

Budapest Business School
College of Commerce, Catering and Tourism
Tourism and Hotel Management

**The relationship between the tourism of Pannonhalma Wine Region and Abbey
and the city of Győr**

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Full time training
2015

Declaration

This dissertation work is the result of my research and investigations, except where otherwise stated. Where there would be a correction service, it is marked in the footnote(s). It was prepared with the contribution of the supervisor. I also declare, that is has never been submitted before any other degrees or dissertations in any other universities and the sources that were used are indicated in the list of references. I understand that my thesis may be made available to the public.

Budapest, December 14th, 2015

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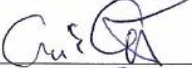
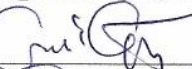
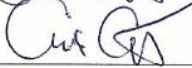
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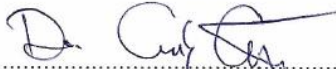
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1.		Proposal Report, D-365	
2.		Fifty percent preparedness, D-60	
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1. Introduction

1.1. Background of the study

The author has always wanted to work in a hotel, so in the tourism industry, this was the reason to choose the Budapest Business School for her studies. However she attends university in Budapest, she comes from Győr, so she decided to write her dissertation in connection with this dynamically developing city. A huge amount of precession can be seen in Győr in the aspect of both economy and tourism almost day by day. She knows this settlement better and she would like to analyze its tourism deeply.

In the creation of the concrete topic, the author's family has also a great role. Her grandfather is an oenologist, so the family has always had a close relationship with the wine. They had a lot of trips to different wine region in Hungary, like Tokaj- Hegyalja, Eger and Villány Wine Regions; took part on several wine tastings and met with well-known oenologists who told a lot of stories in connection with the wines.

As the wine has always been in the author's perception, she decided to choose the closest wine region to her hometown, which is the Pannonhalma Wine Region. This region has an outstanding role in the area; the wine offer from Pannonhalma appears almost in all trendy bistros and restaurants in Győr. This posed the question, whether the wine region has any impact on the tourism of Győr, or whether exist a relationship between the tourism of Pannonhalma Wine Region and the tourism of Győr. This was the reason why the author has chosen this topic to discover these connections.

1.2. Hypothesis

The hypothesis of the dissertation is the following: *The development of Pannonhalma Wine Region and Abbey and its wine tourism generates the tourism of*

Győr. Because the Pannonhalma region is getting better attended nowadays, the author intends to prove that it has impacts also on the tourism of the city of Győr.

1.3. Aim of dissertation

To highlight the touristic importance of the Pannonhalma Wine Region and Abbey and to prove, that it affects on the tourism of Győr. The author would like to investigate the current situation of the touristic relationship between the region of Pannonhalma and Győr. Furthermore, make some suggestions how could it be developed to generate the demand.

1.4. Objectives

There are five, different objectives in this dissertation, which are based on the proposal report.

1. To give a clear picture about wine tourism generally, and to explain the role of wine in culture and tourism.
2. To introduce the Pannonhalma Wine Region and Abbey and the city of Győr, furthermore to introduce shortly the touristic attractions of them.
3. To collect data about projects, packages, programs, etc. in connection with the relationship of the tourism of Pannonhalma and Győr.
4. To collect and interpret data about the topic from the tourists and also from the suppliers.
5. To conclude how the wine tourism of the Pannonhalma Wine Region and Abbey affects the tourism of Győr and why would be important to make a closer relationship between them.

1.5. Structure of dissertation

The dissertation will be divided into five main parts based on the given requirements. The goal, with all the parts is to prove or refute the hypothesis of the author.

The first part is the introduction. It contains the background of the study, why the author has chosen this topic. Furthermore, in this part the hypothesis, the aim and structure of the dissertation and the objectives will be clarified.

The second part of the dissertation is the literature review. It is a secondary data research, where the reader can get wider information about the topic. This information includes an economic overview, a general resume of tourism and motivation, description of wine tourism and wine culture (origin, rating systems, consumption habits, Hungarian Wine Regions), and an introduction of Pannonhalma Wine Region and Abbey and also the city of Győr.

In the third part the author will introduce the research methodology. Both generally and the ways and methods were used in this dissertation to collect information.

The fourth part contains the primary research; it is the evaluation of the interviews (Illés Tamás- Abbey Winery Pannonhalma; Tóth Zsuzsanna- Tour Inform Office Győr; Borbély Sándor- Pannonhalma Wine Region Bor- Promóciós Kft.) and the survey.

The fifth part states the conclusion, where the results are summed up. There the reader can also find some further suggestions about the topic.

1.6. Summary

Summing up the dissertation, it highlights the touristic importance of Pannonhalma Wine Region. It would like to introduce the wine culture, the wine tourism, the Pannonhalma Wine Region and Győr; so to give information to the

reader about the topic and the area. The research focuses on the relationships between the tourism of the wine region and Győr. To prove this connection, the author made interviews and a survey. The main aim of the dissertations is to emphasize that the Pannonhalma Wine Region has good impacts on the tourism of the city of Győr.

2. Literature review

2.1. Introduction

The literature review will be divided into five main parts. In the first main part the author will give a brief economic overview based on the official data of Abbey Winery Pannonhalma.

In the second part, the tourism will be introduced generally and also the motivation, which always influences the people's decisions.

In the third part, the wine tourism will be investigated generally, and the role of wine in culture and tourism. The author will give information about the origin of wine and wine culture, the wine rating system, the wine consumption habits in Hungary and a short introduction about the wine regions of Hungary.

The fourth part is an introduction of Pannonhalma Wine Region and its main wineries. And you can also get information about the Pannonhalma Abbey and the touristic attractions of Pannonhalma.

In the fifth, last part of literature review, the author will investigate the city of Győr and the touristic attractions of it.

2.2. Brief economic overview

2.2.1. Economy of Győr

As the author investigates the tourism of Győr, she would like to introduce briefly the economy of it. The city has had a great economic role in the country since centuries. The city and the county take the second place according to the investment value, which is 800 Hungarian Forints per capita. 69% of it connects to the vehicle industry, and only 31% to the buildings. This has contributed to the fact that one of the biggest industrial parks has grown up on the confines of the city. Its area is 191 hectares. The companies there are varied and have come from 13 different countries. The most considerable is the Audi Hungaria Motor Kft., this is the biggest company of the city on national way, and this is the second biggest exporter with 9% interest of the Hungarian export performance. The yearly revenue is above 1730 billion Hungarian Forints. Nowadays, it employs more than ten thousand people. The company has significant effects on the tourism of Győr regarding the business people

and employees who come into the city, or the events which are organized by the city and sponsored by the company (gyor.hu, 2014 [online]).

If the tourism industry is investigated in Győr, the investigation of the accommodation services is essential. In the city the tourists cannot find any five-star or two-star hotels currently. Fifty percent of the accommodations are pensions with 316 rooms on the average of 10.9 rooms per pension. There are 24 three-star hotels with 770 rooms on the average of 32 rooms per hotel. Only 5 four-star hotels can be found in the city on the average of 41 rooms per hotel. The biggest runs 103 rooms and the smallest has only 12 rooms. The hotels are mainly specialized for corporate guests, because of the above mentioned industrial situation of Győr (gyor.hu, 2014 [online]). There are not are not any wellness or healing hotels. The following diagram shows the commercial accommodations regarding the type and distribution.

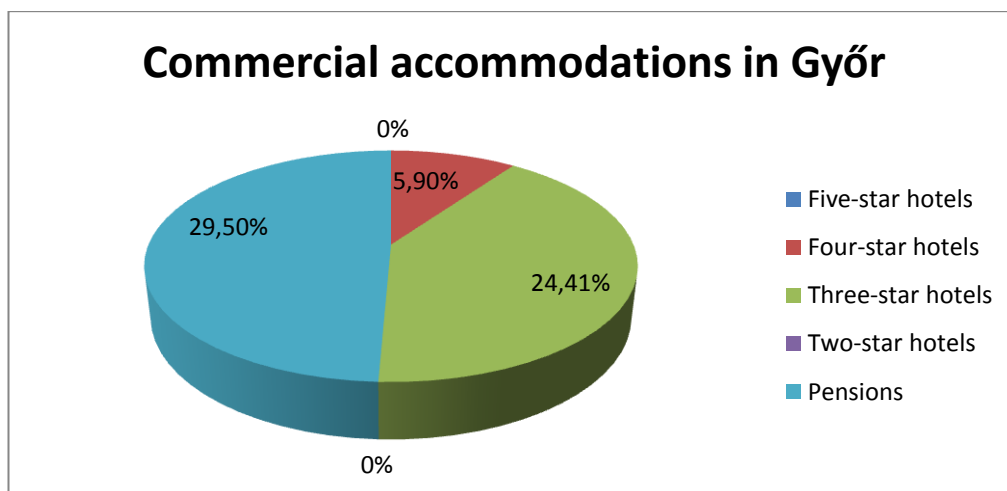


Diagram 1, source: Hungarian Central Statistical Office (KSH 2014)

In the following diagram you can see the guest nights at the commercial accommodations from the year of 2008 to the year of 2014. A dynamic fluctuation can be seen. In 2009 there was a significant decrease. From 2009 to 2012 there happened a huge raise, it almost duplicated (from 187 567 guest nights to 357 916 guest nights). From 2012 a low decrease can be seen again.

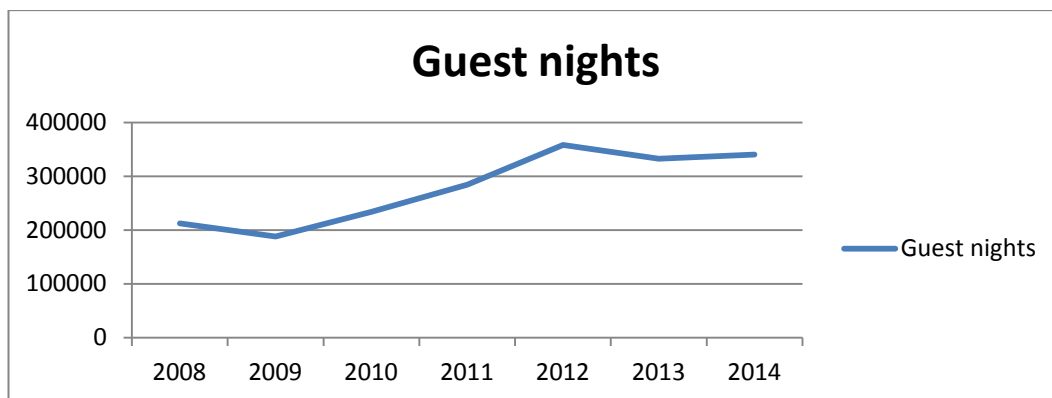


Diagram 2, source: Hungarian Central Statistical Office (KSH 2014)

The following diagram shows the average length of stay in guest nights in Győr from the year of 2011. To compare the year of 2011 to 2012, the raise can be find. But from the year of 2012, there is also a low decrease, so it means that the tourists are not attracted in an appropriate way to spend more nights in Győr. With new programs or package offers, it probably will increase again.

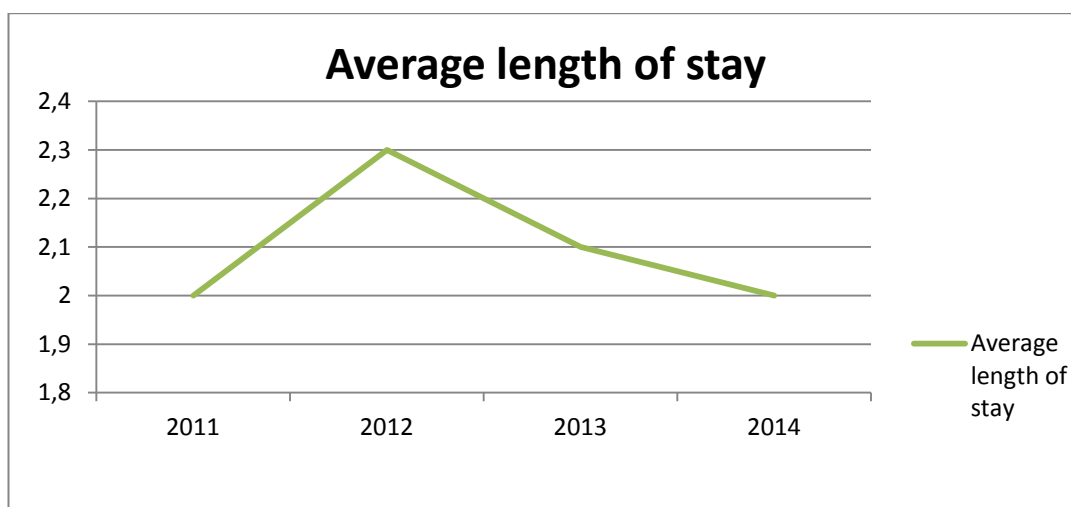


Diagram 3, source: Hungarian Central Statistical Office (KSH 2014)

2.2.2. Economic overview of Abbey Winery Pannonhalma

As the enterprises have a great role in the industry, the author gives some data about one of the biggest enterprises of Pannonhalma Wine Region. To lead a business to success, the owner should keep some rules. Firstly, he or she has to be flexible and have good planning and organization skills (RADCLIFFE, B., 2012

[online]). The most important before start a business is to write an appropriate business plan. This outlines the owner's goals and helps to achieve them. If this paper is well-planned, it raises the chance that the business could be profitable, but if not, the business person might lose his or her money (bplans.com, 2015 [online]). Because of this, the business plan should include a financial plan. It helps to figure out the amount of capital which needs to start the business or later to run or grow it.

