

**SZENT ISTVÁN
EGYETEM**

**SLOW TOURISM AS THE SUSTAINABLE
ALTERNATIVE FOR DEVELOPING URBAN
TOURISM DESTINATIONS**

Theses

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1 INTRODUCTION AND PURPOSE

The topic of slow tourism has particular relevance today because the principles of the slow movements have finally entered the realm of tourism and since the 2010s we have been witnessing the era of concept generation and theorisation. As a researcher I was keen to get involved in order to bridge the gulf between the Hungarian and the international research and develop a slow tourism model.

By dissecting the work of contemporary researchers and systematically analysing the data of my own research I set out to prove that slow tourism is not a type of alternative tourism, but it is a conceptual framework to decelerate different tourism products. It has clearly evolved from the slow movements and can be efficiently applied as a destination development strategy in urban areas.

Aims and Scope

The ultimate aim of this dissertation is to put slow tourism in the epicentre of contemporary scholarly debate and to portray it as a viable alternative for urban regeneration and development. My approach to slow is from the perspective of the fast/slow dichotomy; therefore, the focus was placed on urban spaces.

- In big cities the issue was both to encourage the temporal and spatial spread of tourists and decelerate tourists' movements in hiperfast spaces.
- In contrast, when it comes to smaller urban spaces, my main objective was to offer a conceptual framework of slow tourism to help those settlements revive and prosper.
- The scope was limited to urban spaces and not concerned with rural ones due to the complexity of the topic.

Hypotheses

In line with the aims outlined I set up three scientific hypotheses and I carried out a series of empirical research to test them.

H1. The deceleration of tourism mobility in urban spaces can be realised by the existing architectural and landscape solutions.

The research executed in Brugge and in Lyon tested the first hypothesis. In Brugge I carried out observations with the assumption that urban architectural and landscape solutions – parks, canals, quays, town squares, church towers and passages – play an active role in influencing the mobility of tourists because they slow tourists down and disperse them more evenly in the urban area.

In Lyon passages (traboules) came under my scrutiny with the aim to examine their role in tourism mobility. I believed that they are an integral part of the tourism palette in Lyon, they can lengthen the sightseeing time of tourists, so these functional architectural solutions also contribute to the overall satisfaction of visit. In this case I selected survey and fieldwork as research methods.

H2. Due to their extended green spaces and cultural attractiveness, urban cemeteries can decelerate temporal tourism mobility and decrease spatial concentration of tourism.

I assumed that urban cemeteries, if promoted properly, could be the integral part of the city tourism offerings, as several foreign cemeteries (Paris, Prague) already are. It was believed that cemetery visitors spend several hours in the cemetery where they engage in different slow activities. I supposed that the authenticity of cemeteries is enough to maintain the tourist gaze and visitors do not expect infrastructural improvements and they are satisfied with their visit. Therefore, beside promotion financial investments in other areas would not be necessary.

H3. Mezőkövesd might evolve as a slow tourism destination if a common strategy for the development and promotion of health tourism together with cultural tourism is prepared.

I assumed that according to the existing slow concepts and my own slow tourism model certain elements in the town's tourism offerings can be already qualified as slow. Therefore, formulating the tourism strategy within the slow tourism context might prepare Mezőkövesd to become the first slow destination in Hungary. Mezőkövesd is a two-dimensional town, boasting health tourism facilities along with a unique local culture. During the literature review I realized that not only health tourism but cultural tourism also contributes to the individual's health, so the joint product development and promotion within the framework of slow can lead to better tourism outcome in the town.

2 METHODOLOGY

The doctoral dissertation contributed to the theorisation of slow tourism by expanding the theoretical foundation, integrating case studies with relevant theories, typifying slow tourism, and finally formulating a multifaceted slow tourism model.

The empirical studies were carried out in urban spaces, however, different approaches were applied in small and big settlements. Hyperfast metropolitan areas are mostly exposed to hyperfast mass tourism, where city breakers spend only a couple of days at the destination. So, the challenge there is to slow down city tourists. Smaller settlements face more complex challenges because often than not these spaces have only a limited range of tourism offerings, therefore transit tourists only cruise through the given town, and their visit is limited to a meal and/or a drink on the main square. Country town life is slow by nature and must face hyperfast tourists who for some reasons do not enjoy the flow of the slow environment.

For the literature review the collection of data and information took place from January 2013 to December 2016. The cases studies (Italy, Japan and Budapest) and the empirical research in Brugge, Lyon and Budapest were carried out in 2014, while data collection in Mezőkövesd was completed in 2015. The photos, maps and other illustrations reflect the time of research and have not been updated since.

2.1 Research methods

Due to the complexity of the topic and the limited amount of research available my hybrid methodology showed a wide variety and richness (table 1). I worked with both primary and secondary data, mixing quantitative and qualitative methods as well.

Table 1: Research methods

Data sources	Method	Topic
Secondary data	Mixing quantitative and qualitative research Historical overview Comparative content analysis Case studies	1. Literature review
Secondary data	Quantitative research Desk research	1. Global tourism 2. Tourism in Hungary
Primary data	Qualitative research Questionnaire	1. Lyon 2. Budapest 3. Mezőkövesd
Primary data	Qualitative research Interview Observation	1. Japan 1. Brugge 2. Lyon 3. Budapest 4. Mezőkövesd

Source: own research

Secondary Research

For the literature review, I used historic overview and comparative content analysis, then round it off with three topical case studies. I classify literature review as mixed method, on one hand, the multidisciplinary perspective required a large amount of reading, on the other hand, a certain selectivity was also needed to keep the research at bay.

As the international literature is holistic and mosaic by nature, and Hungarian theoretical and empirical studies are hard to come by, I completed a series of topical case studies. RICHARDSON (2000) calls it crystallization when the same story is repeated from different cultures and perspectives. I based my case studies on the literature that I critically evaluated and reinterpreted, which resulted in a slow tourism typology.

I also looked into the long-term tourism data, including global and Hungarian figures sourced from the UNWTO (World Tourism Organisation) and KSH (Hungarian Central Statistical Office). The findings of this desk research reinforced popular tenets such as the exponential

increase of global tourism, the growing importance of metropolitan destinations and the geographical concentration of tourism destinations. Therefore, it gave me a solid platform where further empirical studies could spring from. Since city tourism is fast by nature, the gradual shift from water resorts to urban spaces evidenced in the global analysis is a clear proof for the acceleration of tourism.

Primary Research

- **Interview**

I used secondary data to write up my three case studies, although the Japanese case study was complemented with an expert interview. This structural interview was conducted with the aim of widening my horizon and showing a viable alternative, but no deep analysis was made related to that. Slow conceptions have mainly emerged in Japan and South-Korea in the Asian continent, but the latter is more involved in the slow city movement. That is the reason why I opted for Japan, where there have been successful attempts to develop and embrace a holistic slow life concept for slowing down all facets of everyday life.

- **Fieldwork and Documentation**

Fieldwork was the main research method in Brugge, while in other cases I used it as a complementary method. Before surveying tourists, I always completed fieldwork in order to decide whether it would be worth carrying out quantitative research, furthermore, visiting the actual location helped me formulate the appropriate questions. I documented my field trips with my own notes and photos, while taking up the role of a tourist I did the sightseeing tour on my own or booked an organized tour. I agree with GOULD (1995) who claims that as a researcher, we have full access only to our own thoughts and feelings, therefore I supplemented my methodology with introspection. To minimize subjectivity, I used the set of slow design criteria developed by SlowLab (STAUSS – FUAD-LUKE 2008).

