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**Preservation of domestic World Heritage Sites by introducing
Hollókő and Hortobágy**

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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.

Katona Zsófia

Signature

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INTRODUCTION

1.1 Background of the study

The author has selected this topic for her diploma work because she is interested in what can make a site to be part of the world heritage, how we can make the world heritage sites financially profitable, what can make a function interesting, and last but not least the author tries to find out what world heritage sites have to do to attract more visitors.

1.2 Hypothesis, Aim, Objectives

1.2.1 Hypothesis

In the author's diploma work she takes into consideration the following hypothesis:

Hypothesis 1 : Operating the tourist attractions particular conditions are needed.

Hypothesis 2: The world heritage sites should be advertised better in order for more people to know about it.

Hypothesis 3: The future generation will take care of protecting the world heritage values.

The author bases her hypothesis first of all on relevant literature, the result of her questionnaire, visiting sites, other sources and last but not least her own opinion and ideas.

1.2.2 Aim

The author is writing her diploma work about the locations of the World Heritage and its attractions and the requirements needed for the perfect operation. The author's aim is to show why these events are important in our lives and how many things we need to pay attention to if we organize events and its effect on the local people, visitors and in general on the whole country. Her goal is to introduce the effects of particular events on the World Heritage Sites, how they match the image of the region and what is required to organize an event successfully, furthermore to attract visitors to the World Heritage Sites. Besides, the author finds it also important that

once a site is part of the world heritage what is needed to be known by as many people as possible and what are the factors that can bring bigger crowds to the particular site's programme.

1.2.3 Objectives

There are five objectives of the Dissertation. The first two related to the literature. The number three and four is related to the primary data. The last one is about some recommendations and personal ideas.

1. To introduce the meaning and features of world heritage sites
2. To find out the significance of Hollókő Old Town and its landscape and Hortobágy National Park as World Heritage destinations
3. To research how the award of World Heritage title influence the life of the villages
4. To analyse the target market of these world heritage sites
5. To suggest plans to increase the visitors in these two part of the world heritage sites

The first and second objectives were reached with the help of secondary researches used during the study. To reach the third objective additional primary researches were made. The fourth objective was completed by questionnaire used as primary data.

1.3 Structure of dissertation

The Dissertation consists of eight chapters, its structure is detailed in the followings:

The *first chapter* introduces the background of the study and the structure of the dissertation with the presentation of the aim and objectives that have been presented before.

The *second chapter* is the literature review. The author defines the meaning of the word tourism and she will introduce its development shortly then she will talk about the effects, attraction of tourism and the importance of cultural tourism. Furthermore the author is writing about the heritage tourism, heritage management and the events. She will also describe the meaning, formation of the expressions in details and about their importance regarding her topic. She will come to the significance of the attractions and examine what are the essential components that are necessary to operate

them smoothly. The author shall describe how indispensable the transport, the accommodation, the catering and advertising are.

The *third chapter* is the methodology. This chapter is about the primary and secondary research there were used through her writing. The author will represent the secondary research methodology tools which were used in the literature review part of her dissertation. She will also give a description about the chosen primary researches which was online survey and some other instruments in the case of her diploma work.

The *fourth chapter* is the description of the author's research. In this chapter the author will examine the result of her online survey, demonstrated by graphs.

The *fifth chapter* is the analysis. The author will examine separately the particular parts of World Heritage in Hungary. The author introduces the tourism of Hollókő and Hortobágy regions in details with the local values, facilities and attractions.

She has chosen to look at more sites instead of picking one because she thinks this way she can present more realistic view of the country regarding world heritage.

The *sixth chapter* is the conclusion. The author summarize her personal ideas and writes recommendation for further development.

The *seventh chapter* consists those research means that were the base of her primary research.

The *final chapter* is the references which contains the list of all sources that the author has used in order to write her dissertation.

1.4 Summary

The author chose this topic for her diploma work because she thinks it is very important to draw people's attention to these sights as in our hectic world we do not notice the beauty surrounding us. During her research the author step by step got closer to discovering the world heritage sites and it would have been impossible without writing her dissertation.

LITERATURE REVIEW

2.1 Introduction

The literature review summarises all the information collected from existing and relevant literature in order to put the study in a wider context. The literature review makes it possible for the reader to understand the diploma work better, supported by specialized literature which is the theoretical base of the dissertation. Furthermore, the literature review helps in understanding the significance of Hollókő Old Village and its landscape and Hortobágy National Park as a World Heritage destination considering their natural and cultural values. It also arouse awareness of the importance of maintaining world heritage sites. The literature review serves as means of achiving the goal of the dissertation.

2.2 The definition of tourism

The tourism, in its present meaning, is a new phenomenon, however, travelling not connected to everyday lifestyle was recognised in the ancient times as well, but this kind of travel was mainly affordable to the privileged. The foundation of modern tourism was created by the industrial revolution. Thanks to the urbanization and the appearance of the middle class, the basic needs for travelling which meant free time, discretionary income and motivation became available for a larger group of society. From the XX century, along with the development of technology and transport, the supply of tourism has also expanded, thanks to which the accomodation and hospitality opportunities have also widened, therefore we can talk about modern tourism from this time. The most accepted definition of tourism was drawn up by the World Tourism Organization to which the tourism is the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. (Author's own note, 2013)

2.2.1 The influence of tourism

Nowdays the tourism represents one of the most significance sectors, among the factors that cause its growing pace, the most important ones are the increase of the number of tourists and its income, the general strengthening of services, the growing of the level of discretionary income and spare time. The economical effect of tourism

means the economical features of the sending and receiving areas, economical structure, and the changes due to the improvement (Puczkó and Rátz, 2001). We can talk about social effects of tourism if there is a change of living standard of those concerned besides the presence of tourist. If tourism is developed in a receiving region, the living standard of the local residents can change in a positive and negative way also. Considering the cultural effects we get a summary of the safety of welcoming countries, the value, lifestyle, behaviour, morals of the residents and the community (Puczkó and Rátz, 2001). We can also see the physical effects of tourism besides the above mentioned ones. Within this effect I would emphasize the connection between nature and tourism as the industrialization and the increase of the urban population can cause the change of people's relationship with nature. So far several organizations have been established which support the green way of thinking, environmental protection with advertisement campaigns, trainings and practical ideas, for example Greenpeace, or Going for Green (Puczkó and Rátz, 2001). In the author's opinion, it is a matter of great urgency for humanity to take environment friendly attitude seriously and to act accordingly.

2.2.2 The attraction of tourism

„The base of the product in tourism is the attraction: that is why the tourist leaves his or her place” (Lengyel, 1992, p.51). The product needs to provide something extra for the interested tourists for which they leave their homes, whether it is a spa, a golf course or a festival. Mainly the attraction determines the other kind of services which make up the product. For example a city hotel wouldn't be the best choice for a riding tour, a better choice would be a farm or a cottage in which environment the tourist can spend his or her time appropriately. Natural attractions include for example water, sunshine, mountains, snow, natural rarity, waterfalls, national parks, thermal waters, while the man made attractions are for example monuments, museums, historical site, gastronomy, festivals, folk art, sports, entertainment (Lengyel, 1992). The means of transport play an important role since with the help of these, tourists can get to the attraction. „As we can see in the global tourism the car is the most commonly used vehicle followed by the airplane then the railway and the ship” (Lengyel, 1992, p.54). Tourism cannot exist without suitable infrastructure. Apart from the road, water, electricity, telecommunication, drainage network, the eating and accommodation belong

here to. Those establishments are considered accommodation which we can use in exchange for a fee.

We can distinguish the lodgings in Hungary according to commercial and non commercial. For example: hotels, motels, guesthouses while the non commercial lodgings are holiday homes, youth camps and tent camps.

Besides the above mentioned services culture, sports and other relaxation alternatives have an important role, too. These, by themselves, can have a charm for tourists if they are done in a high standard and are well organized. For example: sport competitions, exhibitions, shopping possibilities. Culture and sport can attract several tourists to a location, but in order for the facilities to stay memorable and really attractive among the visitors, they need constant improvement and organization. For a person to visit a particular tourism region they must be suitable in terms of basic needs including safety and hygiene. The tourism product can't be sold without physical and mental relaxation or without a sense of safety because if a tourist feels threatened or in danger of illnesses or wars, he or she won't travel to the location. All in all, means of transport and the safety of the streets, the cleanness of the hotels and restaurants, the supply of the usual products and the precise, exact information is very important and it is the basic requirement in every tourism region (Lengyel, 1992).

2.2.3 Cultural tourism

So far culture hasn't got an internationally acknowledged definition as it is constantly changing. „According to the Ministry of Cultural Heritage the motivation of cultural tourism is to get to know cultures, its aim is to participate in cultural events and to visit cultural attractions” (Jászberényi, 2014, p.11). Those regions that are outstanding because of their culture or they give home to cultural events are visited by that group of tourists who are motivated to meet new cultures. Maybe culture and cultural tourism cannot be described uniformly and simply because tourism doesn't have a sector to which culture doesn't belong. Nowadays the concept of tourism doesn't only mean the accepted theaters, museums exhibitions, etc, but the every day culture or traditions, gastronomy, fashion, city events, factory visits, too. During the research by WTO-ETC (World Tourism Organization and European Travel Commission) two groups of cultural tourism were determined, the outer and inner circle. The outer circle includes those sectors which have been connected to the culture

recently in other words the above mentioned traditions, gastronomy, fashion, but also lifestyle, design, film, and entertainment industry. The inner circle includes classical high cultured heritage monuments, literature and mainly the work of the past. Cultural tourism can be divided into three groups regarding the attraction. The first contains the built and material values, the second contains those values which are linked to everyday life and the third contains the different events and functions (Jászberényi, 2014).

The attractions, based on the intellectual heritage, are important element of cultural tourism which mean the libraries, museums, theaters or those cultural centers that have a big effect on the particular region's cultural life. The traditions which include the folk traditions and also regional traditions, folk art, gastronomy and the riding traditions are the foundation of cultural tourism. Patrioticums are those documents that are summerized by different nations outlining the particular country's specialities. In Hungary these outstanding traditions, which have a unique Hungarian national characteristic, are called "hungarikum". They are for example the museums, handicraft, hungarian folktales, therapeutic products and foods. Cultural tourism provides a place for festivals, artistic performances, gastronomical events and sport events which are key events of the region's life so they are able to attract tourists (Ásványi, 2014). In case of a village, the development of the cultural life has a positive effect on the local residents since the labour market can expand and the locals can widen there cultural knowledge (Lakatos, 2010).

Cultural tourism needs constant improvement because those regions that are mainly visited due to their culture, have a bigger and bigger importance (Jászberényi, 2014).

2.3 Heritage tourism

Due to globalization because of homogenizing cultures there are no more differences and the previous uniqueness discontinues, this way the heritage and the heritage sites, which survived throughtout history, have much bigger importance so they have a serious attraction by themselves. Lately people are more and more interested in spending their free time related to heritage. The word heritage itself refers to the values of past times and these are values that according to a particular generation are worth keeping. These values can be personal, public, national values and depending on these

we can talk about personal or shared heritage (Puczkó and Rátz, 2011). „The heritage is a cultural concept that is mainly subjective and depends on the particular culture’s norms and virtues. What counts as heritage in a given community, country hinges on the judgement of the particular community” (Puczkó and Rátz, 2011, p.46). Any objects, buildings, traditions, habits from the past becomes heritage if those involved consider it so. But not everything that originates from the past can be called heritage because this way the possibilities of further development would be excluded. The main task of the heritage management is to discover values that have a cultural or natural importance and therefore their protection and preservation is useful and necessary for a community and also for the next generation (Puczkó and Rátz, 2011). Thanks to the formation of heritage we can discuss furthermore tourism based on heritage. If the main motivation of a particular region is for the heritage to be visited and seen by tourists and this can be called the center element of the product by which we mean several activities then we can talk about heritage tourism. This phenomenon has been present for thousands of years, bearing in mind the travels of ancient Romans or the medieval pilgrimage. The real development of heritage tourism has accelerated and emerged especially in the last few decades thanks to the increasing free time, the improvement of travel operation, the expansion of internet, widening travel opportunities and the growing discretionary income. Getting to know and visiting heritage, the interest for cultural and natural heritage have become more and more significant recently for people living in the given area and for tourists also (Puczkó and Rátz, 2011).

2.3.1 Heritage management

Management is necessary to operate tourist attractions of heritage sites perfectly. Among these tasks is the protection of heritage values and if necessary the suitable reconstruction. But these jobs require considerable amount of money. In order for this progress to work smoothly, a stable financial background is needed and to provide this we need good marketing and to advertise the attraction effectively. We have to guarantee every visitor equally access to the heritage values, but we must make people aware that our main aim is to preserve these values. The cultural heritage is preserved for humanity and handing down this knowledge and sites to the future generation can only work if we don’t let these values to be lost. The majority of people visit these heritage wise outstanding sites, besides cultural interest, mainly to relax,

regenerate, that is why it is important to emphasize it. If a site operates heritage tourism attraction, it is essential for the locals to take the maintenance point of view seriously, cooperate and if necessary share the work, show hospitality upon the guest arriving. The heritage management has different complex tasks, and since these tasks are connected, all must be performed correctly in the interest of uninterrupted and successful fulfilment of the attraction (Bodnár, 2011).