Considering the financial issues in the further years, one of the most important tools is the income statement. This is "a financial statement that measures a company's financial performance over a specific accounting period. Financial performance is assessed by giving a summary of how the business incurs its revenues and expenses through both operating and non-operating activities. It also shows the net profit or loss incurred over a specific accounting period" (investopedia.com, 2015 [online]). (See the sample income statement in the appendices)

The author writes about the Pannonhalma Wine Region, and there one of the biggest businesses is the Abbey Winery Pannonhalma, she shows some examples from the previous years' income statements of the winery to give a picture about the financial situation of it. The shown elements of the financial statement are the Net sales revenues, the Pre-Tax Profit and the Net Profit from the last five years. Data in the table are given in thousand Hungarian Forints. The calculation method of these data can be found in the sample income statement in the Appendices. From the diagrams it is evident, that the early years were difficult, but the business has been turned into the way of success.

Denomination / Year	2014	2013	2012	2011	2010
Net sales revenues	389216	357249	276156	238662	240758
Pre-Tax Profit	10541	4347	412	-68163	-37398
Net profit	10027	3638	121	-68642	-38091

Table 1, source: Income statements of Pannonhalma Abbey Winery from 2010 to 2014

In the following diagrams these data are visualized. You can see that comparing the year of 2010 and 2011, in 2011 there was a huge decrease. The net profit numbers in these years are negative, which mean that the business was in the red. But from this year a continuous increase can be seen. From 2012 the numbers have turned into positive, which means that despite the difficulties. The company has got into the way of success.

Net sales revenues

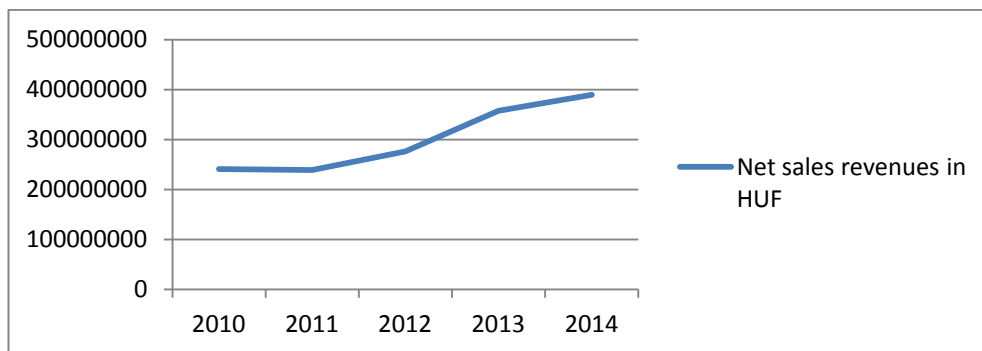


Diagram 4, source: Income statements of Pannonhalma Abbey Winery from 2010 to 2014

Pre-Tax Profit

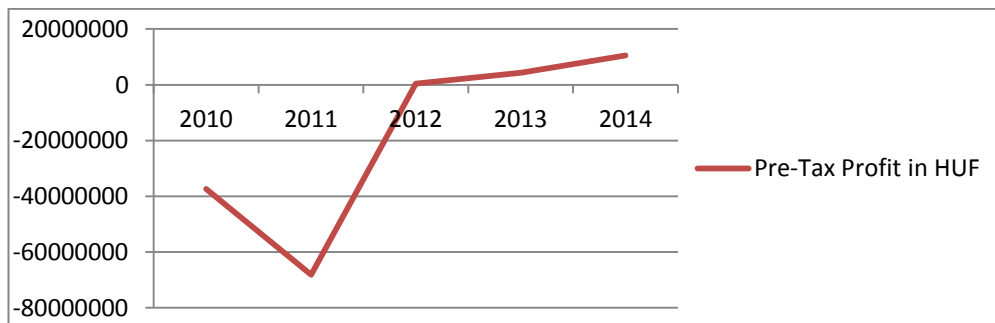


Diagram 5, source: Income statements of Pannonhalma Abbey Winery from 2010 to 2014

Net Profit or Loss

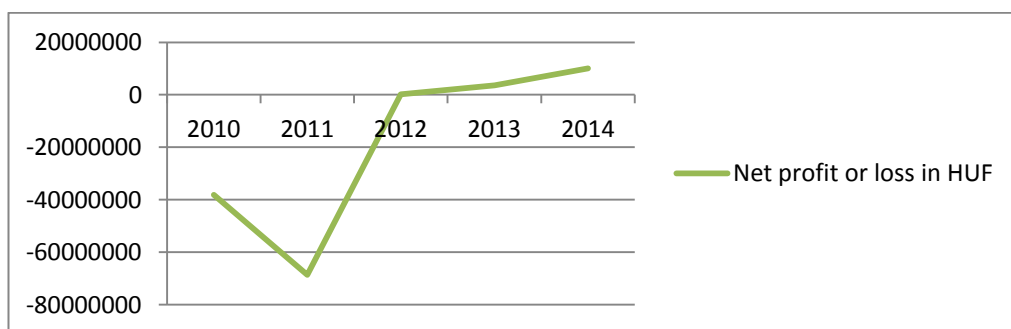


Diagram 6, source: Income statements of Pannonhalma Abbey Winery from 2010 to 2014

2.3. About tourism and motivation generally

Tourism is the largest industry of the world, and it is continuously growing. There are always new activities, new destinations, new technologies, new markets and rapid changes. If we try to define tourism simply, we can say that it is the activity of people who are travelling to different places with the aim of having good time, taking vacation. However, to define tourism is much more difficult, because the system of tourism is really complex. It has a really strong relationship with the natural, social, economic, technological, and political environment.

In the book *Tourism Principles, Practices, Philosophies* the definition of tourism is the following: “Tourism may be defined as the processes, activities, and outcomes arising from the relationship and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting visitors” (GOELDNER C.R., RITCHIE J. R. B., 2006, p.5).

The book has another definition, which is: “Tourism is a composite of activities, services and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are travelling away from home” (GOELDNER C.R., RITCHIE J. R. B., 2006, p.5)

The World Tourism Organization (WTO) defines tourism in the following way: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (UGURLU T., 2010 [online]).

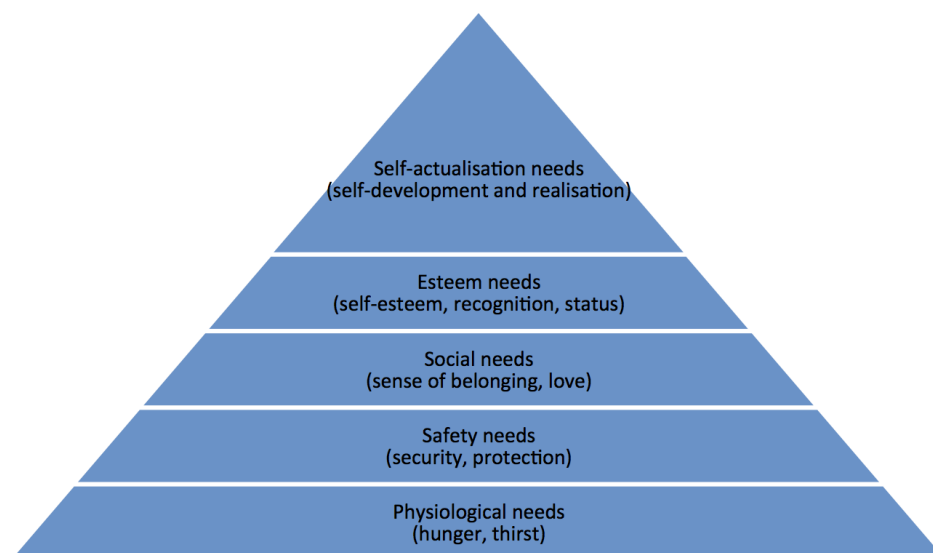
Considering the destinations we can group the tourism into four main parts. These are international tourism, internal tourism, domestic tourism and national tourism. The international tourism can be divided also into two main parts; they are inbound and outbound tourism. In case of *inbound tourism* the traveler is a non-resident who visits to a country. In case of *outbound tourism* the traveler is a resident of a country who visits to another country. The *internal tourism* is when residents of a country and the non-residents visit the country of reference. In case of *domestic*

tourism the travelers are residents of a country who travel to their own country. The *national tourism* is when we add together the internal and the outbound tourism.

Considering the purposes of the tourism, we can divide it for pleasure, business and other purposes, like health, transit or family reasons. To understand the purposes, we need to investigate what is the meaning of motivation and how it influences our decisions about travelling (GOELDNER C.R., RITCHIE J. R. B., 2006).

People have many, different needs. They could be biological and also psychological. The needs could become motives, which drive people to satisfy them. For example if we are thirsty, we will be motivated to have some water to seek the satisfaction.

There are some theories about motivation, but the most popular is Maslow's hierarchy of needs. Abraham Maslow explained in his famous pyramid the needs which motivate people, and the importance of them. The most important is at the bottom of the hierarchy and the least important is at the top of it. In the opinion of Maslow, people try to start at the bottom to satisfy their needs, and when these are satisfied, they do not motivate further, so people can move towards to the next stage.



Picture 1, source: KOTLER, P., 2010

The first stage is the physiological needs. These are basic for human survival, like food, water, air, etc.

The second stage is the security or safety needs. This includes the safety of a person or property and the security of a job or safe environment.

The third stage is the social needs. These are for love, sense of belonging, friendship and social acceptance.

The fourth stage is esteem or ego needs. These are needs for self-esteem, which relate to prestige, power, status or recognition.

The last, the fifth stage is the self-actualization. These are for self-development and realization (KOTLER, P., 2010)

2.4.About wine tourism generally, and the role of wine in culture and tourism

2.4.1. The origin of wine and the wine culture

When the wine is mentioned, it is not only the beverage, it is something more. It is not only a physical, but also a spiritual product. The wine is a really complex symbol. It is the embodiment of the life, the -blood of Jesus Christ. Its origin matches with the beginning of human life. Before 8-10 thousand years, the forebear of the grape was the *Vitis sylvertis*, but it was used only for the reason of nutrition.

According to the legend, the creation of wine connects to the Persian shah, Dzsemsid. A fruit was taken away, but it started to ferment. The gases, which were aroused during the fermentation process, killed the shah's servants. So at the beginnings, they thought, that it is a mortal poison. But Dzsemsid's wife fell in love with a sergeant, and because this, she wanted to die. This was the reason why she drunk from this 'poison'. But instead of death, her heart was relieved and filled up with joy. She told the truth to his husband, who tasted also the beverage and after gave quarter to the lovers. Furthermore, he commanded to plant grape and produce wine in the whole Europe. This story demonstrates that the wine changes the humans from the beginnings. Due to the chemical changes, an alcoholic liquid is issued, and with the consumption of it, the changes are started also in the mind. This caused the

mythical being of wine. The consequences of the changes in the mind can be bravery or honesty. The phrase, the truth is in the wine, originated from here.

But investigating the other legends, there exist a story in connection with the Bible. According to this, the grape came from Armenia, because Noah's Ark landed on the Ararat Mountain after the flood, from where a dove got back with a vine in its spout. After the settling, Noah and his family started to plant grape and from this, made wine.

Nowadays the expression of wine culture is used more and more times, only a small percent of people know the real meaning, which is really complex. The world of culture itself has more meanings. In sociology the culture defines norms and values, scientific ideas, literary artistic and musical creations, and the environment, which are representative in a given society. The basic assumption of the social life is the existence of culture. Growing grape, making and consuming wine have also its own culture. It can be found from the basic occasions, through the arts till the literature. It exists in the history, in the religions and also in the everyday life. The wine culture involves the traditions of grape growing, the traditions of wine making procedures and also the wine consumption habits.

The wine and the Hungarian people have a really strong relationship. The wine appears even in the Hungarian anthem, and this is unique. The wine has an outstanding role in the Hungarian economy and in the emotional relations of people. The wine represents both the positive and negative psychology of Hungarian people. The wine making started in Hungary before the conquest. Due to the traditions, Hungary became a wine consuming country, and it marked also in the Hungarian culture. In the opinion of Gyula Krúdy, the wine is a confidential product, and makes relationships between wine-growers, innkeepers and consumers (CEY-BERT R. Gy., 2006).

