cheapest, most flexible and with this the most comfortable form of travel but it also has disadvantages such as small capacity, relatively slow speed and its dependence on seasonality. Trains, coaches, cars and recreation vehicles can be listed under land transportation facilities. Before the spread of automobiles, **trains** functioned as the facilities of mass tourism. Nowadays this transportation facility slowly loses ground against cars and planes, due to its slowness and inflexibility. Formerly railway lines ran towards economically not touristically important destinations, therefore even these days the usage of transfer is essential to reach the end target of the journey. In the past years some countries decided to invest in the development of railways, and there trains became one of the fastest modes of travel. Trains live their renaissance now in the 21st century, many tourist consider nostalgia trains as attractions, or even destinations. These experience trains takes a ride back in time, taking its travellers to fascinating places and providing luxury services. Even though **buses** do not stand at leading position from the point of view of travelled kilometres done with touristic purposes, there are still many people choosing this travel mode especially groups. Bus trip is a niche product,

besides existing individually in most cases it is the link between airports, train stations, attractions and accommodation. This mode of travel has disadvantages, coaches are not the most comfortable travel facilities and due to their big size they only have limited opportunities when it comes to parking, but they also have advantages such as flexibility and complementary function, which makes buses able to supplement other vehicles like trains and airplanes and last but not least they are able to carry a big amount of people at the same time. Travelling with **car** is highly preferred by tourists, the reason behind is that travelling individually is getting more and more favoured. Facilitating automobiles, ferries, auto-trains and motels appeared around the world. Cars quickly became the first between the vehicles facilitating the world's tourist traffic. On one side these vehicles are comfortable, affordable and the most flexible ones among other frequently used transportation facilities. On the other side cars can individually overcome the distance between home and the selected destination, without being in need of any other vehicle and drivers can totally control their route, stops and bypasses. Tourists generally prefer cars as means of transportation, in case of maximum one-day distanced destinations. In some special cases this transportation facility is chosen for a longer period, such as in case of sightseeing round trips in one or more countries or even in whole continents, where flexibility is essential. Travelling with cars is not only favoured in case of travelling towards the destination but also when moving within it, which is also possible through rent a car services. (Rodrigue – Comtois – Slack, 2013) Lately also a new trend appeared on the market called fly and drive, which means that after reaching the destination on planes, travellers continue their journey by car, within the place visited.²⁰ In the past years besides trains, coaches and cars also a new vehicle appeared and got more and more popular called RV, which stands for **recreational vehicle**. Although it is getting well-known in Europe, it only has a real cult in the USA, where the domestic tourism is common and people prefer to travel with motorhomes instead of the less comfortable cars. Recreational vehicles are trailers, equipped with comfort space (kitchen, bedroom, bathroom) and amenities that could be found in a home as well. For such motorhomes well-

²⁰ <http://www.tankonyvtar.hu> [accessed 30 August 2015]

equipped RV parks exists with pools, WIFI, shops and sport courts just as in huge hotels.²¹

Air transport as a part of touristic infrastructure is the most effective transportation mode, moreover some destinations are only reachable this way, but airplanes also has disadvantages, such as the relatively high price, the need of transfer in reaching the final destination, the high investment costs for the suppliers and last but no least the pollution of the environment. The appearance of the modern airplanes swapped the previously existing touristic travel habits, as this new travel mode opened a brand new world for tourists and brought far-away destinations closer than ever before. At the beginning travelling with planes was only reachable for the wealthiest people, but from the second half the 20th century it became affordable to masses thanks to the deregulation. Before the deregulation the CAB²² was responsible to regulate the prices and the competition, while after it, so to speak free competition began, which benefited the customers. In 1986 shortly after the foundation of Ryanair in Ireland, the fare of the London-Dublin flight fell to 54% and between 1984 and 1987 the number of passengers rose with 92%. Airplanes with their reachable prices, capacity, speed, safety and ability to take passengers to previously inaccessible places stand out from the crowd of transportation facilities. Even though planes revolutionized transportation and also meant a huge milestone in the history of tourism have negative effects as well. These negative effects include the pollution of the environment. “Greenhouse gases – notably CO₂ (carbon dioxide) but also nitrogen oxide and vapour trails that trap heat in the atmosphere when aircraft are flying at height – are now widely acknowledged to add to the problems of global warming. The emissions created by global aircraft movements are estimated to account for around 3 per cent of these gases.” (Holloway – Humphreys – Davidson, 2009, p.389) Due to the noise pollution, airports can only be located in the outskirts of the cities, which is another disadvantage of airplanes. Lastly what makes travelling with airplanes less comfortable is the fact that in most cases it requires transfer or the usage of other transportation facilities to reach the chosen destination, due to the limited number of the airports. (Goeldner – Ritchie, 2006)

²¹ <http://www.azutazo.hu> [accessed 30 August 2015]

²² **CAB:** Civil Aeronautics Board, an agency of the Federal government of the United States that regulated airline services, routes, prices and competition between 1938 and 1985.

Water transport is said to be the most comfortable mode for travelling, but not in the way that it is flexible and we have the freedom of controlling it, but purely its nature and how relaxing it is. Though air travel became by far the most popular transportation mode, it cannot be treated as the most convenient form of travel, with its queuing, delays and jet lag; but in case of travelling by water, travellers do not feel the necessity of arriving, rather they can concentrate on enjoying the travel itself. This form of travel requires the luxury of free time. Nowadays it is highly preferred by tourists to break out from the rate-race of the 21st century that is why they simply find pleasure in being afloat. (Holloway – Humphreys – Davidson, 2009) “The river cruising industry is one of the fastest growing vacation markets. Its growth rate is almost double compared to the overall transportation sector.” (Jászberényi M. – Ásványi K., 2015, p.142)²³ The above mentioned cruise ships not only intend to function as vehicles, transferring passengers from one destination to another, but they also play accommodation, attraction and even destination role. The from the dissertation point of view important cruising has a shorter past than shipping overall. Its history dates back to the beginning of the 19th century, when in 1822 the Peninsular & Oriental Steam Navigation Company²⁴ (P&O) was founded. 1844 was an important milestone in the life of cruising, as P&O since that year provides also luxury service to its passengers. The company offered cruises travelling to destinations such as Malta, Gibraltar and Athens. Even though the main target group of cruising is the North-American market, it got so widely demanded that the suppliers turned their attention to the international market, and started concentrating on the European, South-American and Asian market. Nowadays more and more cruising companies decide to position their ships to the Mediterranean Sea seasonally, with this further stimulating the European market. (Goeldner – Ritchie, 2006) All in all this form of tourism is reachable to only a small amount of person, but most of the participants are highly satisfied with the services and facilities of the ocean liners, therefore most of them become frequenter and generate a huge profit on the long run. Notwithstanding that the above mentioned floating hotels offer outstanding services to its passengers, they also have a serious negative effect. Providing all-inclusive services, cruise ships takes all the economic advantages that a

²³ Translated from Hungarian by the author

²⁴ **Peninsular & Oriental Steam Navigation Company:** The Peninsular & Oriental Steam Navigation Company, also known as P&O is a British shipping and logistics company dating from the early 19th century.

destination would win with hosting the visitors, who despite spending their time at a given settlement and taking advantage of its services and infrastructure, mostly spend money on the ship itself.²⁵

Other means of transportation, here can be listed all those vehicles, that uses man power. The most basic one among them is **walking** itself, as despite its low speed, it is the most commonly used travel mode both for locals and for tourists. It is the cheapest, healthiest and most flexible way to overcome distance. It is flexible and personalized and gives us the opportunity to get an insight to the culture and habits of the visited destination while traveling. Another alternate travel facility is the **bicycle**, but we can also mention other similar travel modes here as well, for example the roller skates, the skateboard or the scooter. Using these facilities has lots of benefits against walking, due to the reason that they are faster and healthier modes to travel. As a sport program they can make sightseeing more refreshing and can also help in overcoming bigger distances on this level of transportation. In bigger cities bike rentals are installed to make reaching attractions easier for tourist and to invite people to live more environmentally conscious and choose this travel mode instead of travelling with the environmentally more harmful buses or cars. Such bike rental in Budapest is the MOL Bubi.²⁶ There are a lot more existing vehicles, which are important from tourism point of view (gondola, ski lift and chairlifts). These vehicles are mainly destination specific ones and in most cases has attraction function as well. These additional modes of transportation facilitate the flow of tourists and make them able to access places that they otherwise could never or only circumstantially reach. (Goeldner – Ritchie, 2006)

2.3.2 Vehicles having attraction function

In this chapter the author intends to concentrate on transportation facilities that outgrowing their touristic travel tool function, became more significant from tourism point of view with achieving attraction role. The attraction function of different vehicles is not crystal clear, as they can reach this appealing function depending on the personal motivation of the travellers. There are people for whom a flight can be

²⁵ Based on college lecture handout „Introduction to tourism”, with the permission of Éva Garán

²⁶ **MOL Bubi**: The MOL Bubi public bike-sharing scheme is a new mode of public transport in Budapest, which consists of 96 docking stations and 1,150 bicycles.

an attraction, whereas for others it is nothing more but a way of reaching the desired destination and again others who simply fear traveling by aeroplanes, and for them this form of travel doesn't have any touristic role. Vehicles can reach attraction function in many ways, they can be destination symbols, or they can achieve attraction role through the unique experience provided, moreover the breath-taking view surrounding the costumers while traveling can make a transportation mode attraction. Hereinafter the detailed description of the above mentioned attraction functions and ways how vehicles can be interpreted as attractions will be introduced.

Vehicles as the symbol of a given destination

There exist destination specific transportation facilities, from which people can instantly associate on the related settlements. Such touristic symbols are for example the Venetian gondola, the Cable car²⁷ of San Francisco and the well-known Double Decker²⁸ of London. These vehicles achieved attraction role with becoming part of cityscape and therefore reaching iconic status with their long lasting presence in the life of a city.

Vehicles as unique experience

Some vehicle stood out and became sights, attracting travellers, with the special and unique experiences offered. Camel rides in the Sahara, helicopter flight over the Grand Canyon and the Wuppertal Suspension Railway²⁹ all counts to be unique transportation modes.

Vehicles reaching attraction function through an exhibition or an event

Again other vehicles reach attraction function in a form of an exhibition or a convention, either speaking about the „Museum Of Technical Science And Transportation – Art Depot in Szczecin”, a car gathering, a rally championship or Formula 1.