2.4 Events

Organizing and arranging a convention is usually compared to directing a film or rather to live stage performance. When the event has started there is no turning back, it must succeed at the first trying. It is impossible to predict how the guests will react so it is necessary to be prepared to solve unexpected happenings, we need an exact plan and thorough preparation in order to conduct a convention fluently (Allen, 2010). The first step before we start organizing an event is to clarify why we arrange it or why we take part in an event. To determine the target group is a very crucial aspect at the beginning of the planning because it can be a great help in the future for us to choose the suitable type of event that can assist us to reach our aim. We may choose from a variety of event types such as charity balls, product launch, festivals, celebration events, religious conventions or several other special events. While organizing any event our aim regarding time, money, energy is to be reimbursed and on the other hand, the event must suit guests' expectations, satisfy their needs and rise their interest (Allen, 2010). It is essential to specify the ideal number of expected guests as we have to know how many guests can be expected considering the capacity of the place of the event. For example, in case of an event in Hollókő we should not expect group of thousands of visitors because the too much crowd can spoil the whole programme. We must think it over if we can afford to create a high quality event, in order to reach our aim, from the amount of money that we have. It is advisable to select a lower number of visitors, make memorable impression on them with quality programmes, rather than organizing a poor quality event which does not satisfy the expectation of the audience (Allen, 2010). When arranging an event there are some basic elements that can not avoid our attention and need profound planning before the event happens. Such things are: set the time, the number of guests, invitations, the location of the event, decoration, music, lighting, the arrival of guests, taking photos, the required size of the programme, audiovisual factors, food and drink, programmes, departure (Allen, 2010).

We must also make a budget planning considering the planned angles because at this time it is possible to change it and rethink what are the elements that are crucial to make a perfect event and which are the viewpoints that can be left out without damaging the quality of the event (Allen, 2010). One of the most essential components is the time requirement. We should start planning an event in time because it is important that everything should go according to our imagination. „Why should we be satisfied with the second best if with careful designing we can get the best ?” (Allen, 2010, p.57). In the aspect of both, the organizer and the guest, the first criteria is for the guest to leave the place happily and to remember the event as an unforgettable experience. Nowadays the most important way to spread information is by word of mouth because this way, hearing about something from acquaintances or even unknown people, it has greater effect on people than any other advertisement.

2.5 Attractions

Using the word attraction refers to a happening whose visiting is attractive and worth seeing for visitors and last but not least it provides a great experience. In case of lack of attraction, tourism itself can not work well either. There is no exact and only accepted definition of attraction, yet, but one of the outstanding characteristics is that both the locals and the visitors find it attractive, they provide a quality service so people who take part can spend their free time and relaxation and therefore get an unforgettable experience (Puczkó and Rátz, 2011). According to the Scottish Tourist Board’s citation: ”every kind of excursion target whose main aim is to entertain visitors and satisfy interest and educational demand and is not a commercial service, sport facility, cinema or theatre. It must be open for visitors at the advertised period and time of the year without the need to make an appointment. It must be attractive for both tourists, holiday makers and locals, too” (Puczkó and Rátz, 2011, p.26). To sum it up, everything that in any way encourages people to visit and get to know the given thing, event or even person (Puczkó and Rátz, 2011). Usually people, especially families planning visit with small children, do not just want to be robotical consumers, they want more, they are looking for the experience with capital letters. They want to get out of the grey everyday life and want to feel like a child again to enjoy themselves, be carefree and play. It is what is needed (Árva, 2010).

In the fourth chapter Hollókő and Hortobágy will be introduced as cultural pleasure as well so the next pages will be about the cultural attraction in details. The important feature of such attractions is that they provide a cultural opportunity for visitors. These cultural products can be categorized according to their functions i.e. they were formed by their educational or entertaining characteristics. Hortobágy Shepherd Museum is an example for its educational role while Hollókő Easter Festival rather belongs to the entertaining category.

They can be distinguished by how they were formed, i.e. they are natural or man-made. Returning of the storks of Hortobágy or the migrating of cranes are for example natural attractions. However, the castle of Hollókő is a man-made tourist attraction. Cultural attractions can be divided into two categories according to their characteristics and can be analyzed on the basis of places and events. The word heritage sites belong to the places category while the events are the festivals organized at these places. According to their connection to reality such attractions belong here that introduce past times somehow and therefore they arouse feelings, memories, respect in the visitors. On the other hand if the attraction has never happened, they can be categorized as fictitious. In the wider sense of spatial location there are sights that include more than one attraction, here we can mention the castle of Hollókő, where the castle visit is already considered as an attraction itself, but in many cases the exhibitions within the castle also. In a broader sense, the other group contains event such as a walk in Hollókő, where visitors have the opportunity to see several attractions. The first one is called cluster, the latter is called linear product. In a narrow spatial location sense, we can differ inside and outside attractions. It is important if a site can be visited free of charge or can only be visited for a fee. We can distinguish the protected cultural product from the damaged one according to their condition. A protected attraction can be a reconstructed building while an incomplete, deformed product belongs to the damaged category. The attractions can be classified by the form of ownership, i.e. they can be maintained by the government, local authority, foundation or they can be private, too.

Finally, the preference of the visitor is also essential because the main motivation of the travel is the primary cultural attraction such as visiting the Nine-Arch Bridge of Hortobágy and secondary if the visitor has a look at the Gallery of Hortobágy additionally (Ásvány, 2014).

2.5.1 The components of the operation of tourist attractions

In order to operate a tourist attraction well and efficiently, the other factors have to guarantee a perfect operation as well.

Advertising

Nowadays, thanks to the spreading of the internet, people can get information on important events via internet. Therefore this platform must be taken advantage of so that the advertisement can reach the majority of the chosen target group (Sas, 2012).

It is essential to launch a suitable promotional action in order to create, advertise a heritage site or to expand the attraction that has a place in the market and guarantees the competitive operation (Bodnár, 2014). If we wish to get the target visitor number, we need the perfect advert because "...the advertising is an activity whose aim is to draw attention to a product or service" (Sas, 2006, p.29).

The aim of advertisement is primarily to raise awareness, persuade and make an impact. It is important for the advertising maker to recognise when and where they need to introduce the advert to the consumers in a way that is able to reach the desired effect (Sas, 2012). Before planning the adverts it is wise to get familiar with the habits of the target group, what makes them decide to visit the advertised event, which adverts have the biggest effect on them and furthermore what the best platform is where they can be reached (Sas, 2006). In the case of Hollókő or Hortobágy, the events require an older target audience, who can recollect the old traditions and habits that they already know but do not necessarily practise it daily. The younger generation can also be a target group for a particular heritage site as they do not know it, yet, only heard about the life of "palóc" and shepherd. During an event they get an insight into the rural people's everyday life, holidays and traditions, they can see where and how they lived. Moreover, later this younger generation will be the one that has to protect these attractions and sites so it is really important for them to get familiar with them and to recognise these Hungarian sites as common treasure. If we talk about advertising events at heritage sites, after clarifying the target audience, the first priority is that the adverts should be able to arouse the interest of the audience and should pass information that may be stored as great memories in the recipient. The advert must convince the target audience why it is worth visiting the event site but it must be done in a way that the message we mediate should arouse sympathy in the recipient and

thereby the recipient will decide by him/herself if he/she wants to participate in the programme (Sas, 2006). Most people can be influenced emotionally rather than being informed abruptly (Sas, 2012). For example, Easter at Hollókő on 5-6 April, Szécsény folk dance band performing or you can celebrate Easter with your family in a little world heritage village in Hollókő! All weekend we are welcoming you with unforgettable and funny programs, both adults and children. Among many others Szécsény folk dance band will perform. Spend the whole weekend at Hollókő, and you can avoid standing in the line. Have a taste of "palóc" life! Obviously the second advert is much more outstanding and interesting than the first one that only states the facts.

"The desire for a product or service that might seem unimportant for people amplifies if the advert implies that by owning the particular product or service, they can get balance, success, value of relationships and friendships, all in all, they can get happiness" (Sas, 2012, p.43). Advertising has many aims but regarding the actual sites i.e. Hollókő and Hortobágy, the most important ones are: to increase knowledge of world heritage sites and the market share and to get people familiar with these sites and to make it memorable for them (Sas, 2006). Essentially the advert must brag because the aim is to say only good things by the advertised event and to emphasize its best features, to list reasons and convince them so the recipient will have the feeling that he/she must participate (Sas, 2006). Besides bragging, the advert must contain only true facts and must not fool or mislead anybody because that way the ad can lose its credibility. The advertised event should be supported by credible facts because if visitors do not get what they expect, they will never visit the site again. The final conclusion is that the best advertiser is the one who knows what the target audience need exactly and takes business aims into consideration and can familiarize people with the location of the event with the help of the ad and this way he/she can establish the road to longterm success (Sas, 2012).

Transport

The location and its accessibility of a tourist attraction is the first priority in order to attract the right amount visitors. Regarding the transport in the case of any sights, there is a need for constant improvement and development, the same can be said about travelling time, safety, comfort and cost because most of the tourist sites are special in a way that people get experience not in their usual environment therefore

the travel itself can be the beginning of the adventure (Stone, 1996). The event must be held in such place that can be found by visitors easily and quickly. The correct and detailed information is a must because with the help of direction and signs visitors will be able to find the location of the site safely (Puczkó and Rátz, 2011). According to the type of transport, in the case of the above mentioned sites, we can talk about road and railway. Hollókő can be accessed by car or coach, there isn't railroad, while Hortobágy is accessible by car or train but there is no direct transport here either. When travelling to the world heritage sites, the quality of motorway is very important. The two examined world heritage sites maybe reached on the same motorway, the M3. This motorway is in excellent condition as it doesn't have any defects and therefore it can guarantee the expected driving speed. In most cases a trip starts with the travelling therefore it is a priority as the standard of the travel can influence the atmosphere afterwards.

Accommodation, hospitality

In order to operate an attraction fluently, we need the correct amount and suitable quality of accommodation and catering establishment. In terms of accommodation and catering establishment the common aim is to encourage visitors to spend as many night as possible in the chosen location and the quality of these establishments can add to the appeal of a site. According to the definition of World Tourism Organization, a tourist is a person who is staying outside of his/her residence for more than 24 hours and therefore he/she needs accommodation at the chosen destination. The person, who leaves his/her place for less than 24 hours, is an excursionist and in this case the basic conditions are the meal options (Stone, 1996). If the host places cannot provide suitable accommodation or catering for the guests during their stay, even the speciality and outstanding attraction of the particular area cannot guarantee the sustainability of the competitiveness (Michalkó, 2007). We can categorize the type of accommodation, such as accommodation with or without catering establishment. Hotels, guesthouses and restaurants belong to the first group while campings and holiday homes belong to the second group. We should distinguish commercial accommodation from non-commercial accommodation. Commercial accommodation includes the traditional food, drink and lodgings while non-commercial accommodation includes staying with relatives or in a caravan (Stone, 1996). In the case of commercial accommodation, there is a strong connection between

the characteristic and attraction of the destination. For example campings, holiday homes, can mainly be found near the beach or around water front, hostels are usually near popular tourist destinations and spas are built in such places that have some therapeutic factors. In Hungary commercial accommodation mainly means hotels then campings and guesthouses followed by youth hostels. Campings are located mostly near Lake Balaton and Velence or around the famous thermal spas. Guesthouses diverge from hotels because operating them is a much easier process (Michalkó, 2007). Private accommodation "means tourism-related usage of privately owned properties which originally were not created for the purpose of selling the rooms that can be found in them" (Michalkó, 2007, p.221). These flats or houses served as the homes of its owner or his/her relatives. If the particular properties can be found in a touristically outstanding area, in the hope of making a profit, they can be rented. This way the locals get involved and help with the maintainance of the local tourism and take part in keeping it competitive (Michalkó, 2007). We can also differentiate between accommodation with basic activity and non-basic activity. The first ones are accommodation types were catering and lodgings are considered basic activities while in case of accommodation, where providing lodging is not a primary aim, they can be called accommodation with non-basic activity. A good example for this is Hollókő, where putting up guests, ensures an additional income for the villagers. So renting out private houses or rooms for visitors is considered as a lodging without basic activity (Stone, 1996). Catering establishment and the Hungarian hospitality are important factors of Hungarian tourism and are a major attraction for tourists and locals alike. Commercial catering establishments are, apart from restaurants, bars, wine bars and also cake shops (Michalkó, 2007). If we host somebody, we must take responsibility for the guest while he/she stays with us, he/she must enjoy him/herself. The improvement of the catering industry, compared with the past, is undisputed just as the transformation of the looks of restaurants, taverns, inns. Despite all this, the requirements regarding catering have not changed. Even nowadays the most important things are the fast and polite service with helpful staff and everybody should find food that suits their taste and food prices must be stated on the menu. In the viewpoint of the host and the guest also, creating a pleasant atmosphere is vital so hosts are expected to be polite attentive, kind and welcoming. In the nice, friendly environment the guest is encouraged to visit the catering establishment again (Fűzy, Dr. Király and Dr. Sándor, 1992). During the author's visit to Hortobágy, she had a chance to get to know