2.4.2. The wine rating systems

Every wine region has the own, individual environment, climate and the different sights and touristic attractions, but in the differences there are also similarities what the suppliers of the wine regions need to consider to make the tourists satisfied. The first and most important is the quality of wine. The first-quality wines can be placed in the highest segments of the market and in a short time they can be found in the supply of restaurants and wine houses. These wines can be sold in higher prices and become famous quickly in the circle of consumers. The wine takes a long journey from the grape-plantation to the shelves of the shops through the barrels and wineries. The price of the wines should be shown this procedure, the administrative and human resource costs, the taxes and the profit. By luxurious products there is not logical relation between price and quality. In the world of wine there are a lot of lands which produce cultural and prestige wines. However the competitors can produce higher quality wines, the price of these prestige wines will be higher.

There are different rating systems to qualify the wines. Based on many years' experiences, oenologists assembled objective criteria, which underlie the international qualification of wines. On the one hand, without these criteria neither local, nor international competitions could be organized. On the other hand, trading with wines is not possible without criteria, because these inform the consumers about the quality of wines. In the most cases there is a judging by points. By different levels, there are different rating systems also.

In Hungary the 20 points scale system is a really regular and exact system. The other name of it is Davis Scoring System; because it was developed by Dr. Maynard A. Amerine, who was a Professor of Enology at the University of California at Davis. The judges give point by sensorial features, like appearance, color, aroma and bouquet, acidity, sweetness, body, flavor, astringency and general quality. For the appearance the judges can give points between 0 and 2, for the color between 0 and 2, for the aroma and bouquet between 0 and 4, for the volatile acidity between 0 and 2, for the total acidity between 0 and 2, for the sweetness between 0 and 1, for the body between 0 and 1, for the flavor between 0 and 2, for the

astriugency between 0 and 2 and finally for the overall quality between 0 and 2. The sum of these points gives the maximum 20 points. The advantage of this system is that it can be used easily and fine for the censure of tentative wines. The disadvantage of it is that the judges give contracted points for the features, so this is not a toned qualification. The summation of the points gives the character of the wines (RACSKÓ J., 2004). The points are the following:

- 17-20 points - Wines of outstanding characteristics having no defects
- 13-16 points - Standard wines with neither outstanding character of defect
- 9-12 points - Wines of commercial acceptability with noticeable defects
- 5-8 points - Wines below commercial acceptability
- 1-4 points - Completely spoiled wines

There is another rating system, which uses 100 points for qualification. This called 100 Points Scale or Parker Scale. Robert Parker, an influential wine critic and the Wine Spectator Magazine popularized this wine scoring scale. The system is based on the American high-school marking system. It works in the following way: every wine starts from 100 points, and based on the sensorial features, the judges deduct the points. They give the result by listing the penalties from the starting 100 points. This is a more toned rating system, not only the general aspect is relevant (finias.com, 2014 [online]). The points are the followings:

- 95-100 points - Extraordinary
- 90-94 points - Outstanding
- 80-89 points - Barely above average to very good
- 70-79 points - Average
- 60-69 points - Below average
- 50-59 points - Unacceptable

2.4.3. The wine consumption habits in Hungary

The local gastronomic offer is an important part of the travel experience, and it also includes the wine tasting. The active attendance of the wine-makers in the tourism contributes to broaden the offer. Nowadays it is a fashion to speak about the

wine and care for the wine. The wineries started to discover the possibilities of the hospitality. The Hungarian National Tourist Office, by the Agrarian Economic Researcher Institute (AKI) made a research about the Hungarian wine consumption habits, particularly considering the connection points with tourism.

Considering the associations the grape, friends, Tokaj, good mood, entertainment and experience were frequent answers. Women associate mostly for the tastes, while men for the colors (red). For men the chosen wine is cheap, healthy, harmonious, appetizing and elegant. The preferred wine can refresh, relax and make easier the conversations. The women prefer the relationship between wine and gastronomy, whether it harmonizes with the dinner or can be consume with several dishes. Comparing with other alcoholic beverages, wine is consumed during festive dining, and friendly conversations. Wine is preferred during the winter, while beer is during the summer.

Considering the tastes (sweet or dry), the sweet wines are more popular. The data in the diagram is given in percentage.

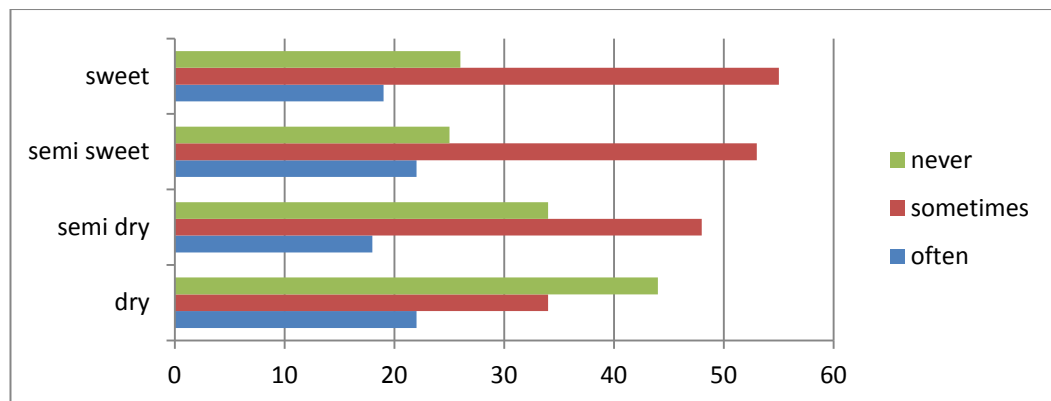


Diagram 7, source: Bormarketing Műhely Kft

Considering the colors, the red is the most expanded (86%). The next is the white wine (81%) and the last is rosé wine (62%). However, the proportion who consume often rosé, is a bit more (20%) than who consume often white wine (17%), so it confirms that the proportion of rosé consumption is rising.

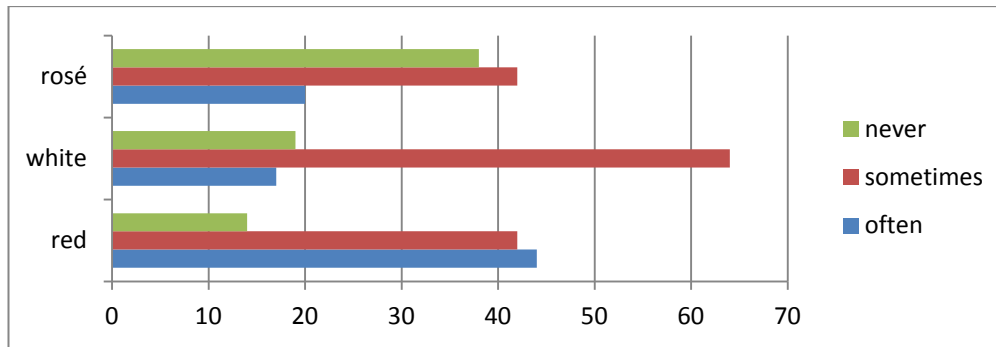


Diagram 8, source: Bormarketing Műhely Kft

To investigate the circumstances, people mostly like drinking wine at home or by visitations. By shopping wines, mostly the men make the choices. The main aspects are the price and the wine region. 33% of people buy in hypermarkets, but 28% buy at local wineries. The adventures of the local wineries are the direct relationship with the wine-makers, the wine tasting possibilities. The research is expanded for the wine regions, how referred are they, and how popular are their wines. The touristic attractions of the wine regions also play an important role in the results. The most popular wine regions are Tokaj- Hegyalja, Eger and Villány.

Concluding the research, it is visible that the cultural wine consumption in Hungary starts to become popular and it hides considerable potency for the tourism suppliers (BORMARKETING MŰHELY KFT, 2013).

2.4.4. Short introduction of Hungarian Wine Regions

Hungary is fall under Europe's traditional wine making countries; it is really famous for its wine production. It is in the first 25 wine producing countries, and the amount of wine produced is about 3.5-5.5 hectoliters per year. Practically, the whole land of the country is a wine making area. It has 22 different wine regions. The character of a wine is determined by the vineyard: its weather, microclimate, soil and natural resources. It influences the quality of wine and improves the flavor of wine. Thanks to the varied conditions, all the wine regions of Hungary differ a lot from each other (gustovino.hu, 2012 [online]).

The diversity is the reason of the success of Hungarian wines. There are only few countries, like Hungary, which comprises the whole scale of wines from the white wines through the full, red wines to the natural sweet wines. In the grape types there is also a variety: the Hungarian and national grapes are in a good balance of wine making in this country.

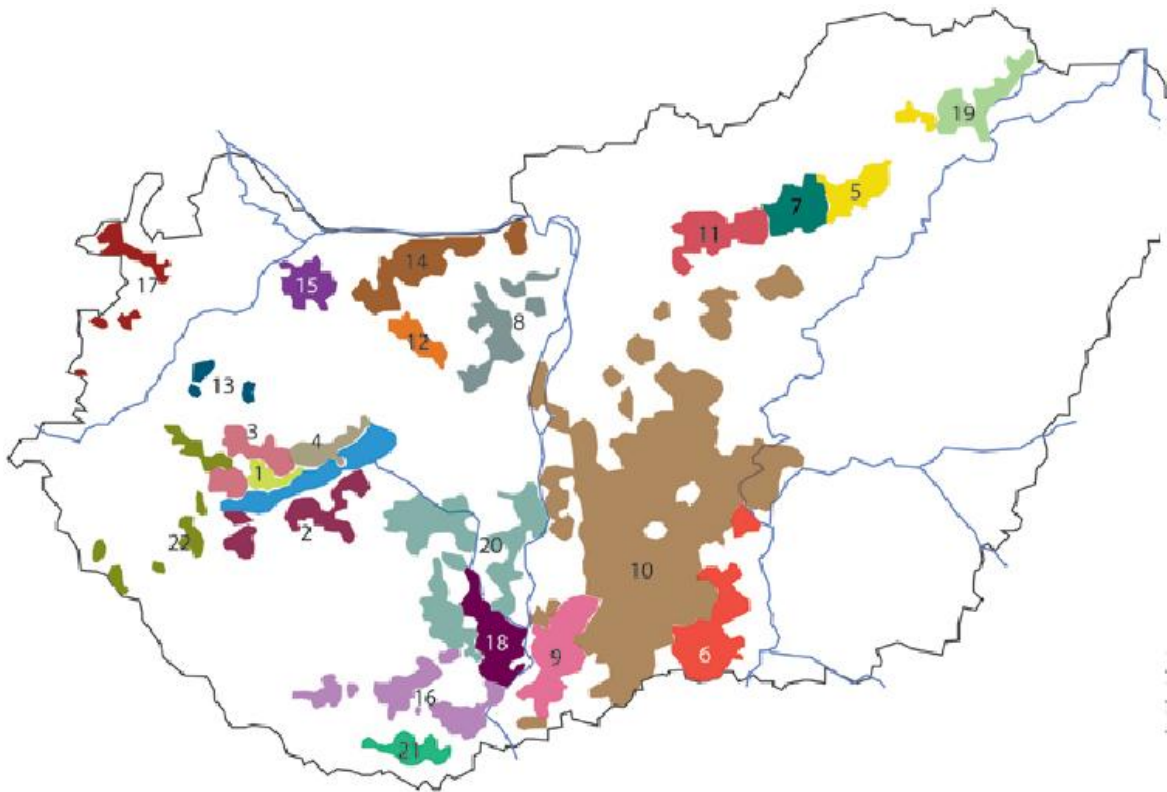
Hungary is generally known as a white wine producing country, and considering the amount of white wine, it is true. 75 % of the wines, which made in Hungary, are white. But considering the reputation, the red wines are more significant. The evidence of it is the well-known red wines from Villány, Szekszárd and Eger. The proportion of red grape types is growing nowadays.

The most known wine region of Hungary is the Tokaj- Hegyalja Wine Region, its size is 5500 hectares and it is noted for sweet wines. It has a really individual soil, which has an important role of the character of the wine. Here, the climate is also really significant, especially the sunny hours. The most famous wine is the Aszú. This is a really sweet, elegant dessert wine (magyarborvidek.hu, 2008 [online]).