- **Questionnaire**

For my quantitative studies I designed a questionnaire for the tourists in Lyon, Budapest and Mezökövesd. The formality and the structure of questionnaires made data collection and analysis much easier, however variability provided the necessary flexibility to immerse myself in the topic. The structured, (multiple-choice, ranking, scaling) and unstructured questions along with the occasional free associations generated a big quantity of data to process and analyse. Data collection for all the empirical research took place in 2014 and 2015 and they were accurate in that period. Updates were only done in the literature review where recent works were added at later times.

3 RESULTS AND FINDINGS

3.1 Slow tourism model

First, a short account of the different theories and literature that constituted the basis of my slow tourism concept is necessary. No written work can ignore the emergence of PETRINI's (2017) slow movement in 1986, the first movement that drew the attention to local ingredients, traditional cooking methods and the joy of a common meal. It set out to repair the link between the city and the country through the education of children about small-scale production and fresh produce. The renaissance of interest in country life can partly be attributed to the sinking

confidence in the modern food industry because many people do not consider processed product as natural and healthy and prefer seasonal and local produce (MURDOCH – MIELE 1999). In 1999 the slow city movement was born (Citta Slow) in Italy based on the philosophy of slow food and aims to give towns with less than 50 000 people an alternative life style.

One of the earliest books on slow was written by HONORÉ (2005) titled 'In the Praise of Slow' who argued for respecting the optimum time of all activities. In 'A Manifesto for Slow Travel' GARDNER (2009) collected all the principles of slow travel and emphasized that slow tourism is a mindset because tourists must be brave to go against the flow and engage into a different type of travel. Similarly to PETRINI (2007) she put a focus on the involvement of the local communities, choosing local accommodation, restaurants and local shops. GARDNER emphasised the collective experience of locals and visitors, so tourism should be satisfying for both parties, which unfortunately is not always the case at certain tourism destinations.

DICKINSON - LUMSDON (2010:11) in their book titled 'Slow Travel and Tourism' describe their slow tourism concept:

„...an emerging conceptual framework which offers an alternative to air and car travel, where people travel to destinations more slowly overland, stay longer and travel less.”

The concept of DICKINSON - LUMSDON excludes planes, cars and ocean liners, even if tourists eat local food, prefer public transport and take part in festivals, so otherwise fall into the category of a slow tourist. Since transcontinental tourism is mostly realised by air travel, the concept does not excuse overseas tourists with preference for long haul travel even if they act in an environmentally conscious way at the destination and even if many host countries are not conveniently accessed by slower transport types.

Similarly, LUMSDON - MCGRATH (2010) conceptualized slow tourism based on four core principles: slow movement, locality, means of transport and environmental protection. The strength of the definition is that they stress that slow transport and slow activities deepen tourist experience.

As for exploring the binarity of fast and slow, the Japanese society is a textbook case. Contemporary Japanese researchers, SUGIYAMA - NOBUOKA (2007:3) formulated a slow tourism concept that greatly differs from the concept of DICKINSON-LUMSDON (2010). Firstly, they do not exclude car travel, secondly, their approach has a more holistic aura due to the focus on the healthy and active lifestyle.

„Be healthy, walk and enjoy slow food. Stay at least a night at destination. Focus on self-realization, do not overuse car or motor transport and be green and ecological.”

CAFFYN (2012) was the first to put some responsibilities on locals. City and tourism developers are to provide the conditions for slow tourism by creating suitable infrastructure, but if there is lack of commitment from local businesses the destination will not become slow. Even the cooperation of those two is not enough without the dedication of the local workforce, which makes the whole experience more authentic. The researcher echoes some elements of the Japanese concept. She emphasizes the joy and hedonistic factor of slow tourism, which makes it more attractive for a greater number of tourists than alternative tourism such as ecotourism. She claims that in case of slow tourism it is not the choice of transport mode that matters but the ratio of length of stay and travel distance.

The above concept refers to the father of the notion of slow, HONORÉ (2005) whose concept can be summarised: making real and meaningful connections with people, culture, work, food, everything. According to his take the collective experience is the key and not the choice of

transport. Travelling together and interacting with locals create the memorable narrative that is so essential to win over tourists for slow tourism experiences.

The conceptional novelty of my four-pillar slow tourism model arises from the fact that tourists and locals are on the same platform, so the model is more closely linked to the slow movements. The four pillars include: locality, experience-focus, sustainability and social well-being. The position of the elements under the four categories might be open to debate (cause-consequence), some of them could have been put into other categories, my choice was influenced by my own logic (figure 1).