the atmosphere of Hortobágy Tavern. Taverns are usually located along the main roads and have the style of the particular region. They are attractive thanks to their appearance, atmosphere and the polite staff who works there. They are not arty, the furnishing guarantees their romantic atmosphere. Before they were considered to be a dining option mainly for travellers. There were many poets who wrote poems about the atmosphere of taverns, but the most famous Hungarian poet was Sándor Petőfi whose "tavernpoetry" was the most prominent of all. City restaurants cannot be replaced by taverns, but they don't have such aims anyway, because guests will look for these places anyhow. So during trips, getting familiar with the tavern and their meals, novelty and curiosity can be an attraction itself. Preparing the dishes is a different process therefore their taste is also different from the food made in the restaurants. The taverns were blooming in the second half of the 19th century, but their numbers and standard are constantly increasing so today we can see their second bloom (Rubovszky, Szigeti and Walkó, 2009). "The different characteristic and fragmentation of the hotel and catering industry is a response to the advanced market segmentation, which has been formed in the field of catering and accommodation service" (Stone, 1996, p.88). The market can be divided differently therefore we can distinguish recreational tourists from business travellers. In the case of Hollókő and Hortobágy we can mainly talk about recreational activity. The rural hotels and campings provide accommodation especially for tourists wanting to rest and relax. We can segment the market in terms of group or individual travellers, too as providing accommodation for group travellers by tour operators usually happens in the peak season. Individual travellers generally travel for shorter time mainly at weekends. And finally we can distinguish between domestic and overseas tourists. Domestic tourists like to visit traditional tourist destinations during their travel, whether it is active or passive recreation so they can mainly spend their free time in wellness places, historical towns. International tourists prefer famous big cities, especially the capital of the particular country in terms of accommodation. There are some common features that are important for both providers of accommodation and catering establishment also. For example choosing the location because it is important that the visited place should have accommodation and catering establishment nearby. In both cases - the hotel and catering industry -, we need to distinguish in terms of quality and price as well. To accomplish this, a variety of classification system was created (stars, crowns). In order for a hotel to get a better classification, distinctive services and

facilities are needed. They include for example extra furnishing in the hotel rooms and recreational and leisure facilities (gym, pool, jacuzzi etc.) (Stone, 1996). Some hotels and restaurants can be considered an attraction themselves if the staff working there provide high standard service and pay attention to guests' needs therefore they provide an unforgettable experience for them (Dr. Faragó, 2003).

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter of the thesis the author presents the primary and secondary research methods. The secondary research method is an already existing relevant literature which is the base of literature review chapter. As the primary research method, the author used different types of resources when writing her dissertation, in order to create wider and more complex picture of the chosen topic with the help of the obtained information.

3.2 Secondary research

3.2.1 Literature search

The aim of the secondary research is the data analysis and to get the suitable information from the relevant literature. This research method forms the theoretical base of the written thesis. The details and information collected by the research method can help with creating the question of the primary research method in the case of questionnaire.

Luckily there are a lot of great books available which discuss the topic of the thesis. The dissertation relies mainly on specialized books, although the internet sites were also helpful when writing the diploma work. The books, which were necessary for the project, could be found in the Tourism Library of Budapest Business School. The official website of Hollókő and Hortobágy also played a big part in collecting reliable information. Besides the different books, articles, websites, the author's notes obtained during her studies also contributed to the writing of the thesis, supplementing the secondary research method.

3.3 Primary research

3.3.1 The used tools of primary research

The other type of research method that was used during the diploma work is the primary research method. The author tried to apply as many primary research method as possible. Internet questionnaire, on-site visit, SWOT analysis, marketing mix analysis (4P) helped the author to form a consistent picture of her thesis and support her hypothesis. One of the aims of the primary research is to collect information about the two concerned regions in terms of tourism and marketing, furthermore to gather opinions of the effect of the world heritage title in this two fields. The primary researches also helped the author to identify the target audience regarding Hollókő Old Village and its landscape and Hortobágy National Park, then to recognise which sectors need development in case of the two world heritage sites in order for them to be able to maintain or increase people's interest for the world heritage sites.

The main primary research method in the essay was the internet questionnaire. With its help the author learned about people's knowledge of Hollókő and Hortobágy National Park, how often they visit these places and how often they take part in programmes and if they find it important to get to know the determinant natural and cultural parts of Hungary, which platform they get their information from or if they hear about these opportunities, whether it is important for them to make their children acquainted with the diversity of Hungary.

3.3.2 Research design and ethics

The questionnaire was created on the ripet.hu website, and was spread in university groups, on social network sites, in e-mails. Filling out the form was voluntary and the answers were registered without names. The final questionnaire included 18 questions (not including the demographic questions). The data was collected over 2 weeks, filling out the questionnaire took about 3-4 minutes. The form was filled out by 112 participants. This form of primary research means indirect contact, as the answers were registered anonymously, the identity of the participants was not revealed. The age of the respondents was between 16 and 65.

3.3.3 Marketing mix analysis

The author used the marketing mix analysis as the primary research method in her thesis. They determine the 4P which are the product, price, place, promotion. The 4P is examined by the author in both world heritage sites so it takes us closer to the tourism characteristic of Hollókő and Hortobágy and it supplements the introduced attraction part in the literature review chapter.

3.3.4 Personal visit

The primary research of the thesis contained a personal visit, too. The author travelled to both chosen world heritage sites, and examined what are the factors that help visitors to get information about how to get there, about the programmes, available accommodation and other factors. The author visited local attractions, tried local restaurants, got informed about the programmes so she was able to form a personal opinion about the involved topic from the viewpoint of a visitor. The visit familiarized the author with the cultural and natural value of Hollókő and Hortobágy, which enabled her to get a deeper understanding of the importance of Hollókő and Hortobágy as world heritage sites.

3.4 Data analysis method

”The distinction between primary and secondary research is really about the different sources of market information. A different way of thinking about market research is to consider the two main approaches – qualitative and quantitative” (tutor2u.net, 2015).

3.4.1 Quantitative data analysis method

The primary research is followed by quantitative data analysis. The information from the participants collected during the quantitative research is numerical data. To present the obtained data, the author uses graphs then the result of the questionnaire was compared with the hypothesis and objectives of the study.

DESCRIPTION OF THE AUTHOR'S RESEARCH

4.1 Introduction

The author supported her research with a questionnaire and she shared it on an online platform. She chose this method to fill out the questionnaire because in her opinion, nowadays it is easier and faster to reach people with the questions with the help of the internet. On the other hand in our rushing world today, people do not really like to stop in the street when questioned by a stranger to fill out a questionnaire, but on the internet probably there is more chance to find unknown people willing to help. The author was hoping that most households have internet connection, and as it is a big part of their every day life, therefore it can encourage more people to give an answer and this way help with the research. The author selected the most popular social network site as her aid, which is more and more popular among young and old people alike. A large number of the older generation have made huge steps toward the new technology in order to fit in today's society and its norms. Furthermore, the author's acquaintances helped her share the questionnaire and therefore it could spread on the social network and there was more information available. The aim of the questionnaire was for the author to learn about people's thoughts of the Hungarian World Heritage Sites and to find out what suggestions, remarks they had about the events organized on the sites.

4.2 Primary data research

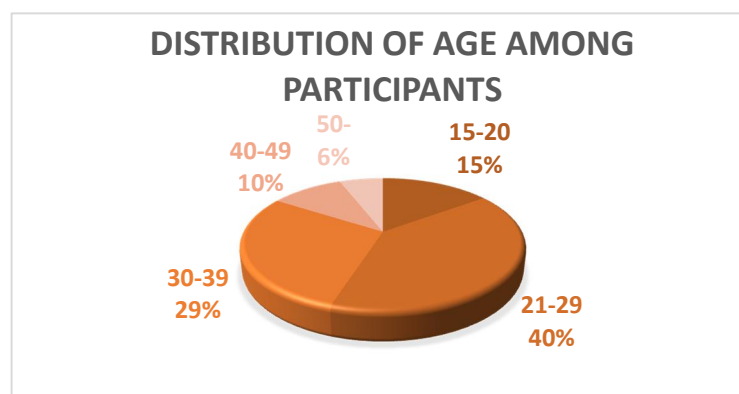
4.2.1 Analysing the result of the questionnaire

In the first few questions the author wanted to know the respondents' gender, age, address and qualification. These introductory questions are just as important as the later ones that are related to the topic, because without these the author could not draw the conclusion genuinely.

The majority of the respondents (69%) were females, the rate of the male respondents, who took part in the research, was only 31%. Probably the reason for this big difference is that usually women are more interested in tourism, travel and events than men. On the other hand, it is possible that women are more likely to fill out such

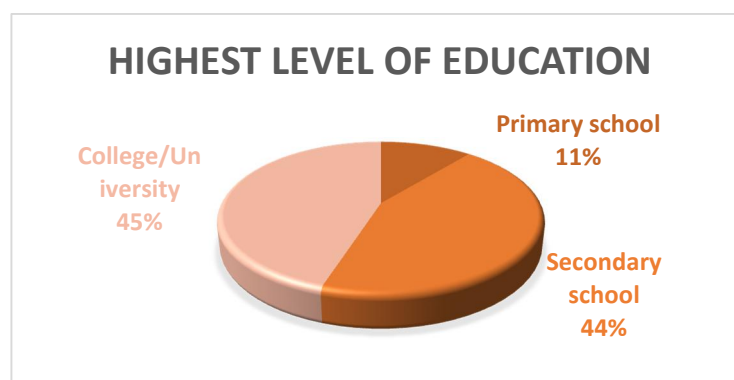
questionnaires in their free time which they spend in front of the computer. Women are also more talkative than men and they are more willing to share their opinion regarding a particular topic.

As for the age group, the majority of people were between 20 and 30 years old. It was not a big surprise since the author's acquaintances, friends and the circle they shared the questionnaire with was also this age group. Despite this fact, thanks to the spreading of the internet, the youngest respondent was 16 years old while the oldest one was 65 years old.



1. Figure: Distribution of age among participants (Author's own source)

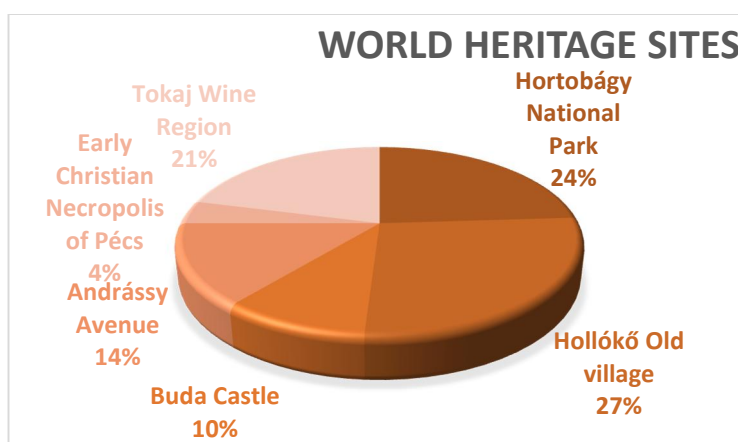
The author lives in Budapest, went to schools there, her relatives and friends are also from Budapest, therefore probably because of this, most respondents live in Budapest but there were some people who live in towns near Budapest, in Pest county, abroad or in bigger towns or villages far from the capital. The number of respondents who has secondary school qualification and the number of people who have a degree are identical. The reason for this result could be that considering the age group, it is likely that most of them are in the process of studying in further education.



2. Figure: Highest level of education (Author's own source)

1. Have you ever heard about the Hungarian World Heritage Sites?
2. List Hungarian World Heritages Sites!

By combining questions 1 and 2, most respondents have already heard about the Hungarian World Heritage Sites, and most of them have not only heard about them but they also know them. In the questionnaire they had to list the world heritage sites, and there was barely anybody who only mentioned one site. Among the listed sites, most people wrote Hollókő Old Village, Hortobágy National Park and Tokaj Wine Region, and the five most popular is presented by the pie chart.



3. Figure: Most popular Hungarian World Heritage Sites according to the questionnaire (Author's own source)

3. Have you ever visited any of the Hungarian World Heritage Sites?

76% of the respondents answered yes to this question, so only 24% gave negative answer. The rate of the answers is positive, but as most respondents were from Budapest, maybe it is possible that in their everyday life they accidentally walked at world heritage sites, for example in Andrassy street.

4. If yes, is it because it is a world heritage site?

Probably it was the only result that can be considered negative because 73% of people answered no to this question, only 27% of them said that the main purpose of their visit was to get familiar with the world heritage sites.