Hungary's 22 wine regions are the following:

1. Badacsony Wine Region
2. Balatonboglár Wine Region
3. Balaton Uplands Wine Region
4. Balatonfüred-Csopak Wine Region
5. Bükk Wine Region
6. Csongrád Wine Region
7. Eger Wine Region
8. Etyek-Buda Wine Region
9. Hajós-Baja Wine Region
10. Kunság Wine Region
11. Mátra Wine Region
12. Mór Wine Region
13. Nagy- Somló Wine Region
14. Neszmély Wine Region

15. Pannonhalma Wine Region
16. Pécs Wine Region
17. Sopron Wine Region
18. Szekszárd Wine Region
19. Tokaj- Hegyalja Wine Region
20. Tolna Wine Region
21. Villány Wine Region
22. Zala Wine Region



Picture 2, source: budapest.varosom.com

2.4.5. The wine tourism

Wine tourism is ‘the visitation to vineyards, wineries, wine festivals, and wine shows, for which grape wine tasting or experiencing the attributes of a grape wine region are the prime motivation factors for visitors’(O’NEILL, M. & CHARTERS, S., 2004, p.270). The wine tourism can include the visitation of wine cellars, vineyards and production facilities, the attendance on tastings or wine-related programs, and using the public transportation and accommodation facilities through

the wine routes. The wine tourist is defined as 'any person, whether day-tripper or overnight visitor, who engages in the act of wine appreciation while visiting a wine producing region' (O'NEILL, M. & CHARTERS, S., 2004, p.270). The motivation of a wine tourist is to get a deeper wine knowledge, to experience the atmosphere of a winery or vineyard, to taste some wines there or to enjoy the possibilities of the combination of culture, wine and food.

The wine tourism is an essential part of the whole tourism, and nowadays it has been on the way of very quick and intensive development. It has a bigger and bigger importance in this field of industry. The wine has been a mode since centuries, and it is also fashionable recently. The most illustrious performers of wine tourism are the French, Italian, Spanish, Austrian, Portuguese, and German, American, South-African and Hungarian oenologists. They became known in the forefront of wine tourism by their world famous, first quality wines. Every country's wine region has its own specialty regarding the climate, grape type or bouquet, this is the reason why the tourists want to travel there and taste the wines. For example in France the Bordeaux or Burgundy wines are famous, however in Italy the most known wine is the Brunello di Montalcino and in America the Dominus and the Opus 1 are the best, most famous wines. One of the most important aspects of wine tourism, beside the worldwide wines, is that the wine region should offer other programs and facilities that attract the tourists. The accommodation, the wineries, restaurants should can be found broadly at the same place. Furthermore, the expertise, the hospitality and the full service of the guests are also really important. It is not irrelevant, with how experiences leave the tourists.

The wine is one of the oldest and most traditional products of civilization. For the wine producers the wine tourism means a possible market where they can sell their products. The wine tourism is a really image correctional factor for the given area. The cultivated wine consumption is not only the part of gastronomy, but it is an efficient tool for healthy lifestyle and a very important component of getting and saving relationships. The wine is a qualitative and confidential product; the confidence of consumers can be created during a wine tasting or with a deeper talking with the wine maker to get more information about the wine, its value or the

local traditions. If these experiences will be complemented with some touristic attractions, the visitors will be satisfied.

The wine routes are significant elements of the wine tourism. The wine routes connect settlements and based on local products, where the framework is the wine culture and to this, a program package is connected. The wine route is a really diversified touristic supply, where tourists can come to know the natural values of the wine region, visit the local sights, take care of traditions and investigate the local culture. The wine route has been famous in Hungary in the last 10-15 years as touristic attraction. In the other countries, like South-Africa or North-America it has a greater tradition. There are three main types of the wine routes. These are the opened, a thematic and the classical wine route. The opened one has a loose connection of wine tasting places. By the thematic wine route it is supplemented with special programs, like visiting natural or cultural values. In case of classical wine route, it is a concrete, accessible wine circle, where are qualified wine selling places, restaurant, accommodations, sights and programs can be found (BODNÁR, L., 2005).

2.5. Introduction of Pannonhalma Wine Region and Abbey

2.5.1. The Pannonhalma Wine Region and its main wine cellars

The Pannonhalma Wine Region can be found at a wonderful area of Hungary. It is located from the Bakony Mountains towards the Little Hungarian Plain, near to the city of Győr. However, this wine regions has a thousand-years-old history, it has been taken a new lease of life in the past twenty years, considering winemaking and gastronomy. It is one of the most dynamically developing wine regions in Hungary, but the traditions are also really important even now. The Pannonhalma Abbey connects tightly to the wine region's attraction it is the so called domestic seat of Christianity, European culture, grape and wine culture. The Benedictine Monasticism had its millennial (thousandth anniversary) of existence in 1996, and the UNESCO (United Nations Educational, Scientific and Cultural Organization) appointed the monastery and its natural surroundings for the World Heritage List. Walking through the region, mountains, hills, valleys, brooks, and

lakes can be found. There are also sandstone, clay and losses and it provides perfect soil for winegrowing. The condition of the soil, the good climate and the configuration of the terrain ensure the unique taste of the wines of the region.

The tradition is really important in the Pannonhalma Wine Region, because it is one of the oldest wine regions of Hungary. It was issued during the Roman Empire. After the decline of the Roman Empire, the developed wine culture was ended. It was revived after the Hungarian conquest and it could be connected to Duke Géza. The evidence of it is the writing of Anonymous in *Gesta Hungarorum*: “when prince Árpád and his chieftains conquered the Carpathian basin and rode up on Saint Martin Hill, they glanced around and admired the beauty of the countryside”(SZÁRAZ, L. 2013, p.14.). The Benedictine monks established the European-standard winegrowing. The 17th century was very successful for the wine region. Thanks to the international relationships of the monks, the degree of wine trading and wine selling was outstanding however the other wine regions in Hungary suffered from the customs order of Maria Theresa. In 1891 and 1892 the phylloxera epidemic damaged ninety percent of the vineyard. Hundreds of smaller winegrowers lost their livelihoods. After the epidemic, firstly the Abbey could revive the winegrowing with the existing grafts and the most modern technologies. The next downgrade was after the world wars, during socialism. In this period the quantity was more important than quality. After the political transformation of Hungary in 1990, the whole structure of the vineyard was reorganized. The winemakers started to believe again, that winegrowing could be a leading business of the region. In 2003 the Abbey Winery was renewed, and nowadays it is still the most modern and biggest winery of the region. During the latest developments the old vines were exchanged, and it determines the following 30-50 years. It leads the winemaking for better quality.

The high quality and diversity gives the uniqueness of the wine region. The main grape types are the followings: Rhine and Italian Riesling, Chardonnay, Irsai Oliver, Királyleányka, Cserszegi Fűszeres, Traminer and Szürkebarát. However it is mainly a white wine area, some red grape types can be found there: Pinot Noir, Merlot, Cabernet, Zweigelt and Blue Frankish. The diversity and uniqueness came from the huge number of small wineries, but the size of them do not influence the

quality. Considering the quality and success, the wines from the region are approved in national directions; despite this is one of the smallest wine regions of Hungary. More and more small wineries achieve good results on wine competitions, even those, who have only 1-2-3-4 hectares. They discovered, if they join with each others, they can generate the wine tourism of the area. In 2011 the first Cellar Festival was organized. They try to introduce to the domestic and international tourists their wines with the help of the hotels and travel agencies in Győr (SZÁRAZ, L. 2013).

The following settlements belong to the wine region:

- Bakonypéterd
- Écs
- Felpéc
- Győr-Ménfőcsanak
- Györság
- Györszemere
- Győrújbarát
- Kajárpéc
- Lázi
- Nyalka
- Nyúl
- Pannonhalma
- Pázmándfalu
- Ravazd
- Románd
- Tényő

The wine region has more hundreds smaller winemakers, but the main wineries are the followings:

- Abbey Winery Pannonhalma
- György Ács's Winery
- Babarczi Family Winery
- Wine Realm

- Creativus Winery
- Cseri Family Winery
- Deé Family Winery
- Fenyvesalja Wine House
- Hangyál Family Winery
- Huszár Family Winery
- Major Family's Winery
- Géza Nagy's Winery
- Németh Wine House
- István Oláh's Winery
- Old Cellar Pázmándhegy
- Pécsinger Family Winery
- Dragon's Lair Winery
- Winery of the Soós Family
- Ernő Szelényi's Winery
- Wind's Sons Guesthouse
- Gyula Szemenyei's Winery
- Attila Tar's Winery
- Vaszary Winery

2.5.2. The Pannonhalma Abbey

It was established in 996 by Duke Géza. “The Abbey is the living witness of both the European and Hungarian culture, the watch-post of Christianity, charity and human service. its own architectural, cultural and social heritage, even a thousand years later, teaches us to be respectful and makes us admire and appreciate, as it opens its gates even wider than before to give both Hungarian and foreign visitors as many values to consider as possible (SZÁRAZ, L. 2013, p.114.).”.

Thank to the location and to the developments of the past ten years, it became a complex touristic attraction. The specialty of the Abbey, beside the relic and cultural heritage, is that the monks still use it for religious purposes, they live there

and there is also a canonical school. In 1996 the UNESCO appointed the Abbey for the World Heritage List. A Visitor Center has been created, which “welcomes the visitors and prepares the guests physically and spiritually for the tour in the monastery, as it is practically a door before the door” (SZÁRAZ, L. 2013, p.114.).

As some parts of the monastery are open for the tourists, there are several see sights in it. They could be visited by groups with a guide or individually. The individual visitors can use the audio guide system. The following sights can be seen in the Abbey:

- Basilica and the Crypt
- Parta Speciosa and the Cloisters
- Library
- Baroque Refectory
- Millennium Monument
- Our Lady Chapel
- Arboretum (Botanical Garden) and Herbal Garden
- Temporary Exhibitions and Collections

There exist also a lot of products, which created by the monks. The history of growing herbals can be reconducted to Saint Benedict. The herbal culture of the monastery was recreated more than ten years before. Besides this the soap making, the chocolate and the wine producing have also traditions. The visitors can buy premium-category products there, like Benedictines Chocolates (Albus, Casia and Ruber), Benedictines Vinegars (Aromaticus, Balsamum, Floris, Salvia). There is also a great choice of herbal teas and liquors. Considering the cosmetology, there is also a comprehensive offer. Visitors can find bath salts, herbal oils, soaps, different creams and flower waters. The lavender bears a huge part in the production of these products (apatsagitermek.hu, 2015 [online]).

2.5.3. The touristic attractions in Pannonhalma

The most famous touristic attraction of Pannonhalma is the Pannonhalma Abbey, but it was introduced above. Besides this, there are some other facilities and

programs which can attract the tourists. The three biggest sightseeing in Pannonhalma are the followings:

Main Square: It was a market square before, but it was rebuilt in 2013. Now, it is an appropriate area for relaxing, and here the tourists can find a Visitor Center and the Tourinform Office. It also gives place for the Seasons Festival.

Hefter Glass Gallery: The tourists can come to know the glass creations of Hefter László. There are also some serial exhibitions with work of arts of national and international artists.

Majorsági Building Complex: In 2013, the city started to use this building for touristic goals. Now, it gives place for the PAUSA Patisserie and Café and there is also the Abbey Museum.

There are also smaller attractions, like the Everybody's way of the cross, the Holocaust monument, the Kelemen Krizosztom monument, the granary, the Pope Crucifix, the Radnóti monument, the Roman Catholic Church, the Saint Stephan Embossing, the Saint Martion statue, the Statue Park, the Mary statue and the City Hall (Pannonhalma.hu, 2015 [online]).

The program offer of the city is really widespread. The biggest program facility is the Series Festival. It includes some smaller festivals, like the Retro Majális on the 1st of May. On the 20th of August the Saint Stephan days and in October the Pannonhalma Wine Festival are organized. Finally, in December there is a Christmas Concert. There is another program series, which are the Jazz concerts of Pannonhalma. The concept is to connect the jazz music, the special wines and the gastronomy. The concerts are organized on three different places, which are the Abbey Winery, the Majorsági Building Complex and the Viator Abbey Restaurant during the whole summer. The programs have higher and higher standards from year to year, considering the bands. They are both national and international bands, like the Barrio Latino, Fourtissimo, the Jazz Orchestra, BMC Fusion Band and Sárík Péter Trió (apatsagipinceszet.hu, 2015 [online]).

There also exist four outstanding traditional programs which connect both to the wine and religious. The first is the Saint Vincent Day. It is on the 22th of January. On this day the winegrowers forecast the quality of the next vintage from the weather. They walk cross the cellars and taste the new wines. During this they

ask the God's blessings. "The traditional saying, if Vincent flows, the cellar will be full rests on the winegrowers' experience of several centuries" (SZÁRAZ, L. 2013, p.36.). This program nowadays is open for the public, cellar visitations and wine tastings, common singings and mulled wine drinking and a dinner are organized for this day.

The second is the Saint Urban's Day; it is the most famous wine celebration on the 25th of May. Urban is one of the last ice saints, this period is the time of grape blossoms. Urban is a protective e saint of grape growers. On this day in the cellar every visitor get a smart phone at the entrance, and with the help of a visual guide they get information about grape growing, wine making and wine culture of Pannonhalma. This is a so called open day and wine tastings are also offered.

