

THE ROLE OF NÁDASDY CASTLE IN TOURISM OF SÁRVÁR – THE APPEARANCE OF DISABLED PEOPLE IN CULTURAL TOURISM

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ABSTRACT

In our study we are examining the sustainable tourism utilization of Nádasdy Castle and its role in the tourism of the spa town of Sárvár, which is becoming more and more well-known in Western Hungary because of its outstanding historical-cultural value, as a sustainable development of one of Hungary's most important sights. In order to explore the future development possibilities of the castle, known as the symbol of the city, it is essential to analyze the development tendencies determining the tourism of Sárvár and the tourist area of the settlement. The fundamental goal of our research is to answer the question of what priorities can be developed in tourism of Sárvár in the future. Among the segments forming the tourist destination of the city, we are particularly concerned about those ones, which are in connection with history or culture, and which are interested in the increasing number of people with disabilities in the tourism market. Accessible tourism is an added value of sustainable development of cultural heritage. In our research we used both quantitative data analysis and qualitative methods, the existing secondary data were complemented with the primary data collection with the city's tourism space, attractions, local economy, and with the city's tourist target groups, including disabled people.

Keywords: sustainability, development, cultural tourism, accessibility, people with disabilities

IL RUOLO DEL CASTELLO DI NÁDASDY NEL TURISMO DI SÁRVÁR – L'ASPETTO DEI DISABILI NEL TURISMO CULTURALE

SINTESI

Nel saggio esaminiamo la stazione balneare dell'Ungheria occidentale nello Sárvár che sta diventando sempre più conosciuta a livello internazionale, soprattutto grazie al notevole valore storico culturale del castello dei Nádasdy, sia per la sua utilizzazione turistica sostenibile che per il ruolo che esso gioca nel turismo della città. Nella ricerca delle possibilità di sviluppo del castello, conosciuto come simbolo della città nell'immediato futuro, risulta indispensabile l'analisi delle tendenze rilevanti dello sviluppo turistico di Sárvár e dell'area turistica della città. Lo scopo principale della nostra ricerca è di trovare le risposte alla seguente domanda: quali sono le possibili priorità per il futuro sviluppo del turismo di Sárvár? Tra i gruppi destinatari del turismo cittadino ci occupiamo in particolare delle persone che si interessano alla storia e alla cultura e, inoltre, delle persone disabili che sono sempre più frequenti nel turismo. Nella nostra ricerca abbiamo adoperato sia l'analisi quantitativa dei dati che i metodi qualitativi. In tal modo abbiamo completato i dati secondari con la raccolta di dati primari riguardo l'area turistica, le attrazioni, l'economia locale, i gruppi destinatari turistici della città, soprattutto le persone disabili.

Parole chiave: sostenibilità, sviluppo, turismo culturale, accessibilità, persone con disabilità

INTRODUCTION

In our study we are examining the role of Nádasdy Castle in Sárvár in tourism, because this building is still a symbol of the city and tells a lot about the busy history of Western Hungary.

This paper about the role of the Nádasdy Castle is going to fill in a gap in the field of interdisciplinary examination not having been discussed in any monograph or publication yet. The tourism functions and the role of the settlement network in this region have already been discussed in comprehensive analyses (Beluszky, 1999; Darabos & Gyuricza, 2011). The settlement Sárvár has been analyzed in different monographs (Molnár et al., 2000; Csapó, 2010) and we can learn about the touristic role of the bath and the wellness-hotels from Köbli (2017). The research of Palkovits (2010) shows the development of the local economy in Sárvár.

The aim of our research is to answer the question of how the castle can be used for sustainable tourism. *“Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.”*¹ In order to explore the role and potential of Nádasdy Castle in tourism, we need to examine the direction of development of Sárvár considering the town as a tourist destination. It is important to emphasize and also examine the visitors (within the people with reduced mobility), their motivation and attractions. People with disabilities have recently come to the center of attention of certain developments in Hungary, including tourism. Accessibility is considered a basic requirement in case of each development and investment, so people with disabilities can access all the institutions of the resorts. In our study we are also examining the accessibility of the Nádasdy Castle as a cultural attraction for people with disabilities.