5. If no, would you like to go there?

It is clear from the result of the questionnaire that those respondents, who have not been to world heritage sites yet, would gladly visit some of them, 86% of them, precisely. So these people's interest is already aroused regarding the common values of humanity.

6. Did you go on a one-day trip or longer?

59% of the respondents only made a one-day trip or visit to the world heritage sites. But 46% of them stayed for a longer period of time, which is not a bad proportion as the main aim of the world heritage sites is to increase the amount of time tourists spend when visiting a site.

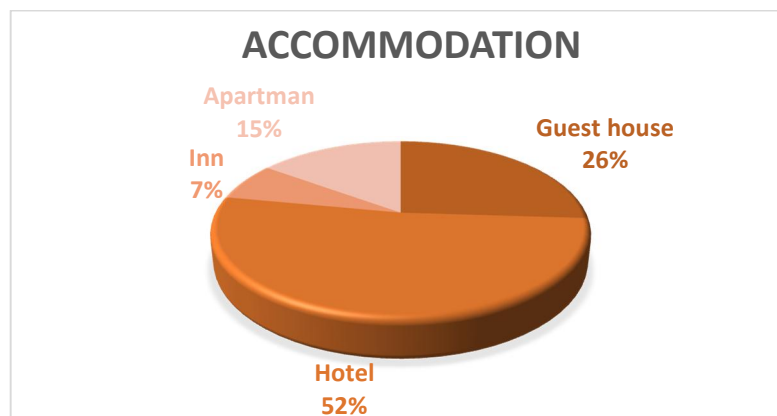


4. Figure: Length of stay in Hungarian World Heritage Sites (Author's own source)

7. If longer, what type of accommodation did you choose?

8. Were you satisfied with the accommodation?

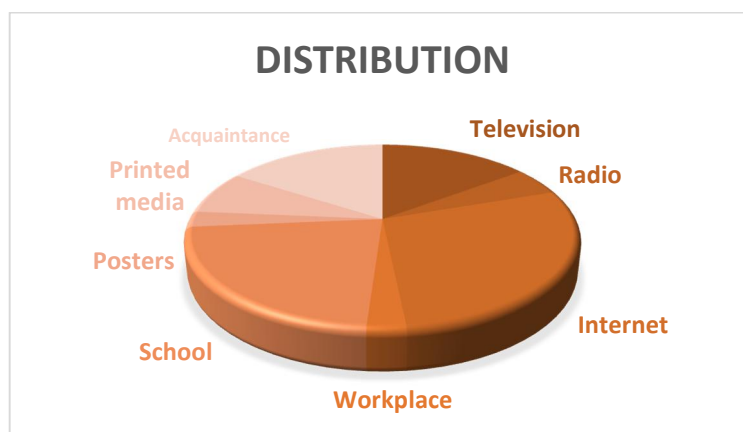
52% of the respondents preferred to stay in hotels in case of a longer trip. The second most popular type of accommodation was the guest house. Furthermore, 67% was satisfied with the chosen accommodation, but of course there were some of them who were not so satisfied.



5. Figure: Kind of accommodation in case of staying (Author's own source)

9. From where did you here about the Hungarian World Heritage Sites?

To this question the author got the following reply: 27% heard about them from the television, 9% from the radio, 52% from the internet, 5% at work, 41% at school, 5% from posters and billboards, 14% from the printed media, 29% from acquaintances or friends and the rest of them from other sources. We can see from these answers that students are already getting some information from and at school, but these datas could still be improved. All students should know and get familiar with at least their own country's world heritage sites. On the other hand, it is clear that a lot of them turn to the internet and it is their main sorce of information. In the questionnaire the participants could choose more than one option.



6. Figure: Distribution channels in case of World Heritage Sites (Author's own source)

10. Have you ever taken part in an event of a world heritage site?
 16. In your opinion, what would needed to be done for people to visit the events? How could they make the events more interesting for people?

The author combined questions 10 and 16, and wrote a combined answer. 60% of the respondents have not taken part in world heritage site programmes or events yet. The author and the majority of respondents think that this result is caused by the lack of information, and this theory is supported by the replies given to the other question of the questionnaire, too, in which the respondents say that more emphasis should be put on adverts, promotions and other commercials in order for people to hear and get information about the different events.

The internet is an outstanding example because thanks to the online sites, it is now possible to reach more and more people with the particular information.

According to the author, a proper promotion of an event should include the exact time and location of the event, the direction how to get there, the programme plan, the costs and the duration of the event. Knowing these details, it is easier for people to decide if they are interested in the given programme.

11. If yes, where?

15. If you have not taken part yet, where would you like to go?

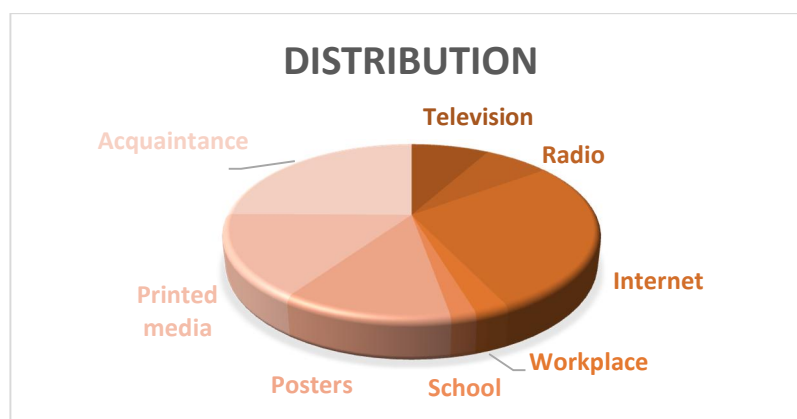
Most answers to the following question, where they have already taken part in events, came to Hollókő, and within that more people mentioned programmes organized at Easter. Among the respondents, it very rarely occurred that they have taken part in programmes organized in Buda Castle or Andrassy street, which is quite surprising as the majority of the respondents live in Budapest. According to the author's opinion, the reason for this is that it is possible most people do not even know that they are part of the world heritage sites. However, in the future most people would like to travel to Hortobágy.

12. How satisfied were you with it?

Those, who have already participated in events arranged at world heritage sites are satisfied, to be exact 73% of them, while 17% of them were very satisfied with what they had seen. So the author came to the conclusion that these events were memorable experiences in visitors' life and they can remember them fondly. That is why the events play an important role as they are able to attract visitors and make an impression on them.

13. Where did you hear about the events?

Most of the respondents heard about the events from friends and acquaintances or via the internet so it is very vital that the organizers should pay attention to the fact that the programmes need to have a positive effect on the participants. As the author's own experiences prove, we tend to believe what our acquaintances and friends tell us about their feelings and experiences regarding the events because from them we can get an accurate picture of the sites and programmes.



7. Figure: Distribution channels in case of events (Author's own source)

14. What kind of events/sights are you interested in if you visit a Hungarian World Heritage Site?

Most respondents would be interested in cultural and culinary events, but the guided tours and organized school trips did not really arouse people's interest.



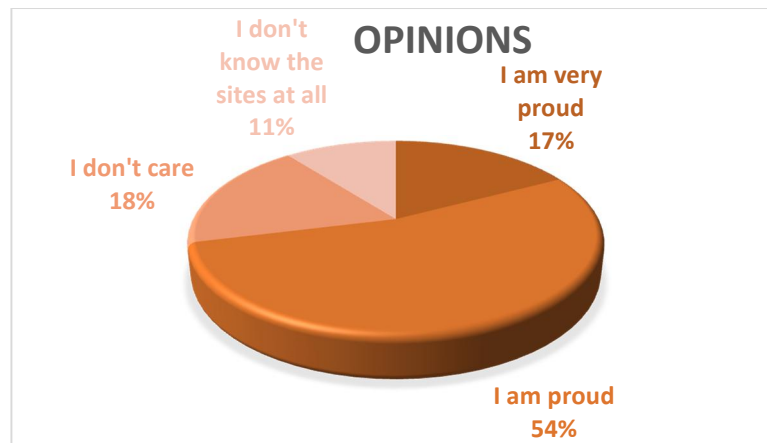
8. Figure: Events (Author's own source)

17. In your opinion, how could we arouse the interest of the young generation for the World Heritage Sites?

The answers were completely unanimous, all the respondents suggested interesting and exciting programmes and events, rather than festivals, concerts and unusual, special programmes for the younger generation. But the thought of school camps also came up and many think that the school should be responsible for providing the suitable information and for making the Hungarian World Heritage Sites more interesting for students.

18. Do you have an opinion about the Hungarian World Heritage Sites?

It was obvious from the answers to the last question of the questionnaire that 51% of the respondents are proud and 22% are very proud of these sites. 17% of them do not really care about the Hungarian World Heritage Sites and 10% of them do not know them at all.



9. Figure: Opinions of participants about domestic World Heritage Sites (Author's own source)

4.3 Summary

According to the author, it was useful to attempt the questionnaire because this way she has more information about what people think of our world heritage sites. As the internet questionnaire proves, people's knowledge of the Hungarian World Heritage Sites is not unified because there are some who do not really know what our world heritage sites are and they are not interested in this topic. Fortunately the majority of respondents knows these sites even if they did not visit them, they can list some sites. Question 16 had the most unified answers that a world heritage site would be more popular among people if they were advertised better and the lack of advertisement and marketing was mentioned by almost everybody.

ANALYSES

5.1 World Heritage

„The Unesco World Heritage Treaty was born on 16th November 1972 and it is so far the most important aid for us to protect the universal natural and cultural worth of the Earth. The Treaty is a unique legal means which takes global responsibility to save cultural, natural values of the World” (Dr. Bassa, 2009, p.55).

This Treaty was made to draw attention to unique and universal value heritage, this way they get financial support as well. To develop tourism in the particular region and organising the events, bring tourist to the location so a particular world heritage site can be financially profitable. They recognised that these irreplaceable values are in danger of disappearance and destruction, and by making the Treaty with cooperation it can be prevented (Puczkó and Rátz, 2011).

Rebuilding the Egyptian Abu Simbeli churches preceded the Treaty and the necessary amount of money was collected by the help of fifty states. It was recognised that different nations unite in order to preserve some cultural monuments. The UNESCO i.e. United Nations Educational, Scientific and Cultural Organization with ICOMOS i.e. International Council on Monuments and Sites created a Treaty which is about the protection of cultural heritage (wikipedia.org, 2015). The topic of expanding the Treaty to the protection of natural places was brought up at a subsequent conference, and that time ”World Heritage” was created in other words the World Heritage itself. By now it is considered one of the biggest organizations of the world as nowadays we have 1007 world heritage values, all together from 161 countries, we have 31 that are located in several countries, 779 of these are cultural, 197 natural, 31 mixed and 46 endangered categories (unesco.org, 2015). Within the world heritage sites the cultural category includes buildings, monuments and sites that satisfy at least one of the 6 requirements of the Treaty (Ásványi, 2014).

”Cultural landscapes also belong to the cultural heritage category, it means they were created by cooperation between man and nature. They are the following:

- the consciously planned and formed landscapes, whose parts are the gardens and parks belonging to the buildings;

- developing landscapes with potential;
- natural elements that are linked to religious, artistic or cultural phenomenon which have associated values” (Ásványi, 2014, p.26-27).

The national heritage category contains those formations, areas and natural landscapes that are habitats of endangered animals and plants. They must meet the conditions of integrity and one of the four conditions of the Treaty. Endangered world heritage sites mean such heritage that for any reason are at risk of constructions, disasters or any other initiative (Ásványi, 2014). Hungary joined the World Heritage Treaty in 1985 and 14 years later the Hungarian National Committee of the World Heritage was born. This Committee communicates with UNESCO (United Nations Educational, Scientific and Cultural Organization) about different events, conferences and tasks regarding the listed world heritages sites. If a site is part of the world heritage it does not mean that it gets all the support, but the operating regulations of UNESCO (United Nations Educational, Scientific and Cultural Organization) provide an opportunity to apply for support (Dr. Bassa, 2009).

The traditions of people and communities living around the cultural and natural heritage sites must be protected according to the words of Intellectual Cultural Heritage Treaty.