The third is the Saint Martin's Day in the 11th of November. This is a popular gastronomy festival. The consumption of Martin goose has a close relation to the new wine. During this time the winemakers open their new barrels; this is the reason why this wine often called as Martin wine. Considering the traditions, this wine has healing power. The tourists can take part on irregular exhibition guidance, where the life of Saint Martin is introduced. After that they can get the possibility to try the codex writing with quill and ink. Finally there is a wine tasting.

The fourth is the Saint John's Day on the 27th of December, on this day the winegrowers bring their wines to the Basilica, where these are blessed by the bishop. After that there is also a possibility for wine tastings (SZÁRAZ, L. 2013).

Considering the touristic attractions, the Viator Abbey Restaurant cannot be left out. It was opened in the 28th of May in 2010 in Pannonhalma, near to the abbey. According to the menu, it combines the traditions with the modernity, and it renews from season to season. The chef focuses on the high quality of ingredients and tries to purchase them from local growers. The high quality wines from the Pannonhalma Wine Region are also really important. It also takes place for illustrious gastronomic events and it is a member of the SVÉT (In Style Rural Restaurants) (viator.co.hu, 2015 [online]).

2.6. Introduction of the city of Győr

2.6.1. The baroque city in the entrance of Western Europe

Győr is an outstanding industrial city, which is located in the northwest of Hungary, at the interflow of Mosoni Danube, Rába and Rábca rivers. It is the capital of Western Transdanubia region and Győr-Moson-Sopron County. It is halfway between Vienna and Budapest. The Romans called this city Arrabona and this name arise from the Celtic Times. It is the sixth largest city in Hungary with the population about 130 000.

The city was established during the Hungarian conquest, than Saint Stephan appointed it for a canonical and directional center. In 1541 the city was burnt totally by the Turkish, than in the 16th century it became an important point in the protection of the Habsburg Empire. A huge amount of architectural monuments arose from this baroque era; this is the reason why Győr is called as the baroque city. In 1743, Maria Theresa signed that Győr could be a free royal city. During the 18th century Győr was growing rapidly thanks to the trades on the Danube. Before the First World War, Győr became an industrial city. After the end of Communism more and more multinational company settled down in this city thanks to its really good location.

Győr is mainly known nowadays about Audi Hungaria Motor Kft., it is the largest factory in the city with huge influence on it. The local government's main aim is to carry on the development of the industry in the city, but besides this to develop the other keystone, which is the tourism.

The other specialty of Győr is the natural environment, especially the amount of the rivers. The city is at the confluence of River Mosoni Danube, River Rába and River Rábca, and it also has one more river, which is the River Marcal. This means that the city has four rivers. Because of this, Győr is known as the 'city of the rivers'.

Győr is also famous about its cultural life, the outstanding sport achievements and prosperous economy. This is a really pulsating European city. In 2010, Győr won a lot of awards, it was the City of the Hungarian Culture, the Most Sportiest City, and it has the Tourinform Agency of the Year (gyor.hu, 2015 [online]).

Győr is illustrative of the safekeeping of the memories, of the tourism, and of the developing the modern branches of industry. This city is both traditional and modern at the same time. In Győr the Health, the Culture and the Innovation are meeting. The slogan of the city considering this: ‘The future builds up in Győr’. The logo of Győr is the following:



Picture 3, source: gyor.hu

2.6.2. The touristic attractions in Győr

As the author mentioned above, Győr is one of the most dynamically growing cities of Hungary and its slogan is the following: Health, Culture, Innovation, the future builds up in Győr. To introduce the main touristic attractions of this city, the author will follow the slogan, so these three categories.

Connecting to the health tourism, Győr has two main bathing facilities; these are the Aqua Sport Center and the Rába Quelle Thermal Bath and Spa. The Aqua Sport Center was opened at the end of 2014. It was prepared for the European Youth Olympic Festival (2017) in Győr. It has a 50-meter-long competition pool, a 16-meter-long sport pool and also a wellness area. The Rába Quelle Thermal bath and Spa thanks to the local thermal water is quite huge and visited. It is useable for all ages with its adventure pools, therapeutic department, medical pools, Sauna Park and beach. This complex is appropriate for wellness, relaxation and also for recreation.

Beside the bathing facilities, the water tourism of Győr is really significant.

In connection with the health tourism, some active program facilities are also should be mention. These are the Xantus János Zoo, the Füles Bástya and the Rába

Adventure Park. The Xantus János Zoo's main aim is to introduce the wonders of the nature to both adults and children with more than 100 types of animals. It gives the possibility for relaxation, family entertainment and obtaining experiences. Besides introducing the animals, it gives place both for cultural and sport programs. The Fülel Bástya is also a zoo near to the city center and it presents the wonderful flora and fauna of the Amazonas and South- America. Some animals are in real, touchable closeness. The Rába Adventure Park can be found near to the Széchenyi University, it offers programs for all ages. It has a lot of fields with different difficulty and heights.

The cultural program offers in Győr are really widespread, as the city has a lot of historical monuments and it has a lively cultural life. In 2010 it won the award of the City of the Hungarian Culture. There is a so called festival series; this is the Four Season Festival. It could be divided into four main parts; these are the Spring Festival, the Summer Festival, the Autumn Festival and the Winter Festival. These bigger series involve all the smaller festivals and events. In Győr there are different festivals and events almost on all weekends, these are gastronomic festivals like the Wine Festival, Beer Festival, Pálinka Festival, Chocolate Festival and there are also cultural and music festivals. The governance wanted that the cultural programs be organized, so in 2001 the Festival and Event Organizer Office was established. The main aim of it is to control and coordinate the festivals. The uniqueness of these events that all of them are free of charge. The number of local festivals is getting higher and more popular nowadays.

The most known festivals are the Baroque Wedding, the Györkőc Festival and the Wine Festival. The Baroque Wedding is a tradition in Győr, the 23rd event was held in the summer of 2015. The baroque period is outstanding in the history of Győr, and the atmosphere of the city keeps the memories of this era yet. The main attraction is when one couple is chosen and they wear baroque dresses and get married in front of the citizens. The citizens can also wear costumes and make a procession. The event lasts for three days and attracts ten thousand people.

The Györkőc Festival is the most popular festival in the city. In 2015 the 8th Györkőc was held and it was visited by 45000 children. On then different places in Győr it offers more than a thousand possibilities for the kids to play. The entrance fee for the festival is only a smiling picture of the child. During three days the city becomes a

playground, the whole downtown is full of toys. The festival is getting bigger and bigger from year to year.

The Wine Festival is generally held at the end of August. It always connects to the summer closer concert, where occur world famous artists, like Kool & the Gang, the Straits or Bonnie Tyler. These concerts, like all the festivals are free of charge. On the Wine Festival more than 60 wineries can be found. It is one of the best events in connection with the wine in the country.

In Győr there are also a lot of famous cultural museums and squares, like the Zichy Palace or the Széchenyi Square and also some cultural institutes, like the National Theatre of Győr, the Ballet of Győr and the Philharmonic Orchestra of Győr. The National Theatre has two places where the plays are held. The larger has 663 seats and the smaller has 120. In this theater there are musicals, operas, operettas, dramas, comedies and tragicomedies on the palette. The Ballet of Győr is one of the most crucial groups of the Hungarian dance like but it has also a name in national directions. They travelled around the Europe with their performances. The Philharmonic Orchestra was established in 189 and it became professional in the year of 1968. It plays a major role in the cultural life of Győr. They performed in almost all countries of Europe, in China, South- Korea and Taiwan.

The innovation is the third group of the tourism attractions of Győr. As the author mentioned above, Győr has outstanding geographical capabilities, and this drives to the dynamically development. This is an innovative city and one of the biggest commercial and industrial centers of Hungary. The most outstanding and the largest factory is the Audi Hungaria Motor Kft., and it offers more thousands working places; so it has a huge influence on the city. The local government's main aim is to carry on the development of the industry. Besides Audi offers a lot of working places, it also promotes the city itself and its tourism. Considering the education, Audi has a great role in the Széchenyi István University and also opened a vocational school where students can get ready for car producing. Considering the tourism, it sponsors a lot of programs and it took place in the opening of Mobilis Interactive Exhibition Center. This is a scientific center, which focuses on the accomplishments of vehicle industry. It has 74 devices which can be grouped into four thematic sections. These are car-body and lifestyle, energy and driving, control

of vehicles and the design, construction and career. There is another facility, which is offered by this company this is the Visiting Center of Audi. it invites the tourists for a factory visiting, where they can get an inside view of the steps of the vehicle construction (gyor.hu, 2015 [online]).

2.7.Summary

The literature review is a really important part of the dissertation to investigate the topic. In this part the reader got detailed information about the history of wine and its culture, the wine ration systems and Hungarian wine consumption habits. It also introduced the Hungarian Wine regions and described what the wine tourism mean. As the main purpose of the dissertation is to prove that the Pannonhalma Wine Region effects the tourism of Győr, the Wine Region itself, the Abbey, the touristic attractions of Pannonhalma, the city of Győr and the touristic attractions of Győr were also presented.

3. The Research Methodology

3.1.Introduction

The main purpose of the dissertation is to prove that there exist a touristic connection between Pannonhalma Wine Region and Győr. In this part of the dissertation the author introduces the research methods were used by her.

3.2.Data Collection

3.2.1. Research Method

There exist different research methods, like the quantitative and the qualitative method, but the author chose the mixed method, which comprises the two methods. The quantitative data include numerical and statistical explanations. It gives the results by the answers and opinions from a larger sample of population. Quantitative data collection methods are various forms of surveys, like online survey or paper survey. The qualitative data is not numerical or statistical; it focuses on the description in details of the specific topic. It helps to understand mainly the reasons, motivations or opinions. The sample size is much smaller than in the quantitative method and the respondents are selected. A popular qualitative method is the interview. So because the dissertation includes both a survey and some interviews, the author applied the mixed method.

3.2.2. Secondary Research

The aim of the secondary research is to give an overview of the theoretical background of wine tourism, wine culture, consumptions habits and rating systems and introduce Pannonhalma Wine Region and the city of Győr. To fulfill the objectives to the literature review, the author had to collect the secondary data. Secondary data are data which have been already collected and written from previously sources. The author collected these data mainly from books from the Tourism Library on Klauzál Square but also used some articles from several web pages.

3.2.3. Primary Research

Primary data are collected for specific purposes of the study. The author collected the primary data throughout a survey and interviews. The survey was created to help the evaluation of some wine consumption habits, and collect information whether exists a touristic relationship between Pannonhalma Wine Region and Győr or not. 152 people filled out the survey completely (including even the listings) and these answers were evaluated. The author also made three interviews. One with the sales and marketing manager of the Abbey Winery Pannonhalma (Tamás Illés), one with the director of Tourinform Office Győr (Zsuzsanna Tóth) and one with the director of Pannonhalma Wine Region Bor-Promóciós Kft. (Sándor Borbély). These interviews assisted the success of the study.

3.2.4. Quantitative Research

The author used a survey in her dissertation to gain information about people's habits and perceptions. The survey tries to achieve people from different gender and age groups with different standard of living, so the survey was opened everyone, who wanted to respond it. The author used the survey creator of Google Forms, which also helped to evaluate the answers. The survey can be divided into three logical parts. In the first part the questions are for finding out some wine consumption habits. The second part includes questions about Pannonhalma Wine Region. The third part consists of questions about Győr. The author used different kinds of research questions, which were single selection, multiple choice selection and listing questions.

3.2.5. Qualitative Research

To collect data more directly, the author made some personal interviews. The author had the opportunity to make three different interviews, one in Pannonhalma and two in Győr. The first was with the sales and marketing manager of the Abbey winery Pannonhalma, the second was with the director of the Tourinform Office Győr and the third was the director of a company, which tries to connect the tourism

of Győr and Pannonhalma. The conversations were in Hungarian language. The author tried to gain answers and statistics which prove the hypothesis of the dissertation.

3.3.Summary

To prove the hypothesis of the dissertation, the author collected data in several ways. The research is based on the mixed method; the author created a survey and also made interviews, so it comprises the qualitative and quantitative methods. These are primary data collection methods, but the author also used secondary data in the literature review.

4. Research analysis and results

4.1.Introduction

The aim of the dissertation is to investigate whether there exist a touristic relationship between the Pannonhalma Wine Region and Győr, and whether the wine region has affects on the tourism of Győr. The author has two objectives in this part. The first is to collect data about projects, packages, programs, etc. in connection with the relationship of the tourism of Pannonhalma and Győr. The second is to collect and interpret data about the topic from the tourists and also from the suppliers. In order to achieve these objectives, she made three interviews and a survey. The first interview was made in the Abbey Winery Pannonhalma with Tamás Illés, who is the sales and marketing manager of the winery. The second interview was made with Zsuzsanna Tóth, who is the director of the Tourinform Office Győr. The third interview was made with Sándor Borbély, who is the owner of the Pannonhalma Wine Region Bor- Promóciós Kft.