²⁷ **Cable car:** Although it is known as a tram of San Francisco, it is a funicular used for mass transportation. It is a system using rail cars that are hauled by a continuously moving cable running at a constant speed.

²⁸ **Double Decker:** It is a red, two-storey bus used for mass transit in the United Kingdom.

²⁹ **Wuppertal Suspension Railway:** It is a suspension railway in Wuppertal, Germany.

Vehicles achieving attraction function due to the view following through the journey

There are special cases, where the trip is becoming an attraction not only through the vehicle itself but rather through the scenic view of the road. Nowadays participating on car trips, cycling tours and rail roads, that offer breath-taking scenery to its customers, are getting more and more popular. Such journey is organised for example in West-Canada, by Rocky Mountaineer that won eight World Travel Awards for taking its passengers to exceptionally wonderful places (Canadian Rockies, with waterfalls, ancient glaciers, towering snow-capped peaks and mountain streams) besides providing outstanding services.^{30 31}

The base of the attraction function of vehicles was laid down by the change in the perception of peoples' travel experiences. This interpretational change gave the chance for transportation facilities to become factors of motivation. It took a while till vehicles were formed, and then till they were used for touristic purposes, but it took even more till they, from transportation facilities, reached attraction function for millions of people. In the last few decades some vehicles achieved an even higher role in the system of tourism when they became able to individually satisfy the needs of guest and with this reach destination function.

2.3.3 Vehicles having destination function

This chapter intends to investigate transportation facilities acting as destinations. It is aimed to get proved, that despite vehicles do not literally meet all the criterions of destinations, they still can achieve this function. Below the short summary of, whether vehicles can satisfy the definition of destinations can be found, which will even more specifically be investigated in the *Proving the existence of vehicles having destination function, through the example of experience trains* chapter, where the destination role of transportation facilities will be scanned, based on the destination determining factors.

³⁰ **Rocky Mountaineer:** It is a Canadian tour company offering Western Canadian vacation packages that operates trains on five rail routes through British Columbia and Alberta.

³¹ <https://www.rockymountaineer.com> [accessed 03 September 2015]

Destinations are geographically definable

One of the criteria that vehicles can questionably fulfil is that they should be geographically definable. In case of transportation facilities, not the vehicles themselves but the route of the journey can be defined geographically. There is a model (Figure 3) created by Hidvéginé, which shows the levels of touristic decisions and the relevant markets, when choosing destination. Based on this theory travellers choose the desired destination and with this the final supplier from the international supply with the help of geographical nearing, which helps in narrowing down the options degree by degree. This means that generally tourists firstly choose continent, than country, than they narrow down their search to region and area, than the settlement is chosen and finally the resort itself. (Hidvéginé – Piskóti – Pataki – Schupler – Gulyás, 2007)³² In case of such vehicles as ocean liners and experience trains this model cannot be implemented. When the destination is a vehicle, then the gradation of decision making disappears, and similarly to well-known events and to visiting relatives, travellers instead of going through all the steps of the decision-making process, after a few narrowing steps purposefully skip to the desired destination.

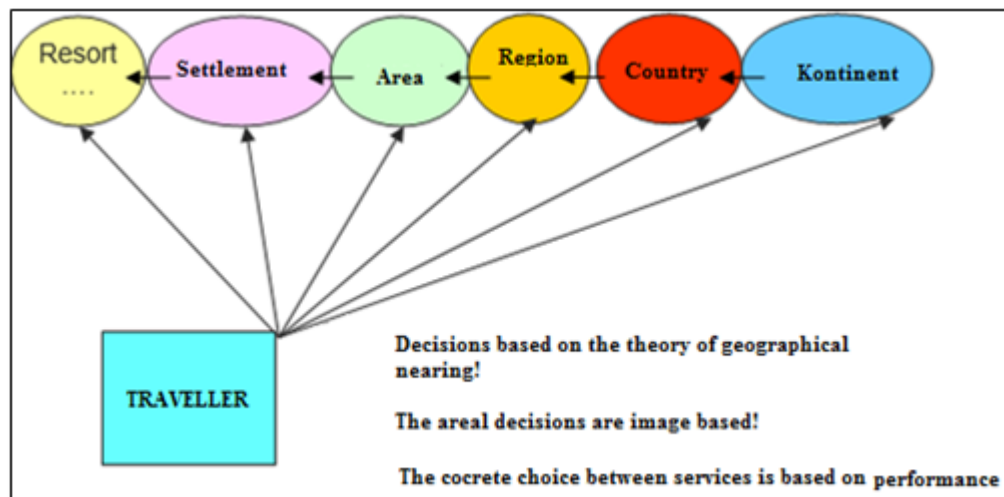


Figure 3: Levels of touristic decisions, relevant markets

Source: Hidvéginé – Piskóti – Pataki – Schupler – Gulyás (2007)³³

³² Translated from Hungarian by the author

³³ Translated from Hungarian by the author

Destinations are temporally definable

The other problem is, that vehicles having destination role, are not always suitable for spending one night or a whole day on board. Fortunately in most cases, it is possible to spend more nights on the vehicle itself, for example in case of cruise ships and experience trains the customers spend weeks on board. In cases, when sleepover is not assured, transportation facilities still not necessarily lose their destination function, as visitors do not always in need of accommodation. If the vehicles are unable to facilitate the stayover, but aim to provide accommodation to its visitors, to attract them for a longer stay; or if the demand is given for stayover, than it is possible to take advantage of the unique nature of vehicles as destinations, which means that transportation facilities, besides their destination role still keep their function of carrying visitors to stops having destination value, where the customers can satisfy their overnighting needs.

Despite of their dissimilarity, transportation facilities can function as destinations, although they can achieve this role depending on the personal motivation of travellers, just as in case of vehicles having attraction function. The further demonstration of the destination role of travel facilities will be proved through the 6A theory in the next chapter.

2.4 PROVING THE EXISTENCE OF VEHICLES HAVING DESTINATION FUNCTION, THROUGH THE EXAMPLE OF EXPERIENCE TRAINS.

2.4.1 Introduction

Considering a vehicle as a tool for reaching the targeted destination or as an attraction is ordinary, while mentioning them as destinations is less common. Although more and more people choose experience trains (Orient Express) and cruise ships (Allure of the Sea) as targets of their journey, mentioning them clearly between destinations is not yet widespread. After clarifying in the “Vehicles having destination function” chapter that transportation facilities are both geographically and temporally definable and with this fulfil the questionable point set by the definition of destination; this chapter intends to prove that vehicles can have destination role,

with one by one analysing the features of experience trains based on the concept of the 6As and the additional points outlined by the WTO.

2.4.2 Proving the destination role of experience trains

Choosing experience trains as the basis of the below demonstration, aims to highlight the advantages of vehicles having destination function, as well as showing the potential of the Children's Railway of Budapest if achieving such role with the help of development.

Attraction

Traveling either on nostalgia or on experience trains itself serves as an attracting factor for most tourists. While travelling, customers instantly become part of an unexperienced level of living standard, which they previously could never experience. Moreover the scenery, the temporary stops, the spectacular equipment and furnishing of the train and the variegation of the provided services all belong to the attracting factors of experience trains.

Accessibility

When a vehicle itself is the destination than accessibility rarely means problem, as nostalgia trains, experience trains, cruise ships and other from tourism point of view significant vehicles, mostly start their trip from notable train stations, harbours and other transport hubs.

Services

Transportation facilities, having destination function, mostly outstand from simple vehicles with the special and wide-range services they provide. These services can differ train by train, but travellers always have the opportunity to utilize the colourful services provided by such transportation facilities. Some experience trains, besides providing the ordinary services, available at hotels, also makes the travel more comfortable with fully domed windows that provide unparalleled panoramic, hot gourmet meals prepared from regional cuisine, complimentary beverages both alcoholic and non-alcoholic throughout the journey, gourmet snacks

and exclusive outdoor vestibule in the lower-level of dome coach.³⁴ Other trains have special, themed carriages, such as “Community House”, where guests can watch movies, “Orpheum party car” with live music, dancing and stand-up comedy.³⁵

Provided products and travel packages

Consumers, interested in train experiences, can select from a wide variety of travel offers. While browsing, travellers can filter for category, experience, occasion, location or price range.³⁶ Prices are mainly given for packages, including: accommodation on the train itself, accommodation in hotels, most of the meals, price of the journeys and the cost of the transfer.³⁷

Activities

Experience trains, partly due to the variety of services, partly due to the uniqueness of the travel, provide lots of different activities. The opportunities given for the travellers are quite colourful: social and culinary activities on board, cultural and sport programs on the journeys, all in all, recreation and joy during the stay.

Ancillary services

In case of experience trains the need for such services is negligible, due to the relatively short period of time, spent on board. Even though travellers can not enjoy all the usual ancillary services (bank, post office) on the train itself, they have the possibility to fulfil their needs on the train stations, where post offices, pharmacies and shops are usually available. It is also possible to utilize the carrying function of trains, and take advantage of the fact that visitors spend some of their time at settlements where these ancillary services are given. Souvenir shops are the only form of ancillary services that can be found on most experience trains.

Image

The image of experience trains incorporates expensiveness, prestige, high quality and the image of amazing and life-long memories. The overall impression of this form of transportation is more than positive and not only due to its uniqueness

³⁴ <https://www.rockymountaineer.com> [accessed 14 September 2015]

³⁵ <http://www.mavnosztalgia.hu> [accessed 14 September 2015]

³⁶ <http://www.virginexperiencedays.co.uk> [accessed 16 September 2015]

³⁷ <https://www.rockymountaineer.com> [accessed 16 September 2015]

but also because of the prominent feedbacks coming from the customers; because the strength of the word of mouth is incomparable with any other marketing tools.

Price

The price of a route can vary based on the company, the route, the season, the level of service and the confirmed facultative programs, but on the whole it can be said that the cost of this form of travel, compared to alternative travel modes (bus, car...) is very high. However, if taking into consideration the fact, that the chosen train is our accommodation, restaurant and animation centre at the same time, than it turns out to be a good value for money. Travelling with experience train is not affordable for everyone, but due to the special promotions and the packages for half or only few day tours, it is becoming reachable for wider and wider layers of the society.