In 2003 UNESCO (United Nations Educational, Scientific and Cultural Organization) accepted a Treaty of the protection of Intellectual Cultural Heritage. This category includes for example events regarding the celebrations, in other words Pentecostal church decorating in Mende and ”tikverőzés” in Moha, traditional handicraft for example lace sewing in Halas and the pottery of Mezőtúr (Ásványi, 2014). In Hungary Budapest was first put on The World Heritage list in 1987 – the bank of Danube, the Castle District of Buda and later in 2002 Andrassy street was also included. The old village of Hollókő and its landscape got the place on the list in 1987. The kars of Aggtelek and the Slovak kars caves are part of the world heritage since 1995 and one year later the Thousand-Year-Old Benedictine Abbey of Pannonhalma and its natural environment was added to the list. The National Park of Hortobágy – ”A puszta” – got the world heritage title in 1999, in 2000 Pécs (Sopianae) Early Christian Burial Chamber, in 2001 Fertő/Neusiedler See Cultural Landscape and the latest in 2002 Historical Wine Region of Tokaj. Among these places the kars of

Aggtelek and Slovak kars caves belong to the natural category while the other world heritage sites belong to the cultural category (vilagorokseg.hu, 2015). At present there are such Hungarian sites that were put on the Tentative List, for example the National Horse Farm of Mezőhegyes, the Archeological site of Tarnóc, the thermal kars area of Rózsadomb, the Fortress of Komárom/Komarno or Country House Network of Hungary. The process for a site to get on the World Heritage List usually lasts 4-5 years (Dr.Bassa, 2009). Today in terms of cultural tourism, the historical towns are very attractive but one of the most important criteria, in the case of towns and any world heritage sites, that the visitors must be informed about the sights of the particular site, most important things and services. In order for information mediation to work well, we need to give verbal information, brochures, leaflets, adverts (Dr.Bassa, 2009).

Besides suitable information the locals (of world heritage sites) must know why their residence specifically became part of the world heritage and what heritage elements need to be protected. We must know what attributions are connected to the site and it is important to pay attention to their suitable operation. We can list here different exhibitions and museums. In creating and maintaining an attraction, traditions and legends play a big part, we must always keep in mind their existence and we must take part in their creation. These world heritage sites are mainly populated areas so the most essential thing is to take the locals' interest into account above all (Dr. Bassa, 2009).

We are talking about different world heritage sites, but these values are owned by everybody regardless where they can be found and therefore joining forces and cooperation are vital. All the countries that joined, accepted that their common task is protection and mutual assistance. Every nation can be proud of the several cultural and natural sites that can be found all around the world. Those sites that are considered world heritage sites are the particular country's national treasure therefore they were recommended to be put on the World Heritage List. There are nations that did not take advantage of the opportunity to propose their national treasures to be put on the list so we cannot say that all the treasure of humanity are listed. In most cases the world heritages are sites of European countries, important sacral buildings and historical values, but the World Heritage Committee is aiming to add Asian and African sites to the List in order to change the tendency. A world heritage site itself is an outstanding attraction, so in terms of tourism, it is a positive thing for the particular region (Puczkó

and Rátz, 2011). Nowadays in Hungary there are sites that are already on the Tentative List, but our youngest world heritage got its title 13 years ago. Regardless whether it is a new or older site, in any case the protection is important, and older sites must not be neglected either and the Periodical Report of the preservation condition serves this purpose and it is regulated to be presented in every 6 years. (Dr.Bassa, 2009)

5.1.1 Involving the future generation

If we would like these sites to shine in such form in a few years' time, we need to involve the younger generation and they need to be aware of their responsibility. In order for young people to feel that these sites are theirs and for them to do something to keep these attraction among the world heritage sites, we need to put more emphasis on educating them about it. If we want to succeed in this, they need to get to know these natural and cultural sites better through education, they should take part in varied programmes at the sites, and while doing this they would learn the importance of the world heritage phenomenon. Different subjects should include these programs and knowledge so it would not take extra time, still, young people could gain the most essential knowledge, information and aims. For example in History education they should learn about the clothing of old times, the tools, which were used long time ago and they could even have roleplays in which they could recollect, for example the culture of the old village of Hollókő. There should be class trips organized to one of the world heritage sites so students would have a stronger connection and memory of these sites. If they could learn about the world heritage sites at any lessons, photos, videos taken of them would be useful and would arouse students' interest (Dr. Bassa, 2009). In the education system the most serious aim should be to draw students' attention to the importance of preserving the sites, keeping them in a competitive standard and making sure they are not harmed (Dr. Bassa, 2009).

”The world heritage is a common treasure, but without proper information, up-to-date information management, it can not draw attention to itself, it can not become public property. To organize this, work out the technical background, we need to obtain the suitable knowledge, means and experience” (Dr. Bassa, 2009, p.63).

5.2 The Old village of Hollókő and its area

5.2.1 General description of this area

The most famous region of Nógrád county is Hollókő, it is about 95 km from Budapest in the Cserhát. The Old Village and its landscape have been one of the world heritage sites (holloko.hu, 2015).

”The village was formed in the 17-18th century and it was the first village that got the title for its traditional type of settlement, the traditional architecture and because it is a unique example of village life that preceded the agricultural revolution of the 20th century, and was preserved in its original condition” (holloko.hu, 2015, p.1). The ”palóc” architecture, the traditional costume, and the castle built in gothic style belong to Hollókő’s attraction. The settlement has had this image since 1909. The walls of the houses were made of adobe, a stone base was built under the houses while the characteristic of the roof was shingle, rafter structure. The looks of the village together with the ”palóc” architectural style have existed since 1911 (Méhés, 2009). Hollókő excels from the remaining ”palóc” villages because if somebody visits this place, he/she experiences the hospitality, kindness and cheerfulness of the locals. An outstanding feature of their culture is the traditional costume which is different in every ”palóc” village, they include the colorful decorated bonnet, petticoat, embroidered shirts, aprons and headscarves. These clothes are rarely worn, mainly at celebrations, traditional events (Méhés, 2009). Today in the middle of the Old Village there is the catholic church with its shingle. Around it there are white terraced farmhouses, which are the characteristic features of the architecture of the whole village. Visitors can see different exhibitions, museums in the preserved houses. There are 67 of them (holloko.hu, 2015). Since the fire these houses have been rebuilt in the same style, keeping the feature of the ”palóc” architecture and therefore construction is not allowed in the area of the old village (Balogh, 1998).

5.2.2 Get an insight into the traditional cultural places complimented by the author’s personal experience

The author had the chance to visit Hollókő on April 2015 and also on November 2015. On April she went on this trip by car so she started her journey from Budapest on the M3 motorway. She found the motorway in good condition, there were not any defects, the nature along the road was pleasant surrounded by trees and hills.

Near the motorway she could see restaurant, petrol station, service area. These are essential if people go on a longer trip therefore I was glad to experience their existence. During the author's travel it was obvious that there was not any available information about Hollókő, only at the 55th kilometer mark there was a sign with the name of the village perhaps for the visitors to inform them that they have to exit the motorway at Salgótarján in the direction of Galyatető, but there was no other detailed information. It would be advisable to change this because we are talking about Hungarian World Heritage Site and visitors who would like to get to Hollókő for the first time probably it is not clear when and in what direction they need to exit the motorway. The route continued on the highway 21 in the direction of Hollókő. The quality of this road was not nearly as good as the motorway. Along the road there were several towns and villages for example Lőrinci and Zagyvaszántó and next to the road there were petrol stations. In order to improve the quality of the highway they have already started repair and road work so it was impossible to keep the expected speed. The first road sign, which contained the remaining kilometers to Hollókő, was located 16 km from the village. The journey continued through smaller villages like Alsótold and Felsőtold. There were some signs visible that included the name of the available guesthouses in the area. It was almost impossible to miss where one must turn into the village because along the road there was a carved stone raven. On the untidy accessroad we can see „welcome on the Palóc road!” sign. On the way to the parking place, which was built on a hill side next to Kossuth street that runs through the village, people can read adverts of Palóc Doll Museum, campings, bed and breakfast, guesthouses on the board along the street. In contrast to the chaos of the big cities Hollókő is the center of calm and peace in a region where everybody knows everybody and in terms of tourism it is idyllic and magical (Csurgó, 2013). One can walk through the village and see the sights and attractions in an hour. In the forepart of Hollókő Old Village in Kossuth street there is the Saint Martin Chapel. As it is a small chapel, the main church of the city is the Saint Martin Roman Catholic Church surrounded by „palóc” houses. It was built in 1889, it is made of wood, its flooring is brick, its walls are white and the roof is covered by shingle. Today this church is the symbol of the village (miserend.hu, 2015). Those, who would like to get an insight into the religious life of the village should visit the mass on Wednesday at 4 p.m. or on Sunday at 8 a.m (holloko.hu, 2015). The Dr. Román András Memorial Building can be reached through Kossuth street, and we can get information about the attractions of Hollókő Old Village with the help of a big

map. As we walk further in the street we get to know the best of "palóc" style architecture, the pectinately built whitened gable roofed terraced cottages of the village. These houses aren't empty nowadays, those which aren't inhabited, are used as museums, souvenir shops, craftsman workshop, restaurants for the visitors (Méhes, 2009). In Kossuth street we can also find the Post Museum where we can see the exhibition called "the Post Office of Palócföld". At the exhibition visitors can learn about the development of the "palóc" postal network, and they can have a look at the remaining relics. Visitors have to pay an admission fee of few hundred forints and the exhibition is open between 2 April and 31 October, it is closed on Mondays (holloko.hu, 2015). The author could only visit the Village Museum next to the Post Museum because it was the only building that was open. The museum can be found in a "palóc" cottage. The oldest house of the village was rebuilt after the fire of 1909 and it was shaped like the original. It was the spitting image of a detached house of a family in the 1920's. The author first entered the kitchen of the trigeminal house, on the left side there was the "clean room", on the right side there was the store room. In the kitchen there was only a cooking stove in the corner. In the clean room there was a furnace (rakott tűzhely), built together with the kitchen oven, but they only warmed the food there, they didn't use it for cooking. The flooring was made of pisay, and there was a cellar under it. In the "clean room" there was carved furniture, and period ornaments that were the girl's dowry and the towered bed. In the store room there was a smaller bed on the right side where the elder people slept, and the garden cradle was also kept here. Of course it wasn't used in the store room, it was only put there but it was easy to carry it in the garden or anywhere else. Besides these, in the store room they exhibited period tools, too. The Village Museum welcomes visitors between 1 March and 15 December everyday, 10 am to 6 pm. and there is also an admission fee of few hundred forints (holloko.hu, 2015). If we walk further down the cobbled street we have an opportunity to get an insight into the Craft Printing Workshop which is unique in the country. They are expecting the visitors with several exciting programmes everyday of the week. Among others, people can test the 200-year-old Gutenberg Press with which they can make souvenirs from Hollókő, but besides this they can try manual typesetting or bookbinding (holloko.hu, 2015). In the 15th century Johannes Gutenberg invented the printing press with adjustable character set. Thanks to this technology the Gutenberg Press became famous (eloremutato.hu, 2009). In the building of the Press there are locally made posters, bookmark, albums, art prints that

people can find interesting. Those people who do not want to test their manual skills have a chance to see the mini book exhibition or the poster exhibition (holloko.hu, 2015). In the Palóc Doll Museum approximately 200 chinadolls are waiting for the visitors, and the dolls are dressed in palóc folk clothes. The museum is open between 1 April and 30 November everyday from 10 am to 5 pm (holloko.hu, 2015). The Hollókő Folklore Museum is usually open everyday of the year, but unfortunately when the author was there, it was closed. People who are interested in the method and process of the farming of old times and in the village landscape should visit this place (holloko.hu, 2015). The only working artisan workshop of the Old Village is the Weaving Workshop where visitors can get more information about the magic of the hand weaving and they also have the possibility to buy the textile made by the loom (holloko.hu, 2015). In the village we can find wooden spoon vendor, pottery house, pottery workshop, arts and crafts shop, basket maker. Everybody can choose according to their taste from the embroidered tablecloth, jewelry, handmade soap, wooden toys, crochet products, key-case, pillowcases, "palóc" brandy, paintings, baskets, folk music CDs and other souvenirs. Those who only come to the old village for a few hours have the opportunity to taste the "palóc" flavour in Mívesház Inn, in Vár Restaurant and Muskátli Restaurant (holloko.hu, 2015). During her visit, the author chose Vár Restaurant to get familiar with the regional cooking style and its specialities. On the menu next to the restaurant logo there is the castle and on the same page we can find the advertisement of Felsőtold guesthouses that are for rent. The interior of the restaurant is furnished "palóc" style, solid wooden carved chairs and tables, embroidered curtains, tablecloth, pottery items, jugs and pictures decorate the premise. The waiters were fast and helpful with the customers. The appetizers on the menu included foods with interesting names like "Hollókő bean soup" or "Palóc soup as the locals like it". There were also some outstanding dishes among the main courses: "Hollókő ribs chef's style with croquette" and "Palóc roast with mixed side dish". According to the author, it was a good idea to give special trading name to the dishes because this way, they sound more exciting and arouse the interest of the visitors. If someone wants to have fine strudel and strong coffee, they should go to Hollóköves Cafe at the entrance of the old village at 50. Kossuth street (Farkas, 2010). The Castle of Hollókő does not belong to the world heritage sites, but as an attraction, it is inseparable from the old village. According to the legend, the village got its name in the old times when a member of the Kacsics family, Andrew kidnapped the wife of a

landlord and got her locked in the castle that was still being built at that time. But the masons kept building the walls of the woman's room again and again in vain, the stones kept collapsing because the wife had a witch nurse who made a deal with the devil and with his help at night her sons changed into ravens and destroyed the walls therefore the woman could escape one day.