4.2.Interview at Abbey Winery Pannonhalma

In 2003 the whole Abbey Winery was reconstructed. A new complex was built which matches perfectly with the land. The vineyard covers 52 hectares. The storage of it now is about 3000 hectoliters. The applied new technologies are suited to produce more than 300.000 bottles of wine yearly. The products of the Abbey Winery appear on the wine world's biggest stages. In the creation of the own image, the choice of the grape types was really conscious. They have chosen Riesling varieties and the Királyleányka. Because of the foreign tourism, some international grape types are also grown, like the Sauvignon Blanc, Chardonnay and Pinot Blanc. They grow also some red grape types, which are Pinot Noir, Merlot and Cabernet Franc. The red grape gives one third of the vineyard. The new structure also brings the need of high-quality winemaking. The Abbey Winery focuses on only bottled products from the beginnings. Quality is the key word of the winery. In 2010 the company won the Winery of the Year Award.

The Abbey Winery also takes part of the wine tourism of the wine tourism of the Pannonhalma Wine Region. This was a concept even when the winery was rebuilt. It works also as a Visiting Center; the tourists can get acquainted with the steps of grape processing and wine making. And it also offers a guided wine tasting.

Considering the tourists attractions of the Abbey Winery, it is important to mention the Jazz concerts. Tamás Illés was the creator of this idea. With these programs, he connected the cultural wine consumption, the gastronomy with the jazz music. In 2016, it will celebrate its 10th anniversary. The first concert was held on the terrace of the winery, but nowadays it is held on three different places during the summer. Its main aim is to create an atmosphere where the wine consumption turns into an experience. He also mentioned the religious wine festivals which were introduced in the literature review.

In the opinion of Tamás Illés, Győr has an appropriate infrastructure considering the accommodations and the public transportation, but the culinary offer is a bit defective, it moves on a narrow line and the price and value rate it not so proper. The cultural products which are offered by the city are much above the basic services; they are significant and exemplary even in national degree. He highlighted the Four Season Festival Series, which tries to removes the problem of seasonality and which nowadays could attract tourists from all over the country.

Considering the Pannonhalma Wine Region, the infrastructure is not so appropriate than in Győr, it has some problems. The biggest disadvantage is the public transportation. The rail transportation is really limited, it moves only on a particular line. The bus transportation is better but a bit, but the correction of this could be an achievable goal. Travel to the wine region by car could cause a problem, because the consumption of the wine excludes the possibility of driving, only if somebody undertakes to disclaim the drinking. If the tourists come in a group with a bus, it does not causes a problem because of the bus driver, but the suppliers should focuses on better to the individual tourists, because the current situation limits their possibilities. He mentioned also that quality of the roads should have corrections and he touched also the biking transportation possibilities. In his opinion, the idea of the

creation of a bicycle road network between Győr and Pannonhalma could generate the demand.

Furthermore, the other huge problem is the lack of the accommodation possibilities considering both the quantity and the quality in the whole wine region. He emphasized that it causes the biggest problem in Pannonhalma, because despite the Pannonhalma Abbey is on the World Heritage List, the city does not have a standard accommodation which could be appropriate for example to organize a conference. Till this problem exist, it is really difficult to the tourists to consider Pannonhalma or the wine region as a possibility for more days travelling. However, the cultural offers and the touristic developments could grant a more days travelling already. Because the basic services are not developed (its reasons are financial) the Pannonhalma Abbey plans to build a hotel in 3-5 years which will be suitable for 80-100 guests with the aim of generate the demand of cultural, gastro- and wine tourism.

Regarding the culinary possibilities, the tourists can find good restaurants, but it is really difficult because of the bad marketing. But the Viator Abbey Restaurant should be mentioned, because it has already a national publicity in gourmet circles. It can give an outstanding culinary experience for the tourists who can afford it.

The wine region offers a lot of cultural programs which are really widespread. These products are developed to attract different types of tourists with different needs and motivations. If these programs are put together in a package, its attractiveness rises. For example a tourist can visit the Pannonhalma Abbey, than take part on a lavender program in the Arboretum, than go to the Winery to attend at a wine tasting, and finally to have a dinner in the Viator Restaurant. It could be a really attractive package, but unfortunately the lack of the accommodation decreases its value. This means that the cooperation with Győr is really necessary. This means the accommodations possibilities of Győr and the marketing activities. The connection of the tourist attractions of Győr and the Pannonhalma Wine Region could be an advantage for Győr, but it is a must for the wine region to use the basic infrastructural services of Győr.

The wine tourism starts to become an individual tourism branch considering the necessary educations, the quality wines and a good wine marketing. Győr should emphasize better the wine marketing, and the fact, that Pannonhalma is the vineyard of Győr. The touristic attractions and the wine offer of the wine region are appropriate to generate the demand from all part of the country, and with the program offer of Győr it becomes a really complex offer to satisfy the tourists needs.

4.3. Interview at Tourinform Office Győr

The Visitor Center opened in 2012 and it offers widespread services, like the exhibition square, event tickets and left luggage. It gives place to the Tourinform Office. There the tourists can find beneficial issues and up to date information about the city, which can get in Hungarian, English and German languages. The Office sales tickets to the Ballet and to the National Theatre of Győr, and also for festivals, exhibitions, sport and other events. In the Visitor Center there is also a conference room, which is suitable for thirty people. It is a beloved place for press conferences, for introducing books or for other programs. On downstairs there is a souvenir shop, where the tourists can buy special Hungarian souvenirs and gifts which connect to Győr and to the region. There the tourists can also find many wines from the Pannonhalma Wine Region.

The colleagues of the Tourinform Office offer a lot of services also to the tourists. They provide general information about the sights, accommodations, programs, etc. of Győr. They grant prospects, leaflets and issues for free of charge about the sights, programs and accommodations. They also sell maps and tourist guides, and give assistance to the guests to find an appropriate accommodation and make their reservations. They offer also a guidance for the visitors in Hungarian and foreign languages. The following table shows the prices of them.

Language/Time	1 hour	1,5 hours	2 hours	3 hours
Hungarian language	6.900 HUF	9.000 HUF	11.000 HUF	14.750 HUF
Foreign language	10.000 HUF	13.400 HUF	16.700 HUF	25.500 HUF

Table 2, source: Tourinform Office Győr

The Tourinform provides also a city discovering game. During this game the tourists get some rhyming cards and a huge map, and with this they should orient by places to places and collect points. If they can collect all the points, they will get their award. The price of it is 3000 Hungarian Forints per group. The group can include maximum ten persons.

Currently three different packages are offered by the Tourinform Office Győr. The packages differ from each other by the programs. The first is the Cultural Roving. The package includes two nights' accommodation with breakfast, visitation to the Pannonhalma Abbey and to the Abbey Museum (two stable exhibitions), a wine tasting in Pausa Café (with transfer on Saturday afternoons) or a gourmet tasting (tasting of special wines and dishes in Kisfaludy Wine Bar). It also consists of entry tickets to the exhibitions of Zichy Ferenc Visitor Center (thousand years old cultural and sacral treasures) or to a representative walk in Győr on the way of the experiences. The prices are between 19 200 HUF (in a pension) and 29 200 HUF (in a four-star hotel) per capita per two nights with breakfast in case of double beds.

The second package is the Active Recreation in Győr. It includes two nights' accommodation with breakfast, a daily entry ticket to the Rába Quelle Thermal Bath and Spa and an entry ticket to the Tower Miradore. The prices are between 13 500 HUF (in a pension) and 23 500 HUF (in a four-star hotel) per capita per two nights with breakfast in case of double beds.

The third package is the World of Experiences. It includes two nights' accommodation with breakfast, a family entry ticket to Rába Quelle Thermal Bath and Spa or to the Xantus János Zoo, and a family entry ticket to the Mobilis Interactive Exhibition Center or to the Rába Adventure Park. The prices are between 15 000 HUF (in a pension) and 25 000 HUF (in a four-star hotel) per capita per two nights with breakfast in case of double beds.

All the prices are valid with two adults in the same room. A child under 12 years old is free of charge if he or she is accommodated in the adults' room. The tourists can choose from these packages from 1st of March till 23th of December.

The tourists in Győr are mainly corporate guests (because as it mentioned in the literature review, it is an industrial city and Audi has effects on the tourism), the Tourinform Office can sell only few packages comparing to the corporate reservations. The following diagram will show the selling numbers of the packages. 13283 packages were sold in 2014. It is visible, that the tourists prefer the Cultural Roving Package (5807 sold packages), which contains the visitation of Pannonhalma Abbey and a wine tasting there. However the numbers are not so high, it could prove that the Pannonhalma Region has impacts on the tourism of Győr.

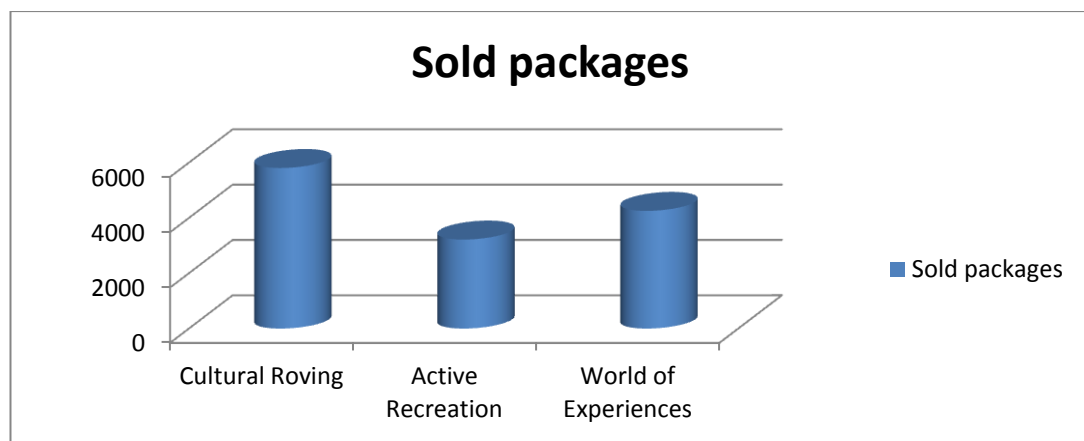


Diagram 9, source: Tourinform Office Győr

The Tourinform Office works together with different hotels and pensions of Győr who provide the accommodations in case of the packages. The tourists can choose not only from the programs, but also from the accommodation facilities. Regarding these facilities, four-star hotels, three-star hotels and pensions are offered. The four-star hotels are the Baroque Hotel Promenád****, the Hotel Famulus**** and the Hotel Kálvária****/***. The three-star hotels are the Fonte Hotel and Restaurant***, the Hotel Ibis Győr***, the Hotel Klastrom***, the Hotel Konfrenecia***, the Hotel Rába City Center*** and the Hotel Wesselényi***. The pensions are the Soho Pension and Café and the Fehér Hajó Pension. So summing up, the guests can choose from eleven hotels by these packages.

As the hypothesis is that the Pannonhalma Wine Region has effects on the tourism of Győr, the author investigates only that packages' numbers, which includes the visitation of Pannonhalma. The following diagram shows the guest nights of the Cultural Roving Package at the different hotels and pensions.

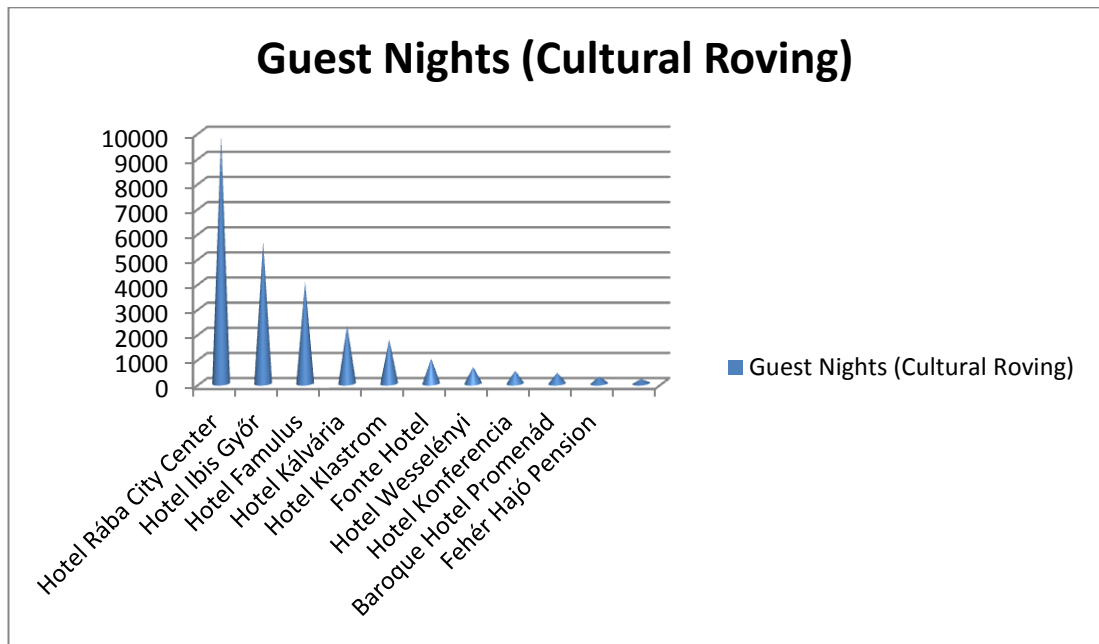


Diagram 10, source: Tourinform Office Győr

The Tourinform Office offers not only packages, but also different programs. There are some facilities for additional price. The following diagram will show the programs and the numbers of those in the previous three years. From the diagram it is visible that the program facility in Pannonhalma is quite popular, so it also can prove the hypothesis of the dissertation, that this region affects the tourism of Győr, because it generates the demand of the Tourinform Office Győr.