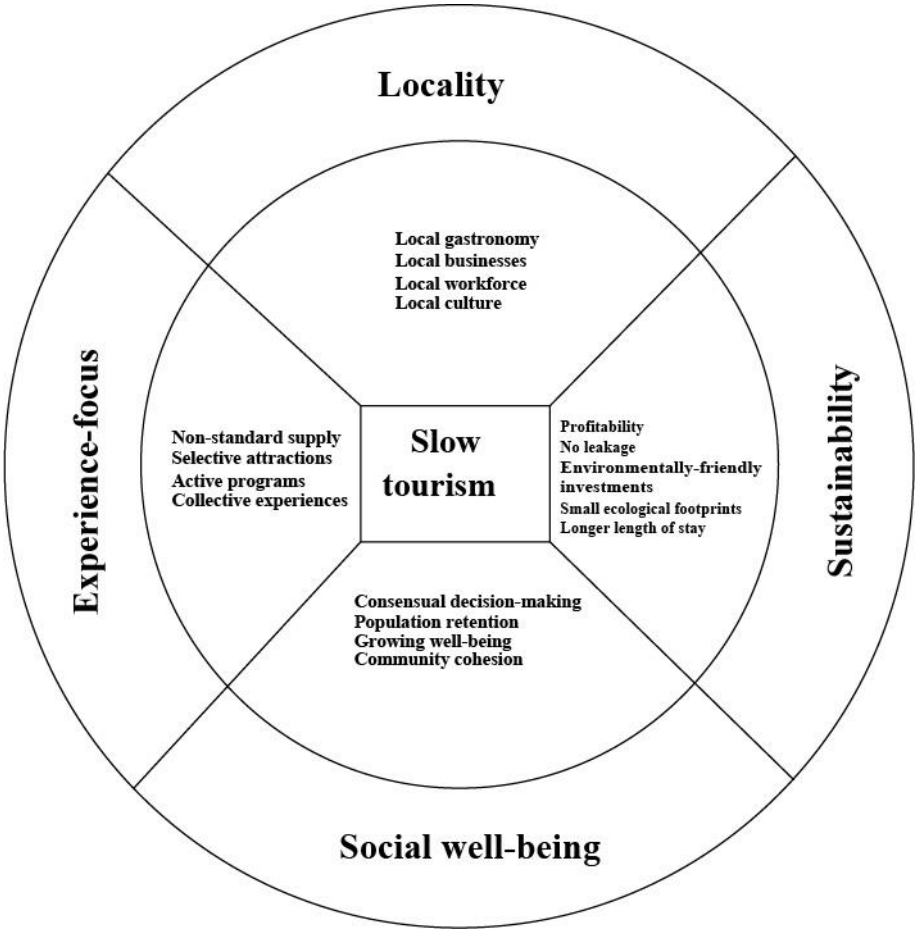


Figure 1: Slow tourism model
Source: Pécsek 2014

Locality

Locality is part of the slow movement concepts (PETRINI 2007, 2011) as well as the slow tourism theories (CAFFYN 2012, DICKINSON 2010, GARDNER 2009, LUMSDON – MCGRATH 2010, SUGIYAMA – NOBUOKA 2007). Next to air, food is quintessential for human existence, and the revival of the local gastronomy (food, traditions, cooking methods) can easily draw the attention to other cultural values and events (architecture, festivals) and vice versa. The growing interest and demand for local products and services automatically generate jobs. Local businesses and local workforce might have been placed in the sustainability category as well, however, locality reigns supreme here. Since tourism can employ people ranging from low-skilled to highly-qualified individuals, this pillar does not need long explanation and it is the principal factor in the concept formation process.

Experience-focus

The second pillar is experience-focus, which sets slow tourism apart from 'green tourism'. The latter is often criticized by putting the pressure on tourists adopting strict green principles that might decrease the whole travel experience. CAFFYN (2012) pinpoints that slow tourism does not require asceticism, tourists are allowed to indulge in travel little pleasures.

PINE - GILMORE (2011) showed the shift from service economy to experience economy in the whole spectrum of the economy from supply to demand. According to CSÍKSZENTMIHÁLYI (2014) travelling and the change of the environment boost confidence and improve quality of life since visiting new places clears the mind and offers new perspectives and views. MICHALKÓ (2010) in his book on tourism and well-being underlined that people who travel are happier than those who do not engage in tourism activities.

The need for authentic experiences – that can be satisfied with non-standardised, selective supply and active programs – explicitly or implicitly is part of all concepts. Although the notion of authenticity today greatly differs from objectivist perspective (MACCANNELL 1973, 1976, BOORSTIN 1964) – constructivist, existentialist and impersonal approaches have emerged among others – slow tourism can provide more authentic experiences than mass tourism due to its moderate tempo and the interaction between locals and tourists.

Experience is a dominant component in the concept of PETRINI (2007, 2011) and GARDNER (2009), both scholars emphasise the happy encounter between locals and tourists that can be experienced through collective activities. DICKINSON - LUMSDON (2010) and LUMSDON - MCGRATH (2010) find travelling to the destination an experience itself. In the Japanese context (SUGIYAMA – NOBUOKA 2007) food and activities are the main sources of happiness.

Sustainability

Tourism is a capital-intensive sector, so revenue generation and profitability should play a role in sustainability. If tourism stakeholders cannot see long-term opportunities in slow tourism, their motivation and commitment will weaken. In line with that the BRUNDTLAND COMMITTEE's concept on sustainable development is not limited to environmental issues.

„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (UN 1987).

All three components of sustainability have the same bearing: social, economic and environmental, and strategists should consider them and their interrelatedness in the process of planning and execution. Therefore, conferences (Rio de Janeiro 1992, New York 1997, Johannesburg 2002) aimed to harmonize social-economic development with environmental protection (FENNTARTHATÓ FEJLŐDÉS BIZOTTSÁGA 2013).

Most concepts I explored do not include economic factors in their theory. DICKINSON - LUMSDON (2010) highlight the importance of environmentally-friendly investments on the supply side, however, they do not go into great details, the focus is placed on slow mobility. This logic is reflected in the Manifesto of GARDNER (2009) too and all three link the reduction of the ecological footprint to travel infrastructure. Three out of the four major factors mentioned by LUMSDON - MCGRATH (2010) – slow mobility, transport choice and environment protection – can be associated with environmental sustainability. The Japanese notion of slow explicitly stresses the priority of green aspects.

However, the economic sustainability aspect is present in the work of TÖZSÉR (2010) who approached the issue from a competitiveness perspective and designed a model based on her theory. Economic aspects arise in the discourses of community-based tourism (CBD), the pioneer of the topic has been MURPHY (1985), later MANYARA - JONES (2007) and RASTEGAR (2010) among others added to the theoretical base. The CBD concept would fit into the social well-being category as well, however, economic viability is so crucial for those communities that I find it more fitting to position it in this pillar. The economic impacts are difficult to measure due to the leakage, which can be an explanation for the lack of empirical research in that field. It is unfortunate because keeping profit within the host community and reinvest them would encourage long-term, capital-intensive, green developments.

Social well-being

The last pillar is the synthesis of all the positive impacts that the given community could gain from slow tourism. In case of other sectors social well-being might mainly be associated with sustainability, however, tourism differs in a sense that local culture is part of the tourism supply, therefore without the approval of the local community it is impossible to develop and nurture tourism. FLORIDA (2002) dealing with host communities writes about the role of the local creative class that is crucial both in the regeneration of the countryside and in tourism development.

NAGYNÉ MOLNÁR (2012) puts a great emphasis in her book on the necessity of retaining and increasing the active population with entrepreneurial spirit and involving them into decision-making can be an effective way to do that. Social participation can be encouraged through continuous communication from start to finish. The active participation of local society can ensure the wide consensus that leads towards the approval of the long-term tourism strategy within the community. The result of the joint effort will then foster community cohesion that is a vital characteristic of any healthy and strong community. Tourists also have greater enjoyment at destinations where locals are content and proud of their touristic values.

3.2 Acceleration of global and Hungarian tourism

In this chapter I proved that the acceleration in tourism is evidenced in the sheer increase in tourism arrivals and the preference for air travel. There is also an intensive geographical concentration of international tourism, where the competition has become a two-horse race: Europe and Asia.

The analysis of the Hungarian tourism revealed similar trends including the geographical concentration even back in 1990, and over the last 25 years it has further intensified. In parallel, the trend of decreasing length of stay has also emerged. By 2015 the contest among regions was reduced to two neighbouring regions: Balaton and Western Transdanubia both with four destinations on the top ten list. The major challenge of the Hungarian tourism is to slow down the pace of tourists. It can be realised with either lengthening the tourists' stays or drawing a new tourist segment that is willing to stay longer in the country. The negative yield of these two unfortunate tendencies might be that once the most sought-after destinations reach their full capacity, conflicts between locals and tourists will grow. Adopting the principles of slow tourism can be a long-term alternative solution at those destinations.

As for the capital city, the shrinking length of stay from 3.6 to 2.4 is a clear proof for the acceleration of tourism in Budapest (KSH 2016). Since urban tourists move within an extremely

confined area, the temporal and spatial extension of tourists' movement poses the biggest challenge to the city.

3.3 Deceleration of urban tourism

Built environment: Brugge

My first research took me to Belgium, where I carried out observation and fieldwork. The rationale behind choosing Brugge lies in the fact that it was among the first towns in Europe, where town officials started to take tourism concentration and tourism mobility seriously (SULYOK 2002). To select the appropriate architectural objects and structures that can play a role in the deceleration of urban tourists, I used STRAUSS - FUAD-LUKE (2008) slow design definition as a starting point:

“Slow Design is a unique and vital form of creative activism that is delivering new values for design and contributing to the shift toward sustainability”.