Human Resource (HR)

The high quality and the variety of services offered by experience and nostalgia trains require well-trained and highly experienced staff. The human resource both from the quality and quantity point of view is essential to provide the expected level of service. The staff of the well-known Orient Express normally consists of 44 employees, where each sleeping car has its own steward, with this ensuring the excellence of service. The workforce of such transportation facilities highly concentrates on their job and on the guests, as their tip and with this the big part of their total wage depends on the level of satisfaction of the travellers.³⁸

2.4.3 Summary

Based on the above analysis, the destination function of experience trains got proven. All the factors, which determine a destination (6A and the factors laid down by the WTO) can be found in experience trains, therefore it can be stated that there exists at least one vehicle which has destination role from tourism point of view.

If drawing conclusion from the popularity surrounding cruise ships, whose destination function is clearly visible, it can be presupposed that in the future

³⁸ <http://www.origo.hu> [accessed 16 September 2015]

experience trains might get more and more popular as well. Cruise ships having every year bigger capacity and wider variety of services, as well as the Experience Trains providing more and more trips to choose from and the ever positive feedback from tourists show that the need for vehicles having destination function is given and can lead to significant changes in future tourism trends.

2.5 SUMMARY

The literature review part of this study intends to give an overview of the topic. This chapter functions as the basic pillar of the thesis, where after defining elementary but from the study point of view essential definitions the topic narrows down to the three touristic functions that transportation facilities can play (transportation, attraction and destination), and lastly the chapter ends up in the focus of the research, namely proving proof for the existence of vehicles playing destination role. This chapter intends to show the variable functions that transportation facilities can play and highlight the significance of their destination function. The fact that vehicles can function as destinations and with this also gain a more significant amount of profit brings the question, whether this characteristic could also be utilised in Hungary. The following part of the research aims to prove that the Children's Railway can be the key for the answer, as based on the hypothesis it is a transportation facility, which could achieve destination role with the help of development.

3 RESEARCH METHODOLOGY

3.1 INTRODUCTION

The methodology of research used in this thesis basically includes literature survey (secondary research), questionnaire and a series of consultation (primary research). While the questionnaire mainly targeted the potential customers of the Children's Railway, the consultations focused on the point of view of the "suppliers", meaning the youth leaders of the Children's Railway.

3.2 SECONDARY RESEARCH

Secondary data was reviewed initially through the university library and through Internet search engines. Relevant studies and data were acquired from personal recommendations as well as from key-word searches on Google Scholar³⁹. Among others, data published by the UNWTO and MÁV⁴⁰ were major sources of the literature review part of the thesis.

3.3 PRIMARY RESEARCH

The aim of this study is to highlight that, not yet utilised field of tourism, where vehicles parallelly serve the transportation of travellers and provide, with their special services, a complex experience, through which they can achieve destination role. Therefore a questionnaire survey was created, partly to give evidence on the above mentioned statement and also to testify the existence of vehicles having now attraction role in Hungary that could be upgraded to destination function with the help of future development. The questionnaire was distributed online only, to make data analysis more accurate. During distribution process the focus was on reaching respondents with different gender, level of income, age and origin. All the above factors were monitored daily with the help of Google Forms and steps were made to keep the balance when it became necessary. Primary data was not only collected

³⁹ **Google Scholar:** It is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines.

⁴⁰ **MÁV:** Magyar Államvasutak Zrt. for in English known as Hungarian State Railways is the Hungarian national railway company.

through the previously mentioned questionnaire but also with the help of a series of consultation with some youth leaders serving at the Children's Railway. The participants of the consultations were chosen based on the number of years spent at the Children's Railway and their reputation by others. Furthermore, as a resident of Budapest and through the autho's previous experiences collected, when assisting the work of youth leaders; the tool of observation also added to the primary research.

3.4 DATA ANALYSIS

The data analysis consisted of firstly examining the surveys for correctness and completeness. The basic data analysis was automatically created by Google Forms⁴¹, and then personalized and improved by MS Excel. Finally more sophisticated analysis of special correlations happened with the help of SPSS software⁴².

3.5 LIMITATION

The main concern of conducting this survey research was the sampling. Due to the lack of human effort and because of the limited time and financial resources, a representative sample was considered unreachable in case of questionnaires. Although the research results cannot be generalized either for customer's reaction either for transportation facilities, responses presuppose a pattern, based on which several recommendations could be made, specifically for the Children's Railway. The sample size may not accurately represent all potential customers of the Children's Railway, although the participants of the consultations intended to provide the needed in-depth knowledge to reach accurate reflections.

3.6 SUMMARY

The purpose of this chapter was to introduce the used research methodology of this study, explain the aim of choosing questionnaires and consultations as modes of primary research and to describe the procedure used to analyse the collected data.

⁴¹ **Google Forms:** It provides a fast way to create an online survey, with responses collected in an online spreadsheet.

⁴² **SPSS Statistics:** It is a software package used for statistical analysis.

4 ANALYSIS OF RESULTS

4.1 INTRODUCTION

The questionnaire aimed to collect information on the travellers and their habits. All together 158 respondents took part in the survey, which mainly focused on the respondents tourism-related travel patterns, also investigating those special situations, when tourists consider the vehicles as attractions or even destinations. The questionnaire also covered the topic of vehicles having attraction role in Hungary, primarily concentrating on the respondents' connection with the Children's Railway. The consultations targeting the youth leaders of the Children's Railway rather aimed to investigate the reaction of the supply side of the research on the development proposals carried out. This method also helped in understanding factors that wouldn't otherwise be taken into consideration as deeply as after the consultation.

4.2 RESULTS OF THE QUESTIONNAIRE

4.2.1 Generally about the respondents

Sending out and spreading of the questionnaires happened through various channels, therefore it was expected to receive answers from respondents differing in age, sex and financial situation. The age composition of the respondents can be seen below (Figure 4).

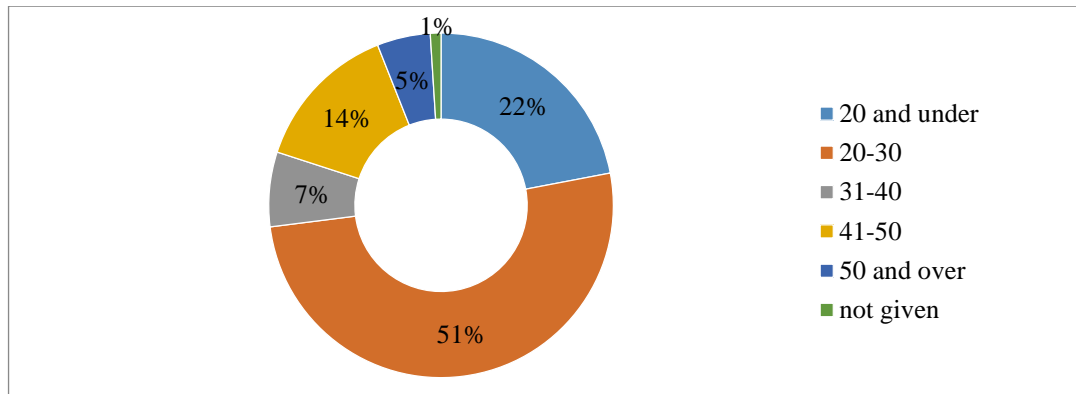


Figure 4: The age composition of the questionnaire respondents

Source: Self constructed figure based on the survey carried out by the author

Based on the answers it came to light that 56% of the respondents are women and the remaining 44% are men, moreover the questionnaire also focused on the residency of the respondents, 103 (65%) of them live at Budapest, 20 (13%) in big cities, 33 (21%) in towns and 2 in villages.

4.2.2 The respondents relation to vehicles having transportation, attraction and destination role

The below figure (Figure 5) shows the frequency, wherewith the attendants of the questionnaire travel, if taking into consideration only journeys made with touristic purposes.

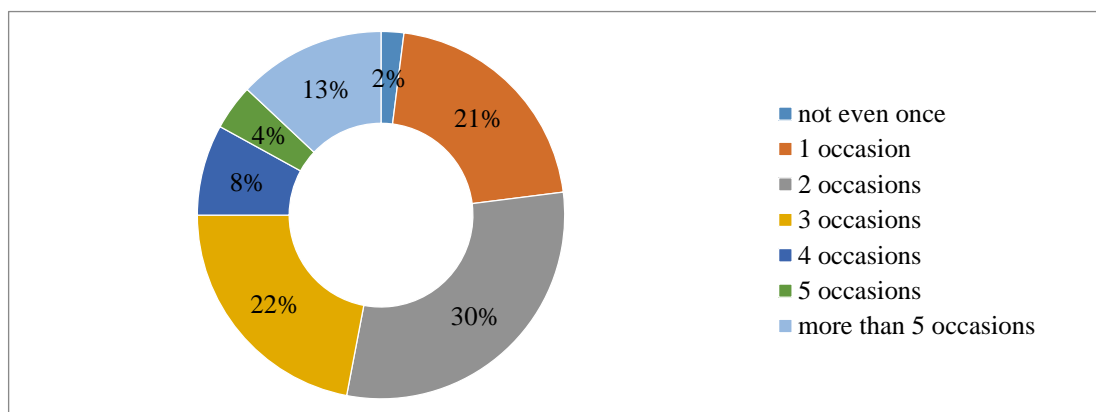


Figure 5: Number of touristic travels made by survey respondents within a year

Source: Self constructed figure based on the survey carried out by the author

For the minimum length of stay in case of touristic travels 58% of the respondents gave 1-3 days including travel. For the maximum value of the same question, most of the respondents gave the 3-7 days (39%) or the 1-2 weeks (42%) interval. The questionnaire also pointed out that most of the survey participants (72%) do not only use vehicles for reaching the destination but also traveling within it. For traveling within the destination respondents mainly marked the local public transportation (58%), but also many of them prefer traveling by car (21%), by bike (20%) or simply rent a car after reaching the destination (18%). The infrastructure of the targeted travel place affects the respondents quite differently, as it can be seen based on the below figure (Figure 6).

