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**CASE STUDY IN WINE AND
GASTRONOMIC TOURISM MANAGEMENT**

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RECOMMENDATION FOR CASE STUDIES IN WINE AND GASTRONOMIC TOURISM MANAGEMENT

Case Studies in Wine and Gastronomic Tourism Management is a timely and valuable academic volume that deserves a prominent place in higher education focused on tourism, hospitality, gastronomy, and destination management. The book brings together a wide thematic spectrum, including catering basics, café tourism in Budapest, gastronomy, wine tourism, wine marketing, wine route management, pricing, hospitality management, festival sponsorship, trademarks in rural gastronomy, and destination marketing related to the Valley of the Beautiful Women. The breadth of topics covered makes the volume particularly valuable as a teaching resource, enabling students to connect theoretical knowledge with practical managerial decision-making.

One of the strongest qualities of the book is its clear educational orientation. The structure of the volume shows that it was designed not only to introduce terminology and sectoral foundations, but also to develop analytical thinking through concrete cases and tourism-related business situations. Students are exposed to both general knowledge and practice-based problem solving, which is particularly important in wine and gastronomic tourism, where cultural values, service quality, local identity, and business performance are deeply interconnected.

The case study format gives the publication special pedagogical value. Instead of presenting wine and gastronomy only as abstract themes, the book demonstrates how these areas operate in real economic, managerial, and destination contexts. The chapter on café tourism in Budapest, for example, links tourism demand, consumer behavior, revenue forecasting, competitor analysis, and expansion planning, showing students how hospitality concepts can be translated into operational and strategic decisions. This practical orientation can support classroom discussion, seminar work, project assignments, and independent student reflection. Another major strength of the volume is that it treats gastronomy and wine not merely as products to be sold, but as carriers of culture, heritage, and place identity. Several chapters emphasize that gastro- and wine tourism rely on local production, traditional knowledge, and community values, while also contributing to destination attractiveness, experience creation, and the reduction of seasonality. This perspective is especially important in contemporary tourism education, because future professionals must understand that successful destination development depends not only on marketing and sales, but also on authenticity, sustainability, and the preservation of local character.

The book is also notable for the way it integrates Hungarian examples into wider tourism and hospitality thinking. Topics such as the development of gastronomic tourism areas in Hungary, the role of Tokaj and other wine regions, the operation of wine routes, and the marketing activity of the Szépasszony-völgy destination give the reader concrete regional reference points. At the same time, the issues discussed—quality management, branding, target groups, experience design, pricing, and service

development—are internationally relevant, which makes the book useful not only for understanding Hungary, but also for reflecting on global trends in culinary and wine tourism.

Particularly commendable is the book's attention to management. The chapters on management of catering stores, wine marketing, wine route management, and pricing in catering and wine hotels demonstrate that gastronomic and wine tourism must be understood as professional fields requiring planning, organization, coordination, market knowledge, and financial awareness. This is an important message for students, who often approach gastronomy first through experience and attraction, but who must later learn to evaluate feasibility, competitiveness, partnership building, and long-term destination development.

The material on wine routes is especially useful from a teaching perspective. The book explains that thematic wine routes can connect producers, local governments, accommodation providers, restaurants, attractions, and visitors in an organized system, while also generating employment, preserving heritage, and strengthening regional cooperation. It further shows that successful wine-route development requires infrastructure, quality services, information systems, marketing management, and sustained partnerships. For students, this is an excellent example of how tourism products are built through networks rather than isolated enterprises.

The volume also succeeds in capturing the changing expectations of contemporary tourists. Its discussion of modern gastronomy highlights quality orientation, personalization, interactivity, regionality, seasonality, and the search for unique experiences. These themes are fundamental to present-day tourism markets, where visitors increasingly seek meaningful, story-driven, and locally grounded encounters instead of standardized consumption. By addressing such shifts, the book helps students interpret ongoing changes in consumer behavior and experience economy dynamics. From a curriculum-design perspective, the publication offers excellent flexibility. Individual chapters can be assigned to support lectures on hospitality operations, destination development, tourism marketing, rural tourism, event management, or cultural tourism. At the same time, the collection as a whole can serve as a coherent course reader for a specialized subject in wine and gastronomic tourism management, since it moves from basic concepts to strategic and destination-level questions.

The text is likely to be particularly beneficial for students in tourism and hospitality programs, but it may also be useful for practitioners, destination managers, winery operators, and professionals involved in local development. Because many of the case studies reflect real managerial challenges, the book creates a productive bridge between academic instruction and professional application. In this respect, it can contribute not only to knowledge transfer, but also to the development of decision-making skills and sector-specific sensitivity.

This volume therefore merits strong recommendation as a textbook and supplementary academic resource. It presents wine and gastronomic tourism as a complex and living field in which culture, economy, place branding, hospitality, and local development meet. By combining foundational knowledge with case-based insight and by grounding its discussion in both Hungarian examples and broader tourism principles, the book offers substantial value to students, educators, and all readers interested in

the management of culinary and wine-related experiences.

Placed at the beginning of the book, this recommendation would be fully justified: the volume is not only informative, but also highly teachable, professionally relevant, and well aligned with the current needs of tourism education. It supports the development of a modern understanding of gastronomy and wine tourism—one that recognizes these fields as strategic areas of destination competitiveness, cultural preservation, and experience innovation.

Prof. Dr. Lóránt Dávid

Full Professor John Neumann University

1. CATERING BASIC KNOWLEDGE

1. Introduction

Catering is a specific commercial activity in which food and drinks are prepared for on-site consumption and take-away, and related entertainment and other services are provided.

2. Basic concepts of catering production, sales and service

Catering sales methods:

- traditional sales,
- counter service,
- table service,
- self-service (automatic).

Sales forms used in catering:

- à la carte,
- menu systems,
- buffet systems,
- consumption requirement,
- social events,
- off-premise sales.

Catering services:

entertainment services,

- convenience services,
- service activities.

Catering business types:

- full-service restaurants and pubs,
- fast food restaurants,
- confectioneries,
- coffee houses,
- bars and beverage outlets,
- entertainment venues.

3. Catering production, sales and service premises and equipment

Catering establishment building and surroundings:

- shop layout,
- environment,
- shop frontage,
- entrances,
- entrance vestibule.

Catering premises, equipment and their fitting out:

- goods receiving area,
- storerooms,
- preparation rooms,
- kitchens and finishing sections,
- dining room,
- food and beverage outlets,
- pot-washing area,
- pot-washing area,
- staff areas,
- administration rooms.

Kitchen and related equipment:

- foyer–wardrobe,
- storerooms,
- counter systems,
- vending machines.

Catering sales premises, their equipment and fitting out:

- program and music service rooms,
- recreational facilities.

Catering sales equipment:

- bowls and serving dishes,
- plates and serving bowls,
- cups and mugs,
- jugs,
- cutlery,
- glassware and tableware,
- serving and mixing utensils,
- table condiment holders and decorative items,
- bottles and jars,
- packaging materials,
- transport and storage containers.

Business hygiene:

- cleaning of kitchen and service areas,
- cleaning of machinery and other equipment,
- cleaning of utensils,
- cleaning and disinfecting agents.

4. Basic knowledge of catering sales

General serving basics:

- domestic and international meal times and customs,
- correct use of restaurant equipment,
- general serving rules,
- table settings,
- serving methods,
- waiter work scheduling systems, restaurant service.

Catering drinks and their service:

- basic principles of beverage service,
- grouping of beverages,
- aspects of beverage recommendations,
- taking beverage orders,
- choosing beverages,
- aperitifs and their service,
- serving beer,
- wine,
- champagne,
- spirits,
- coffee,
- soft drinks,
- tea,
- cocoa,
- mixed drinks.