The architects identified six main features of slow design and I used them as a guide for my selection.

Reveal: it reveals experiences in everyday life that are often missed or forgotten, including the materials and processes that can be easily overlooked in an artefact's existence or creation.

Expand: it considers the real and potential 'expressions' of artefacts and environments beyond their perceived functionalities, physical attributes and lifespans.

Reflect: it induces reflective consumption.

Engage: it relies on sharing, co-operation and transparency of information so that designs may continue to evolve into the future.

Participate: it encourages users to become active participants in the design process, embracing ideas of conviviality and exchange to foster social accountability and enhance communities.

Evolve: it recognizes that richer experiences can emerge from the dynamic maturation of artefacts, environments and systems over time. Looking beyond the needs and circumstances of the present day, slow designs are (behavioural) change agents.

Based on the above factors I ended up with the following elements that fit several or all the criteria.

Table 2: Main touristic places with their natural and architectural slow design elements

Places	Attractions	Slow Design Elements
Minnewater park	Begina cloister, lake	green spaces, lake, bridges, flora and fauna
Canals	waterfront, canal cruise, guide's narrative	waterfront, bridges,
Quays	waterfront, canal, water	waterfront, bridges, benches
Squares	monuments	passages, tower

Source: own research

I concluded that all the architectural solutions can positively influence temporal and spatial touristic mobility. At the same time, from the tourists' side they qualify as outstanding attractions since experiencing them can evoke deeper emotions, from the hosting community's side they enrich the touristic potential of the given destination.

Transformation of passages in terms of mobility: Lyon

My next research took me to France where I focused my work on the functional transformation of passages in Lyon and on the role, they play in slowing down the pace of tourists. The main reason for selecting passages was the fact that the function of these architectural objects has changed so they are perfectly suitable for illustrating the fast/slow dichotomy. Another selection criterium was the applicability of the research findings in similar future research in Hungary.

Data collection took place in the spring of 2014 at two different locations using non-representative, random sampling method. The 166 respondents consisted of 57% women and 43% men who came from four continents – Europe, America, Asia and Australia. The biggest contingent was from Europe with 53 respondents.

The essence of the research was the analysis of the dominant associations related to passages (figure 2), which included nine categories: 1. must see, 2. uniqueness, 3. excitement, 4. aestheticism, 5. history, 6. practicality, 7. exercise, 8. entertainment, 9. negative adjectives. In fact, five categories had high values as seen below.

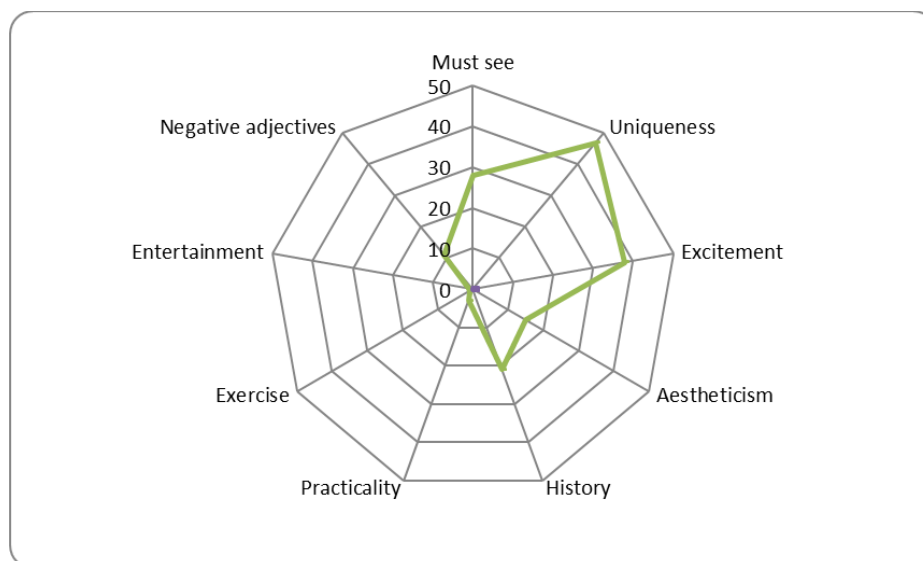


Figure 2: Dominant associations

Source: own research

Looking into the associations mentioned by respondents, 'interesting' was the most commonly used adjective (24 people), all other adjectives appeared half that much. For foreigners, traboules were also historic, must see attractions. The French respondents differed in a sense that for them passages were must see, typical attractions in Lyon, so called anti-ethnic spaces that still have a unique flair of Lyon. The French also thought that passages were mysterious and adventurous places, however, more foreigners found passages rather unique. Negative adjectives were mentioned only by foreigners, including: difficult orientation, boring and neglected. Out of the 76 foreign respondents, only 8 had negative associations about passages as tourism sites.

Comparing the satisfaction rate of the domestic respondents with the foreign ones, it can be concluded that French respondents were more satisfied with their visit than foreigners. No French visitor was disappointed and only 2% were neutral. All in all, 98% of them were satisfied with their overall experience. As regards foreigners, the figures are not so favourable. Foreign visitors stated that passages are compulsory, historical sites, part of the French heritage and therefore, they are supposed to visit them. Consequently, they had much less criticism. In contrast, foreigners considered passages one of the main attractions, therefore, passages had to compete with other sights for attention. Since passages are incorporated in residential buildings, they are non-staged sights, and they do not have as many “munitions” as other commercialized, well-marketed tourism attractions.

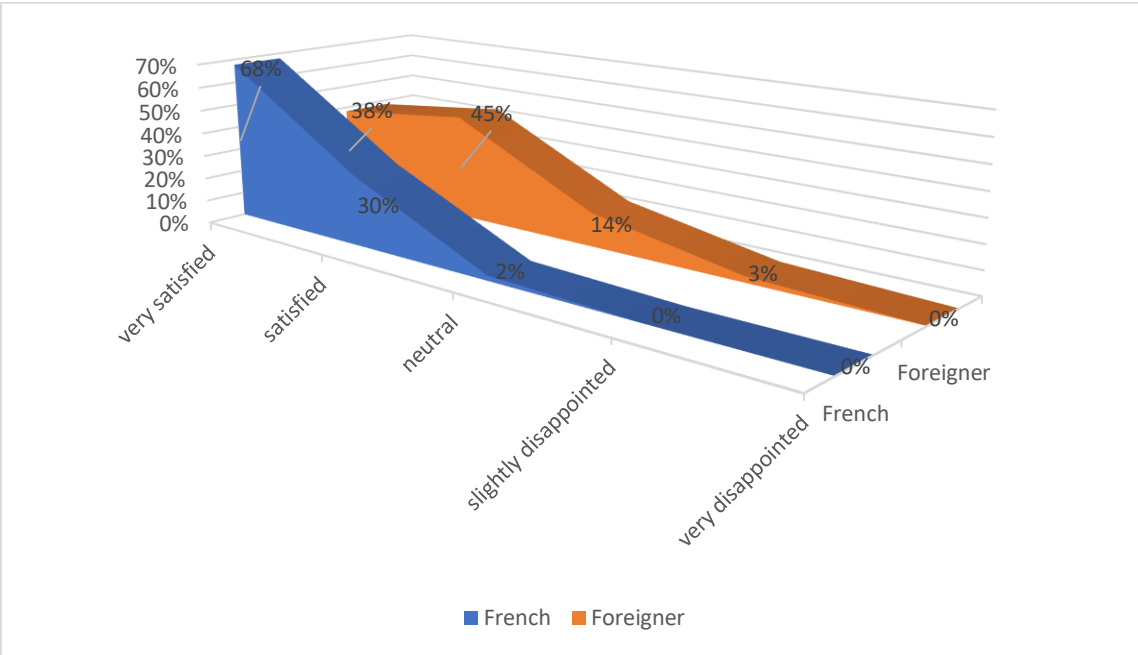


Figure 3: Rate of satisfaction among French and foreign visitors
 Source: own research