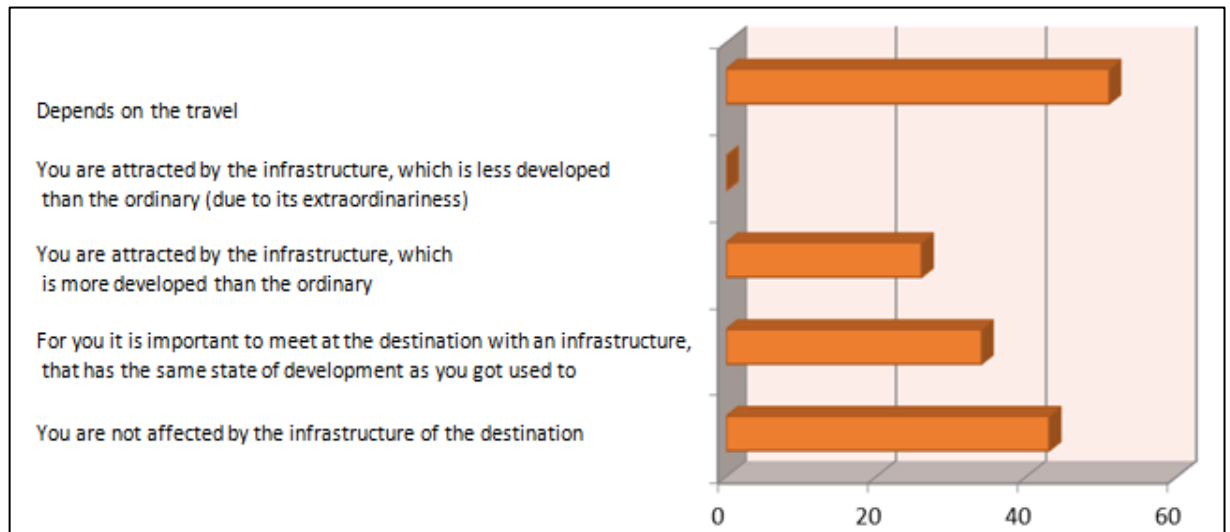


Figure 6: The respondents answer on the following question: "In what way does the infrastructure of the destination affect you"

Source: Self constructed figure based on the survey carried out by the author

The questionnaire investigated the respondents preferences between vehicles used for travelling between home and the chosen destination, analysing separately the journeys based on the distance between the above endpoints. In case of domestic tourism respondents mainly prefer travelling by car (129 pax), by train (92 pax) or by bus (57 pax). In case of outbound tourism, which is limited to Europe, survey participants favourably pick car (107 pax), plane (90 pax) or train (44 pax) as travel facility. In case of travelling to destinations, located over the borders of Europe almost all respondents earmarked aeroplanes. The above answers also prove that the

length of travel highly influence the preferences between the different modes of transportation.

The survey traced that 41% of the participants has already chosen vehicles, only based on the special experience provided, not based on its price or on its speed. From the above respondents 42% have named ships and 24% planes for transportation forms having motivating factor. It also turned out from the answers that 54% of the survey participants have already travelled with a vehicle, only because it was a local sight. When this vehicle had to be specified many different answers arrived, but the most common one was the well-known double-decker. Also many respondents named water transportation facilities, such as water taxi, gondola or sailing; but also different guided land transport facilities were mentioned, such as narrow-gauge railway, sightseeing train, cog-wheel railway, funicular, chairlifts and cable-car. The most surprising answers were the following: carriage, beer-bike, party bus and camel.

Below the analysis of those respondents will take place, who have already travelled by either cruise ships or experience trains. Based on the answers received, it was examined (with Chi-square test) whether there is a significant correlation between, the vehicle they have travelled with and the attractiveness of the unique experience provided by the chosen vehicle. Calculations were made with the help of SPSS statistical software package. The contingency table (Figure 7) shows the collective frequency of the two variables: type of transportation facility and source of attractiveness. With Chi-square test it was monitored whether there is correlation between the above mentioned variables. The empirical significance ($p=0,514$) is quite big (Figure 8), therefore it can be assumed that there is no significant correlation between the variables. This result was also confirmed by the value of the Cramér's V ($C=0,023$), which is shown in Figure 9. According to the above results the associative correlation between the qualitative variables is weak.

		Source of motivation			Total
		Unique experience	Targeted travel destinations	Both	
		Pax			
Transportation facility	Cruise ship	3	3	11	17
	Experience train	3	0	8	11
	Both	1	0	4	5
Total		7	3	23	33

Figure 7: The collective frequency of the chosen vehicle and the attractive factors that made the respondents travel with the given vehicle.

Source: Self constructed figure based on the survey carried out by the author

	Value	df	Level of significance
Pearson Chi-Square	3,271a	4	0,514
Number of Valid Cases	33		

Figure 8: The results of the Chi-square test

Source: Self constructed figure based on the survey carried out by the author

		Value	Level of significance
Nominal by Nominal	Phi	0,315	0,514
	Cramer's V	0,223	0,514
Number of Valid Cases		33	

Figure 9: Measuring the associative correlation between the two variables with the Cramer's V

Source: Self constructed figure based on the survey carried out by the author

Even though 76% of the respondents have not yet travelled with cruise ships neither with experience trains, there were also survey participants that had the chance to try at least one of the above transportation facilities. 11% of the respondents have

already travelled with cruise ship, 7% with experience trains, and 5% with both. For the source of attractiveness 8 participants marked the unique experience provided by the mode of transportation, 3 of them the targeted travel destinations and 23 the combination of the previous two. For the question, whether they had the chance to take advantage of any special service provided on the vehicle itself, 25 person ticked F&B services, 18 ticked accommodation, 12 cultural programs and 10 of them marked sport activities.

4.2.3 The respondents relation to unique transportation facilities, having attraction role in Hungary

Based on the survey results it is clearly visible that traditional transportation facilities having attraction role, such as Cog-wheel Railway, Funicular, Chairlift and Children's Railway are more well-known and popular than the other rather modern and international market oriented ones (River Ride, Hydrofoil lines). BKV Boats are located between the two above mentioned groups, as they rather target the local market, but cannot be listed between traditional travel facilities with its relatively short history. The below figure (Figure 10) shows that which travel facilities have the respondents already travelled with.

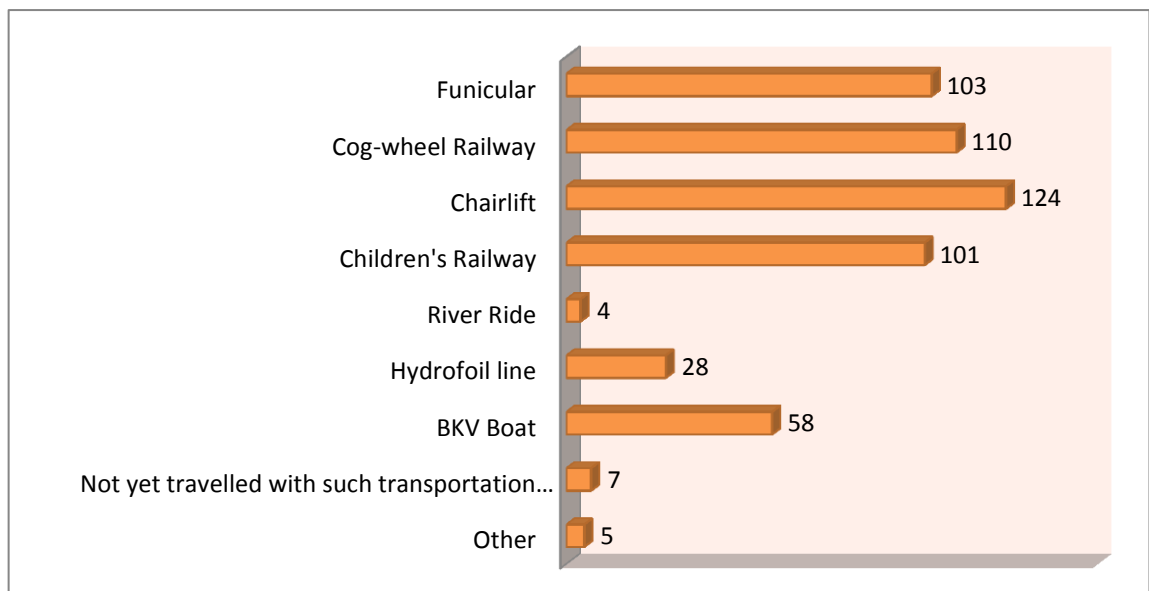


Figure 10: The distribution of those transportation facilities that have attraction role and wherewith the respondents have already travelled with

Source: Self constructed figure based on the survey carried out by the author

4.2.4 The respondents attitude towards some of the outlined development proposals, aiming the improvement of the Children's Railway to achieve destination role

Investigation of the potential customers is a crucial point before setting up the detailed development proposals of the Children's Railway, therefore roughly sketched suggestions were laid down in the questionnaire to examine the respondents attitude by large. The survey researched whether the respondents have already travelled with the Children's Railway and if yes what were those motivating factors that attracted them to visit this particular travel facility.

It turned out that 54% of the survey participants have already travelled with this vehicle, 25% of them have not yet tried it, but would like to do so in the future, 4% have never travelled with it and they are also not interested in doing so later on and 15% of the participants have not heard about the Children's Railway before. These results corroborate the author's assumption, stating that one of the biggest deficiencies of the Children's Railway is the lack of awareness. As the source of motivation 65 survey participants marked the provided experience's uniqueness, 14 those friends or relatives who are employed at the Children's Railway, 11 respondents only used this facility to get from point A to point B and 22 of them were attracted by other motivating factors. The 11th figure shows the percentage of the respondents, who would support the outlined development proposals listed in the questionnaire.