INTRODUCTION OF SÁRVÁR AND NÁDASDY CASTLE

Sárvár is located in Vas County near Szombathely, in the Region of Western Hungary, and it is one of the most popular spa towns in Hungary. The population of the city is close to 15,000, which has recently been decreasing. Sárvár is today famous for its spa and wellness spa, which makes it an ideal location for wellness hotels. The city was named after the clay castle which was fortified in the early middle ages with a plank and earthen wall. The castle was rebuilt in the XVI. century and expanded with five Italian bastions (Csorba et al., 2014). The castle is primarily known for the landlords of the area, the Nádasdy family, whose members belong to the Hungarian heroes of the anti-Turkish wars. The

Nádasdy Historical Festival commemorates the victory over Turkish troops besieging the castle in 1532 which is held every year. Another important curiosity is the surviving love letters of Tamás Nádasdy and Orsolya Kanizsai, and the fact that Countess Elizabeth Báthory, who is known from vampire history, spent part of her life in the castle as wife of Ferenc Nádasdy (Bessenyei, 2005). In the XX. century many industrial plants were established in the city (Beluszky, 1999). The year 1961 marked an important milestone in the history of Sárvár: when drilling oil, thermal water broke into the surface, thus the exploration of the thermal water contributed greatly to the development of tourism in Sárvár. In the 1980s thermal water played an increasingly important role in the economy of the city and a socialist brand was created, the Sárvár Thermal Crystal which was sold first to the older generation. The opening of the spa and wellness spa in 2002 marked a turning point in the tourism of the city, and since then the demand for quality services has increased. To examine the role of the Nádasdy Castle in tourism in Sárvár we need to analyze the city's tourism space and offer. First in our research we examined the characteristics of tourism in Sárvár, after which we asked what role the Nádasdy Castle can play in building the tourist brand and in the life of people with disabilities as a cultural tourist attraction. Finally, based on the results of the research, we highlighted the possibility of using the existing potentials of tourism more efficiently. The Nádasdy Castle and its affiliated Ferenc Nádasdy Museum have long been owned by the municipality, which also influences development opportunities and directions.

Financing revitalisation and management of cultural heritage buildings are of crucial importance. The lack of business approach in culture often leads to misunderstanding of culture as an art and not as a generator to produce new creative products. Consequently, the cultural heritage buildings lack financing from the private sector (Turi, 2019, 174).

ACCESSIBILITY AND ACCESSIBLE TOURISM

In most cases, the argument against accessibility is that it affects only a few people, so it is not worth dealing with. Not only people with different disabilities need to be considered, but also the elderly and families with little children using stroller, or people with temporary problems (for example accident) (Gondos & Nárai, 2019). The increase of the average life expectancy of the population on the earth and the motorization (accidents) also contribute to the increasing number of people in this segment, so developing and operating accessible tourism is becoming