Respondents visited 12 passages on average and spent five minutes in one building. However, I had to rely on the respondents’ memory in both cases. Based on their recollection visitors increased their sightseeing by 60 minutes.

The findings revealed that for the majority of domestic and international visitors passages constitutes the integral part of Lyon’s tourism supply and visitors gained overwhelmingly positive experiences during their walk. However, the lack of signposts and the confusing signage decreased the satisfaction of international tourists. Therefore, proper and straightforward signage should be designed and placed around the area involved. Furthermore, there is a need for organised tours beside e-guides and thematic maps, which can generate additional revenue for all stakeholders.

Urban cemetery as a tool for slowing down tourism mobility: Budapest

Cemeteries are ideal examples for illustrating dichotomy, since they are part of the dark tourism offerings as well as of the cultural landscape. Furthermore, they represent a functional space for locals while a cultural curiosity for tourists. I expected to prove that urban cemeteries can

be a must-see stop of the city's itinerary in Hungary as well, since their green spaces can slow down tourists' pace.

For my analysis on tourist attitude a written survey was conducted in the summer of 2014. After my field trip I personally asked 52 foreign visitors, excluding tourists of Hungarian origin living abroad since they would have distorted the findings because of their previous knowledge, motivations and emotional attachment to the place. Random, non-representative sampling method was used due to the low number of foreign visitors. Under those circumstances, neither the size nor the representativeness of the sample could have been increased.

With respect to the composition of the respondents, more male tourists (57.69%) were asked than female (42.31%). Younger people in the 25-34 age bracket significantly outnumbered (40.38%) all the other cohorts, ranging only between 13% and 17%. Representatives of some important sending countries such as Austrians, French, Spanish or Russians did not show up during the examined period. The cemetery was the most popular among North-Americans, Italians and Brits who made up two thirds of all visitors.

Beside walking the majority of respondents pursued other slow activities: 73% visited the museum, half of them (46%) looked for specific graves and 40% took photographs.

48 associations were mentioned related to the experiences of the cemetery visit, which fall into four categories: general adjectives such as impressive (41.67%), historical adjectives like the revolution of 1956 (30%), cultural adjectives including open-air museum (25%) and environmental adjectives (4%).

74% of respondents were very satisfied with their visit and only one person was not fully satisfied with his/her experience, while there was not a single dissatisfied respondent. Only one person said that he/she would not recommend the cemetery visit to friends and families.

Figure 4 shows features that contributed the most to the enjoyment of tourists' visit. The highest value was attached to 'scenery / landscape' and 'fresh air', but 'peace and quiet' and 'history' also received an above 4 averages. The 'lack of crowd' and 'good walk' were appreciated, however, visitors did not find good infrastructure important, which means that they enjoyed the non-commercialized environment.

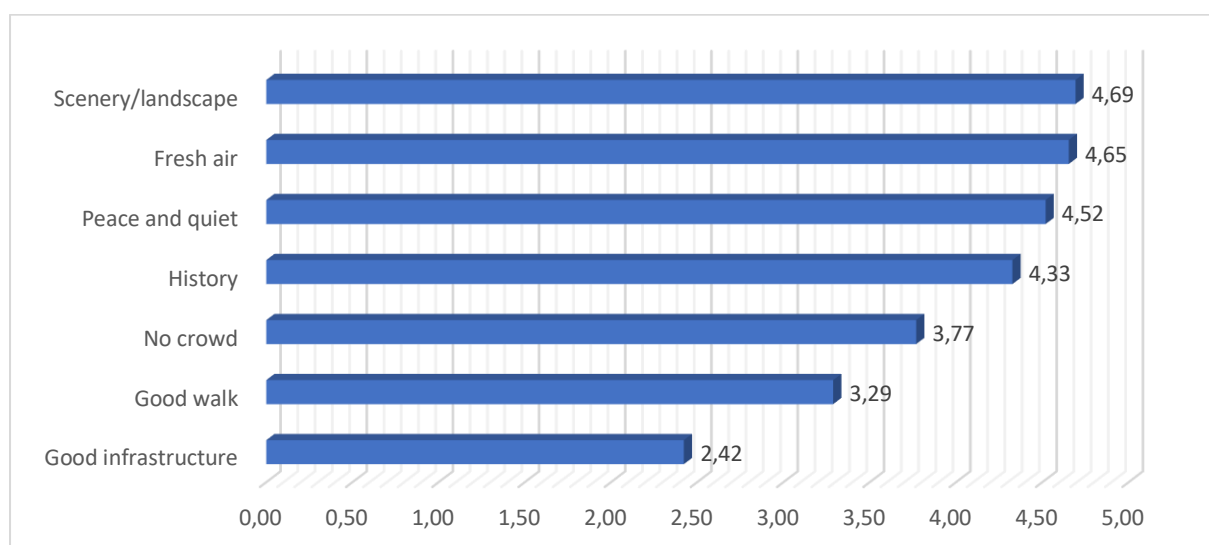


Figure 4: Features contributing to the enjoyment of tourists' visit
Source: own research

The findings proved that visitors unequivocally regarded the graveyard as the integral part of the city's cultural landscape. They embraced the sharp contrast between the hectic city centre and the serenity of the cemetery without actually leaving the metropolitan area behind. The primary reasons for their visit included the opportunity to escape from the hustle and the bustle of the city as well as to slow down and appreciate the natural surroundings. Due to the lack of marketing tourists mainly visited the cemetery by chance.

3.4 Mezőkövesd as potential slow tourism destination

The research carried out in Mezőkövesd aimed to weigh up the town's tourism supply based on my slow tourism model, assuming that several conditions already exist to develop the first slow tourism destination in Hungary. Matyó culture has been in the spotlight for years thanks to its successful 'world heritage' candidacy and the 'Hungarikum' title. Mezőkövesd is also one of the official health resorts in Hungary, and the only one with a renowned culture, therefore, I selected health tourism product to combine local culture with.

The town boasts ample soft tourism resources and is suitable for one-day trips to three cities (Eger, Miskolc, Gyöngyös) and tourists can visit three world heritage sites ((Hortobágy National Park, Aggtelek National Park és Tokaj Hegyalja Wine region). Ecotourism enthusiasts can enjoy the proximity of Bükk and Mátra mountains and Lake Tisza. Still all these offerings are not reflected in the tourism data. In 2015 the occupancy rate of the commercial accommodation reached only 40% and 40% of the revenue was generated during July and August (KSH 2016).