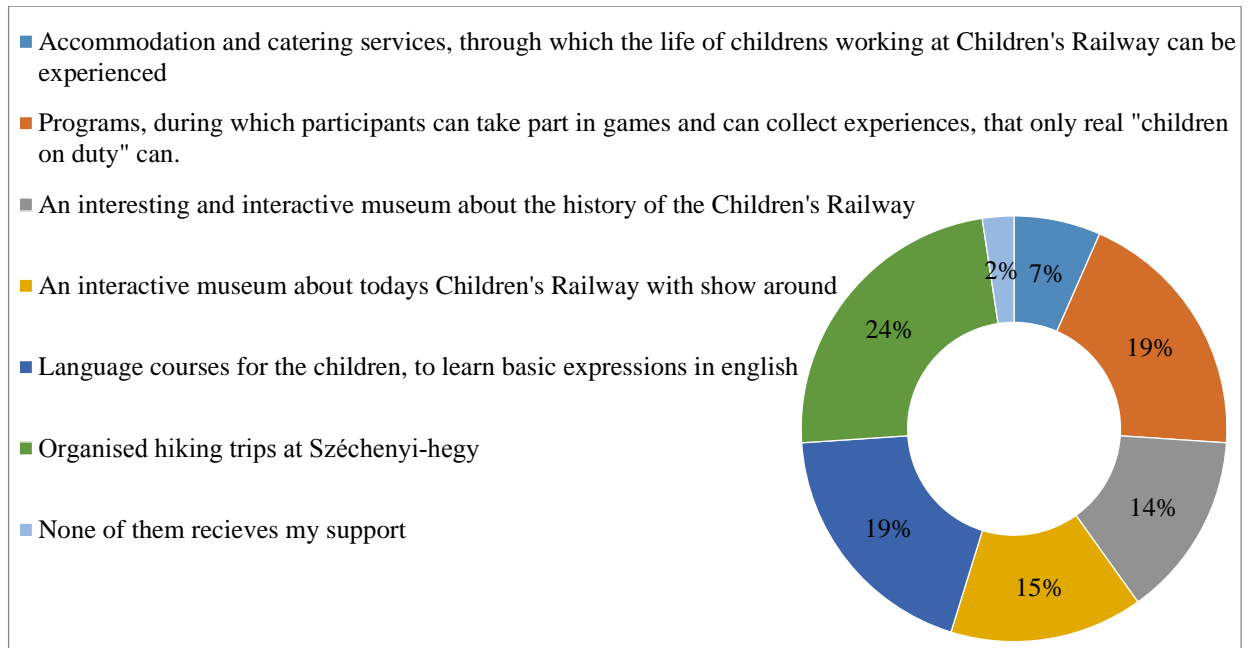


Figure 11: The popularity of the outlined development proposals concerning Children’s Railway among respondents

Source: Self constructed figure based on the survey carried out by the author

During the research, the relationship between the age of the respondents and the number of supported development proposals were investigated. Multivariate data analysis was made based on the following two variables of the questionnaire: age and supported suggestions. During grouping procedure – as multivariate data analysis technique – Ward's minimum variance method was used with squared Euclidean distance to analyse the collected data. The groups, obtained through the above grouping, can be seen on the dendrogram (Appendix 2). With this method five groups could be defined all together. Into the 1st group 28, into the 2nd group 46, into the 3rd group 14, into the 4th group 32 and into the 5th group 13 respondents got enrolled (the remaining survey participants were left out from this part of the research, as they could not answer the related questions due to the lack of knowledge concerning the Children’s Railway).

Figure 12 shows the statistical data of the above mentioned five groups that are important from the survey point of view. Based on this figure the below valuation and conclusions can be driven:

- Group 1 is the highest age group, containing respondents in their 50's. This group includes 28 survey participants, who support the idea of one or two outlined development proposals on average.
- Group 2, which is the biggest group with its 46 members; except 2 older respondents, contains the youngest survey participants (around 20 years old). This group, similarly to the 1. group, supports the idea of one or two outlined development proposals on average.
- Group 3 contains respondents in their 40's. This group includes 14 survey participants, who appear to be more supportive, with favouring the idea of three to five outlined development proposals on average.
- Group 4, similarly to the Group 2, contains respondents in their 20's. This group includes 32 survey participants, who support the idea of three outlined development proposals on average.
- Group 5, which also contains youngsters, includes 13 survey participants, who support the idea of five-six outlined development proposals on average and with this they are the most enthusiastic group out of the five.

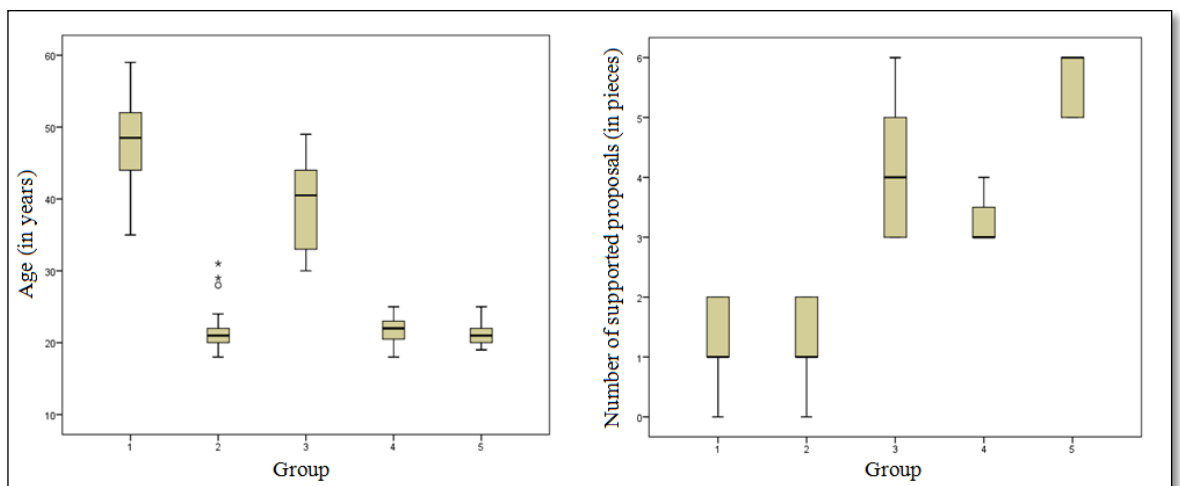


Figure 12: The Box and Whiskers Chart about the correlation between the age of the respondents and the supported development proposals

Source: Self constructed figure based on the survey carried out by the author

As the result of this research it can be stated that middle-aged people and youngsters predominantly are opened to the development proposals aiming the

improvement of the Children's Railway. Although the 2nd the 4th and the 5th groups are extremely similar in age structure (youngsters in their 20's), they are totally different if taking into consideration their willingness to support the outlined development proposals. The reason for this should be further investigated, as the winning of this age group can be essential. The winning of this market segment can be an important marketing tool as they are the source of quick information flow. With the help of the internet and social media all those things that are popular and fancy among youngsters, can quickly spread and reach other target markets and age groups as well. The other supportive group is the 3. Group containing survey participants in their 40's; for them the realization of the outlined development proposals would also mean added attractiveness. Satisfying the needs of the middle-aged respondents is also important as they are the parents of those families, which creates the main focus group of the Children's Railway.

4.3 RESULTS OF THE CONSULTATIONS

The decision to do the research with the help of a series of consultation, observing the reaction of youth leaders of the Children's Railway, rather than examining the supply side through numerous interviews was based on the good relation towards the consultation participants and the author's profound experiences collected during the years spent at the Children's Railway. Instead of asking questions from the survey participants, the research rather focused on exchanging views and collecting advices, aiming to amend the drafts of the development proposals, carried out before.

This form of research pointed out the difficulties children might face if Children's Railway would become a more significant part of the Hungarian tourism and also got the author's attention to the scarcity this facility has to eliminate. The above mentioned consultations also reminded the author not to forget about the real uniqueness of the Children's Railway, which is its outstanding community-forming power. Last but not least this thought interchange had an overall influence on the composition of the development proposals aiming to support the Children's Railway in achieving destination function in the future.

4.4 SUMMARY

This chapter besides summarising the responses and the statistical data extracted from them, also intends to outline relevant interpretation of questionnaire outcomes. Between the main findings the results of the consultations can also be listed, which are instead of being summarised in a comparative analysing text, rather resumed in a unified perspective of the supply side of the Children's Railway.

5 DEVELOPMENT PROPOSALS BASED ON THE RESEARCH RESULTS

5.1 INTRODUCTION

With the aim to foster the development of the Children's Railway, detailed proposals were created to help this facility in achieving destination function. Due to the fact that the Children's Railway does not really have a brand and it hardly has marketing or image either; the analysis of the existence of this transportation facility as a destination was decided to be based on more detailed and basic pillars, the 6As and the 3 additional WTO criteria. The below proposals do not equal to a strategy, therefore this thesis does not include any detailed financial plan neither the realization and the supervision processes; it is rather a concept, lining up suggestions. These proposals intend to support the work of the managerial board and all employees of the Children's Railway. With the help of these proposals all the relevant people, being connected to this particular facility could focus on its development and could work on putting together an ideal touristic development plan, based on the outlined suggestions.

5.2 DEVELOPMENT PROPOSALS OUTLINED ON THE BASIS OF THE 6AS AND THE 3 ADDITIONAL WTO CRITERIA

5.2.1 Attractions

Due to its uniqueness the Children's Railway itself is perceived as an attracting factor by many travellers. Besides the natural charm of narrow-gauge railways, Children's Railway is also a historical monument, commemorating the Pioneer Railway and with this the communist period. Another important characteristic of this facility is, that here still children are on duty, meaning that most of the tasks of commercial services and traffic management are carried out by them - with the supervision of adults - creating a productive and converging fellowship. This community prepares children for money management, responsibility, teamwork and also provide them with a wide range of real-life knowledge. Thus besides collecting great experiences and acquiring life-long friendships, children also learn abilities that

they can benefit from in the future. This unusual degree of solidarity between children, also attract a huge amount of visitors to the Children's Railway. Within the borders of the whole facility, known as the Children's Railway of Budapest and also along the rails, lots of sights can be found. The Children's Railway Museum, the Panorama-arc, the viaduct and the tunnel can all be found at the direct territory of the Children's Railway, while in the near surroundings many other attractions are located, such as Normafa, Elizabeth Lookout, Budapest Cog-wheel Railway, Libegő Chairlift, Budakeszi Game Preserve, Challengeland at Csillebérc and Kaán-Károly look-out tower.

The wide range of existing sites do not have adequate attracting factor on potential visitors due to the lack of cognition and proper management. Developed information system, brochures containing program proposals or organized thematic excursions could help these attractions in achieving more significant role. The modernization of Csillebérc Leisure Centre with the help of proper marketing activities could develop such a resort that fits the needs of school groups and hikers as well as families and young couples. This goal could be reached with the installation of small chalets, accommodating 2-5 people and transmitting the charming atmosphere of the surrounding natural environment. Despite the fact that this form of accommodation has an intimate, calm and familiar aura; neither the initial investment, neither the cost of maintenance is high. The upkeep and improvement of sites that are closely linked to the Children's Railway are also likely to be important conditions in motivating travellers to visit this facility. Therefore the expansion of the current museum is recommended, to establish a new and more interactive one, presenting the past of the Children's Railway. The implementation of guide tours combined with an interactive exhibition about these day's Children's Railway, where visitors are informed about the community activities, programs and everything, what is going on behind the scenes.

5.2.2 Accessibility

The Children's Railway is only 30 minutes (10 kilometres) away from the heart of the city. Its two terminal points as well as most of its stations are easily accessible both by public transportation (Cog-wheel railway, Libegő chairlifts, tram number 61

and buses number 21, 21A, 22, 22A, 222) and by individual means of transport. By foot it takes approximately one and a half hour to reach the city centre.