Serving breakfast and snacks:

- breakfast consumption habits,
- breakfast and snack types,
- layout and service.

Catering meals and their service:

- basic concepts of food preparation,
- composition,
- presentation and service of dishes,
- food and drink pairing,
- flambéing and service at the guest's table.

Business clientele, guest knowledge:

- regulations governing guest service,

- guest needs, types of guests,
- national cuisines and eating habits,
- protection of guests' interests

5. Basic knowledge of modern nutrition

Energy and nutrient needs of the body:

- metabolism,
- energy requirements for physical activity,
- covering energy requirements,
- proteins,
- carbohydrates,
- fats,
- vitamins,
- minerals,
- water balance,
- acid–base balance.

Concepts related to nutrition:

- utilization of nutrients,
- enjoyment value of foods,
- satiating value of foods,
- nutritional rhythm,
- dietary nutrition.

Nutrition of the domestic population – recommendations:

- trends in the state of public nutrition,
- relationship between nutrition and health,
- nutritional recommendations.

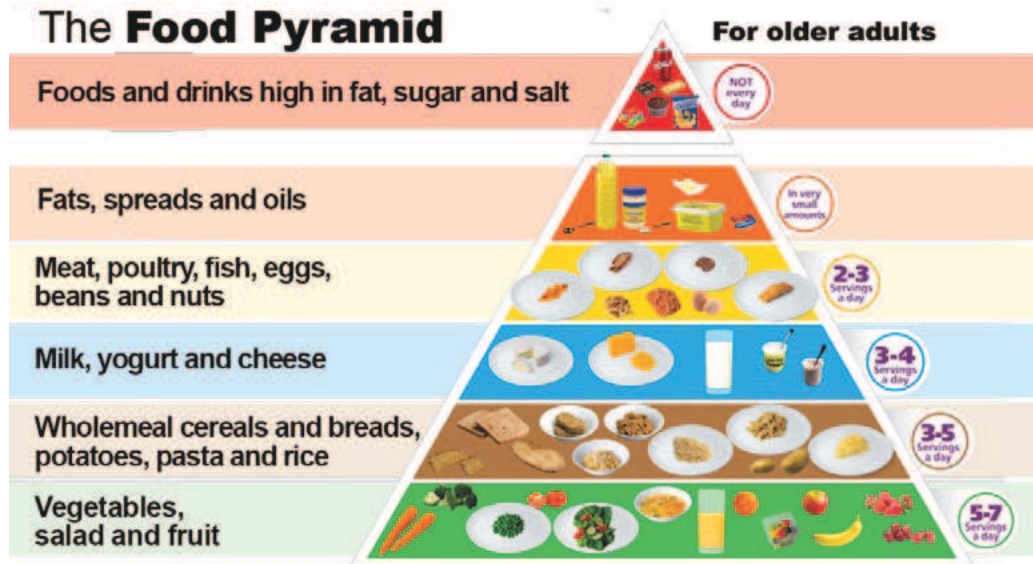


Figure 1. The food pyramid
Source: own compilation

2. CASE STUDY OF CAFÉ TOURISM IN BUDAPEST: THE EXAMPLE OF PODMA CAFÉ

1. Introduction

Coffee tourism presents international coffee culture by connecting attractions related to coffee (Kleidas-Jolli, 2010). Coffee tourism is mentioned in foreign literature as an important part of agrotourism (Lyon, 2013), but some authors also classify it as gastrotourism (Kleidas-Jolli, 2010). The most important economic benefit of coffee tourism is that it stabilizes the livelihoods of farmers in tropical countries (Karls-son, 2009), and coffee lovers can be encouraged to visit hot-climate areas farther away from Europe (Setiyorini, 2018). Coffee can definitely be considered magic, as it allows us to travel to Brazil, Vietnam or Kenya without even leaving our kitchen (Anbalagan-Lovelock, 2018).

Coffee reached Hungary through Turkish mediation. There were coffee shops in the Ottoman Empire as early as the 16th century, and they were also established in Buda during the reign of Sultan Süleyman.

The second renaissance of coffee tourism took place in Budapest at the end of the 19th century, when coffee houses became the scene of community life. Today, only a few renovated historic coffee houses operate in their original locations; among them, Centrál, New York and Hadik House are the best known. However, all of them had to adapt to new, postmodern conditions, using their spaces in a fundamentally different way compared to the original environment. By creating a strong restaurant profile and appealing to local residents, the Centrál coffee house has become a major tourist attraction in the capital. As part of a luxury hotel, the New York coffee house has been transformed into a social venue mainly for foreign guests. The Hadik coffee house was revived in an alternative way: it was divided into two parts, and the differently designed sections attract both young and older guests, as well as local and foreign visitors. Several confectioneries can be called traditional venues, as many of them also have a strong coffee profile, such as Augustt, Szamos or Budapest's oldest confectionery, Ruszwurm.

The current revival of coffee tourism is largely due to the appearance of American coffee chains. Among them, Starbucks and McCafé lead in visitor numbers, but Costa Coffee, California Coffee Company and Coffeeshop Company are also catching up. The largest proportion of Hungarians surveyed in these cafés (34%) still drink espresso coffee.

More and more coffee houses are opening in the busiest parts of the city centre and mainly try to attract members of the younger age groups.

The development of coffee tourism in postmodern Budapest was supported by the fact that generations Y and Z already spend more than 50% of their income on services. 90% of the interviewed coffee tourists come to coffeehouses in groups of 2–5 people; the composition of the group was dominated by friends and acquaintances (94%). 3% said that they came with other family members, and 2% were husband and wife. The interviewees considered the image of the place to be the most important attraction, namely that the café has built a brand for itself and is located in an easily accessible area. 43% of the respondents said that they drink coffee twice a day, 23% three to four times, 3% five to six times, and 2% more than six times. Hungarians mostly visit coffee shops after lunch and in the afternoon.

2. The demand of Podma Café

The target audience of the coffee house is college and university students, career starters, as well as people in their 20s and 30s who still live an active social life. It is very likely that the majority of the members of this segment do not yet have families, so they can spend most of their free time with their friends, while a person with a family usually has much less time and resources for this. In light of all this, the target audience is mostly educated, ambitious people who are open to new things, are up-to-date, demanding and, very importantly, conscious customers. Therefore, quality is important to them. It follows that the company's goal is to meet the needs of this audience as much as possible, so it is important to provide high-quality service, which can be achieved with high-quality ingredients, a high level of service, a good atmosphere, a uniform design and an always clean environment.

In order to define the target audience as accurately as possible and to get to know their characteristics in depth, after compiling a questionnaire, I conducted a survey among the current guests of Podma to learn about the habits and preferences of those who want to have fun, who are now regular guests, and their image and perceptions of Podma.

3. Podma's offer

I prepared the product-related prognosis using a matrix, where the x-axis shows the income from the different product areas and the y-axis shows the market potential of the product areas. Depending on the expected growth rate of the market and the development of demand, I determined the market potential on a 5-point scale. „0” means a stable market, where no increase is expected, but most likely no decrease either. „+” indicates a small, while „++” indicates a large increase expected from the given segment. In the case of „-” and „--”, a similarly smaller and larger decrease is expected in the future.

This axis therefore reflects changes in the external environment, while the horizontal axis shows the size of the company's income from a given product group for a quarter. The size of the bubbles also shows the profitability of the drinks. Profitability can be presented with a variety of data; among the data available to me, the indicator that best reflected profitability was the average profit margin calculated for the given product range. The products that define the company's profile are beers, cocktails, brandies and mineral waters, as well as flavoured lemonades.