Data collection occurred in 2015 on three different occasions, when I personally visited the town. First, I explored the town using the criteria applied in the research, in Brugge. For the second occasion, I familiarised myself with the tourism supply based on my slow tourism model and I conducted spontaneous discussions with local artists. On the last occasion, the questionnaire was filled in on June 20, 2015. It was important to approach only those tourists who were about to leave the destination, so they could give their accounts on their past activities and not on their plans and intentions. 324 visitors were asked, and 132 (41%) completed the survey on the spot or returned the questionnaire, 54 men and 78 women.

To make the survey more representative, different sampling locations were selected, so it was possible to reflect the different attitudes and motivations of respondents. Before the research I approached local tourism professionals and artists, asking them about the involvement of foreign tourists in the research project. They agreed that domestic tourists are so overwhelmingly outnumber international tourists that there would be no value to include foreign visitors. The other reason why I hesitated to give the research a more global angle is that the slow concept might not be such a straightforward notion for the average traveller and discussing a vague concept in foreign languages would have generated unnecessary misunderstandings and complications.

Slow tourism supply

The analysis of the supply showed that Mezőkövesd possesses such tourism offerings (health and cultural tourism) that meet the criteria of slow tourism. However, it was also revealed that without local food culture the town cannot take advantage of culinary festivals and events that are potential revenue makers. Further disadvantage is the decreasing number and proportion of the active population and the low proportion of high school graduates (lower than the country

average). Finally, the seasonality of cultural events is a barrier to developing a year-long destination.

Slow mobility

Slow mobility was analysed in connection with the use of transport type and the length of stay. In 2015 three-fourth of domestic tourists used cars, 12% buses and 11% trains (KSH 2016). According to my research findings 66% of respondents used their car to reach the destination and about one-third (34%) opted for slower means of transport including coach, rail or bicycle, which is quite a promising rate. Most drivers continued using their car within the destination and only a negligible size switched to slower options, mainly walking, which indicates that car travellers remain car travellers regardless of the distance covered.

In terms of length of stay, 44% did not spend a single night in Mezőkövesd and only one-tenth stayed a week or more at the destination. In that respect 56% of them can be considered to be slow tourists since they spent at least one night there, which is an absolute prerequisite for being a slow tourist.

A significant correlation was detected between the number of nights spent and a mode of transport. Car users spent significantly longer time than those who chose slower transport. Consequently, if the use of car leads to longer stay which generates more spending, ultimately the destination benefits. Revisiting the debate whether to outright exclude the use of car in the slow tourism concept (DICKINSON - LUMSDON 2010) or allow it for longer stay CAFFYN (2012), the latter is more beneficial in the case of Mezőkövesd.

Knowledge on slow movements

According to the findings only 17% did not have any idea about any of the slow movements, which means that the voice of slow life advocates can still be heard in the modern media cacophony. It is somewhat surprising that four-fifth had some knowledge about one of the slow movements. Half of the respondents mentioned the slow city initiative, probably thanks to the successful slow city candidacy of Hódmezővásárhely.

I was also curious about the self-image of tourists, whether they consider themselves slow or fast tourists based on the factors of length of stay and transport type. My initial assumption was confirmed because the respondents did not feel that car travel or one day trip would exclude them from the group of slow tourists.

Motivation

As for the motivation, the majority considered the visit to the bath a compulsory part of their trip regardless of motivation and the visit slowed down tourists to a large extent. While analysing the consumption of cultural products it became clear that tourists who spent 4-6 nights were the most active group with averaging seven cultural attractions. There was a strong correlation between the number of cultural pursuits and the length of stay among tourists staying less than a week in Mezőkövesd. In case of longer stay no connection was found.

Looking at the satisfaction figures comparatively among cultural and health tourists, both tourism products can be a magnet for drawing visitors to the area. Therefore, there is a compelling case for developing and promoting the two tourism products together.

Satisfaction

The final phase of the research set out to identify the factors that contributed to the satisfaction of visit and factor analysis was used as a statistical method.

Table 3: Factor structure of customer satisfaction

	Factor	Factor Loadings	(%) of variance	Eigenvalue	Average (1-5)	Spread
F1:	Local culture and hospitality		20.226	3.236		
	Introduction of folk art	0.864			4.30	1.008
	Cultural attractions	0.769			4.30	0.983
	Entertainment possibilities	-0.703			3.05	1.367
	Local hospitality	0.621			4.54	0.685
F2:	Access knowledge in quiet environment		16.155	2.585		
	Nice environment	0.850			4.60	0.784
	Stories, legends	0.703			3.78	1.140
	Accessibility for disabled	0.540			3.63	1.398
	Security	0.526			4.36	1.128
	Additional information, learning	0.427			3.35	1.282
F3:	Accommodation fit for destination		12.601	2.016		
	Quality accommodation	0.761			3.72	1.250
	Trendy destination	0.659			2.49	1.324
	Budget accommodation	0.611			3.86	1.270
F4:	Riot of the senses		10.205	1.633		
	Good food and drinks	0.734			4.27	0.925
	Architecture	0.706			3.58	1.294
	Cleanness, tidiness	0.589			4.66	0.607
F5:	Accessibility		7.877	1.26		
	good transport connections	0.756			4.33	1.008

Source: own research

The result of the factor analysis is summarised in table 3. Elements included in the first factor: local culture and hospitality are also found in the different slow tourism concepts discussed earlier as well as in my slow tourism model (locality and experience-focus). It is important to note the negative value attached to entertainment possibilities that reinforces Mezökövesd potential as slow tourism destination. The result confirms that the respondents do not want a 'party town' with all the hustle and bustle, which is the antithesis of slowness.

The elements belonging to the second factor can be associated partly with peaceful environment and partly with acquiring knowledge and information. These needs echo the findings of the research performed in the Kerepesi cemetery and in Lyon. Acquiring new knowledge is not possible without clear, interpretable signage together with readily available multilingual promotional materials as PUCZKÓ - RÁTZ (2011) explain it while exploring the topic of visitor management. The first two factors have an approximate 40% share.

The third factor shows that the image of a given destination greatly depends on the quality of accommodation. It comes as no surprise since a successful hotel development for instance might increase the reputation of the place among tourists. Some fine Hungarian examples can be mentioned, where the hotel has become a one-stop destination within a destination. In the development strategy of Mezökövesd one of the main aims is to draw tourists to the town who

are staying at quality hotels in the neighbourhood. The plan is ambitious since the region boasts a few iconic hotels - Lifestyle Hotel Mátra - Mátraháza, Bambara Hotel Prémium – Felsőtárkány, Mesés Shiraz Hotel – Egerszalók. Unfortunately, no tools are given as to how it can be achieved. Based on my findings and conclusions the cultural well-being can be a magnet to lure hotel guests to Mezőkövesd since apart from Eger there is no other cultural value that could compete with the ‘branded’ Matyó culture.