1 UNWTO Sustainable tourism: <https://www.unwto.org/sustainable-development> (last access: 18. 06. 2018).

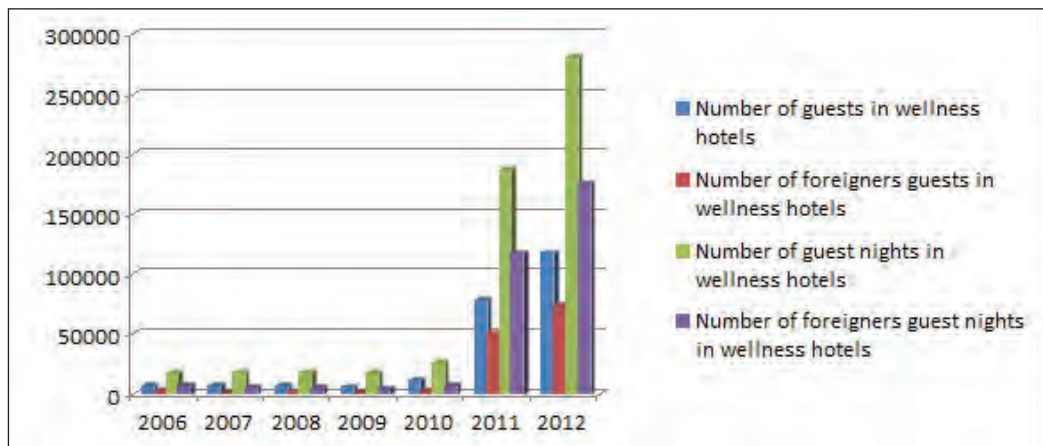


Figure 1: Number of guests and guest nights in Sárvár in wellness hotels between 2006-2012 (data based on HCSO, based on own editing).

essential. Nowadays, more than one billion people live with some kind of disabilities and their number tends to increase in the forthcoming years due to the growing average age of the citizens.²

The concepts of physical accessibility and accessibility are interrelated with each other and they have priorities in building the environment. In Hungary, the requirement of accessibility is defined in the „1997 LXXVIII. law, which defines the shaping and protection of the built environment”, and based on this rule „Accessible: it means building an environment, which provides convenient, secure, and self-contained access for all the people, including those who have health problems or groups of people who need special tools or technical solutions to do so”.³ The most important of all these criteria is that people with disabilities can use the built environment comfortably, safely and independently. As the technical possibilities for accessibility have evolved, the UN Convention on the Rights of Persons with Disabilities uses the term accessibility (Gondos & Nárai, 2019).

While making something accessible, the basic requirement is that not only the aspects of people with physical disabilities have to be paid attention to, but also the needs of people with other disabilities, too. For example, a blind and visually impaired person needs to have signs on the sidewalk (e.g. a guide bar), and signal light sounds, but they also need reading facilities with the help of Braille writing e.g. a menu or tactile map or attraction. Deaf people and those who are hard of hearing require differently processed information with strong visual information transmission such as flashing lights, or transmitting the necessary information with the help of an induction loop/amplifier (Gondos & Nárai, 2019). Based on the

above mentioned research, was also examined the Nádasdy Castle in terms of accessibility, the results of which are presented below.

GOALS AND METHODS

The analysis of statistical data was an important starting point of our research. Considering that a significant part of the revenues from tourism is realized in the tourism supra-structure (Michalkó, 2012), it was also necessary to examine the enterprises belonging to tourism supra-structure. Similarly to the national trends, the local economic structure of Sárvár is also dominated by small enterprises, so our survey also focuses on small enterprises operating here.

The aim of the research was to examine the processes, the problems of the local economy and its relation to tourism, including the exploration of the possibilities of the Nádasdy Castle in Sárvár. The survey was conducted within the tourism space of Sárvár, based on the experience of the manager of Sárvár TDM and the company managers operating in the city, with special regard to the experience and location of the managers of gastronomic enterprises.

The questionnaire was conducted from 06. 06. 2018 to 09. 06. 2018 and was conducted with the management and owners of 47 small enterprises operating in the tourism zone of Sárvár. The questionnaire consisted of 12 questions concerning the local economy, spatial relationship of enterprises, and the situation and impact of tourism. Despite taking few samples, the research has, nevertheless, led to a representative result, with 47 responses well above 10 percent of businesses within the tourist zone of the settlement and belonging to the tourist supra-structure.

² UNWTO Accessible tourism: <http://ethics.unwto.org/en/content/accessible-tourism> (last access: 18. 06. 2018).

³ <https://net.jogtar.hu/jogszabaly?docid=99700078.TV.10-11.oldal> (last access: 30. 06. 2019).