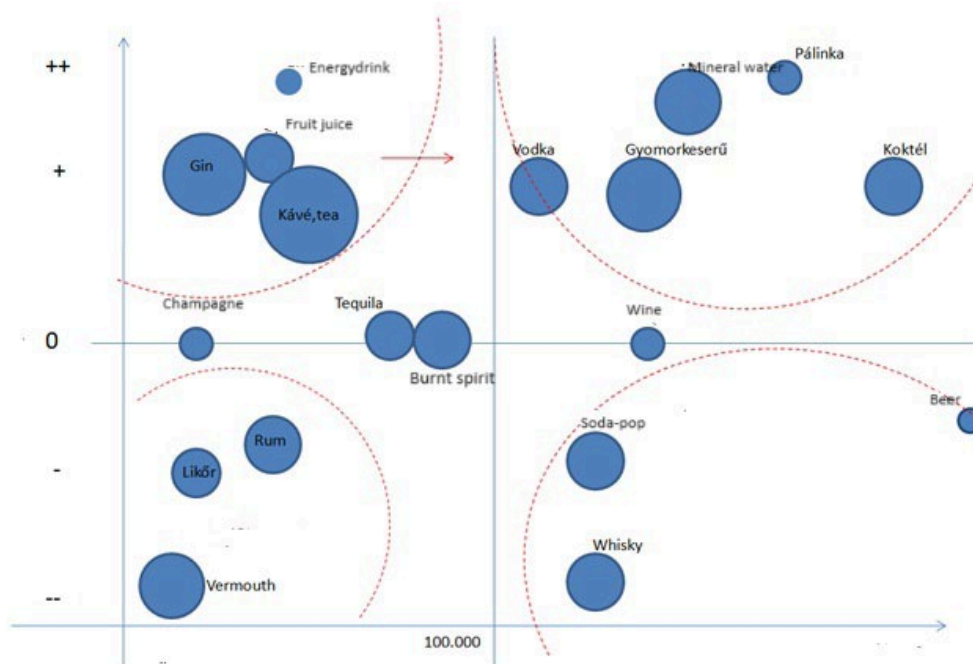


Figure 1. Product group analysis matrix
Source: own compilation

Revenue-margin-cost-profit forecast:

As a first step, I assessed what the maximum income is that is made possible by the features of the place and a well-rotated clientele. The derivation of this is shown in Figure 2. As a result, I determined an average daily income of HUF 272,000. Considering the cyclicity within the week, I calculated the monthly income with 20 days, which would mean a gross income of HUF 5,440,000 per month. This is the income goal that the company aims to reach as soon as possible.

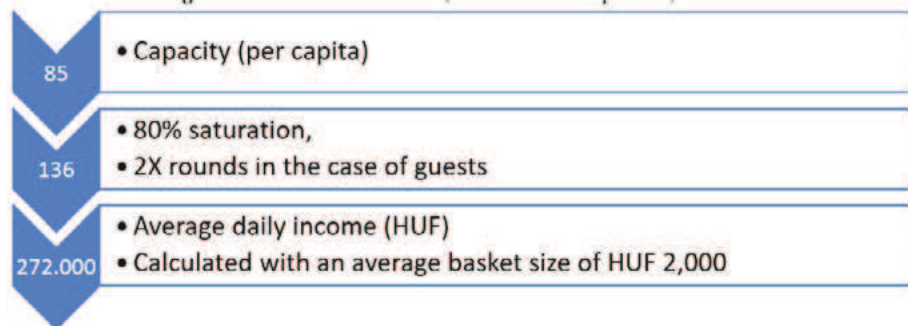


Figure 2. Potential assessment

Source: own compilation

Taking into account previous revenues and using a linear trend line, I forecasted the turnover of the next five years, which is shown in Figure 3. The closer the value of R^2 is to one, the more reliable the result. Among the trend lines available to me, the linear trend line gives the most accurate values. Of course, this prognosis (Figure 3) is not perfect, as it does not take into account market changes and trends; it is based only on the company's data, but it can serve as a starting point for strategic decisions.

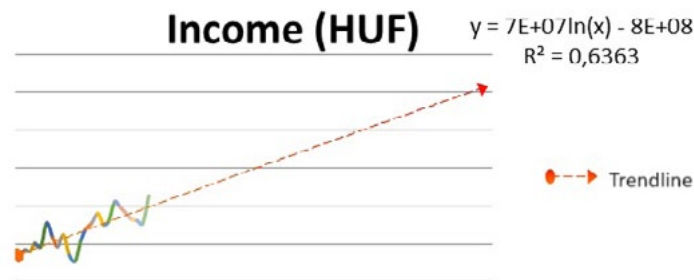


Figure 3. Revenue forecast

Source: own compilation

Based on the values of this trend line, I built a forecast for the month of September, the essence of which is that I forecast the same month of each year, thereby eliminating seasonal fluctuations. I did not have enough data for a full-year forecast to make a realistic estimate, and the explosive growth rate of the first years would not have been realistic for the next five years. I used the most recent data as a basis, so Table 1 shows the prognosis for the month of September. According to my assumption, the development of bookings reflects the volume of traffic on a given day, so I distributed the turnover across the days in proportion to this, which results in the income of the days of the given month.

Table 1.

September forecast in daily distribution (gross values)

day	distribution	2020	2021	2022	2023	2024	2025
Sunday	3,3%	74 276	89 614	107 537	128 718	148 270	169 452
Monday	4,7%	106 044	127 941	153 529	183 770	211 685	241 925
Tuesday	7,7%	174 607	210 662	252 794	302 587	348 550	398 342
Wednesday	14,1%	322 432	389 012	466 814	558 762	643 637	735 586
Thursday	14,3%	324 923	392 017	470 420	563 078	648 609	741 268
Friday	27,7%	630 962	761 251	913 501	1 093 433	1 259 524	1 439 456
Saturday	28,3%	646 091	779 504	935 405	1 119 651	1 289 725	1 473 971
monthly turnover	100,0%	2 279 335	2 750 000	3 300 000	3 950 000	4 550 000	5 200 000

Source: own compilation

My forecast does not end at this point, since forecasting the evolution of revenue cannot be realised without taking capacity limits into account, so I had to consider how many guests the projected revenue represents on average. In order to establish this, I assumed an average customer basket worth HUF 2,000 and corrected with this; Table 2 shows the average number of guests.

Table 2.

Development of the number of guests in the future

Number of guests (/day)						
	2020	2021	2022	2023	2024	2025
Sunday	9	11	13	16	19	21
Monday	13	16	19	23	26	30
Tuesday	22	26	32	38	44	50
Wednesday	40	49	58	70	80	92
Thursday	41	49	59	70	81	93
Friday	79	95	114	137	157	180
Saturday	81	97	117	140	161	184
weekly traffic	285	344	413	494	569	650

Source: own compilation

The development of the number of guests shows that by 2022 the average number of guests on strong days is already critically high, which will probably require expansion in the future so that the business does not lose the income it could not realise due to limited capacity.

Expansion

The previous prognosis therefore supports the justification of expansion in the future; for this reason, it is worth taking into account possible locations for a new unit. Figure 4 illustrates the area where it would be worthwhile to establish a new outlet later. When delimiting the area, the primary consideration is to stay in the city centre, since the target audience is mainly concentrated in the busier parts of central Budapest.

The area bounded by the black line is therefore the expansion zone, on which the current location of the shop has been marked; it is situated in the triangle highlighted in red, i.e. in the middle of the area bounded by the most significant junctions. Taking the catchment area into account, this zone therefore cannot be considered as a possible new location. Among the remaining free areas, the Mester utca area is very promising, since the Corvin Shopping Centre was built very close a few years ago, and many newly built residential buildings have been constructed in the area, which has greatly influenced the transformation of the social structure of the district and its market potential.