In the castle there is a waxworks which introduces the Kacsics family's life. Besides these in the weapon hall we can have an insight into the age of old weapons blasons, and in the Illustrated Chronicle we can see enlarged scenes images. People can also visit the chapel of the castle which was christened nine years ago, on Ascension Day (Méhes, 2009). Those who love events, can take part in Hollókő Castle Tournament which is usually organized at the end of May. This time people put on contemporary clothes and they hold weapon shows and tournament for the audience. The brave ones can try archery, sword play, and everybody has the chance to get to know the characteristic food and dance of the middle ages (Méhes, 2009).

Sport lovers have the opportunity to organize bike tours in the region because between Rimóc and Hollókő there is developed bicycle path, but as in the region the busy roads are not common, therefore people can cycle safely on the side road (Méhes, 2009). Of course the biggest event in the life of Hollókő Old Village is the Easter Festival. This celebration has been organized in Hollókő for over 20 years, and besides Hungarian visitors, foreigners also come to visit this event. To present the "Palóc" lifestyle there is a parade of folk singers, folk dancers, folk musicians. For the visitors of the little world heritage village there is Easter attraction: sprinkling by well-water, which is not exactly common in bigger towns. For the 3-day event an adult ticket costs 2500 HUF and the student ticket is 1500 HUF. Children under the age of 10 can visit the event free of charge. By buying the ticket people can visit all the museums of the village and the Castle, too. At the Festival besides the usual performers, this year they invited popular bands that are trying to attract the young generation and adults of the capital by rethinking the Hungarian folk music. Visitors can admire the masterpieces of egg decorators, woodcarvers, and the hand embroidery or woven textiles of the women of Hollókő. In the Old Village there is the Holy Mass on Easter Sunday, just before the Procession. In the event there is a folk art and crafts fair and craft exhibition also. In the Festival there are almost 100 performers taking part, among others Nógrád Dance Group, Fonó Band, Folt Band, Szabó Balázs and his Band, Kerekes Band and

Garaboly Band. This event is very important for the residents of Hollókő Old Village because they put on special traditional clothing on the occasion of the celebration, and they take part in the programme in cooperation to ensure a successful event (holloko.hu, 2015). According to Péter Kelecsényi who is the managing director of World Heritage Site Management Nonprofit Ltd, the Easter Festival is the most visited event of the year. In case of good weather the number of visitors can reach up to 12000-15000, but in case of bad weather there is still a minimum of 5000-6000 people arriving at the village. The event is advertised in different newspapers, radio, and posters, hoping that the information will reach even more people.

The author is glad that, thanks to her topic choice, she had the chance to visit and get to know Hollókő Old Village and its landscape. It is obvious that this little region worthily deserved the world heritage title and she is happy that this site can be found in Hungary. In her opinion there isn't many other similar regions in the country, which is characterized by peace, calm and hospitality alike. The one day trip in Hollókő will be a memorable experience for her and it was interesting to get to know the "Palóc" traditions, and to meet the local people. The author will treasure in her memory this trip as she only travelled few kilometers but she found herself in a completely different world. "It is real and honest, so pure. Maybe this is the main feature of the outstanding little world heritage village of Hungary in Cserhát with its 380 inhabitants. This village is known for its little houses that are more than 100 years old, but they don't look like open air museum or any other museums, in fact they are livelier than some other towns. Although it keeps its tradition, strength and dignity, it is not "as if", but it is the "real thing"." (holloko.hu/hu/info/hollokorol/holloko-az-elo-falu/index.html, 2015).

5.2.3 Marketing mix analysis of Hollókő

Product

We can plan multi-day trips to Hollókő easily because there are several guesthouses for the visitors. Among them, there is the outstanding "Pászti" inner house in the middle of the old village, which can be suitable for up to 2 groups of 6. In the houses there is tiled stove, bathroom and kitchen as well. Besides those, altogether there are 18 guesthouses and rooms furnished in "palóc" style, waiting for people who want to rest. One of the development plans is to renew and modernise the

accommodations. Thanks to European Union support of 476 million HUF, Castellum Hotel Hollókő will open in March 2016. The four-star-hotel is welcoming visitors with its 68 rooms of which 51 is standard, 10 superior, 4 suites, 2 rooms for handicapped and 1 antiallergen. The hotel restaurant's capacity is 160 people, furthermore there is a wellness area of over 400 squaremeters spoiling the visitors. Playroom, bowling, programme organizing, free wifi and laptop borrowing will all be available. The bicycle rental, operated by the hotel, will provide renting service not just for the hotel guests but also for the visitors of the village. The hotel can be found at the edge of Hollókő therefore it is easy to reach as this will be the first thing that the tourists will see when they arrive at the village (turizmus.com, 2015). The little village does not need any more accommodation because the region could not handle tourism of larger capacity. In Hollókő there are a few restaurants where visitors can taste the local food. In the Old Village we can find Vár restaurant, Muskátli restaurant and Katalin Inn. Guests can get to know the "Palóc" cuisine while enjoying each other's company in a cosy, familiar atmosphere. In the village only Muskátli restaurant and Katalin inn are local property.

Price

In Hollókő people can find several different little museums. Considering the prices almost all of the admission fee is few hundred forints which is exepctable as the tiny museums have limited possibilities. An adult ticket costs between 200 and 900 forints, the most expensive ticket is at the Castle Museum although this museum is not the part of the world heritage area. The prices of the restaurants are similar to the prices of an average medium category restaurant, however, in the neighbouring villages we can get food and meals of the same quality and style, but a little bit cheaper. As we are talking about places favoured by tourists, it is not suprising that they are more expensive than the less known villages in the area.

Place

Thanks to its world heritage title, Hollókő is a nationally known village. Although most of the souvenirs and gifts for sale in the village do not originate from there. Hollókő is planning to create its own brand, this way they can sell local people's agricultural products and other objects connected to this region. Launching Hollókő brand would ensure a quality guarantee for the potential customers suggesting that they

can buy something real, unadulterated of the particular region's past, they can bring a little piece with them in the present. Moreover, it would support local businesses, products made by the locals and bearing the Hollókő brand name would be more marketable due to their values. Obviously such products would have to meet some national and European Union requirements (itthon.hu, 2015).

Promotion

It is obvious that Hollókő is lacking of promotion. As the questionnaire of thesis has proven, most people complain about not getting the right information about the possible programmes. The popularity of social network sites and internet could be suitable to present programmes regarding Hollókő although visiting world heritage sites is not too popular among the young generation, the target audience in this case is the elder or pensioner generation, however, they do not use the means of modern technology. The best way to reach the target audience is via printed media, adverts and radio. Despite this, the author thinks if Hollókő was active user of facebook, it would increase its popularity a great deal. Up to date share of information, pictures, probably posting unique things could arouse the interest of a wider group. Additionally, advertisement in public places, participating in trade shows and fairs, direct emails would also contribute to enhancing the popularity of Hollókő which would result in more visiting this area.

5.2.4 Analysing the effects of the World Heritage title on Hollókő

At the moment the population of Hollókő is 370 people. Two thirds are female inhabitants. The majority of inhabitants are retired people. The young people usually do not stay in the little village of few hundred inhabitants, due to the lack of opportunities they chose to settle in another village or town. Because of this in the village the aging population can cause problems. The inhabitants are influenced by their hometown belonging to the world heritage sites. Since there are tourist arriving almost all year round, the little village can expect 50-80000 visitors annually therefore the locals' everyday life is affected by their residency being a popular tourist attraction. Most older people, considering their free time, do their share in the life of the village, a lot of women are members of the choir and participate in merry folklore groups. As the tradition and habits are important for the older people in the village, they are glad to show people, who are curious, how they live their life. In case of Hollókő, people

aim to keep the traditional structure of the village, however, the aging population and migration are a threat to the village because it can lose its living nature. To prevent this, they populated the village with families and since 2009 three children were born already, which is great happiness for them as there was a 10-year period without newborn babies in Hollókő. Mainly tourism and hospitality can provide opportunity for people wanting to work, but to keep the inhabitants they are trying to find a job for everybody. The village has its own surgery, kindergarten and school where the number of students has increased, luckily, thanks to the fact that children from other settlements also come here to study (index.hu, 2011).

5.2.5 SWOT analysis of Hollókő

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> - Cultural place, is a small treasure of Hungary - World Heritage Site - It is located not far from the capital of Hungary - Significant domestic demand for this area - Capacity for tourism is appropriate 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> - The lack of language skills of residents - Short time visitors which mean lower expenditures - Invariable programmes do not attract visitors who look for something new - The programmes are seasonal - Lack of guiding - Underdevelopment of roads and information structure - There is not enough promotion of Hollókő - The lack of high-comfort accomodations - Low proportion of active population, aging population - Lack of co-operation among service providers
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> - The development of tourism infrastructure (information centers, development of accomodation) - Continuous information to the residents about the issues involved in tourism - Increase of overnight visitors - Attract people from foreign countires (Slovakia is close) - Make the Old Village livelier (settling of families and artists). 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> - Increasing competition between operators and service providers - The young generation is not interested - The final loss of folk traditions - Commercialization of products and souvenirs

1. Table: SWOT analysis of Hollókő (Author's own source)

5.2.6 Target market of Hollókő Old Village and its landscape

As the author mentioned it before, in her opinion the real target audience would be the elder generation. The reason for it is that this generation is mature enough to notice the valuable attractions in our country. Also, this generation is willing to take part in domestic trips, not in foreign travel. The majority of them pays more attention to getting familiar with their own home and country. This age group is closer – in age and in their hearts – to habits and traditions. Hollókő does not really provide exciting adventure for many, but the peace, the calm, the streets of the village of few hundred inhabitants, the friendly inns and the historical exhibitions make it an attractive place for the elderly.

5.2.7 Development plans of Hollókő

Thanks to a North Hungarian Operative Program (ÉMOP) called „Próbáljon szerencsét Hollókőn!”, the village got 2 billion forints which enabled them to make a number of development projects. In only one and a half years they managed to form the castle’s furnishing of 13th century, build parking area of 130 spaces, realize the reconstruction work of the castle, construct a reception building, build the Holló Jankó fairytale playground. At the border of the new and Old village they built a shed, rest area and cellar house. They also succeeded in doing some road repairs, furthermore the construction of Pajtaárok open air stage was also finished. Some money was spent on renovating several buildings such as Castle restaurant, Képesház conference hall. The newly bought buildings are also home to Gazduram cheese shop and Kalácsos shop. In the future traditional dance house and Palóc workshop welcome the guests visiting the area (kamaraonline.hu, 2015).

5.3 Summary

According to the author’s opinion, regardless of Hollókő being part of the world heritage, there are many things that need to be improved. The tourist signs would make it easier for people to find Hollókő especially for those who visit the village for the first time, the aging population has some consequences like the lack of foreign language skills. Another important issue is how to make an even stronger, more cohesive community from the inhabitants and service providers of the village because they can have a common interest. Furthermore, another important question is if the

world heritage image is able to provide livelihood for the locals. Hollókő got its world heritage title despite the fact that the inhabitants did not ask for it. As far as the author knows they did not ask their opinion and maybe they did not even know the consequences of holding the world heritage title. They did not know what kind of responsibility it is, how it would affect their life later and what their tasks would be in the future. It is no wonder the generation of the future chooses to leave their hometown, because Hollókő for them cannot promise anything.

As the questionnaire and own experience show, promotion is a key factor in the popularity of Hollókő. It would be essential to preserve the values of this country longer with and in the future generation. In order to do this, they need to attract the younger generation with desirable events and programmes.

In the author's opinion the Hungarian World Heritage sites could be made more attractive for foreigners, too. Slovakia, as Hungary's neighbor in the north, is an available audience. Promotional events organized in Slovakia could arouse our neighbours' interest in the treasures of our country.

5.4 Hortobágy National Park

5.4.1 General description of this area

The south border of Hortobágy is the Nagykunság and the west border is the River Tisza. This region has been an intellectual and material heritage for the shepherds for centuries. In the area, we can see forests, alkali plain and swampy areas. Thanks to the rich flora of the moorland, in summer different plants appear for example *trapa natans* (sulyom), *myrio phyllum aquaticum* (süllőhínár), *nymphaea* (tündérrózsa). There are also some common animals in this region like *cyprinus carpio morpha hungaricus* (nyurgaponty), *misgurnus fossilis* (réti csík), *bombina bombina* (vöröshasú unka) and *tinca tinca* (compó). The saline soil is caused by accumulated soluble salt for example sodium. These bared can change their colours depending on the weather, after the cold winters and rainy springs, shore birds occupy the area and after them *bos primigenius taurus hungaricus* (szürke gulya) and *ovis aries strepsiceros hungaricus* (racka juh) arrive here. The returning residents of the bare's forest are the heron and the black stork (Kornya, 2007).

”According to the definition, national park is an outstanding, unique natural area on both national and international level, which is used for scientific, educational and recreational reasons. The possibility of human intervention is limited and it is only possible in the designated zones. Every national park needs to have ecotourism developmental concept, plan” (Jandala, 2010, p. 99).