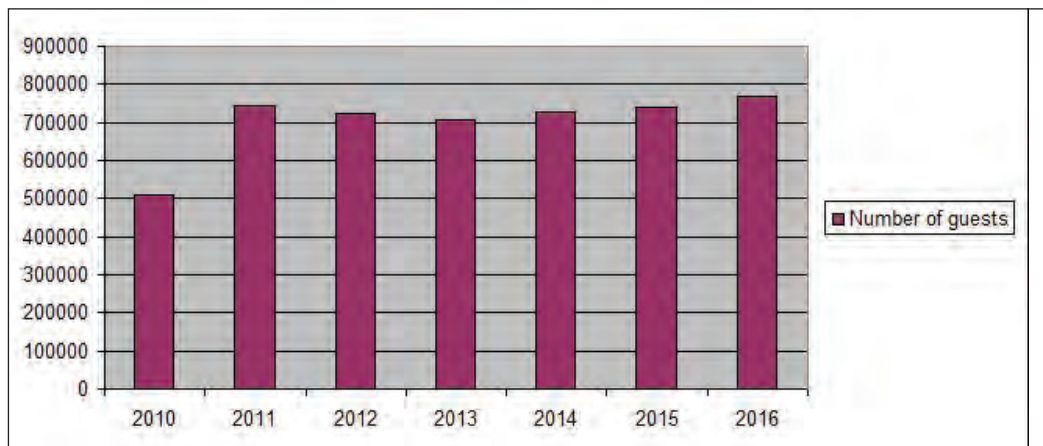


Figure 2: Number of guests in Sárvár between 2010-2016 (data based on HCSO, based on own editing).

The quantitative research was complemented by a qualitative research: in the summer of 2018 we conducted a structured interview with Ferenc Haller, TDM Manager of Sárvár and Zoltán Takács, Director of the Nádasdy Museum. The questions asked by both professionals concerned the effects of seasonality, the development plans of the castle and the city, and the operation, structure and image of the local economy. We compared our results with the local development ideas.

RESULTS

According to the number of guest nights, Sárvár ranked as the 8th most popular settlement in Hungary in 2017, with 483,782 guest nights, and 290.975 guest nights according to the number of nights spent by foreigners (KSH, 2018). The popularity of Sárvár's tourism today is determined by the popularity of the spa and wellness spa hotels, which rely on this resource.

Until 2009, there was only one wellness hotel in Sárvár, but since 2010, recognizing the needs of the market, more and more have been established, and in 2012 there were already six wellness hotels. Of course, the increase in hotel numbers also meant a significant increase in capacity. The negative impact of the 2009 economic crisis had a negative effect on the number of guests and the number of guest nights spent in Figure 1, but Sárvár's tourism showed an increase again from the following year. In 2012, the six wellness hotels registered 118,056 guests, including 74,193 foreigners, representing almost 63 percent of the total. These data show that Sárvár was already known abroad as a destination in 2012.

The average length of stay was 2.6 in 2006, only 2.37 nights in 2010, and two years later 2.4 nights (according to the 2013 data of the HCSO). Based on these, it can be assumed that weekend and long weekend stays are decisive based on the time distribution of wellness hotel guests. Ferenc Haller, TDM Manager of Sárvár, confirmed our proposal in an interview with him, adding that the organization and stakeholders are already addressing the question of how the city can attract more tourists on weekdays in the future. It is also important to note that Sárvár's success can be explained, among other things, by European tourism trends: demand for health and wellness tourism services across Europe has increased, one of the reasons being the demographic structure of Europe (Aubert, 2011). According to local TDM data, the average length of stay of foreign guests in 2018 is 3.4 nights, which is above the Hungarian average (2.6 nights).⁴

The years 2011, 2012 and 2013 were especially successful for tourism in Sárvár: according to the number of guest nights, the city of West Hungary was ranked 7th among the settlements of Hungary. Despite the decline in 2011-2013, the number of visitors to the spa and wellness spa is always above 700,000 from 2011. In 2016 has the most visitors in the spa so far (Figure 2).