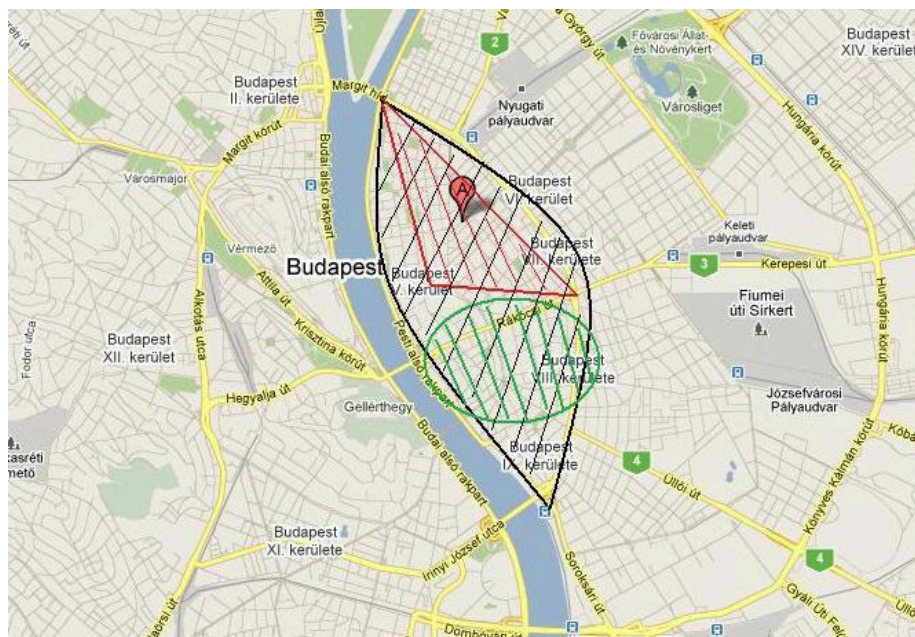


Figure 4. Expansion possibilities
Source: own compilation

3. Competitor analysis

One of the most defining elements of the economic environment is the multitude of competitors. In the field of catering, as in almost every market, competition is becoming increasingly fierce, and more and more actors are present. For the above reasons, thorough knowledge of competitors is of paramount importance. As a first step in the analysis of competitors, I created a system of criteria based on which I examined them.

After that, I selected a group of five main reference customers, with whose help I assessed potential competitors. I selected eight restaurants that are within a 5–10 minute walk and seemed worth checking out. The investigated places were: Serpa, Cheers, Cheho, MM Pub, Instant, Gödör, Napoleon and MOST!.

Serpa is a restaurant that has been open for 4–5 years. In terms of its profile, it is closest to Podma. Its website is clear and all information about the place is available. It is the only one of the surveyed places with a regular guest discount. Its strengths include the atmosphere, the design and the wide selection. Its weaknesses are the quality and speed of the service, as well as the quality and taste of the cocktails.

Napoleon Borház és Kávézó has a 5-year history. Its website contains only the most necessary information. Its strengths are exceptionally good value for money, a wide wine selection and a spacious, cosy interior.

Cheers Pub opened just one year ago. It does not have a website, so all information can be obtained on site. There is a fan page on Facebook, but no useful information is available there either. This is one of its weaknesses, as well as the atmosphere and design of the place, which were not convincing among the reference customers. Its strengths are low prices, television and darts.

Cheho is the newest competitor under investigation, having been open for less than a year. Its website contains sophisticated and extensive information. Its strengths are that it is open all day, has low prices and a television. Weaknesses are that it is crowded, has few tables and unfriendly waiters.

MM Pub has been operating for 6 years. It was expanded a few years ago. It does not have a website, so information is also difficult to access. Strengths are the wide range of services (karaoke, foosball, billiards), versatility and sophisticated equipment. Weaknesses are the high prices and the atmosphere of the place. The restaurant section makes those who want to have fun feel uneasy.

The MOST! Terrace opened three years ago. It is interesting that it does not have a

website, only a blog page. It does not contain much information about the place. Its strengths are that in summer it is accessible from two streets and is a spacious, large entertainment venue. They also serve hot meals, have a wide selection, and also have table service, so unlike most competitors, consumption is not self-service.

Ruin pubs have been very popular in the last decade, and one of them, Instant on Nagymező utca, was included in the competitor analysis. Instant is not just a „place to sit”, but a place to have fun in the strict sense of the word. Its strengths are regular music programmes, many smaller separated rooms, a dance hall, good prices and friendly service. Weaknesses, typical of ruin pubs, are that it is not very clean, the layout is a bit chaotic and there are drinks that are not available at every counter.

Gödör has become a cult place among young people and is an important scene of social life. It is one of the venues with the longest history among the selected competitors, having been open for more than 10 years. Its website contains all the necessary information. Similar to Instant, it can be described as a club, where they organise regular programmes, not only music events. Its strengths are good location, good reputation and regular programmes. Weaknesses are that there is a lot of space that is not utilised and that prices are high.

A final comparison table of competitor features is attached. Figure 5 shows the competitors evaluated by the reference customers, which represent actual competition for the company. The spider web diagram clearly shows that the MOST! restaurant ranked first in five aspects, while Serpa, despite expectations, produced much weaker results.

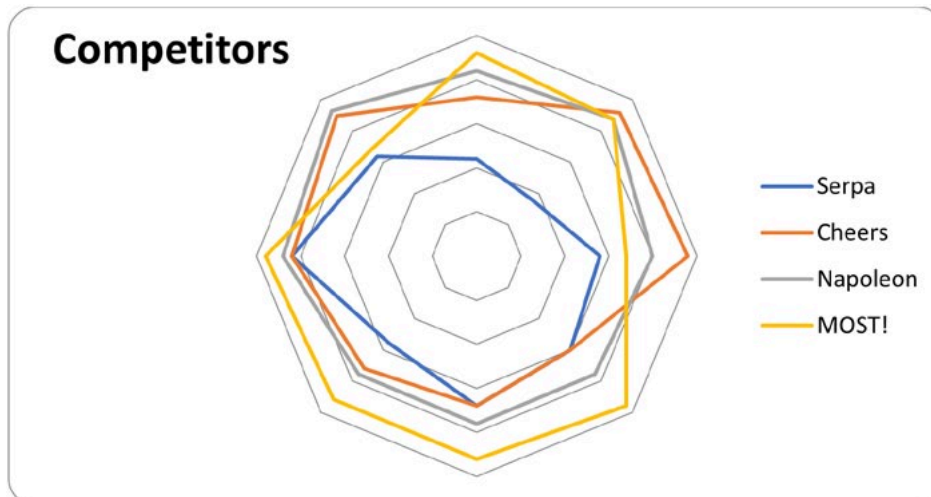


Figure 5. Comparison of competitors using the spider web method
Source: own compilation

Some of the selected catering establishments are also entertainment venues, so the comparison is more difficult, but it was an important aspect for me to examine places where the range of other services is much wider. I chose the strongest night of the week, Saturday night, as the time of the examination.

Table 3.
Competitor analysis

Name of the place	Instant	Cheho	Cheers	MM Pub
Number of seats (~)	>100	50	60	160
Density (~%)	85%	100%	95%	40%
Number of staff	7	1	1	3
Webpage	exist	exist	-	doesn't work
Facebook	yes	yes	yes	-
Loyalty program	-	-	-	-
Food assortment	hot-dog	-	snacks	restaurant as well
Is there an order taking ?	no	no	no	yes
Name of the place	MOST!	Serpa	Napoleon	Gödör
Number of seats (~)	>100	100	120	>100
Debsity (~%)	85%	85%	100%	60%
Number of staff	4	3	3	6
Webpage	blog	yes	yes	yes
Facebook	-	-	-	yes
Loyalty program	-	yes	-	-
Food assortment	heating kitchen/ canteen	main dishes/ pizza/ snaks	toast/ pizza/ snacks	hot sandwich / scones/ cookies
Is there an order taking?	yes	no	yes	no

Source: own compilation

Although the number of evaluators was limited, the objective of the assessment was not statistical generalisation but the identification of key competitive strengths and weaknesses from the perspective of regular customers. Therefore, the results should be interpreted as indicative rather than representative.