Hortobágy National Park is bounded by Tiszacsege, Balmazújváros, Debrecen, Hajdúszoboszló, Nádudvar, Tilalmas and Nagyiván. The climate of Hortobágy is quite extreme, in summer it is extremely hot thanks to the great amount of sunshine while in winter it can be very cold thanks to the grim weather. Due to the drought there can be whirlwind or mirage on the plain. The latter phenomenon happens if the thicker and thinner air meets and because of this, the light reflects off the objects far away. The precipitation amount is quite changeable because there are some summer months when there is no rain at all, but during the autumn season it might rain non stop for weeks and months. In the cold winter snowdrift can be expected as on some parts of the bare there is not anything that could stop the snow weight. The surface of the area is plain, although there are some ”kunhalom” (pile of soil). In the area of Hortobágy the lakes were all created by human intervention (Bánfalvi, 1995).

Hortobágy National Park was declared protected area in 1972, but the National Park does not cover the whole area of Hortobágy (Balogh, 1998). This National Park is the first national park of Hungary, and on 2 December 1999 the UNESCO World Heritage Committee decided to put it on the world heritage list where it is recorded as cultural landscape. It has kept its material, natural and rural beauties, ethnographic traditions, intellectual treasures until now and therefore it deserves its world heritage title. Thanks to the changing of the weather, visitors can experience the magical atmosphere of the Bare close to the herd of horses and water fowl. In the National Park shepherding, traditional crafts and furthermore the harmonic symbiosis of people prove that it deserved its place in the cultural category. Earlier famous Hungarian poets also noticed the unique beauty of Hortobágy among others Sándor Petőfi and Endre Ady. Only the sight of the Bare itself is an attraction for visitors. The area is flat and it is free of industrial monsters and besides the animals that live there, we can see monuments which fit in the landscape and it has important historical and architectural sights. It is no wonder that Hortobágy National Park has become the common treasure of the world (Aradi and Szilágyi, 2009).

Hortobágy is the biggest alkali desert of Europe, and except the Carpathian Basin we can not really find any other area in Europe that has the same geological and geomorphological characteristics as the Bare, almost completely flat periodical flood basin or smaller dune ranges and outlet indentations (Aradi and Szilágyi, 2009). Another curiosity is that nowadays only in the area of Hortobágy National Park they practice grazing land use. Animal husbandry also remained in the middle ages after the Hungarian Conquest. Shepherding is done in the area without changing the natural form of the landscape and they avoid damage. They do not really need buildings for this process, but they need grazing ground. The wells, inns and thatched wood structure winter accomodation in the area are formed for the animals and humans living there. In Hortobágy we can still find those animals that have been there for centuries therefore their protection is also part of the preservation of the National Park (Aradi and Szilágyi, 2009).

5.4.2 Get an insight into the traditional cultural places complimented by the author's personal experience

On March 2015, the author visited Hortobágy. She started on the M3 motorway among trees and hills, just like in the case of Hollókő. Along the motorway, the author saw resting places at every 10 kilometres for example in "Jakabpuszta", "Babat", "Kerekharaszt" and "Borsókút". After that, she continued on the highway 33 and in the region of Poroszló she already noticed some guest houses. In the area of Lake Tisza the author was driving on a road that was sometimes better quality, sometimes worse quality, but the landscape was very beautiful. The first sign, indicating that the distance to Hortobágy was 33 km, was visible for the first time next to the road at the end of Tiszafüred. After the Nine-Arch Bridge the author was in the right place as it is one of the symbols of Hortobágy National Park that was built in the area. The national park got its place in the cultural category among the world heritage sites because some of the attractions found here are constructed. The author noticed the building of the Hortobágy National Park Visitor Center straight away, people working here were very helpful in giving information, they explained the opening times, the location of programmes and the most important details. In this building we can see "The World of Cranes" exhibition where 15 kinds of crane is shown with the help of interactive maps, puzzles, video games, feeler quiz, so every age group can find the educational method that can provide the best type of entertainment for them

(hnp.hu, 2015). The basic aim of a visitor center, besides welcoming visitors, is to give suitable information, offering services that serve the needs of the visitors perfectly. The main task of the establishments is to give proper information for the people interested and it is also important to increase the number of tourists visiting the site by offering exciting programmes, unique, sights and interesting educational activities. A visitor center can be considered successful in every aspect if it can function as a place for independent programmes, events, exhibitions in itself (Jandala, 2010). The visitor center is open throughout the year except January, February, December weekdays and some red-letter days (hnp.hu, 2015). The author had the chance to take part in an exhibition in the Hortobágy Bird Park where she could see the perfect replica of different birds. Among others she could see herring gull, magpie, grey heron and stork. In the back of this building there is the Bird Hospital. The birds treated here are put in a cage where they can prepare for flying. The author could go in the cage where she could see the birds up close and it was an unforgettable experience. Hortobágy Artisan Court was created to unite different craftsmen and folk artists of the region and to introduce the cultural and ethnographical treasure in a common place. The masterpieces of the puppet makers, woodcarvers, hat makers, potters, soap makers and weavers can be seen here by visitors and if they want, they can try one of the crafts (hnp.hu, 2015). Unfortunately the Artisan Court was closed in the visited day. The Nine-Arch Bridge is the symbol of Hortobágy and it is the attraction of the region by itself. This is one of the longest road bridges, which was made of stone, it is 167 m long. Tradesmen were driving their herd of cattle across this bridge (and on the previous wooden bridge) for centuries (Farkas, 2010). The Shepherd Museum is located near the Nine-Arch Bridge and luckily it was open on the day of the visit. The author had the chance to get to know the world of the shepherds, the tools used by them and their everyday life. It was interesting to see how the animals affected their life, mainly the horses, the sheep and the pigs. They also projected a film on the exhibition, which showed the characteristic of the shepherd life. The admission to the museum was free. After a 10-minute bus ride the author had the possibility to see Hortobágy Wildlife Park, which is open all year. The National Park presents the game living in the original bare and also those animals that were pushed out of their habitat thanks to the civilization, for example fox, osprey, wild cat, greylag goose and polecat. The visit could be a pleasant free time activity for every generation because visitors

have the chance to take photo of the animals on the runway, and for the little ones there is a playground operating on the site (hnp.hu, 2015).

There is a railway to the Hortobágy Fishponds, starting from 10 a.m. every 2 hours from the visitor center. The return ticket for adults costs 1000 forints per person, for children up to 18 years it costs 600 forints per person (hnp.hu, 2015). The fishpond was created in the least valuable saline part of Hortobágy, nowadays there are 10 ponds on the location. It has belonged to the national park since 1973. They made a so-called Hortobágy Fishpond nature trail and walking on this, we can get familiar with the birds and plants living around the pond. This area is considered one of the most outstanding waterfowl habitat of Central Europe (hnp.hu, 2015). After the excursions visitors can buy some of the souvenirs sold by local vendors. Next to the Bird Hospital and behind the Visitor Center we can find wooden stalls where we can choose from lambskin vests, cauldrons, cloth slippers, furcap, pots, handbags, homemade cheese, wooden carved bird statues.

In addition to the permanent exhibitions, according to the programme calendar every months they organize different events in Hortobágy. In March, after the National Day they organize a programme called "Kikelet gyalogtúra a Hortobágyi Halastó területén", where escorted by professional guide, participants can get to know the flora and fauna of the fishpond and its area. In April they are welcoming visitors with more programmes, among others with exhibitions and craftsmen because of Easter, on the occasion of "Szent György" Day, visitors can have a look at animals that are driven from their winter habitat, and at the fair organized in the area people can buy organic food, wine, craftsmen's products. In May in the Artisan Court they organize a picnic and on Mother's Day children can make surprises in "Pusztai Állatpark". In summer they arrange Bird Ringing show, Solstice feast, Sunset safari, Horse Days, and Meteor watching for the participants. 19 and 20 September is the Day of Cultural Heritage when varied and colorful programmes are expecting visitors of every age in the Artisan Court in "Pusztai Állatpark". In October there is a bull fair in the "Állatpark" where the most beautiful Hungarian grey bulls parade escorted by herdsman. In the same month they organize "the migration of cranes" show where visitors are advised to go by their own car. In the winter months on the occasion of Márton Day, there is a walking tour where people can see wild goose. On 5 and 6 December in "Pusztai Állatpark" they keep a Santa Claus celebration where there are unique and diverse

programmes and everybody is welcome. In the first and second month of the year there are some winter hiking tours in the region (hnp.hu, 2015).

5.4.3 Marketing mix analysis of Hortobágy National Park

Product

In the region there are different types of accommodation waiting for customers who arrive for a longer visit. Tourists can choose from hotels, horse farms, inns, youth hostels and camp sites. In the village hosts can accommodate 142 guests, so the town is able to put up 900 people. 16 different restaurants are ready to get the hungry visitors to taste the traditional local foods (hortobagy.hu, 2015).

Besides the attractions, Hortobágy and its area offers a wide variety of accommodation. The author would like to emphasize "Fecskeház Erdei Iskola És Ifjúsági Szállás", which can be found in Hortobágy-Máta, 2 kilometres from Hortobágy. It provides an opportunity to rest and relax with its comfortable, clean rooms and green park. It is suitable for maximum 34 people. It is expecting visitors from 15 April to 31 October. There are 5 double bedrooms, 1 room with 4 single beds, 1 apartment which is suitable for 4 people and 4 rooms with 4 single beds in each without en suite bathroom (hnp.hu, 2015). The accommodation in a room with 2 single beds and with an in suite bathroom can be booked from 4.500 forints per person per night, plus the tourist tax, which is payable for anybody over the age of 18 (hnp.hu, 2015). Furthermore, "Hortobágy Fogadó", "Ökotúra Vendégház és Kemping", "Puszta Kemping", "Sóvirág Vendégház" and "Öregtavi Vendégház" are welcoming tourists with love (hnp.hu, 2015). Those who would like to stay in a private lodging in close proximity of Hortobágy National Park can find several guest houses. For example "Barbara Vendégház", "Bódi Piroska Magánszállás", "Domsitz Vendégház", "Ilona Vendégház", "Katalin Vendégház" and "Katona Vendégház". All the guest houses are 3-4 stars, and can be reached on foot from Hortobágy National Park (hnp.hu, 2015).

Besides the accommodation they also paid a lot of attention to the restaurants in the area of Hortobágy National Park. The building of "Hortobágyi Csárda" is more than 300 years old and it has been renovated several times. It can be found in the neighbourhood of the Nine-Arch Bridge. The author chose this restaurant in order to get familiar with the traditional cuisine of the shepherd food. The shape of the internal

spaces matched the style characteristic of the region perfectly with its tasteful decorations, friendly and clean reception areas. The waiters were kind and helpful and they gladly recommended traditional foods for us. On the menu there is a wild variety of food for example soup such as grey cattle goulash "Alföldi" style, catfish stew, pike perch cutlet, stuffed cabbage "Hortobágy" style and the famous shepherd's food "slambuc". The guests were entertained by live gipsy music therefore the good atmosphere was guaranteed.

Besides "Hortobágyi Csárda", guests can visit the nearby restaurants for example "Hortobágy Fogadó", "Kaparó Csárda" in Kócsújfalu, "Patkós Csárda" in Tiszafüred, "Látóképi Csárda" in Debrecen and "Tiszacsegei Halászcárda" (hnp.hu, 2015).

Price

Hortobágy National Park is operated by an admission card system, which means that entering into certain fishponds and nature trails is only allowed by purchasing an admission card. It costs about 1000 forints per person, but students, pensioners and families can buy discount tickets. The price can differ trail by trail. The admission card can be bought at several places. The ticket price is similar to the price of other national parks. (hnp.hu, 2015)

Place

Hortobágy National Park is bearing the so-called National Park product trademark, among 9 other national parks. The Ministry of Rural Development would like to support such businesses and farmers who are operating in nature reserve. The product is also popular among foreigners, but Hungarians gladly buy the organic and traditional products of the region. The aim of founding the trademark is to maintain the natural resources and to improve the eco-tourism of the area. The product with the trademark suggest reliability for customers, it is a kind of guarantee that the product is from the particular region and its quality is undisputed. By buying the product, customers can definitely feel that they are taking a piece of the particular area with them, a kind of taste or tradition, which reminds them that they could help to maintain the natural heritages (nemzetiparkitermek.hu, 2015).

Promotion

Hortobágy National Park has its own website on the internet. The visitors of the website can get information about the organization, operation, nature reserve of the national park, and also about things regarding tourism, like accommodation, programmes and sights (hnp.hu, 2015). According to the author, the website of the national park is very colorful and includes all the necessary information that a prospective visitor needs. Furthermore, on programturizmus.hu website we can also find some available information about programmes organized in Hortobágy. Hortobágy also presents itself on the biggest social network site as "Hortobágyi Nemzeti Park Igazgatóság". This way there is a possibility to reach the younger generation, too. The Facebook site is followed by 10.000 people so they can get information continuously about the programmes and opportunities shared by the user (facebook.com, 2015). The management is very active regarding the Facebook activity, which is definitely positive and they can only gain from being present online, on a site that is used by many people. The older generation, who does not use or cannot take advantage of the opportunities provided by the internet, but is still an important target audience for the national park, can be reached through radio, newspapers, brochures the most easily. Tourism exhibitions, promotional events are always a good choice to arouse people's interest.