The geographic position of Sárvár is very important for the success of Sárvár's tourism: the city is within a few hours from several European cities and capitals: 132 km from Vienna, 134 kilometers from Bratislava, 208 kilometers from Budapest and 261 from Brno.

Today the historic city has gained international attention due to its thermal and spa baths. Although, spa and wellness tourism are also considered fashionable touristic products, Sárvár offers many more facilities for its visitors. In order to determine the role of the

⁴ Magyar Turisztikai Ügynökség (2019): https://mtu.gov.hu/documents/prod/Kereskedelmi_szallashelyek_adatai_2018.pdf (last access: 28. 07. 2019).



Figure 3: Touristic space of Sárvár (map of Sárvár Tourist & TDM Nonprofit Ltd., based on own editing).

Nádasy Castle, we first defined the touristic area of Sárvár. The available literature on settlement and tourism development defines the tourist areas according to the following criteria: „*In practice, tourist areas are delimited by taking particular account of the landscape, the accommodation, the cultural offer and the tourism demand for the accommodation*” (LEP, 2005, 8).

In case of Sárvár, besides the primary tourist facilities, the gastronomic and commercial units, which belong to the tourist supra-structure, also provided an important point of reference. Ferenc Haller, the TDM manager of the city also helped with the delineation of the city’s tourism space as the manager and owner of the 24 small businesses in hospitality and commercial facilities. The tourist area of Sárvár is marked with red color on the following map.

Figure 3 shows that within the tourist area of Sárvár, the Nádasy Castle (1 blue) in the city center and the spa facilities (1, 4, 6 green) are quite far apart. The most visited tourist attractions in Sárvár are the spa and wellness spa and its wellness hotels and the Boating Lake, which are located further away from the city center, in the southeastern part of the town’s tourist

area. Comparing the number of visitors to the spa and wellness spa and the Nádasy Museum, we can note the following: In 2016, the spa and wellness spa registered 768,868 visitors and the castle museum 27,294 visitors. In the same year, the Czechs spent the largest number of foreign guest nights – 135,961 – in Sárvár, Austria ranked second place with 82,720 guest nights, and Germany in third place with 25,674 guest nights. Tourists from Slovakia spent 17,402 nights in the settlement (information from TDM Sárvár). According to the TDM Manager and the Castle Museum Director, very few bath guests visit the castle (Haller, 2018; Takács, 2018).

In addition to tourism infrastructure, tourism supra-structure also generates very significant local revenues. „*The tourism supra-structure is made up of complementary facilities that are based on general infrastructure and serve visitor-oriented needs*” (Fischer, 2009, 75).

The surveyed business executives and owners of the companies provided information on the current situation of local tourism and also its main problems and opportunities of development. According to the re-

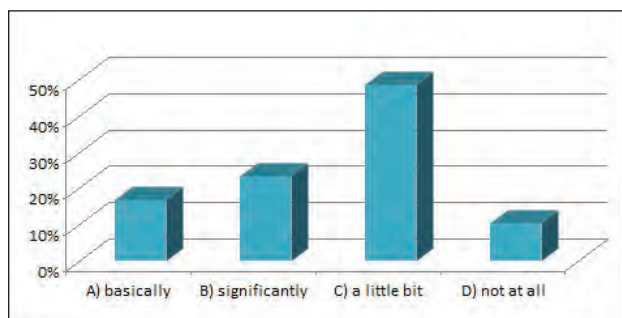


Figure 4: The impact of seasonality on small enterprises in the tourist supra-structure (N=47).

sults of a survey carried out in the tourism space of the city, the seasonality only marginally affected the small enterprises. However, we should note that seasonality in tourism causes difficulties for more than 30% of the surveyed small enterprises. Comparing Gábor Wirth's previous research on settlements of Lake Velence, we can conclude that seasonality in Sárvár determines the local economy to a lesser extent than in the settlements at Lake Velence (Wirth, 2016). This is probably due to the popularity of the spa and spa facilities in Sárvár, which is not so much associated with the high season in summer. not like beaches, cycle paths and other tourist facilities at Lake Velence.