5. New market entrants

The catering market in Budapest is already very saturated. There are many possibilities if you want to sit down and have a drink somewhere. There are many players in the market, and fluctuation is also very high. Most places are short-lived, and only a small percentage of catering establishments survive for more than 2–3 years. The barrier to entering the market is low; it is easy to enter, but remaining in the market is much more difficult. There are always new competitors, and there will always be, the question is whether they can offer something new. It is necessary to constantly monitor newly entering competitors, as they are the primary source of risk for a business.

Coffee chains, including Starbucks, belong to a different market segment, but they can have a big impact on the business, so changes in the coffee shop market should also be monitored.

6. Market of substitute products

Mineral waters and soft drinks

Mineral water sells well in Hungary; more bottles are sold every year. The state of the economy also affects the consumption of mineral water and soft drinks. The recession mainly affected the soft drinks market negatively, but the growth rate of mineral water consumption also slowed down. According to the Beverage Marketing Corporation's 2019 survey, in 2018 Hungary ranked ninth in the world ranking with 110.7 litres of mineral water consumption per capita, just ahead of the United States, where an average consumer drank 108 litres of mineral water. In 2013, consumption per person was still 61.4 litres, i.e. the amount of mineral water per person increased by 80 percent in five years.

According to a survey by the market researcher AC Nielsen, lower-priced private-brand mineral waters have come to the fore in Hungary. In the competition between brands, Szentkirályi mineral water is in first place both in terms of market share (based on volume) and recognition, according to the 2019 Szonda Ipsos survey. The Szentkirályi and Emese brands had a market share of 10.6 percent in terms of consumed mineral water, and 16.4 percent in terms of value. According to another survey, based on value, NaturAqua is the most popular mineral water in Hungary with a share of 18.6 percent.

“Healthy nutrition” as a concept has largely been integrated into consumers’ thinking in the last ten years, which has also manifested itself in shopping habits. At the same time, manufacturers have managed to position mineral water as the main alternative to carbonated soft drinks and fruit juices on the beverage market. According to forecasts, parallel to the end of the recession, the dynamics of mineral water consumption will also return to the levels seen before 2018, and thus the mineral water market will continue to be one of the fastest-growing segments of the beverage market. On

the other hand, the market for carbonated soft drinks will continue to shrink, while the consumption of coffee, fruit juice and tea will expand more slowly than that of mineral water, says Equilor's analysis.

Cocktail cans

In the 1980s, pre-prepared, bottled or boxed, low (4–7%) alcohol content, fruit-flavoured (or flavoured with aromas), carbonated drinks became very popular. Breezers are usually packaged in 0.275–0.33 litre bottles. To this day, there is no universally accepted name for the category. In Hungary, the Breezer name is perhaps the most common. Low-alcohol cocktails, long drinks and coolers have always been popular among young adults. Thus, their market can be said to be stable. In recent years, wine RTD (ready-to-drink) beverages have also appeared as competitors. However, the growth in the sale of RTD drinks has stalled in recent years, and further expansion can only be seen in the market for alcohol-free and coffee–cola mixes.

Cocktails

Cocktails and long drinks are becoming increasingly popular in Hungary. At restaurants where cocktails are listed on the drink menu, there is an increase in demand during the warmer months. Cocktail consumption is growing the most in Budapest. In the countryside, price is still the most decisive aspect of purchase; price reductions and promotions are more successful there. The most significant demand is for cocktails based on rum, vodka or tequila. In addition to cocktails, the demand for long drinks is also increasing.

Energy drinks

Energy drinks have been one of the most dynamically developing market segments for a long time. The market share of commercial brands of energy drinks has decreased, contrary to general trends. Data from 2019 show that the share of sugar-free energy drinks increased, but still remained below 10 percent of total turnover. Sales are constantly increasing, but their growth rate has decreased.

7. Summary

The decrease in demand and consumption is a general phenomenon in almost all markets, with the exception of one area, namely the category of top premium drinks, where the crisis is barely felt. Contrary to preliminary expectations, the turnover of high-end drinks is not decreasing; it is even increasing in certain segments. We can see growth in longer-matured rums, cognacs and whiskies. In the case of wines, champagnes and spirits, there has been a decrease in the number of high-quality, mid-range products in the past period, while the turnover of top-category drinks has increased. The consumer class that has been able to pay for these products so far continues to look for expensive wines, champagnes and special soft drinks.

The international trend can already be seen in some segments in Hungary as well. The domestic market is also starting to appreciate higher, top-class whiskies, among which the limited “cask-finish” whiskies, which are mostly more than ten years old and are aged for months or even a year in barrels that previously contained Tokaji wine, are particularly sought after.

3. OVERVIEW OF CATERING OPERATIONS AND DEVELOPMENT PRIORITIES

1. Catering management

In terms of its structure, catering has a dual function. On the one hand, it carries out industrial production, because food and, in some cases, drinks are also produced locally. Serving finished products (food and drinks) is part of the tertiary sector.

In addition to the continuous supply of food and drinks to the population, the catering industry also supplies domestic and foreign tourists. Furthermore, an essential task of the catering industry is to influence eating habits in the right direction; its tasks include organizing events for various occasions and meeting the entertainment needs of guests.

Expectations for business selection.

Range of selection, composition of selection, variety of selection.

Means and methods of communicating the selection.

Menu, drink list, price list, price tag, menu card, sample book, tool booklet, other methods of assortment communication.

2. Serving at social meals and events

Types of events, taking orders, announcing events, general preparation of events, receiving guests, hosting banquets, preparing and hosting receptions, preparing and hosting cocktail parties, using a buffet.

Sales duties of coffee shops:

Price lists, service, deli bar, table service.

Sales duties of bar-type stores:

Price list, mixing bar drinks, ingredients for bar drinks, serving.

Sales duties of fast food stores:

Price list, service and packaging.

3. Classification of catering stores

The types of catering shops were therefore defined on the basis of characteristics and minimum criteria, divided into six main categories (Tourism 2.0 2022).

These categories are:

Main product type: the type of product range most often served during catering activities.

Activity TEÁOR code.

Nature of service, tools used to serve guests.

Guest space: minimum infrastructure conditions for the guest area.

Service facilities: proximity and location of facilities for the guest's basic comfort (toilet, cloakroom).

Type of kitchen: on-site kitchen, presence of a cooking/finishing kitchen.

In light of this, the classification of enterprises with a mixed profile was based on the most typical type.

Catering production, sales and service – personnel conditions.

Kitchen jobs, sales and service jobs, organizational structure of the F&B department, employment conditions, salary forms – financial incentives, further training – motivations, internal relations, internal information channels, staffing, workforce allocation, productivity indicators

4. Management of a catering business

Effective management of catering establishments requires the integration of operational, financial, human resource, and marketing activities. In an increasingly competitive environment, hospitality managers must ensure service quality, efficient resource utilization, customer satisfaction, and continuous innovation. Therefore, modern catering management extends beyond daily operations and includes strategic planning, staff development, and the adoption of digital technologies.

Catering business philosophy, business policy, catering business organizational structure, management coordination between business departments, kitchen production planning, programming, procurement, management and control of storage, management and control of strategic directions.