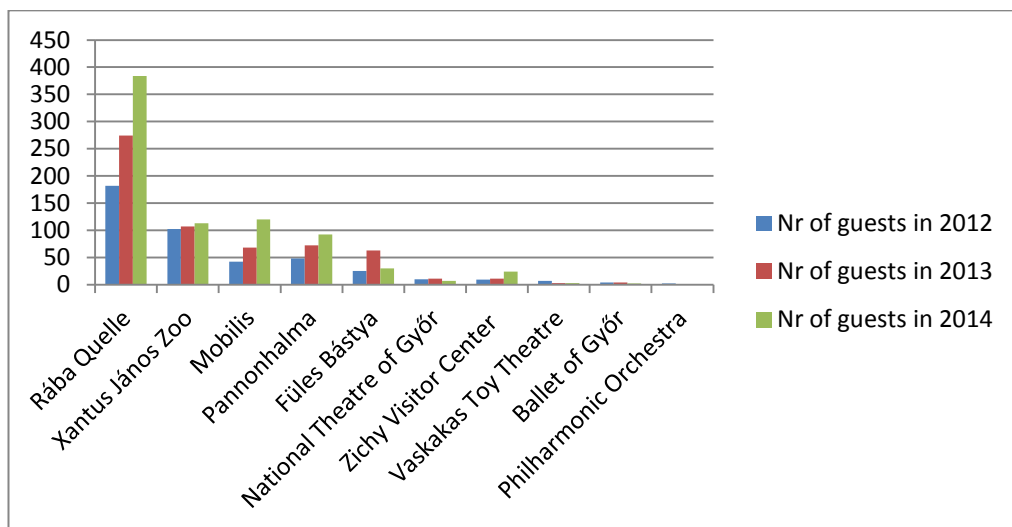


Diagram 11, source: Tourinform Office Győr

4.4. Interview at Bor-Promóciós Kft

The third interview was made with Sándor Borbély, who is the owner of the Pannonhalma Wine Region Bor-Promóciós Kft. This enterprise was established in 2013. The main goal of the enterprise is to co-operate with the wineries, enterprises, organizations and associations in order to raise the acquaintanceship of the Pannonhalma Wine Region. Furthermore it would like to introduce the high-quality wines of the region by organizing events and festivals and to assist the Public Relations activities of the wine region and its wineries both inside the region and outside the region on festivals and events by popularizing the wines with wine tastings.

The Bor-Promóciós Kft offer different packages in order to promote the Pannonhalma Wine Region. The tourists can choose from the following packages and also can choose from two accommodations in the Wine Region; these are the House of Saint Jacob and the Good Wine Guesthouse. The company also works together with two hotels from Győr; these are the Hotel Famulus and the Hotel Rába City center. As the first two are pension, and the second two are hotels (four-star and three-star hotels), it means some extra costs according to the seasonal prices. And the transportation means also a surplus, because the tourists should brought back to the city of Győr from the Pannonhalma Wine Region.

1. Foretaste of the Wine Region

This package includes two days and one night at the chosen accommodation. It consists of winery visitations and wine tastings at the Babarczi Winery, Hangyál Winery, Abbey Winery Pannonhalma and a wine dinner at the Viator Abbey Restaurant. Facultative programs are the visitation of the Pannonhalma Abbey, the Arboretum and Herbal Garden, the Hefter Glass Gallery and the exhibition square at the Major Building Complex. The minimum number to reserve this package is eight persons. The price of this package is 23.000 HUF per capita.

2. 'Deep plate' of the Wine Region

This package includes three days and two nights at the chosen accommodation. It consists of winery visitations and wine tastings at the Babarczi Winery, Hangyál Winery, Abbey Winery Pannonhalma and a wine dinner at the Viator Abbey Restaurant on the first evening, and at the Wind's Sons Guesthouse. Facultative programs are the visitation of the Pannonhalma Abbey, the Arboretum and Herbal Garden, the Hefter Glass Gallery and the exhibition square at the Major Building Complex. The minimum number to reserve this package is eight persons. The price of this package is 35.000 HUF per capita.

3. Győrújbarát freely

This package includes two days and one night at the chosen accommodation. It consists of winery visitations and wine tastings at Babarczi Winery, Deé Family Winery and György Ács's Winery. Facultative programs are the visitation of the Pannonhalma Abbey, the Arboretum and Herbal Garden, the Hefter Glass Gallery and the exhibition square at the Major Building Complex. The minimum number to reserve this package is eight persons. The price of this package is 16.000 HUF per capita.

4. P&P- Pannonhalma and Pázmándhegy

This package includes two days and one night at the chosen accommodation. It consists of winery visitations and wine tastings at Abbey Winery Pannonhalma and Huszár Winery. Facultative programs are the visitation of the Pannonhalma Abbey, the Arboretum and Herbal Garden, the Hefter Glass Gallery and the exhibition square at the Major Building Complex. The minimum number to reserve this package is eight persons. The price of this package is 16.000 HUF per capita.

5. Szurdik and Vaskapu trip at Nyúl

This package includes two days and one night at the chosen accommodation. It consists of winery visitations and wine tastings at Wind's Sons Guesthouse, Old Cellar Pázmándhegy, Cseri Winery and Hangyál Winery. Facultative programs are the visitation of the Pannonhalma Abbey, the Arboretum and Herbal Garden, the Hefter Glass Gallery and the exhibition square at the Major Building Complex. The minimum number to reserve this package is eight persons. The price of this package is 16.000 HUF per capita.

6. Wines and ages

This package includes two days and one night at Hotel Rába City Center in Győr. This includes a representative walking in the downtown of Győr with guidance, where the tourists can come to know the legend of Ányos Jedlik (also the statue of him), the founder of the spritzer (it is made from wine and carbonated water). After that comes a wine tasting in Hangyál Winery and a degustation wine dinner at Viator Abbey Restaurant. The minimum number to reserve this package is eight persons. The price of this package is 16.000 HUF per capita.

The Bor-Promóciós Kft also offers some programs which do not include accommodation, so these are one day or half day packages. These are the visitations are combined with wine tastings with the different festivals of Pannonhalma, like the Saint Vincent's Day, the Saint Urban's Day, the Saint Martin's Day and the Saint John's Day. The detailed programs of these festivals were introduced in the literature review. These packages include the transportation with a mini bus or with a bus (depend on the headcount). The minimum number of participants is also eight persons, because under eight persons it is disadvantageous because of the price of the bus. Anyway, the bus always stops in Győr, in front of the Hotel Famulus.

The fact, that the Bor-Promóciós Kft co-operates with some accommodation facilities in Győr proves, that it generates the touristic demand in the city. It covers the Wines and ages package, which includes a hotel in Győr (Hotel Rába City

Center), the optional hotel offer in Győr (Hotel Rába City Center and Hotel Famulus) and the place of the bus stop in case of package without accommodation, because the bus always stops in front of the Hotel Famulus, and the closeness and ease generates the demand of the hotel. Unfortunately the company cannot give any statistical data about the reservation numbers, because it barely exists since two year, and Sándor Borbély told, that the packages with accommodations were created only in February in this year, so they has been offered less than a year. Furthermore, the existing numbers are really low, because the most difficult and longest procedure was the package creation itself, and the enterprise also has to face up to financial difficulties regarding the marketing activities. But he stated, that the dislocation from zero means a really huge achievement in this period of the company. And the need for the creation of the better and stronger relationship between the city of Győr and Pannonhalma is essential, because it gives profit for both places. Győr can help to Pannonhalma to promote the region and the wines, and Pannonhalma generates the touristic demand of Győr.

4.5. Analysis of the questionnaire

The survey was filled out by 368 respondents from all over the country, and it can be find at the Appendices. It is divided into three big logical parts (wine consuming habits, Pannonhalma Wine Region and Győr) and it starts with general questions about the respondents, like the gender, the age and the financial situation. 47.9% of the people who filled it out were men and 52.1% were women. The age groups started from 18 years old, because under this age the alcoholic beverage consumption is not allowed, and after that the age groups raised with five years. Most of the people were between 31-35 years old, it was 24 percent; and no answers came from the age group above 65 years old. Anyway, most of the respondents were between 21 and 40 years old (77 percent). The most people stated that they are in an average financial situation (41 percent) and further 32 percent declared that they are a bit above the average. Only three percent was significantly below the average.

The first logical part tries to finding out the wine consumption habits of the answerers. Most of the people (59 percent) consume wine two or three times a

month, and many people (18 percent) consume wine once a week. Altogether with the consumers who drink wine three or more times a week, 86 percent the answerers, so 312 persons out of 368 consume wine regularly, which is a really high proportion. Only 2 percent of people drink wine never. Considering the wine types, the red wine is the most popular with 41 percent, the second is the white wine with 26 percent, and the third is rosé with 26 percent. However red and white are a most widespread, this result shows that rosé wine consumption is not inessential nowadays. People drink wine mostly at home (24 percent), but the proportion of wine consumption by meeting friends, in restaurants and in pubs was also significant. To investigate the wines, there are several wine systems, but the people were asked about the 20 points scale and the 100 points scale, which were introduced in the literature review. It was interesting, that a quite big group, 27 percent of the people have never heard about any of the listed wine rating systems and only 9 percents know both systems. Anyway, the 100 points scale is more popular, than the 20 points scale. To investigate the wine shopping habits, it is visible that the most important is the price with 42 percent, and then the quality with 36 percent and the less important is the wine region. Most of the people, together 73 percent of respondents spend below 1500 HUF. Only 6 percent of people spend more than 5000 HUF for a high quality wine. Regarding the wine regions, only 49 percent, so less than the half of the answerers know the correct number of the wine region of Hungary. 34 percent thought this number smaller, and 17 percent thought this number bigger. When they had to list some wine region of Hungary, the most known and popular were the Tokaj-Hegyalja Wine Region, the Eger Wine Region and the Villány Wine Region. But also often answers were the Szekszárd Wine Region, the Balaton Uplands Wine Region and the Sopron Wine Region. The Pannonhalma Wine Region also appeared in some cases.

The second logical part was created to collect information about the visitation habits of Pannonhalma Wine Region. 37 percent of the respondents have never been at the Pannonhalma wine Region, 42 percent have been there only once, and 21 percent have been there more times. It means that more than the half of the people has been there at least once. The visitors, who have been there already, spent generally only one day in the wine region. Only 30 percent of the answerers spent there at least two days, which means, only 30 percent used the accommodation

facilities there. It decreases significantly the quantity of the wine consumption, because who arrives by car, cannot drink any alcoholic beverage, so it also decreases the demand of the wineries in the region. The other 33 percent, who spent on this place only one day without a room reservation in the wine region, had their accommodations mostly in Győr (41 percent of them). This result proves the hypothesis, that the Pannonhalma Wine Regions generates the touristic demand of Győr, because it means, that almost the half of the tourists made reservation in hotels and pensions in Győr. To compare this data with the guest nights in the wine region, it is visible that only 18 percent of the tourists found a proper accommodation there. The following questions connects to this fact, 29 percent of the respondents who did not stay overnight in the wine region, could not find an appropriate accommodation, however the offered programs were interesting. Considering the offered programs, the visitation of the Pannonhalma Abbey was the most popular, but the visitations of the wineries and the wine tasting had also outstanding results.