Based on the results of the research which were presented above, the question still arises to what extent seasonality determines the operation of Nádasdy Castle and its role in the tourism. Zoltán Takács, the Director of Nádasdy Castle, confirmed in an interview that only a very small number of wellness hotels and spa visitors choose to visit the castle and the castle museum, which can be explained by the relatively long distance between the castle and the spa facilities. The director also said that the castle and the spa facilities attract quite different segments, so the management of the castle has not been able to take advantage of the increasing number of tourists so far (Takács, 2018).

The management of the castle would like to work more closely with other tourist servicers in the future, in particular with the spa and wellness spa and wellness hotels. Furthermore, it is also essential to continue successful cooperation with the local TDM organization (Takács, 2018).

The high level of awareness of the local TDM organization indicates that tourism organizations of the city are active in marketing: 72% of the small enterprises knows about the organization and 33% works with it or has a good relationship with it. 45% of small enterprises in hospitality works with the local TDM organization.

The long-term goal of the museum director is to make Nádasdy Castle a major player in Sárvár's tourism in the future. The Integrated Urban Development

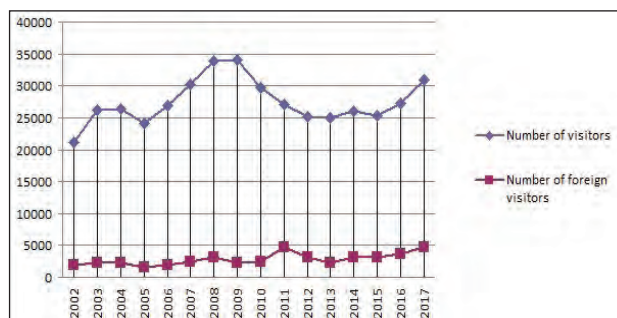


Figure 5: Number of visitors and foreign visitors of Ferenc Nádasdy Museum (data based on Ferenc Nádasdy Museum, based on own edition).

Strategy between 2014-2020 also states that the cultural and built relics of the city should not be neglected (Fülöp et al, 2015)

Renovation of Nádasdy Castle's as well as its heating and other energy supply system, is one of the most important projects which is realized in the center of the city. The city also plans to create a large meeting room in the castle (Haller, 2018)

For the castle's management the events could mean an important breakthrough: 12,7 percent of the small enterprises imagine developing tourism in the city by organizing additional events, expecting the number of customers/visitor to expand. In addition to the economic stimulus of the events, do not forget about the positive social effects. Each of these events will motivate the local population by stimulating community life.

We can realize when analyzing the number of visitors of the castle museum, that this historical attraction is mainly attractive for domestic visitors. The number of foreign visitors was the highest in 2011 and 2017, about 5,000, which is quite small compared with the number of domestic visitors (Figure 5). If we look at the monthly visitor numbers over the years, we can see that the seasonality determines the attendance of Ferenc Nádasdy Museum very strongly. The highest visitor numbers are clearly concentrated in the high season (July, August), which is probably due to the events - Castle Meetings, Nádasdy Historical Festival, International Folklore Days – which take place in and around the castle courtyard. The number of visitors of the Museum has been increasing since 2015 (Table 1).

The management keeps two goals in their mind for the future: the castle museum must be operated economically in the future, which requires innovative attractions, visitor management and marketing. The analysis of the statistical data also indicates that foreign tourists and guests of the spa and wellness spa should be more intensively addressed to. The entrance fees of the museums in Hungary are not too high, which was confirmed by the director of the museum. He said that the management did not dare to raise the price, although the visitors

Table 1: The number of visitors of Ferenc Nádasdy Museum by year and month (2014–2017) (data based on Ferenc Nádasdy Museum, based on own editing).