Within this framework, the strategic directions include the reduction of sectoral burdens, primarily by making workforce and employment regulations more flexible and by providing targeted development resources. Two other conditions for high-quality and demanding gastronomy are the provision of quality raw materials and trained employees. The continuous and sufficient availability of quality domestic raw materials, as well as employees with high-level and up-to-date expertise, are basic conditions for the development of quality gastronomy.

On the demand side, it is necessary to stimulate quantity and quality simultaneously. In order to spread the culture of demanding gastronomy and restaurant visits, further guest education is necessary. It is worth increasing the forints spent by domestic

consumers on hospitality in a targeted way, and it is advisable to emphasise the true values of Hungarian gastronomy both at home and abroad with comprehensive marketing and communication campaigns.

Finally, the prerequisite for the effective implementation of the above is the streamlining of the operational framework of the sector, which enables targeted and intelligent regulation. Within this framework, the system of sectoral management and interest representation must be clarified. The quality of the data available on the sector must definitely be improved, including a uniform typification of the actors that follows the actual sector structure and market conditions.

With regard to restaurant services, a number of priority development areas can be identified, and the development of targeted further training programmes along these points is recommended:

General restaurant management, as managers of Hungarian restaurants often lack business organization and management skills, which can be detrimental to the guest experience.

The use of local and seasonal raw materials; these appear more and more often, but their widespread familiarisation and application contributes to the development of overall quality.

Food preparation techniques, which are also increasingly common in Hungary, but are still not used in many places. Knowledge of raw materials is also often superficial; a better understanding of them can also contribute to quality improvement.

Wine offering and recommendation; in high-end restaurants the sommelier helps in choosing the wine, but in average restaurants guests often cannot count on any help, because there is a lack of professional knowledge and professionalism. This has a negative effect on restaurant wine consumption and on the gastronomic experience.

Beer selection and service; imported beers currently dominate, domestic craft beers are less common. It is recommended to expand the quality beer selection and improve the culture of beer service.

In the case of spirits, the offer is mainly domestic brandies and Unicum. The development of techniques is also recommended in the case of serving spirits.

In the dessert range, excessively sweet, heavy and creamy desserts and cakes are generally typical, largely due to the lack of qualified restaurant pastry chefs. In this area, the teaching of modern confectionery techniques and the improvement of service techniques are recommended.

Improvement of the coffee offer, because many restaurants offer medium or low quality coffee at the end of the meal, which gives a disappointing finish. In this area, it is

recommended to expand the quality offer and improve the service culture. In addition to wide-ranging programmes aimed at raising the general standard, high-quality rural restaurants, patisseries, cafés and bars with a chance of international certification must be provided with a situational assessment and targeted, even personalised, advice regarding development points.

4. THE CONCEPT OF GASTRONOMY, WINE CULTURE AND VINOTHERAPY

1. Introduction

The aim of the Hungarian Tourism Agency is to strengthen the position of Hungarian catering by building on Hungarian gastronomic traditions and national heritage, to promote its development, and to consolidate national identity and cultural ties through the formation of catering culture (MTÜ, 2022). Gastro- and wine tourism relies on local food production and handicrafts, supports the development of local communities and the preservation of their traditional values, and contributes to the experience offering of destinations. It reduces seasonality and attracts visitors to lesser known and less visited areas (MTÜ, 2017).

Gastronomy is a word of Greek origin, meaning gourmet, expert knowledge of food and drinks, refined enjoyment, the art of eating – everything related to eating means culinary art (Tusor-Sahin-Tóth, 2006). In catering, production is an activity based on the knowledge and creativity of kitchen professionals, whose goal is to meet guests' needs to the maximum. In a broader sense, it also means the art of table setting, decoration, and serving. Knowledge of drinks is an integral part of all areas of food culture.

Gastronomy has always played an important role in society, partly because of its strong community-building function. The number of restaurants is gradually increasing, which is why gastronomy and catering are considered one of the most important sectors from the point of view of tourism. The eating habits of people in different parts of the world are very different, which can be traced back to the presence and characteristics of individual cultures and traditions. With the development of technology and new knowledge, gastronomic trends are also changing.

Gastronomy is part of general culture. In restaurants, guests increasingly desire to have a special culinary experience during their meals. It is an art that is made exciting by the fact that something new has to be created in the kitchen day by day, hour by hour, minute by minute. In addition to renewal, its beauty lies in the dignified preservation of traditions. Continuous renewal in gastronomy can also be observed in the field of raw materials, equipment and serving.

Gastronomy is also connected to village tourism through the village guest table (Figure 1).

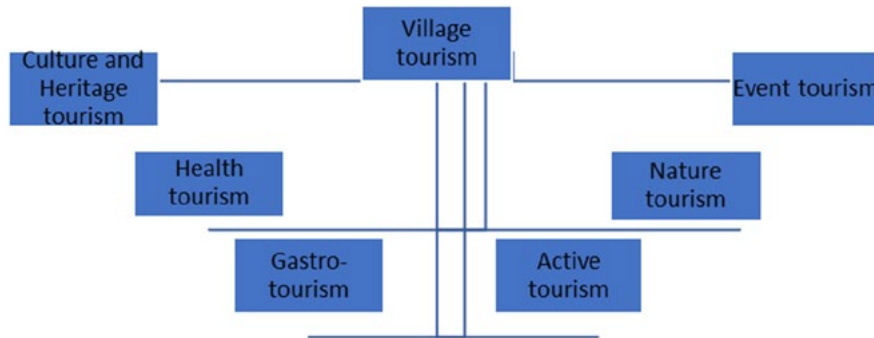


Figure 1. Village tourism
Source: own compilation

2. Market demand

Within gastronomy, the gourmet tourist represents the smallest segment: when the tourist shows a high-intensity interest in gastronomy, this is the primary motivation that makes him travel, and all his tourist activities are related to this, so he visits special restaurants, artisan producers and wine cellars. The culinary tourist shows a moderate interest in gastronomy, it is not his primary motivation, and he uses it as an additional tourist activity to broaden his horizons and to spend his time actively. Tourists who are interested in the culinary culture of a specific destination or nation, and who gain new, experiential knowledge while consuming local food and drinks, are included in this group. Tourists interested in rural and urban tourism show a low-intensity interest in gastronomy, but at the same time they want to satisfy their needs in a different way than usual, so they visit artisan producers, gastronomic festivals and restaurants. The uninterested are the largest segment: they are not interested in gastronomy, eat at familiar places during their travels, and are motivated only by primary needs (Hall-Sharples, 2003).

Baron Eugène von Vaerst (Vaerst, 1851) considered himself a gastrosophist, that is, a person who also deals with the aesthetics and philosophy of eating. He distinguished three groups of gourmets:

- the gourmand – a big eater who appreciates delicious food but is excessively gluttonous,
- the gourmet – the connoisseur,
- the gastrosophus – whose nutrition is governed by the unity of refined taste and a healthy diet.

The gastro snob is the best guest: he waits half a year to get into one of the culinary sanctuaries, he pays 600 euros to get into Lucas Carton in Paris so that he can say that he tasted Alain Senderens' lemon-flavoured onions and Heston Blumenthal's ham & eggs ice cream.

Those interested in gastronomy are protected by Gasterea, the goddess of table pleasures. She was invented by Brillat-Savarin when he named her the tenth muse (Brillat-Savarin, 2019).

2. Market supply

Like the cuisines of other nations, the characteristics of Hungarian cuisine were formed by the combined effect of various ingredients, characteristic seasonings and special kitchen technology operations. The basic ingredients of traditional Hungarian dishes are meat, fresh vegetables, fruits, fresh bread, dairy products and honey. Herb soups, fruit soups, tender vegetables, warm pasta, fricassee made with vegetables, many varieties of tasty sauces, as well as the richness of flavour of beef, pork, lamb, poultry and game dishes that can be baked, steamed and boiled characterize Hungarian cuisine. Among these, the best-known Hungarian national dishes are stew, goulash, fish soup, stuffed cabbage, chicken with paprika, potatoes with paprika, pork loin, bean soup and cottage cheese dumplings. What makes fish soup special is that while in Europe one person eats 22–24 kg of fish per year, in Hungary the same annual figure is less than 4 kg/person (Hungarian Central Statistical Office, 2022). This low value is linked to the traditions of eating fish mainly at Christmas and to the gastronomic heritage of cooking fish from the Danube and Tisza.