Although the accessibility of the Children's Railway is ideal, there is room for improvement in this area too. With the aim of quicker access for both children on duty and for visitors, the implementation of direct buses would be efficient, that run between Széll Kálmán tér and Hűvösvölgy and have only few stops in-between. In order to facilitate easy accessibility and also with marketing reasons, more transparent and more common signposting of the Children's Railway would be beneficial. Lastly the accessibility of the main stations should be effectuated for disabled as well in the future.

5.2.3 Available services

The Children's Railway provides a wide range of services to its visitors. This characteristic of the Children's Railway is the main basis of the author's hypothesis, stating that this transportation facility has the potential to achieve destination function in the future with the help of development. Several dining options are ensured at the stations and the two terminal points, Hűvösvölgy and Csillebérc provide accommodation as well. Beyond services such as organised hiking trips, museum visits and the travel function of the train itself; Children's Railway also offers renting opportunity of wagons for birthday parties or other occasions, morning performance tours at the 15th of March or night tours at the 20th of August, Tunnel tours and finally the well-known and popular Santa Claus Day.

This shortened list of available services demonstrate that there is no shortage of opportunities, the problem is rather rooted in the lack of transparency in means of service provision and in the fact that the visitors are not well-informed about their opportunities and therefore they cannot utilise them. Of course the list of services could be broadened by team buildings for companies or more playful and children oriented thematic hiking tours, but also canteen like restaurants could be installed serving cheap but quality food for families having lower budget. As basically not the lack of services mean the essence of the problem, but the way they are mediated towards potential customers; the attention of visitors could be called to the available services, by supplying combined tickets (this will be detailed in the below chapter).

5.2.4 Available products and travel packages

One of the biggest disadvantages of the Children's Railway lies in the deficiency of product combination. Due to the lack of information and knowledge, most of the guests do not realise and therefore miss the program opportunities provided by this facility and the discounts, which are also not indicated properly. Analysing the website of the Children's Railway it turned out that some of the prices are positioned on the top of the interface, whereas the other half is located at the very end of the platform under the description of the first section. Because of this structure many visitors fail to get appropriate information about all the details concerning extra costs, for example the heritage service supplementary ticket, the bicycle haulage, the dogs' fare and the amount of surcharge are all listed here. Although some partner companies (Challengeland and Szépjuhászné Buffet) are indicated on the website of the Children's Railway, the discounts that would be generated by the linkage of these products are not displayed there. In case of buying a ticket for the Children's Railway, visitors would be entitled to 20% discount from the price of the Challengeland climbing ticket, but without receiving this information they are not enticed to do so.

One of the possible ways to achieve significant profit at the Children's Railway would be making the available services of the facility more popular. This could be realized through the distribution of combined tickets calling the attention of customers to more services at the same time. Such a discount price combined ticket could comprise of a full-day Children's Railway pass, a Chairlift ticket, voucher for the Challengeland that can be redeemed for 1.5 hour climbing and a strudel at the well-known Normafa Strudel Buffet. With the help of combined programs - similar to the above detailed one – visitors would have the possibility of visiting more sights at a discounted price, thereby meeting more services and products presented by the Children's Railway. As a consequence of using such packages, as a form of new marketing strategy, the probability of satisfying visitors could evolve and thus the probability of gaining returning guests also. Another possible way to maximize the capacity utilization would be the implantation of Children's Railway into Budapest packages. Establishing good relations with travel agencies and becoming part of travel packages would facilitate the attraction of customers and thus significantly

evolve the occupancy. This action would also be profitable for Budapest, as the programs provided by the Children's Railway could extend the average length of stay of the visitors.

5.2.5 Activities

At the Children's Railway visitors can visit the previously listed attractions and also enjoy the provided services, which in themselves provide a wide range of activities, such as cultural programs, sport activities and recreation.

The incompleteness of the offered activities lies in the scarcity of programs and services taking place within the direct territory of the Children's Railway. The implementation of programs, running on the train itself or at its stations, is suggested. One of such programs could be a series of educational lectures, targeting different age groups based on the different topics. The topics of the lectures would contain firstly the history of the Children's Railway, secondly the role of narrow-gauge railways in Hungary and abroad and lastly the duty and courses provided at the Children's Railway. These lectures would be held by the children and youth leaders on duty, who can serve the audience with first-hand information. The author believes that there would be a great demand on professional courses as well, where the audience could learn about subjects such as animation, convention and pedagogy from youth leaders, who has as many experiences in the above topics as usually only experts have. Lastly, based on the success of the Santa Claus Day, thematic trains could run on other holidays as well. At Halloween night ghost trains could run, children should wear costumes and they could participate on haunted tours. On Valentine's Day nostalgia trains would run, which were decorated with roses and romantic dinner with champagne would be served to the passengers.

5.2.6 Ancillary services

Except one beloved souvenir shop and a small store, supplementary services supplying the comfort of visitors are missing.

The installation of post offices, information points and currency exchange stations are suggested at least at the terminals. Equipping every station with ATMs is

also recommended, considering the fact that only cash is accepted at the moment. Nowadays ensuring credit card payment is essential to all service providers; therefore on the long run the implementation of card acceptance terminals at the pay desks is indispensable.

5.2.7 Image

The most significant scarcity of the Children's Railway lies in its image. The presence of consumer information and marketing activity is under the appropriate level; therefore the Children's Railway most probably lost a lot of customers. The reason behind losing potential clients, lies the fact, that in the formation of travel motivation, a destination, about which travellers are not aware, cannot play any role. The only positive effect on the image of the Children's Railway on one hand originates from the times when it was known as Pioneer Railway and on the other hand thanks to the children on duty, their relatives and the satisfied customers. This last group is the sum of those human beings, whose experiences have a significant positive effect on the image of the Children's Railway, due to the fact that the word of mouth has a great power in positive image creation. This form of information flow is an important marketing tool, depending on the good or bad experiences of the children and the travellers that can have an either positive or either negative effect on the opinion of potential future visitors.

The first step towards the enhancement of national and achievement of real international image is the creation of a modern and more transparent website. The quality of the above mentioned website could be further enhanced with an image video, which has been already shot but unfortunately received a less frequented place on the site and has totally disappeared lately, similarly to the English version which is no longer accessible. In image creation the satisfaction of visitors play an extremely important role which can be reached with the help of positive experiences, which guests can gain from the pleasant atmosphere, the opened and well-informed hosts and the extension till which they get involved in the life of the Children's Railway. For this reason, the previous suggestions regarding the level of development and the variety of services, appears to be important in achieving a better image on the national level; whereas becoming part of Budapest travel packages could play an important role in gaining international name for the Children's

Railway between attractions firstly and later on as a new destination on the travel market.

5.2.8 Price

The visitors of Children's Railway have the chance to buy section-, line- and daily tickets. Besides full price tickets for adults, travellers can also buy discounted passes for children, families, attendants of children groups, state care and nursery school groups.

The main problem with this form of ticketing system is that, except in case of the family passes, tickets are only valid for a single uninterrupted trip without transfer; which definitely not encourages visitors to expand the length of time, spent on the Children's Railway. The other disadvantage of the existing price creation is that it totally lacks the previously suggested combined tickets and full day travel packages. On the whole, the implementation of half- and full-day passes would be recommended primarily.

5.2.9 Human Resource

At the Children's Railway all trains are served and the traffic is also managed by children aged 10-14. These children are forming a community, having more than 500 members, led by approximately 70 youth leaders, who are responsible for helping and directing the work of children. The above community is divided into 15 groups, each led by 3 youth leaders. The members of these groups are assigned for the same service days, having common tasks, joint responsibilities and take part together in a number of recreational activities; but they also spend a lot of time with the members of other groups, as they go on excursions together, participate on community events and spend their time together on the two week long summer camp, organised at Húvösvölgy. The work and every-day life of children on duty is not only supervised and supported by the youth leaders but also by adult railway employees.

On this particular field, language training would be suggested for children on duty, to learn the basic phrases in English, and thus become able to express themselves even without adult assistance.

5.3 SUMMARY

All in all it can be stated on the basis of the analysis of the 6As and the 3 additional criteria of the WTO, that the Children's Railway is a vehicle that has the chance to achieve destination function with the help of future development, which can be based on the above outlined proposals. In case of utilising this opportunity, besides proper marketing activities and destination management, it is possible to reverse the lack of profitability of the Children's Railway and help in its long-term survival and future development.

6 CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The initial topic of this research, namely the study of whether or not a transportation facility, currently having attraction function in Hungary, can achieve destination role with future development; is a yet current and important issue in Hungary's tourism, due to the questionable future of the Children's Railway.

My initial aim was to research the current tendencies in the interpretation of transportation facilities from tourism point of view, which confirmed that vehicles besides infusing their transportation role can also function as attraction or even destination. The above tendencies also suggested that transportation facilities having destination function can have bigger significance with regards to tourism and therefore this function should be better utilised. If taking into consideration the same conditions for Hungary it worth to discover the potential importance of the Children's Railway if achieving destination role.

Based on the results of the research, development proposals were outlined that may give practical advice to the decision-makers and youth leaders about the future management of the Children's Railway to make it achieve the desired destination role.

6.2 CONCLUSIONS OF RESEARCH RESULTS

This chapter intends to reveal whether the hypothesis, the aim and the objectives were proved and reached or not. The thesis mainly deals with the topic of transportation facilities' role in tourism and how the Children's Railway could develop to utilize its destination function in Hungary. The **hypothesis** states that there is a mean of transportation in Hungary that plays attraction role from tourism point of view, and with future development has the chance to reach destination function. Based on the quantitative primary research it has turned out that there exists the need and interest for the development of the Children's Railway, on the other

hand the consultations showed the way how development proposals could be best carried out taking into consideration the possibilities and objectives of the supply side, putting the capabilities of children into focus. The hypothesis of the thesis got proved after one by one examining the present status and facilities that the Children's Railway has, based on the destination determining factors (6A + 3) and the development proposals outlined to support this travel facility in achieving destination function.

The **aim** of the study was to find and support with development proposals a transportation facility in Hungary that plays attraction role from tourism point of view and which would need essential changes (becoming a destination) to achieve enough attention to recognise profit. The first part of the aim was fulfilled in the *Literature review*, where the Children's Railway is shortly introduced; highlighting the fact that in its present form it is making an outstanding amount of loss. It is also highlighted why this particular travel facility was chosen and why it deserves attention. The second part of the aim was reached in the *Development proposals based on the research results* section, where development proposals were outlined aiming to support the Children's Railway. Having analysed the survey answers and personal observations of youth leaders, combined with statistical data on travel pattern trends and importance of transportation facilities, having destination role; the author has come to the conclusion that while the Children's Railway has set Guinness Record with its length and uniqueness, its opportunities for utilization as a destination has never before taken into consideration, despite the fact that with little development it has the chance to achieve such role.