	Jan.	Febr.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	All
2014	824	940	1224	1693	3054	2344	4038	5853	1798	2467	1091	768	26094
2015	710	788	1258	1886	3539	2021	4056	4909	1970	2251	988	1000	25376
2016	920	1189	2343	1397	3724	2330	4008	4877	1905	1861	1667	1073	27294
2017	797	1977	2158	2750	3986	2619	4302	5022	1871	2213	1747	1437	30879

would pay higher entrance fees, but the events and the exhibition are not widely known yet (Takács, 2018).

In the growing market of tourism, competition between destinations will also become more intense, that is why settlement branding is becoming more and more important and it is an essential part of marketing. Potential visitors of the town – if not always pronounced – are looking for a USP specification for

the destination offering an experience or service only available at that certain location (Kreutzer, 2012). For selling a tourist destination an effective presence on the Internet is unavoidable: „*The Internet makes it easier to meet demand and supply. Here where the information is found and displayed makes it easier for searchers and suppliers to find a niche market and niche products*” (Kreutzer, 2012, 40).



Image 1: Entrance of Nádasdy Castle (Photo: calendula, Pixabay).



Image 2: Entrance of Ferenc Nádasdy Museum (Photo: authors).

During our research we also examined the online tourism product marketing of Sárvár. For a few years, the city's slogan is „Experience and tradition was, the spa town is now a crystal clear experience“. In the current urban image film (Kriskó, 2015), the castle and popular spa and wellness facilities are linked together, emotionally and logically linked to each other, to display and „sell“: they are trying to reach families with children, young couples and older generations with wellness and spa experiences, events and nature themes.

In the future, it would be advisable to use new themes to sell the castle. The historical events of 1532, or the love of Tamás Nádasdy and Orsolya Kanizsai could



Image 3: Nádasdy Castle (Source: www.vasmege.hu).

perhaps lay the foundations for an innovative attraction management. The literature also confirms that cultural and related tourist attractions can be most efficiently sold by stories requiring the use of the most modern interpretation techniques and methods (Rátz, 2011). With the help of historical themes and events, as well as good transport links, Hungarians in Upper Hungary (present-day Slovakia) who are interested in the history of Hungary and who are related to the motherland could also be addressed to.

Therefore, planning to invest in the meaningful use of the cultural heritage by the PPP necessarily requires not only the knowledge of the social and historical reality, which is reflected in, among other things, heritage elements and practices for revitalising and managing heritage assets for different purposes, but also the legal and financial framework of the existing PPP policy (Turi, 2019, 174).

The future tourism development of Sárvár should be based on the principle of advertising the spa facilities together with the Nádasdy Castle, complementing and even expanding the holiday packages with other attractions of the city can become a marketable tourism product in long term.

We have also examined the accessibility of the castle for people with reduced mobility and the possibilities for disabled people to visit the exhibition. Image 1 and 2 show that while it is possible to approach the attraction (including attending events held within the walls of the castle) the presence of the stairs makes it difficult for them to view the exhibition so people with disabilities are not advised to visit this cultural attraction. If we think about the future development of the city, it is obvious that the management and development of the spa facilities and the Nádasdy Castle could become a marketable tourist product long term, so it would be worth



Image 4: Nadasdy Castle from above (Source: www.varak.hu).

considering the accessibility of the castle and the solutions of mobility within it.

We contacted the TDM organization in Sárvár to ask for visitors' data of the Nadasdy Castle to show the percentage of visitors people with disabilities, but unfortunately we had negative response. We also contacted the head of the Ferenc Nadasdy Museum again about the issue, but they could not provide us with relevant usable data so we can only rely on our

assumption that a negligible proportion of the visitors to the castle are people with disabilities.

CONCLUSION

Nowadays, we can say that the Nadasdy Castle is an important component, but it is not a basic element of Sárvár as a tourist brand. The castle also plays an important role in local development plans, but in order to

increase the castle's tourist role, this historic attraction must be turned into an attraction. The location of the Nádasdy Castle within the tourist area of Sárvár seems to be much more important for planning its future than its location within the city.