Accordingly, the basic characteristics of Hungarian cuisine are:

- use of pork fat, red onion and paprika together,
- dominant use of pork and pork fat,
- extensive use of sour cream,
- specific food preparation methods (stew base preparation, roasting, stir-frying, thickening),
- specific seasoning procedures,
- consumption of side dishes and vegetables with a high carbohydrate content.

In 2010, the Costes restaurant received Hungary's first Michelin star and the Hungarian National Gastronomic Association (MNGSZ) – Hungarian Gastronomic Association (MGE) duel was removed from the agenda,

MGE has been the engine of the development of the profession since its foundation and has supported professional workshops that trained famous chefs such as Ákos Sárközy, Tamás Széll and Krisztián Huszár.

As a result of this work, the new Hungarian bistro kitchen and fine dining are slowly gaining ground and have a huge impact on Hungarian cuisine (the importance of fine dining lies in the details and precision; it is the artistic line of the gastronomic world and the dreamers of specialties, the artists). By 2023, Hungary has become an interesting destination for culinary tourism on a global level.

3. Vinotherapy

In fact, vinotherapy embodies the co-emergence and development of two tourism products, wine and health tourism, into special, quality tourism products. The product range of wine tourism is wide; in addition to gastrotourism, it mostly shows synergy effects with cultural and heritage tourism. The tourism product includes cellar visits, wine tastings, wine tours, programs related to viticulture and winemaking, gastro-cultural festivals, as well as vinotherapy in a broad sense, in which wine tourism appears together with health tourism.

Today's increasingly popular relationship between wine and health was based on research conducted at the Sorbonne University in Paris in the mid-1970s, examining the relationship between heart disease and fat intake. The French attributed a significant role to wine consumption in reducing the negative effects of fat intake, which is why several studies were launched worldwide to determine the health effects of the consumption of certain types of beverages. Earlier studies suggested potential health benefits associated with moderate wine consumption; however, recent research emphasizes that such findings should be interpreted with caution and balanced against the known health risks associated with alcohol consumption.(Máté, 2013).

Vinotherapy provides a link between health and wine tourism. In a broader sense, vinotherapy includes the limited consumption of wine by following an associated diet, as well as the use of wine (grapes) for wellness treatments. Vinotherapy cosmetics are also made from grapes, wine and pomace; there are already skin scrubs, moisturizers, face care creams and complete product lines, and the products are slowly moving into our homes. On the one hand, several similarities can be found between the general characteristics and demand trends of the two products (Table 1), and on the other hand, the negatives of each product can be well compensated by the other.

Table 1.
Health and wine tourism

Characteristics	Health tourism	Wine tourism
General characteristics of the product	Trust product	
	High specific expenditure	
	Longer than average length of stay	The residence time varies depending on the product group (from a few hours to 2-3 days)
	It can be well combined with other tourist products	
	Weather is less characterized by seasonality	Its main season is summer and autumn
Consumer preferences	Quality Uniqueness Complexity Good value for money	
Target groups	Seniors and middle-aged people suffering from certain diseases and wishing to recover	Wine lovers for whom wine represents value from all age groups (future target group is women)
	Middle-aged people between 35 and 55 years old who strive to preserve their health	Those interested in making wine are mainly seniors and middle-aged people (mainly men)
	Young, active and fun-seeking age groups	Young, active, cultured age groups who want wine consumption and programs
	Health-conscious young people (mainly women)	Guests visiting the wine regions with different cultural, professional and educational motivations

Source: own compilation

Medicinal herbs and kitchen garden plants were often added to wine (Báthory-Hartmanné Kökény, 2006). The use of grapes for cosmetic purposes began in the court of King Louis XIV. The „grape pack” was applied directly to the skin of the face, which refreshed it, making it smooth and fresh. Every part of the grape can be used in the cosmetic industry; in addition to the seed and skin, the leaves and shoots are extremely rich in active ingredients.

Vinotherapy has traditionally become popular among large wine-producing nations, first and foremost among the French, who are leaders in the beauty industry. Fashion-conscious French ladies have for decades been taking wine baths enriched with hon-

ey and massaging their bodies with crushed bunches of grapes. Cosmetic products made from grapes, wine and pomace are also widely used, as vinotherapy creams, wraps and massage oils nourish and rejuvenate the skin.

In Hungary, József Gvadányi wrote about wine for the first time in his work *A peleskei notárius* in 1725, calling it "...the Hungarian cure, as a medicine better than any apothecary". In the 18th century, the abbey of Zirc and Pannonhalma already produced their own wine-based medicines (Dávid et al., 2013).

Tokaj aszú with at least two puttonyos was included in the Hungarian Pharmacopoeia III. edition (1909), and its healing effect was emphasized from the beginning of the 20th century (Halász–Székely, 1990). There are many records, research results and beliefs about the healing effect of Tokaj wines in the world. Historically, Tokaji Aszú has been associated with various health-promoting properties in Hungarian medical and cultural traditions. Its consumption improves physical resistance, and in terms of bone formation, its phosphorus content is favourably high.

Since the political transition, wine culture has started to develop significantly. This can be seen on the one hand in the recognition and image of domestic wines, and on the other in the increase in home consumption.

According to the authors, in Hungary the following groups of wine consumers (Hajdu–Botos, 2004) can become the target group of vinotherapy:

- quality wine consumers, where the quality indicator refers to the wines consumed and to the consumer's wine-related attitudes,
- intellectual wine consumers, for whom grape variety is the most important choice factor, followed by quality,
- elite consumers, including graduates and middle and senior managers who mostly drink wine with meals,
- young people who mainly drink wine with friends; their motivations include the cultured nature of wine consumption, they like to refer to the health effects of wine and consider wine to be part of culture,
- people who do not drink wine as a beverage but at the same time recognize the medicinal and beauty effects of grapes.

The earlier use of the real or supposed healing effects of Hungarian wines could mean that, as alternative remedies and agents come to the fore, the use of wine's healing effects could also be revived. The general objective for this would be to protect the domestic market, to create and communicate the unmistakable image of Hungarian wine, to promote Hungarian wine culture, to strengthen the image of wine regions and wine tourism, and to attract additional target groups (e.g. young adults, women).