The first two objectives are covered by the *Literature review*, where the **first objective**, which was to define travel, attraction and destination and show, how transportation facilities can fulfil these functions was partly achieved in the *Used definitions* and partly in *The functions of transportation facilities by their role played in tourism*. It was found, based on the secondary research that transportation facilities have the ability to play travel, attraction and destination role in the eyes of tourists. The **second objective** was to prove the existence of vehicles, having destination function, through the example of experience trains which is detailed in the *Proving the existence of vehicles having destination function, through the example of*

experience trains section, where experience trains are investigated based on the destination determining factors one by one proving that all the needed elements exists. Through the analysis of the destination determinative factors it was proven that trains can certainly function as touristic destinations, which brought the question that how could this be utilised in Hungary. The Children's Railway, which now has difficulties with generating profit, could become a completely unique travel destination with the help of future development. Both the third and fourth objectives are related to the primary research. The **third objective**, namely to show the correlation between the roughly sketched proposals aiming the development of the Children's Railway and the consumer group affected is detailed under the *Analysis of results* section. The primary research, besides the, from research point of view important travel patterns of the survey respondents, also showed that most of the people, who took part in the investigation, are aware of the existence of the Children's Railway and they would also prefer the realization of some of the outlined development proposal drafts. It has turned out that there exists correlation between the age of visitors and their extent of likeliness to support development proposals. This result can help in developing destination management plan and outlining the future focus groups as well. The **fourth objective**, which is to set up detailed development proposals based on the concept of the 6As and the additional 3 points outlined by WTO, through which the Children's Railway can become a destination happens to be achieved in the *Development proposals based on the research results section*, where in addition to the survey, a series of consultations with youth leaders supported the analysis, which added to the value of the outlined development proposals and provided the background from the supply side as well. Lastly the **fifth objective**: to conclude with practical recommendation, theories and statements for the actors of the Children's Railway and highlight future research opportunities of the investigated issue, is completed in this chapter, where the current situation based on the results as well as the entire thesis are concluded and some suggestions and future research opportunities are added to them.

6.3 RECOMMENDATIONS

Reflecting on the investigation of both the demand and supply side actors of the Children's Railway, recommendations were given to support the development of

this transportation facility. The development proposals were outlined on the basis of the determining factors of destinations.

The main suggestions are the following:

1. To extend the now existing attractions, with the establishment of new and more interactive museums that are both presenting the past and the present of the Children's Railway.
2. To improve the accessibility of the Children's Railway, with the more transparent and more common signposting and the implementation of direct bus services between Széll Kálmán tér and Hűvösvölgy. Making the main stations accessible for disabled people is also important for the future.
3. In order to broaden the variety of services team buildings, children oriented thematic hiking tours and family oriented canteen like restaurants are suggested to be installed.
4. To promote and broaden the scale of available products and packages, cooperation with big travel agencies and the supply of combined tickets are recommended. Making the Children's Railway part of Budapest travel packages is also suggested.
5. Intending to extend the activities provided by the Children's Railway, new program opportunities are proposed that could attract an unfamiliar clientele. Such programs could be a series of educational and professional lectures. Running thematic trains at different holidays, such as Halloween and Valentine's Day is also advisable.
6. To meet the expectation of the customers, the existence of ancillary services are also important, therefore the installation of post offices, information points, currency exchange stations and ATMs are strongly recommended.
7. Intending to improve the image of the Children's Railway the first step should be the recreation and translation of the now existing website and the spread of the already created image video that has been deleted from the site lately.
8. To better fit the needs of the demand side a more flexible price creation is recommended, where tickets are not only valid for a single

uninterrupted trip, but also for more tailor-made time periods; therefore half- and full-day passes should be supplied.

9. On the field of human resource, the language training of children on duty is suggested (primarily English).

6.4 REFLECTION AND EVALUATION OF RESEARCH METHODOLOGY

The investigated topic itself was wide-ranging, and left a lot of space for research. The proposed methodology turned out to be successful to get a picture on the research topic, putting the Children's Railway in the focus. As it was mentioned in the *Limitation* part of the thesis sample size may not accurately represent all potential customers of the Children's Railway, although the participants of the consultations intended to provide the needed in-depth knowledge to reach accurate reflections. The usage of questionnaires and consultations at the same time, made it possible to understand both the demand and supply side of the examined market and to outline the development proposals accordingly.

6.5 SUGGESTIONS FOR FURTHER RESEARCH

As highlighted in the "Results of the questionnaire" section, future research is essential to understand the reason behind the different attitude of youngsters towards the outlined development proposals. Examining the reason behind their varying degrees of openness towards these suggestions could help the Children's Railway winning this age group. This can be gainful, as people in their 20's are significantly bind to the social media and to the World Wide Web, which is today's most important channel of information transmission and therefore of marketing as well.

Measurable results of the profitability of outlined development proposals will only be at researchers' disposal after a couple of years of operation following the time period, when suggestions have been effectuated. Future investigation is advised on the topic once the initially pledged goals are reached, and the market had the time to evaluate and respond to the changes.

All in all it is suggested for the Children's Railway to make use of its "genius loci" with leaning on its historic identity, attractiveness and the glamour of the place.

6.6 SUMMARY

The aim of the thesis was to highlight the application form of the inherent benefits of vehicles having destination function and how it could be implemented in Hungary. The hypothesis of this research, holding that there is a mean of transportation in Hungary that plays attraction role from tourism point of view, and with future development has the chance to reach destination function, was clearly proved through the example of the Children's Railway. In the "Development proposals based on the research results" chapter, It was sought to outline a development concept for the Children's Railway, which transported into reality, formulates appropriate, applicable and subservient steps, taking into consideration the needs of the locals, the employees and the customers as well. Although the realisation of the outlined development proposals has significant financial costs and touristic consequences, it would pay off in the long run and also the local and foreign tender opportunities and EU funds suggest that the implementation of these suggestions could be successfully implemented in the future. The author hopes that as a result of her research and with the realization of the outlined development proposals, a spectacular development could start, whereupon the Children's Railway would become a, both locally and internationally recognized touristic destination.

APPENDICES

APPENDIX 1: Vehicles having destination function (Ocean liners and experience trains)



Source: <http://www.erdekesvilag.hu/kepek/allure-of-the-seas/oceanjaro-9.jpg>
(Letöltve: 2014.09.30)



Source: http://jamesgeddes.pro/wp-content/uploads/2013/03/Allure_of_the_Seas_Front.jpg (Letöltve: 2014.10.01.)

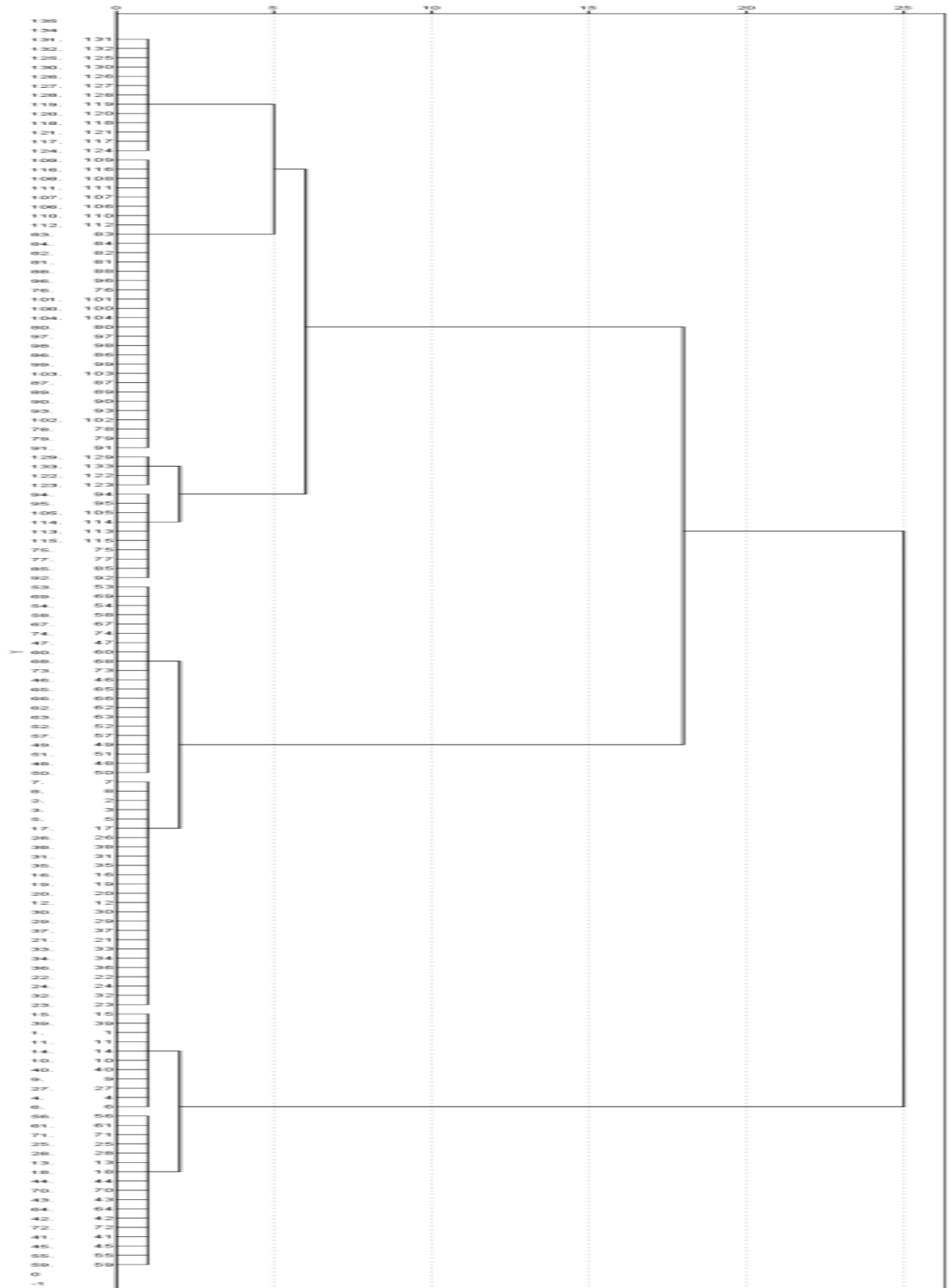


Source: <http://incredipauillads.tumblr.com/>



Source: http://img-ak.verticalresponse.com/media/a/2/0/a205914d96/5d2572fb7f/Orient.jpg?__nocache__=1

APPENDIX 2: Dendrogram based on the age of respondents and the number of supported suggestions.