The economic operation of the castle is a major challenge for the future to increase the number of visitors. This is possible if the visitor and attraction management becomes much more careful, organized and the new market segments can be addressed to. Although they are totally different segments, visitors of the spa complexes should be more intensively targeted at and the number of one daily visitors interested in history, culture and events need to be attracted into the museum. The management of the castle should cooperate more actively with many touristic companies and organizations creating a well-functioning network. The results of the research also confirm that the most important task of the castle management is to build a strong brand, which can be helped by the organization of even more attractive tourist events.

In our study, concerning accessible tourism, we wanted to show how important accessibility is.

Although the implementation of accessibility in the segments of transport or tourism is an indispensable necessity for the involvement of disabled people, we have shown that it is a much larger segment simultaneously providing opportunities and comfort. Visiting the castle is difficult for disabled people, but because of the spa town of Sárvár, it would be worth focusing on the disabled segment as well, as retirees, or even those undergoing periodic rehabilitation treatments would like to visit the castle, museum and exhibition.

Tourism of Sárvár only through the continuation of the tourism infra- and supra-structure development, the cooperation of the enterprises of the infra- and supra-infrastructure of tourism and the other tourism stakeholders, the baths, healing, events and nature, not least the professional management of the local TDM organization be able to develop a complex tourist product while maintaining or strengthening its existing market position. In vision of Sárvár is to turn the city into an international health resort that will become a residential and high-quality service for the citizens and visitors of Sárvár, conscious development of the city for high quality services, good environmental conditions and they are based on the local characteristics (Fülöp et al, 2015). Tourism can only be effectively developed with other sectors of the economy.

This requires efficient use of EU funds for investment, addressing the missing infrastructures, encouraging cooperation between economic operators and generally favoring the knowledge economy. An inclusive and supportive attitude of city residents and decision-makers is a prerequisite for creating a competitive economy (Fülöp et al, 2015, 9).

Reading the current integrated settlement development strategy of the city, we did not find any reference to the accessibility of the settlement or the individual attractions, including the Nádasdy Castle, which would be necessary considering the above described conditions.

VLOGA NADASDIJSKEGA GRADU V TURIZMU MESTA SÁRVÁR – VIDIK OSEB S POSEBNIMI POTREBAMI V KULTURNEM TURIZMU

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POVZETEK

V naši raziskavi preučujemo trajnostno turistično rabo gradu Nádasdy in njegovo vlogo v turizmu zdraviliškega mesta Sárvár, ki je na zahodnem Madžarskem zaradi svoje izjemne zgodovinsko-kulturne vrednosti vse bolj znan kot primer trajnostnega razvoja ene najpomembnejših znamenitosti Madžarske. Za preučitev prihodnjih razvojnih možnosti gradu, znanega kot simbol mesta, je treba analizirati razvojne tendence, ki določajo turizem Sárvárja in turistično območje naselja. Temeljni cilj naše raziskave je odgovoriti na vprašanje, katere prednostne naloge je mogoče razviti v turizmu Sárvárja v prihodnosti. Med segmenti, ki tvorijo turistično destinacijo mesta, je naša pozornost še posebej namenjena tistim, ki so povezani z zgodovino ali kulturo in ki se odzivajo na vse večje število oseb s posebnimi potrebami na turističnem trgu. Dostopni turizem je dodana vrednost trajnostnega razvoja kulturne dediščine. V raziskavi smo uporabili kvantitativno analizo podatkov in kvalitativne metode, obstoječe sekundarne podatke pa smo dopolnili z zbiranjem primarnih podatkov z mestnim turističnim prostorom, zanimivostmi, lokalnim gospodarstvom in z mestnimi turističnimi ciljnimi skupinami, vključno z osebami s posebnimi potrebami.

Ključne besede: trajnost, razvoj, kulturni turizem, dostopnost, osebe s posebnimi potrebami

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