The fourth factor (riot of the senses) refers to the importance of the senses, and this notion is included in the experience-focus pillar of my slow tourism model. This factor also echoes the findings of my research done in Brugge about the importance of architectural and landscape solutions. Functional architectures touch all the five senses; therefore, their role goes way beyond functionality and contribute to the emotional well-being of visitors. The importance of the local gastronomy comes as no surprise and in Hungary we have been witnessing the renaissance of local food and drinks. The lack of local culinary delights causes both loss of income for the town and loss of experience for the tourists. Reinventing local cuisine would be a key task for the future, otherwise, the financial yield of the eventual increase in tourist numbers will not benefit local restaurateurs.

The last factor with a single element is the accessibility which solely can make travel a reality or an impossibility. In that sense Mezőkövesd has an ideal position since it is easily reached from the regional centres as well as from Budapest by various transport mode, including slow transport.

In a nutshell, it is clearly evident from the analysis of the tourism supply that for Mezőkövesd the synergy of health tourism and cultural tourism can lead to a sustainable tourism development. And the conclusion was backed up by the findings of the survey as well.

3.5 New scientific results

Finetuning the slow tourism concept: creating and testing a slow tourism model

During the analyses of contemporary discourses available I showed that beside the modern, fast tourism, there is a slow counterworld and there will always be ‘modern nomads’ who will not subscribe to the frantic tempo of everyday life including mass tourism.

The bulk of the foreign language literature on slow tourism focuses on theorisation and the different definitions put different components in the centre. While I was writing this doctoral dissertation, I was not able to find a single comprehensive work on the topic in Hungarian, therefore, my take on slow tourism fills this void, too.

My multidisciplinary critical analyses threw the doors wide open for researchers who wish to delve into the topic, as both natural scientists and social scientists can find facets that overlap with their special field, so they can finetune existing concepts and contribute, involving new angles and perspectives.

Due to my slow tourism model slow tourism can be positioned within the theory of tourism. With the model I integrated the factors from different concepts as well as included my own ones to make it more holistic and grounded. The conceptional novelty of the model derives from the fact that the same focus is placed on the tourist and the local community. My four-pillar model consists of four even parts including locality, experience-focus, sustainability and social well-being.

With the example of Mezőkövesd I tried and tested my slow tourism model by analysing the tourism supply of the town. These factors used are readily applicable for tourism strategies in case of small towns situated in disadvantaged areas, so strategists and developers can map out a new sustainable alternative for the future of the town.

My article of ‘Accelerating times, decelerating tourism: the slow tourism model’ was published in the Hungarian Journal of Turizmus Bulletin (2014), and the model featured there was used in several strategic plans in Hungary.

- Bakony and Balaton Tourism Region applied my slow model in its long-term strategy in 2014, the model was used in the chapter of product development (Bakony és Balaton TDM Szövetség 2016).
- Újkígyós Város ‘Tourism Development Strategy 2016-2025’ also dedicated a whole chapter to slow tourism using the model as a reference point (SZŐKE 2016).

My actual purpose with a comprehensive concept was to offer something highly applicable for tourism developers and local decision-makers. The use of my concept in real development strategies proves that it was worth taking up the issue of slow tourism and writing a whole dissertation on the topic.

Typifying slow tourism

Going through the relevant literature I could not detect any attempts of categorising slow tourism. Most researchers go back to the roots of the slow movements to discuss slow tourism; however, the lack of typology and the lack of contrastive analysis of the different practices were the two biggest hiatuses of the contemporary literature covered. Based on my case studies I identified three slow tourism types:

- product-based (rural tourism) slow tourism explained through the example of Italy
- social environment-based slow tourism illustrated through the slow life concept in Japan
- slow tourism evolving in urban spaces experienced in Hungarian cities and towns: Budapest, Szeged and Mezőkövesd.

Tools for decelerating urban tourism

- **Built environment**

One of the new scientific results is that architecture can slow down tourists, which is an innovative approach to deal with tourism mobility. Architectural and landscape solutions listed in Brugge can be found in most cities, so the methodology and the criteria of the study can be applied to other urban settings as well. The study in Lyon reinforces the results of the previous research through the example of passages. The use of functional architecture in tourism such as passages and arcades is still the uncharted territory in tourism theory and practice.

- **Urban cemeteries with cultural values and extended green areas**

The role of urban cemeteries in tourism research is undervalued in Hungary. The research showed a novel use of cemetery space, since due to their spacious green landscape they are an oasis in the urban jungle where tourists can slow down and engage in cultural and active pursuits. So, the role of urban cemeteries is twofold: first, it provides an alternative pastime in a city environment, and they can be involved in influencing tourism movement in a positive way.

- **Synergy of two or more tourism products**

To put health tourism and cultural tourism in the same basket within the framework of slow tourism can be considered another new scientific result. While the former takes care of the body, the latter lifts the spirit and cares about the mind. In Hungary the theoretical discourse on cultural well-being has not gathered pace yet, although cultural tourism plays a key role in the tourism of the country similarly to health tourism.

3.6 Testing hypotheses

H1. The deceleration of tourism mobility in urban spaces can be realised by the existing architectural and landscape solutions.

The example of Brugge illustrates that spatial and temporal tourism mobility can be positively influenced through careful urban design. As a result, the tourists' movements are spread out, there is less concentration, slower pace and tourists spend more time seeing sights and consuming space. Even if it is not converted into longer length of stay, the true spirit of the place reveals itself for tourists, which can lead to deeper experiences and to repeat travel.

The findings of the fieldwork and questionnaire also proved that for the majority of domestic and foreign tourists passages are an integral part of the tourism offerings in Lyon and tourists gained overwhelmingly positive experiences during their visit.

H2. Due to their extended green spaces and cultural attractiveness, urban cemeteries can decelerate temporal tourism mobility and decrease spatial concentration of tourism.

The questionnaire aimed to examine the attitude of foreign tourists at the National Graveyard in Budapest. The findings unveiled that for a great number of respondents the visit to the cemetery meant more than peace and quiet, they also gained some cultural experiences, therefore, it blends in the palette of cultural attractions. Removing themselves from the bustling city life, tourists had the opportunity to pursue activities such as gaining new information, walking and taking photos. Visitors were very satisfied with their visit and they did not require comfort services.

The feedback on the cemetery visit indicated that it is not only an attractive sight for tourists coming to Budapest, but it also lengthens the time spent on sightseeing. The vast majority (82%) stayed over two hours in the cemetery, therefore, they could be involved in spatial and temporal tourism mobility.

H3. Mezőkövesd might evolve as a slow tourism destination if a common strategy for the development and promotion of health tourism together with cultural tourism is prepared.

The results of the research compared with the elements of the slow tourism model showed that the tourism supply of Mezőkövesd might be suitable for developing slow tourism there. Furthermore, areas needing development were also identified.

Based on the findings of the questionnaire 47% of respondents had cultural motivation and the average visitor satisfaction rate reached 4.4 independently from the reason for travel. Visitors with dual motivation had an even higher rate (4.5%). Comparing the research findings with the slow tourism model, it can be concluded that the expectations and requirements of respondents matched the elements contained in my slow tourism model.

The results of the factor analysis revealed that the factors considered important by the respondents are the elements of the slow tourism model as well, therefore, developing and branding Mezőkövesd as a slow tourism destination can produce sustainable tourism in the town.