Source: Based on own questionnaire survey

APPENDIX 3: Questionnaire

Ön általában hányszor utazik turisztikai céllal egy évben?

- egyszer sem
- 1 alkalommal
- 2 alkalommal
- 3 alkalommal
- 4 alkalommal
- 5 alkalommal
- több mint 5 alkalommal

Minimum hány napot tölt el ilyenkor az utazást is beleszámítva?

Maximum hány napot tölt el ilyenkor az utazást is beleszámítva?

Belföldi turisztikai célú utazás esetén általában milyen közlekedési eszközökkel utazik?

Több válasz is lehetséges

- Motorral
- Személyautóval
- Bérelt autóval
- Busszal
- Vonattal
- Külön busszal (/vonattal)
- Még nem utaztam turisztikai céllal belföldön
- Egyéb:

Külföldi (Európán belüli) turisztikai célú utazás esetén általában milyen közlekedési eszközökkel utazik?

Több válasz is lehetséges

- Motorral
- Személyautóval
- Bérelt autóval
- Busszal
- Vonattal
- Külön busszal/ vonattal/ repülővel
- Hajóval
- Repülővel
- Még nem utaztam turisztikai céllal külföldre (Európán belül)
- Egyéb:

Külföldi (Európán kívüli) turisztikai célú utazás esetén általában milyen közlekedési eszközökkel utazik?
Több válasz is lehetséges

- Motorral
- Személyautóval
- Bérelt autóval
- Busszal
- Vonattal
- Külön busszal/ vonattal/ repülővel
- Hajóval
- Repülővel
- Még nem utaztam turisztikai céllal külföldre (Európán kívül)
- Egyéb:

Az úti célon belül használ-e más közlekedési eszközöket?

- Igen
- Nem

Ha igen, akkor mely közlekedési eszközöket?

Több válasz is lehetséges

- Motort
- Személyautót
- Bérelt autót
- Helyi tömegközlekedést
- Külön buszt
- Biciklit
- Egyéb:

Önt hogyan befolyásolja az úti cél közlekedési infrastruktúrája?

- Önt nem befolyásolja az úti cél infrastruktúrája
- Ön számára fontos az Ön által megszokott fejlettségű infrastruktúra
- Az Ön által megszokottól fejlettebb infrastruktúra vonzza
- Az Ön által megszokottól visszamaradottabb infrastruktúra vonzza (szokatlansága miatt)
- Az utazástól függ

Az úti célhoz való eljutáshoz választott-e már úgy közlekedési eszközt, hogy nem az ára vagy a sebessége, hanem az általa nyújtott különleges élmény motiválta?

Pl.: első repülés/hajóút

- Igen
- Nem

Ha igen mely közlekedési eszköz motiválta?

Több válasz is lehetséges

- Motor
- Különleges autó (Pl.: Oldtimer)
- Lakóautó/ lakóbusz
- Repülőgép
- Hajó
- Vitorlás
- Egyéb:

Volt már arra példa, hogy a nyaralás során egy közlekedési eszközt csak azért vett igénybe, mert az egy helyi nevezetesség?

Pl.: Gondola/ Cable car/ Double Decker...

- Igen
- Nem

Ha igen, akkor mely közlekedési eszköz volt az?

Kérem adjon meg egy példát

Utazott-e már tengerjáró hajóval/ élményvonattal?

Tengerjáró hajó: (pl.:) Allure of the Seas, Oasis of the Seas, Queen Mary 2 / Élményvonat: (pl.:) Orient Express, Blue Train, Rocky Mountaineer

- Igen, tengerjáró hajóval
- Igen, élményvonattal
- Igen, mindkettővel
- Nem, egyikkel sem

Maga a közlekedési eszköz és az általa nyújtott egyedi élmény volt a motiváló erő vagy az általa érintett úti célok?

- A közlekedési eszköz és az általa nyújtott egyedi élmény motivált
- Az út során érintett úti célok motiváltak
- Mindkettő
- Egyik sem

Az út során volt-e lehetősége valamilyen szolgáltatást a közlekedési eszközön igénybe venni?

Több válasz lehetséges

- Nem, semmilyen egyéb szolgáltatást
- Alvási lehetőséget
- Étkezést
- Sport lehetőséget
- Kulturális programokat
- Egyéb:

Milyen különleges hazai közlekedési eszközt vett már igénybe?

Több válasz is lehetséges

- Budavári Siklót
- Fogaskerekű Vasutat
- Libegőt
- Gyermekvasutat
- River Ride= Kétéltű Buszt
- Szárnyashajót
- BKV hajót
- Még nem vettem igénybe ilyesmit
- Egyéb:

Ön utazott már a Széchenyi-hegyi Gyermekvasúttal?

- Igen
- Nem, de szeretnék
- Nem és nem is szeretnék
- Nem tudom mi az

Ha igen, akkor mi motiválta Önt a Gyermekvasút meglátogatására?

Több válasz is lehetséges

- Különleges élmény
- Ismerősöm/ családtagom ott dolgozik
- "A" pontból "B" pontba való eljutás
- Egyéb:

Támogatja-e az alábbi Gyermekvasút továbbfejlesztésére vonatkozó ötleteket?

Jelölje be azokat, amelyeket támogatná (több válasz is lehetséges)

- Egy érdekes és interaktív múzeum a Gyermekvasút múltjáról
- Körbevezetéssel egybekötött interaktív kiállítás napjaink Gyermekvasútjáról (a közösségi tevékenységekről, táborokról, eseményekről és mindenről, ami a háttérben zajlik)
- A Gyermekvasúton dolgozó gyerekek nyelvi képzése, hogy a legfontosabb kifejezéseket megismerjék angolul
- Szállás és étkezési lehetőség, amely során megtapasztalhatja, hogy élnek a gyerekek a Gyermekvasúton
- Programok, amelyek során kipróbálhatja azokat a játékokat és részesülhet azokban az élményekben amelyekben csak egy igazi Gyermekvasutas szokott
- Szervezett túrák a Széchenyi-hegyen
- Egyiket sem támogatom

Ön mikor született?**Neme?**

- Nő
- Férfi

Lakhelye

- Főváros
- Nagyváros
- Város
- Falu

APPENDIX 4: Pictures about the Children's Railway



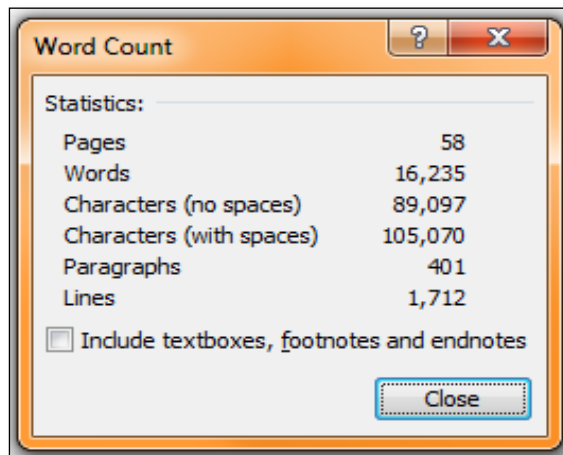
Source:

<https://drscdn.500px.org/photo/49873722/m%3D2048/816ab82fcf2f50aa865c1d5501d2b8af>



Source: <http://welovebudapest.com/image/mikulastrain2ok.exact726w.jpg?v=3>

APPENDIX 5: Word Page Statistics (only the body text with table of contents)



APPENDIX 6: Dissertation proposal report

Budapest Business School
College of Commerce, Catering and Tourism Faculty
Bachelor Tourism and Hotel Taught in English

Dissertation Proposal Report

Name of Student	Légrádi Beatrix Klaudia
Contact Phone	+36706191689
Contact Mail	legradibea@gmail.com
Defence year - month	Jan. 2016
Academic Supervisor	Talabos István

Proposed Topic Area	Tourism, transportation, Children's Railway of Budapest
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Proposed Title	More than a mode of transportation – Vehicles having attraction or even destination function in the world and in Hungary
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Hypothesis One sentence positive causal relationship	There is a mean of transportation in Hungary that plays attraction role from tourism point of view, and with future development has the chance to reach destination function.
Aim of Dissertation One sentence	To find and support with development proposals a transportation facility in Hungary that plays attraction role from tourism point of view and which would need essential changes (becoming a destination) to achieve enough attention to recognise profit.
Objective 1 Related to literature review one sentence 2.2	To define travel, attraction and destination and show, how transportation facilities can fulfil these functions.
Objective 2 Related to literature review one sentence 2.3	To prove the existence of vehicles, having destination function, through the example of experience trains.
Objective 3 Related to primary research one sentence 5.2	To show the correlation between the roughly sketched proposals aiming the development of the Children's Railway and the consumer group affected.
Objective 4 Related to primary research one sentence 5.3	To set up detailed development proposals based on the concept of the 6As and the additional 3 points outlined by WTO, through which the Children's Railway can become a destination.
Objective 5 Related to expected conclusion one sentence 6.2	To conclude with practical recommendation, theories and statements for the actors of the Children's Railway and highlight future research opportunities of the investigated issue.

Proposed Primary Research Instruments	Questionnaire, consultation and own observation
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Budapest, 2015.11.16.


.....
Student


.....
Academic Supervisor

Please send the Report by email and deliver the signed report to THM Office. They have a right to ask for change. The last Title correction possibility is before 180 days of Defense. The proposal report has to be accepted one semester before of Semester of Defense.

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[5Wo0sEC&printsec=frontcover&dq=editions:9DEAeTBOjQMC&hl=hu&sa=X&ved=0CDEQ6AEwAmoVChMI4bWzs-nxxwIViboUCh2mOwUi#v=onepage&q&f=false](https://books.google.hu/books?id=MzVi-5Wo0sEC&printsec=frontcover&dq=editions:9DEAeTBOjQMC&hl=hu&sa=X&ved=0CDEQ6AEwAmoVChMI4bWzs-nxxwIViboUCh2mOwUi#v=onepage&q&f=false) [accessed 12 September 2015]

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