5.4.4 Analysing the effects of the World Heritage title on Hortobágy

Hortobágy is a little village with a population of 1574 and it started its independent operation on 1 January 1966 (hortobagy.hu, 2015). As on every world heritage site, the residents' life is influenced by having received the world heritage title because it has advantages and disadvantages too. Hortobágy region is known for its unique folk tradition, colorful wildlife, pastoral farming which is a traditional type of work. The area of Hortobágy can be divided into 2 parts regarding the population. Over half of the inhabitants live in the modern center, the others live in farms. Approximately 200.000 people visit Hortobágy annually, however, most of them only come for a one-day visit, about 20% stay for longer period, days or even weeks. Despite the large number of visitors in the region, the majority of the population is unemployed since only 10% of them can supplement their income with sources originated from tourism (hortobagy.hu, 2015). In the region the low educational

attainment and deep poverty are common, some families live in intolerable living condition. Farming is done by less than half of the population and they are mainly old people, pensioners. Only few people are able to do local farming, due to lack of education, the farm population is showing decreasing tendency and the village is at risk of aging. Just as in the case of Hollókő, young people move away from here, too in the hope of better living standard. In the area of Hortobágy there are several developmental programmes in process, their main aims are to maintain tourism and to improve the sites visited by tourists, providing them with a more modern place while the majority of the population is poor and opportunities offered by the world heritage title do not help them live a higher standard life.

5.4.5 SWOT analysis of Hortobágy National Park

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> - Natural experience with traditional breeding - Not depend on seasonality, programmes are available throughout the year (15 March, Easter, Martin Day, Bull Fair, Santa Claus festivity) - Getting to know flora and fauna which provide experience - Children programmes - Tranquility 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Lack of young people's interest - Lack of promotion - Programmes are influenced by weather
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> - Construction of a new pedestrian bridge - Renovation of Kungyörgy Tower - Car museum, gift shop and historical exhibition will welcome visitors - Exhibitions, 3D cinema <p>(hortobagy.eu, 2014)</p>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> - Poaching - Animal poisoning - Water decrease - In wintertime animal do not find nutrition - Summer – dryness – plain fire

2. Table: SWOT analysis of Hortobágy National Park (Author's own source)

5.4.6 Target market of Hortobágy National Park

Considering the age group, the most important target group of Hortobágy National Park is the older generation, but given the number of children's programmes, this region may be attractive for families also. The lack of interest among Hungarian young people is obvious in Hortobágy, just as in Hollókő.

Debrecen is located not far from Hortobágy, it is the third biggest and the second most populated town of our country (wikipedia.org, 2015). There is barely 40 km distance between them and it is a great opportunity for Hortobágy. Debrecen is not only a big town, but its aerial connections open several gates to other countries. Wizz Air Hungary Légitársaság Kft, Hungarian airline offers cheap flights between Debrecen and several other foreign cities (Brussels, Eindhoven, London, Malmö, Milan and Paris) (wizzair.com, 2015). Therefore the target audience of Hortobágy can widen so foreign tourists arriving in Debrecen also visit Hortobágy. "The local government of Debrecen town and Hortobágy town, together with Debrecen Turizmusáért Egyesület (Dete), founded in 2003, formed the local TDM (Turizmus Desztináció Management) organization"(visitvelenceito.hu, 2015). The aim of the organization is to make Debrecen and Hortobágy an important tourist center. Debrecen is the most important tourist attraction in the region while Hortobágy is a unique place with its cultural and natural treasure. By the cooperation of the two regions, they could offer a more complex tourism image for the potential visitors. Due to the presence of the Hungarian airline, Debrecen made way into the foreign markets too, with its cheap flights and colorful sights (including the outstanding nature of Hortobágy) it can also draw foreign tourists' attention. The airport in Debrecen makes it possible to promote Hortobágy abroad, to take part in exhibitions because researches show that foreigners concerned are interested in new destinations that can be reached fast and easily (tdmszovetseg.eu, 2012).

5.4.7 Development plans of Hortobágy National Park

Thanks to the new Széchenyi plan there is a complex tourism investment under construction in the Hortobágy National Park. It is an investment of over 2 billion forints and it has been finished on 30 November 2015. The project is supported by the European Regional Development Fund and the European Union. The already existing tourist attractions will be improved but to the local people's

delight, the new pedestrian bridge will also be built and it will connect Puszta Animal Park with the village. Kungyörgy tower, which shows the development history of Hortobágy, will also be renovated, they will make bird attracting feeding lakes, and the outlook towers will be renewed, too. In the wildlife park they will build a children's playground and besides these museums, exhibitions, souvenir shops, renovated lavatories and a 3D cinema are also welcoming the visitors. Hopefully the improved Hortobágy National Park will be able to attract more tourists (hortobagy.eu, 2014).

5.5 Summary

As the author mentioned it before, most of the population of Hortobágy are unemployed and poor. The opportunities provided for tourists are very varied, and there are continuous improvements, taking foreign visitors into consideration, in most places information is available not only in Hungarian but also in German, English or Romanian. Hortobágy National Park is expecting visitors with different programmes throughout the year. The village with its world heritage title still cannot ensure enough jobs in tourism for its residents. The aging and lack of professional experience considering the traditional husbanding are all endangering factors because the future generation will not be able to maintain the traditional values of Hortobágy.

"The local inhabitants do not feel the ownership of Hortobágy National Park because it got its title by restricting and limiting the living space of the locals. The dominating approach is too natural and too touristical" (mtvsz.hu, 2015, 15th slide).

CONCLUSION

6.1 Introduction

The author has used relevant literature, other sources and her own thoughts and opinion for the research of her thesis. This topic was chosen as the subject of her dissertation because in her opinion most people are attracted by travelling, seeing the world, getting to know new places and gaining memorable experiences. Moreover as the author mentioned before, Hungary is a small country but it has beautiful places with world heritage sites. According to the author, it is really important for Hungarians to be aware of their own country and of what amazing places can be found in Hungary.

In the beginning of the thesis – using definitions available in relevant literature - the author introduced the development of tourism in order get a general information in this topic. The main part of the dissertation is built on the appeal of tourism as the attractions and their operational conditions, Hollókő Old Village and its landscape and Hortobágy National Park are connected to this.

6.2 Conclusion and evaluation of analyzed research

Besides using different books and internet sites, the author also did research by online questionnaire and visited sites to examine her hypothesis.

The first hypothesis was about the need of particular conditions in order to operate a tourist attraction. During the visits the author experienced that the accomodation and catering establishments are available for us in the Old Village of Hollókő and in the area of Hortobágy National Park also. In the case of Hollókő we are talking about a village of small size however, there are several restaurants and places of accomodation in the region. Most of the accomodation are guesthouses but the Castellum Hotel Hollókő is expected to open by March 2016. Hortobágy National Park also abounds in lodging, there are some private houses, youth hostels and guesthouses in the area. Near the National Park visitors can drop in Hortobágy Csárda and Hortobágy Fogadó but further away there are more catering establishments too. The first part of the travel was the same in both cases, the author started her journey on M3 motoway. All together the traffic conditions were good, the only problem was the lack of road signs and information about the world heritage sites. It would need to

be changed in order for visitors to get to the sites faster and more easily. So the first hypothesis proved to be true because to operate a tourist attraction perfectly they need suitable hotels, restaurants and good transport facilities, since without these people's comfort level is not optimal and instead of the expected adventures they will return home dissatisfied from their travel.

There is a strong link between the importance of advertising and the second hypothesis of the thesis, according to which the world heritage sites should be advertised more effectively to reach more and more people. Most people who filled out the online questionnaire suggested that they should promote and advertise the sites better and they would need to give more information about them. It is the most urgent thing that needs to be changed according to the people asked. The author absolutely agrees with this because she thinks the information is too little about the world heritage sites and the programmes and events organized there. The author thinks that the possibilities provided by the internet could be taken advantage of better and the important adverts should reach bigger crowds. These sites offer great value and it would be necessary for people to know and hear more about them.

The third hypothesis was about preserving the world heritage sites with the help of the future generation. While writing the thesis the author came across such relevant literature that also supports this idea. In the author's view young people should be made aware of how vital it is for them to be proud of the heritage sites as these are our common treasure and it is essential for everybody to visit some of the world heritage sites or at least to know which are part of the World Heritage List. Some topics about the heritage sites should be included in the curriculum.

The author gladly chose this topic for writing her thesis because this way she could get familiar with world heritage sites that she could not visit before. She finds it important that the message should reach people that these sites are our common values and by visiting these places we will get unforgettable experiences.

6.3 Reconsideration of the Aim and Objectives of the dissertation

The author listed five objectives in the introductory part, which were constantly answered and detailed based on her research while writing her thesis. In the beginning of her work she explained the meaning of world heritage site and what makes a site part of the world heritage. After that Hollókő Old Village and its surroundings and

Hortobágy National Park were introduced in details, in one separate chapter each, which is the same as the second point of the objectives. In both chapters the author pointed out the advantages and disadvantages of getting the world heritage title regarding the people living there, and she identified the target market according her personal opinion and researches. Concluding the chapters the author tried to make suggestions, explaining her own thoughts, what the solution could be in order for the certain World Heritage Sites of Hungary to draw more attention and arouse people's interest.

6.4 Recommendations for further developments

The author in the fourth bigger chapter of her thesis introduced some new developmental programmes related to both chosen World Heritage Sites. The programmes were in process while the author was writing her dissertation or have happened recently. The continuous improvements help to make the world heritage sites more up-to-date, while keeping the unique traditional features of the particular site, this way making it more attractive for visitors. The threats mentioned in the thesis earlier, such as the risk of aging population in the case of both regions can cause some problems, however, the ongoing developments and financial support can contribute to help with the sustainability of the world heritage sites. Furthermore, the young generation could play a huge part in maintaining the world heritages sites of the country therefore keeping them alive, but there is a lot of doubt about this, as the young generation of today does not show a great interest in the treasures of Hungary.

6.5 Closing thoughts

It would be difficult to imagine our country, town and landscapes without the remains of our past, these places are the witnesses of the passing of time, they are the symbol of nature and our traditions, whose survival adds to the colorfulness and uniqueness of our country. A world heritage site that is protected the right way, can contribute to ease poverty and inequalities by supplying basic products and services for example safety, health care and other resources. By being part of the world heritage people can feel a sense of pride and it can be important in their mental and emotional wellbeing. The acknowledgement and preservation of the variety of the cultural and natural heritage can help people feel that they belong somewhere, it gives them a sense of purpose and they are able to maintain a common good which is essential if we are part of a community, but we can also do some things individually to protect these sites.

APPENDICES

Gender

Female Male

Age

15-20 21-29 30-39 40-49 50-

Hometown

Qualification

Primary school Secondary school College / University

Have you ever heard about the Hungarian World Heritage Sites?

Yes No I heard, but I don't know which are they

List Hungarian World Heritages Sites!

Have you ever visited any of the Hungarian World Heritage Sites?

Yes No

If yes, is it because it is a world heritage site?

Yes No

If no, would you like to go there?

Yes No

Did you go on a one-day trip or longer?

One day More days

If longer, what type of accommodation did you choose?

Guest house Inn Hotel Apartman

Were you satisfied with the accommodation?

I was very satisfied I was satisfied I was not satisfied

From where did you here about the Hungarian World Heritage Sites?

- Television Radio Internet Workplace Posters Printed media
 Acquaintances School Other

Have you ever taken part in an event of a world heritage site?

- Yes No

If yes, where?

How satisfied were you with it?

- I was very satisfied I was satisfied I do not care about it I was not satisfied at all

Where did you hear about the events?

- Television Radio Internet Workplace Posters Printed media
 School Acquaintance Other

What kind of events/sights are you interested in if you visit a Hungarian World Heritage Site?

- Cultural events (festivals, concerts) Children's programme Culinary
 adventure (food, wine tasting) Guided trips Organised school trips Fairs
 (Hungarian traditional souvenirs, clothes) Other

If you have not taken part yet, where would you like to go?

In your opinion, what would needed to be done for people to visit the events? How could they make the events more interesting for people?

In your opinion, how could we arouse the interest of the young generation for the World Heritage Sites?

Do you have an opinion about the Hungarian World Heritage Sites?

I am very proud
 I am proud
 I don't care
 I don't know the sites at all

Word Statistics of the dissertation

Word Count		?	×
Statistics:			
Pages	57		
Words	20 584		
Characters (no spaces)	105 364		
Characters (with spaces)	125 985		
Paragraphs	257		
Lines	1 779		
<input type="checkbox"/> Include textboxes, footnotes and endnotes			
Close			

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