4 CONCLUSIONS AND RECOMMENDATIONS

Case studies

- The Italian – Slovenian joint tourism project is an excellent example for border areas to follow, particularly useful for disadvantaged regions with small settlements, if they intend to choose tourism as a path for sustainable development.
- The Japanese case study reveals a more holistic approach that is not easily applicable in Hungary. However, for spa towns such as Harkány that do not want to become a one-stop destination for every single tourist but embrace a slower more holistic lifestyle can be a direction to take.

The possibility to link the slow tourism concept to one or two tourism products

- In this doctoral dissertation the slow tourism framework was linked to health and cultural tourism. As each tourism product can be decelerated different tourism products can be put under the slow umbrella according to the natural and cultural assets of the given destination. The slow tourism model helps make a systemic examination of the tourism supply, which can map out the directions and focuses of the potential developments.
- When looking for good practices, the Auvergne Spa Towns Trail comes first to mind. The trail takes tourists through the whole region stopping at culturally rich spa destinations. It can serve as a relevant example for two disadvantaged regions in Hungary, North-Hungary and East Hungary, where the trail can include both famous spa towns and emerging eco destinations.

Solutions for the challenges facing Hungarian tourism

- We live in an era of city breaks, but the Hungarian historic and cultural cities cannot compete with the spa and wellness resorts. A thorough and deep analysis would be needed to find the root cause of their weak touristic performance and a comprehensive list of necessary developments might be helpful in increasing the touristic importance of some bigger cities. Both business tourism and the niche side of cultural tourism can be a potentially successful product to achieve this. In the meantime, the case of successful ‘second cities’ such as Cracow or Salzburg should be explored.
- When it comes to shorter length of stay, it is important to address the problem of health destinations and ask the question whether it is due to the fact that several resort towns have turned to wellness tourism where the length of stay is usually shorter than in traditional spa towns. Now it seems that in Hungary instead of generating more city breaks we have been witnessing the era of ‘short wellness breaks’. I also documented

the aging of European population that will cause further dilemmas in terms of spa and wellness development.

- It would be worth exploring the viability of pairing up neighbouring destinations that have complementary tourism offerings, such as classical cultural cities with health resorts and promote them jointly (Szeged and Makó). The advantages of these tourism packages would be twofold: increasing synergy and decreasing spatial and temporal concentration of tourists.

Solutions for decelerating urban tourists

- The findings of the research carried out in Brugge and Lyon might be universally applicable in different urban spaces, including Budapest where technically 22 passages can be opened to the public. While adapting the concept to the local environment it would be worth learning about famous residents and events. These stories would live on and would be reinterpreted in tourists' memories, so the narratives would be formed and shaped by the place, the residents and the tourists, enriching the cultural tapestry of Budapest.
- Some key findings are important to note for towns considering slowing down tourists. The lack of clear, easily interpretable signage causes visitor dissatisfaction. What is more, some tourists prefer traditional guided tours beside e-guides and thematic maps. Another important message is that to avoid visitors' disappointment these architectural structures and objects should not be „overmarketed” but promote the authenticity and the chance of experiencing a unique local milieu.
- The visit to ‘100-year-old houses’ in Budapest is a similar thematic tour organised once a year, where there are always some disputes between organisers and some residents. To soothe the conflict between the unwanted tourist gaze and the owners' right for privacy, the consensus reached in Lyon with a trilateral agreement (local government – owners – tourists) would work in Budapest as well. The local government can contribute for example to the maintenance and renovation of the building to make residents more willing to keep passages open.
- Apart from passages, comparative research can be done on inner city courtyards, front and backyards, commercial passages and arcades. Another interesting theoretical direction could be the analysis of space consumption of different cultures, taking even climatic differences into consideration.

The National Graveyard in Budapest as a slow product for decelerating tourism mobility

- The respondents suggested three major improvements to make the cemetery more accessible to tourists and enhance its reputation: to clean up the neighbourhood, to provide more information sources and to prepare more efficient promotions. Without making those changes the National Graveyard in Budapest will continue to be ignored or be visited by chance.
- The study done in the Kerepesi cemetery showed major marketing shortcomings. The main question is: if visitors are satisfied with their visit why they do not do ‘word of mouth’ advertising, spread the word among potential visitors. Is it due to the small number of the sample or the lack of promotional materials? In any case, after careful

examination of good foreign practices a more intensive marketing campaign would be worthwhile.

- Deeper demographical analysis might also lead to novel findings because examining the different cohorts would show the different motivations of young and senior tourists in case of heritage tourism. This type of tourism is often associated with more mature tourists; however, the majority of my respondents were young visitors.

Slow tourism as an alternative tourism development strategy in Mezőkövesd

- The town's physical and cultural landscape makes it suitable for becoming a slow destination, so apart from improving some areas identified in the analysis – shortage of qualified workforce and the lack of local food culture – developing a more assertive marketing plan is the key task. Some local governments have already embraced my slow tourism models in their development strategy and based on those examples Mezőkövesd should also think along those lines and come up with an integrated slow tourism strategy. In this case the combination of health and cultural tourism would be the direction to ensure the healing of body, spirit and mind.
- The concentration of traditional buildings in the Hadas neighbourhood is partly advantageous because for visitors it is a one-stop destination, on the other hand, it can be completely ignored. Furthermore, the dates of cultural programs and events often clashes with major events in Budapest or Eger. Most cultural events take place in the summer months which is a peak season nationwide and many domestic tourists flock to the seaside or lakeside. Tourism service providers should put together tourism packages including cultural and health services within the context of slow tourism, for example, packages that boost both physical and cultural well-being should be developed.
- To showcase culture more efficiently the focus should be on atelier tourism theorized by KÓRÓDI (2004). In doing so, visitors would have the opportunity to try their hands on folk art and crafts in the form of creative workshops organized in the traditional thematic houses of Hadas. The scholar emphasizes two main advantages of atelier tourism: using local resources and local participation. People love touching and making things by hand, so there is a natural demand for that kind of activities. KÓRÓDI proved that the area of Mezőkövesd could be a suitable environment for that tourism product, either as visits to different ateliers or as part of a complex package combining a visit with other activities.
- Conversing with local artists I learnt that Italians, French, Americans and Japanese turn to folk arts and crafts with great interest. Participation in international slow events should be the first step to put the Matyó culture on the map.
- Local artists should take upon the role of tour guide on the short-term to boost authenticity for visitors. This might also generate financial gains for artists, which can resolve the shortage of home-grown artists because a sustainable lifestyle would appeal local young people. On the long-run qualified locals can take over some activities including tour guiding, but only if authenticity remains intact.
- Taking advantage of the digital nomad trend, developing special accommodation (workcation retreat) might be a good idea in the town, where individual and group

workcation tourists can stay both on short and long-term. Digital nomads are typical slow tourists, they do not travel a lot because their work requires some modern infrastructure. They socialize more with locals than with tourists. The example of the Coconut Space Resort in Germany proves that developing a resort like this does not demand unique natural resources that Mezőkövesd could not provide: vicinity of a big city, natural and cultural attractions.

- By analysing the tourism supply in Mezőkövesd I demonstrated the applicability of my slow tourism model at a destination intending to evolve as a slow tourism destination. The research also revealed that slow tourism does not require unique resources, packaging the existing ones creatively can provide a solid base for building up the brand and the destination.

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