In the third logical part there were questions about the city of Győr. 29 percent of the answerers have been in Győr more times already, more than the half, 52 percent have been in Győr once already and only 19 percent have not been in this city yet. There was a question about the reason why the tourists choose Győr. The most popular attractions are the cultural values with 26 percent, but the festivals and the closeness of Pannonhalma, the Abbey and the Wine region also had good results. The Pannonhalma region got the 17 percent of answers, and it also means that this has effects on the tourism of Győr, so it proves also the hypothesis of the dissertation. There was a question about the touristic attractions of Győr, the respondents had to list three of them, and the most popular were the Rába Quelle Thermal Bath and Spa, the Xantus János Zoo and the Győrköc Festival. Furthermore the Mobilis Interactive Exhibition Center, the Baroque Wedding and the Széchenyi Square were mentioned regularly. According to the relationship between Győr and Pannonhalma there was another really interesting fact. A really huge proportion of the respondents, 63 percent of them would visit the city of Győr for minimum one night, so they would use for minimum one night the accommodations facilities of Győr. From hub tire up to the hub, it is and evidence, that the Pannonhalma Abbey and Wine Region has effects on the tourism of Győr. The main aim of the last question was also for to prove this hypothesis. The author has created and listed two

types of packages. One consists of the visitation of Pannonhalma Abbey and some wineries there, with a wine tastings and a wine dinner. The other does not include any facilities in the Wine Region, it consist of touristic attractions in Győr, like the Rába Quelle Thermal Hotel and Spa and tickets to the Mobilis Interactive Exhibitions Center. 69 percent of the respondents, so almost two thirds chose that package which contains program facilities of the Pannonhalma Wine Region. The result confirmed also the statement that this regions influences, moreover even generates the tourism of Győr.

4.6. Summary

To sum up the research analysis and results it can be declared the personal investigations, so the results of the three interviews and the survey were successful and satisfying. However the researched numbers are not so illustrious and high, it can be stated that they could prove in some aspect of the hypothesis of the dissertation, like the demand of the packages by the Tourinform Office and the guest nights at the accommodations in the hotels and pension of Győr. So the primary research shows that the relationship of the tourism between the Pannonhalma Wine Region and Győr exists, and the Pannonhalma Wine Region has effects on the tourism of Győr, it generates the touristic demand of the city.

5. Conclusion

5.1.Introduction

The main aim of the whole research was to investigate and prove that whether the development of Pannonhalma Wine Region and Abbey and its wine tourism generates the tourism of Győr. A lot of research methods were used by the author to become able to give the final conclusion of the dissertation. The author used the mixed research method, so both the quantitative and the qualitative methods to prove the hypothesis of the dissertation. The literature review based on a secondary research, so the author used books and several sources of information, like publications and different articles on the Internet. The other part of the dissertation based on a primary research, the author made some interviews and a survey, which were really useful and authoritative in the research procedure.

5.2.Conclusion of the research results

In the literature review a lot of facts were introduced about the whole topic. The reader could get some information about the current economic situation of Győr and the Abbey Winery Pannonhalma and after that about the tourism and motivation generally.

Moreover, the origin of wine and the wine culture, the wine rating systems, the wine consumption habits, the Hungarian wine regions and the wine tourism were investigated. The reader came to know the legend of the wine, how it was developed and why it has also nowadays a mythical and significant function.

Wine and the consumption of it have a great culture from thousands of years. As the early times it was consumed to get bravery, nowadays it has been changed totally. Drinking a glass of wine means experience and a type of relaxation to the consumers, from for example at home after a long day through by meeting friends in a pub, to festive dinners in a restaurant. The origin of wines (the wine regions) and the quality of them are really varied, but nowadays there are some systems with which the wines could be rated. It is important both by choosing the wine and in

wine competitions. The most known rating systems are the 20 points scale and the 100 points scale. The Wine consumption habits are also really widespread regarding the type of the wine, the quality and price of the wine, the wine regions and prevalence of the consumption of it. These habits were also introduced in the literature review.

As the wine has nowadays greater and greater role in the society, the wine tourism, so an own touristic branch has been evolved to make an experience, a product to the wine consumers. Tourist suppliers make packages, in which they connect winery visitations, wine tastings, gastronomy and cultural facilities with accommodation and transportation services at a given wine region. These are getting popular almost day by day.

To start up from this fact, the author decided to research whether a wine region can affect the tourism of an industrial city or not. She chose the Pannonhalma Wine Region, and his hometown, Győr. Both the wine region and the city were introduced in the literature review, as also the touristic attractions of them. From the later researches, so from the interviews it was resulted that the introduced touristic attractions are evolved in the created packages.

Evaluating the results of the primary research, so the three interviews and the questionnaire, it can be stated that the Pannonhalma Abbey and Winery and its wine tourism generates the touristic demand of Győr. Most of the wine packages of the Pannonhalma Region consists of hotel and pension rooms in Győr because of the lack of the basic infrastructure, so the lack of the accommodations in the Pannonhalma Wine Region. Furthermore, it can be seen that most of the tourists who travel to the wine region, would also visit the city of Győr and spend there at least one night and visit also some touristic attractions of the city. It appears in the guest nights of the hotels which are involved in the packages, and also in the fact, that the tourists rather choose a package which include a visitation to Pannonhalma Abbey and a wine tasting comparing the packages which do not contain these facilities.

5.3. Further suggestions

As the author studies tourism, firstly it was important that she investigate the current situation and then make some further suggestions about the topic. In her opinion, the touristic relationship between Pannonhalma Wine Region and Győr is really important, because only demand can generate the demand further. However it exists, it could be deepened in some ways.

First of all, the marketing and public relation activities should be developed. In all interviews the experts said, that the largest problems are the financial possibilities of it. It is a fact, that the government of Győr focuses mainly on the industrial facilities, and the hotels and pension in the city can earn their breads from the corporate tourists. But the author thinks that also the wine tourism should be emphasized in the city to address and increase another group of the tourist, so the wine and cultural tourists. It would be also important a greater and stronger cooperation between the Wine Region and Győr, they should advertise each other, and the fact that if the tourist can join the two places, they could get a much higher quality experience.

Furthermore, the author thinks that the created packages are a bit monotonous. Almost every package includes the visitation of the Pannonhalma Abbey, winery visitations and wine tasting in the wine region, a dinner in the Viator Abbey Restaurant and the accommodation in Győr. If the packages contain some other, interesting facilities, like shipping on the Danube, a biking tour in the wine region, or a canoe trip on the Danube maybe raise the interests of the tourists and generate the number of the sold packages, because the active tourism and the closeness of the natural environment are really fashionable touristic attractions nowadays, and Győr has a great water tourism, so it can prove these possibilities.

5.4. Summary

The main purpose of the dissertation was to identify, whether the Pannonhalma Wine Region affects the tourism of Győr, and if yes, research out the different facts that can prove it. The different research methods supported the work of the author. The fact that the touristic relationship exist and that the Wine Region affects the touristic demand of Győr are proved. But as the topic was complex and widespread, and the created packages, which could make this relationship stronger, are in their infancy, the success of the research cannot be achieved with 100% certainty. Despite this result, the research work was really conductive considering the author's personal and professional development.

Appendices

1. Sample of income statement

Denomination	previous year	modifications	actual year
I. Net sales revenues			
II. Capitalized own performances			
III. Other revenues			
IV. Material type expenditures			
V. Payments to personnel			
VI. Depreciation			
VII. Other expenditures			
A) OPERATING PROFIT OR LOSS (I. +- II. + III. -IV. - V. - VI. - VII.)			
VIII. Income from financial transactions			
IX. Expenditures of financial transactions			
B) FINANCIAL PROFIT OR LOSS (VIII. - IX.)			
C) ORDINARY PROFIT OR LOSS (+- A +- B)			
X. Extraordinary income			
XI. Extraordinary expenditures			
D) EXTRAORDINARY PROFIT OR LOSS (X. - XI.)			
E) PRE-TAX PROFIT OR LOSS (+-C +-D)			
XII. Tax liability			
F) AFTER TAX PROFIT OR LOSS (+- E- XII.)			
G) NET PROFIT OR LOSS			

2. Questions to Abbey Winery Pannonhalma

- 1) When was the company established?
- 2) Can you mention some numbers which can show the size of the company?
- 3) What kind of grape types does the winery grow?
- 4) What is the main aim of the company?
- 5) Does the winery take part in the wine tourism of Pannonhalma Wine Region?

- 6) Could the winery offer tourism facilities to the visitors? Could you mention some of them?
- 7) How do you evaluate the tourism facilities of Pannonhalma Wine Region?
- 8) Do you think that the infrastructure of Győr is appropriate comparing to the above mentioned infrastructure of the wine region?
- 9) What is the connection point of the tourism of Győr and the wine region? (If even it exists)
- 10) What kind of programs can the tourists reach at the wine region?

3. Interview at Tourinform Office Győr

- 1) When was the organization established?
- 2) What kind of facilities can the tourists find here?
- 3) What kind of services do you offer to the tourists?
- 4) How much do the services cost?
- 5) How many packages does the office offer?
- 6) What programs do these packages contain?
- 7) How much do the packages cost?
- 8) Which is the most popular package?
- 9) Which hotels and pensions are available in these packages?
- 10) How many guest nights connect to Pannonhalma yearly?
- 11) Is any other data from which could I prove that the Pannonhalma Wine Region affects the tourism of Győr?

4. Interview at Bor-Promóciós Kft

- 1) When was the company established?
- 2) What is the main goal of the company?
- 3) Does the company offer any packages?
- 4) Does the company work together with any tourist supplier of Győr?
- 5) What do the packages contain?
- 6) What are the prices of the packages?
- 7) Does the company offer any other programs besides the packages?
- 8) How do you think? Does the company affect the tourism of Győr with these programs and packages?
- 9) Can you give me some data which can prove the hypothesis?

5. Questionnaire

1) Gender

- Male
- Female

2) Age

- 18-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 65-

3) Financial situation

- significantly above the average
- a bit above the average
- average
- a bit below the average
- significantly below the average

4) How often do you consume wine? (only one answer)

- 3 or more times
- once a week
- 2-3 times a month
- one a month
- few times a year
- never

5) Which type of wine do you prefer? (only one answer)

- red
- rosé
- white

6) On which occasions/ when/ where do you consume wine? (more answers acceptable)

- meeting with friends
- at home
- in restaurants
- in pubs

- in wineries / during wine tastings
- during celebrations

7) Do you know any of the listed wine rating systems? (only one answer)

- 20 points scale (Davis System)
- 100 points scale (Parker Scale)
- Both
- None

8) How much do you spend for a bottle of wine? (only one answer)

- below 700 HUF
- between 700 and 1500 HUF
- between 1500 and 3000 HUF
- between 3000 and 5000 HUF
- above 5000 HUF

9) When do you choose a wine, what do you prefer the most? (only one answer)

- price
- quality
- wine region

10) Do you know how many wine regions are in Hungary? (only one answer)

- 5
- 10
- 22
- 31

11) Could you list three Hungarian wine regions?

-
-
-

12) Have you ever been at the Pannonhalma Wine Region? (only one answer)

- never
- only once
- more times

13) If you have been there already, how many days did you spend there? (only one answer)

- only one
- two
- three or more
- I have not been there yet

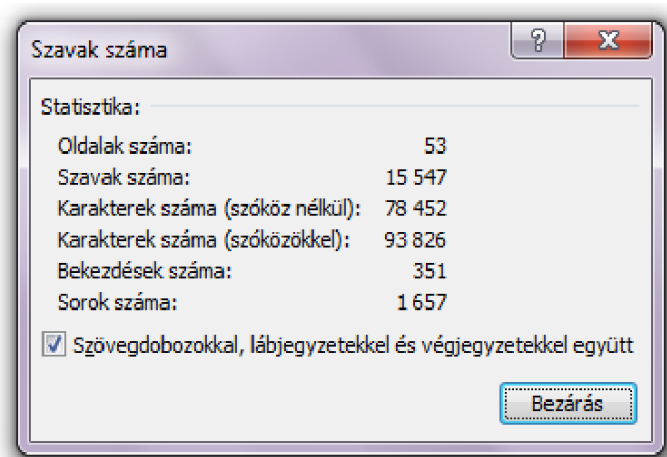
- 14) If you ever been there already, which programs do you prefer? (only one answer)
- visiting wineries
 - wine tasting
 - visiting the Abbey
 - participating on festivals
 - I have not been there yet
- 15) If you spent there more days, where did you have your accommodation? (only one answer)
- in Pannonhalma
 - in a small village of the wine region
 - in Győr
 - by friends/ relatives
 - I have not been there yet
- 16) If you have visited already the wine region but you did not overnight there, what was the reason? (only one answer)
- it was not so interesting/ low program offer
 - financial reasons
 - cannot find an appropriate accommodation in the wine region
 - I have not been there
- 17) Have you ever visited the city of Győr? (only one answer)
- more times
 - once
 - not yet
- 18) Could you mention at least three touristic attractions in Győr?
- -
 -
- 19) If you have already visited Győr, why did you choose it? (more answers acceptable)
- cultural values
 - festivals
 - closeness of Pannonhalma (Wine region and Abbey)
 - friends/ family
 - other reason
 - I have not been there
- 20) Would you visit the city of Győr, if you travel to the Pannonhalma Wine Region? (only one answer)

- yes, for minimum one night
- yes, but only for a day
- no

21) If you have the possibility to choose from the following packages, which would you choose? (only one answer)

- package with Abbey visitation, winery visitation, wine tasting and wine dinner
- package with other facilities, like thermal spa or exhibition center

6. Word-page statistics



Not including:

- Title page
- Consultation report
- Declaration
- Table of contents
- Appendices
- Reference List

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