Table 2.
Services of the most famous wine hotels in Hungary

Hotel name	Room/ capacity	Wellness services	Vinotherapy treatments	The wine that forms the basis of the treatments
Andrássy Rezidencia Wine & Spa*****	41 / 92	Swimming pool, whirlpool and cave bath, dry, infrared and steam sauna, salt chamber, experience shower;	VinoSense Beauty & Spa: wine cream massages, face and body treatments, pampering wine baths and wraps;	Tokaji Aszú and Olaszrizling;
Crocus Gere Borhotel****	25 / 54	Swimming pool, whirlpool, relaxation pool, hot tub, dry and infrared sauna, steam bath, adventure shower;	Wine cream massages, face and body treatments, hand and foot care with wine extracts, pampering wine baths;	Gere Cabernet Sauvignon Merlot Portugeser;
Anna Grand Hotel Wine & Vital****	114 / 250	Swimming and experience pool, whirlpool, dry and infrared sauna, steam bath;	Wine cream massages, face and body treatments, wraps, pampering wine baths;	Vivamus Cabernet and Aszú;

Source: own compilation

5. THE HISTORY OF THE DEVELOPMENT OF MODERN GASTRONOMY

1. From Haute cuisine to Nouvelle cuisine, French cuisine in the 19th and 20th centuries

The famous, traditional French cooking greatly influenced the development of today's European cuisine. If we go to a large hotel anywhere in the world, in addition to national specialties, the menus are sure to offer French dishes. The language of gastronomy has become French. (Brillat-Savarin, 2019) French cuisine took over from the Italians the baking and cooking methods that can essentially be traced back to Roman times. The reform of French cuisine can be divided into three stages:

Modernisation was started by Antonin Carême (1784–1833) – who was Napoleon's chef de cuisine – and Urbain Dubois. Before them, French cuisine was a jumble of dishes. Carême began to deal with the relationship between ingredients, colours and flavours. He was fond of architecture and incorporated this into gastronomy whenever possible. When serving, he created elaborate table decorations from sugar, dough and wax, because in his time culture was influenced by the spirit of classical architecture and literature, so the culinary arts could also be considered a more serious field with a certain representative role for architecture. Carême's works are *L'Art de la cuisine au dix-neuvième siècle* (The culinary art of the 19th century; 1833) and *Le Pâtissier royal parisien* (The royal baker of Paris; 1815). These two volumes contain hundreds of recipes, menus for every day of the year, and the history of French cuisine.

The second period falls around 1850, when Urbain Dubois and Émile Bernard created their work *La Cuisine classique*. It describes the basic requirements of classic cuisine, the importance of flavours, presentation, attractive decoration, suitable serving dishes, etc. This book also contains intricate decorations, but they are already much simpler. The French cooking trend called *Cuisine Classique* is based on this volume. In a nutshell, this is the classic cuisine of preparing meat, poultry and fish dishes with butter.

In 1938, Prosper Montagné, who trained as a painter and then became a successful chef, wrote *Larousse Gastronomique*, the encyclopaedia of French cuisine. (This and its updated version were published in Hungarian in 2011 after a long wait.) He stripped away all unnecessary decorations from the previous cuisine. Auguste Escoffier (1846–1935), rightly respected as the greatest culinary artist, continued the great work of his predecessors in the third era. Escoffier is a great figure of his

time, who in the 19th–20th centuries was able to transfer the trends of the fine arts to the culinary arts; in addition, he accelerated service and organised the chefs into work groups according to tasks, thus promoting professional specialisation. With his work as a professional writer, he also influenced the development of the cuisines of other nations, adapting the food specialties of different countries to the French taste. Escoffier can be criticised for setting overly strict cooking rules and leaving little room for improvisation. However, further development could only come through such experimentation. The new generation was able to develop only after the war, and the revolution in French cuisine continues to this day. But most of today's best and most expensive restaurants still operate according to the principles of Haute Cuisine, i.e. high cuisine, developed according to Escoffier's views. These restaurants, which represent the pinnacle of standards, are sanctuaries of food, where only the freshest and most special ingredients, prepared with sophisticated techniques, are put on guests' plates.

Towards the end of the 1950s, a group of young chefs founded Nouvelle Cuisine, i.e. “new cuisine”, led by the world-famous gastronomic author couple Henri Gault and Christian Millau, who set aside Escoffier's rules. The dishes of this trend are lighter, less cooked or fried, and the ingredients are fresher and more flavourful than in the classical school. Colours and shapes were emphasised. However, portions are much smaller, but they are artistically presented and healthier. At the same time, despite all these innovations, no completely new dishes, preparation methods or inventions were created; primarily the image changed. The dishes and menus offered by Cuisine Classique or Haute Cuisine are not really compatible with today's way of life. It became clear that quantity had to be reduced so that quality could be maintained and perhaps even surpass the previous culinary style. On the one hand, quantity has decreased, but chefs now create dishes of artistic value, and it is no longer impossible for even those with smaller appetites to eat a French dinner.

2. The new image of gastronomy

At the end of the 20th century and the beginning of the 21st century, we can observe two basic attitudes towards new foods and tastes: delight and uncertainty; this is called the omnivore's paradox. (Brillat-Savarin, 2019) Humans physically need a varied diet, so they feel biologically inclined to try new types of food. In addition, they value new foods and flavours from a social and cultural point of view. At the same time, they are very cautious, conservative and fearful of unfamiliar food. Since World War II, changing economic, social, cultural and political conditions have modified the quality, price and variety of food. Social scientists have long studied how different societies respond to new types of food and culinary changes, and have come to the conclusion that food serves more than just biological purposes. In other words, we do not eat only to live. It seems that nowadays this secondary meaning of eating is much more obvious, and social psychologists even speak of decreasing neophobia (fear of new things). People have many more foods to choose from, and variety and novelty have become crucial for many people.

Of course, there have always been new foods and flavours – think, for example, of the period after the discovery of America (potatoes, tomatoes). Their introduction, acceptance and spread was a special process in each case. An interesting and less studied area is who refused food, why, and what type of food after the war. Two key factors still play a role in the gastronomic changes that began at the end of the 20th century: productivity and the accompanying competitiveness. Food has become a mass product; both agriculture and the food industry have undergone incredible development. We can think, for example, of the fact that it was no longer necessary to bake bread at home because baked goods were mass-produced. Similarly, chicken, which was considered a festive food in the 1950s, became an everyday dish by the 1980s. At first, consumers rejected mass-produced chicken because of its weak taste, but then they got used to it. Increased agricultural productivity did not only affect the food chain, but also, for example, transport and the spread of refrigerators. Wages rose and purchasing power increased. Luxury consumption became mass consumption. At first, the consumption of locally produced food was typical (today we are trying to bring this back), then the internationalisation of food trade began. Good examples of this are CocaCola, McDonald's, Unilever, Nestlé and Danone. In addition, ethnic restaurants should be mentioned, which can be associated with immigration (e.g. Indonesian restaurants in the Netherlands), and later gained even more emphasis with the rise of mass tourism. Many people criticised and still criticise consumer society, mass products and fast food, which became increasingly popular due to the development of a fast-paced lifestyle. As part of the fast food restaurant concept, fast service (limited service, self-service) is important; in order to increase efficiency, quick production is also essential. Their offer is not very specific; they have simple, standard menus. This type of restaurant is characterised by the use of lower quality ingredients, low food prices, fast service and consistency. Fast food chains are known to target young people in their advertising, saying that if they can win them over as children, they can make lifelong customers of them. That is why they add toys or other gifts desired by young people to some menus.

However, it is also necessary to examine to what extent young people go to these restaurants to eat, or whether these places function as a kind of social space and have become new arenas for meeting friends (see birthdays), just like shopping centres. Perhaps the adoration of American culture contributes to attachment to this food culture; in other words, it is “trendy” to go to a fast food restaurant. Casual dining is located between fast food and fine dining; these restaurants are typically themed, with refined decoration, and service takes place at the table.

The Slow Food movement also has many followers. They oppose the standardisation of the world's food, and promote diversity, originality and ecogastronomy. Interestingly, the movement is still not considered conservative but innovative, and if we observe the latest gastronomic trends – e.g. regionality, seasonality – we can conclude that they really aroused interest in local products and traditional flavours and techniques. If we move forward in time to the present day, we must also mention “Slow Fast Food”, which is nothing more than fast food made from the highest quality

ingredients using perfect technology.

The postmodern gastronomy that developed from this movement also changed the way of thinking of guests. The postmodern gastrotourist is now much more conscious and quality-oriented, and does not want to buy mass products. They are attracted to unique experiences. They are looking for personalised and interactive services, where the personal experience created by active participation is decisive. They are less sensitive to price and are driven by quality and experience. They are better informed and more aware thanks to digital technology. They follow the opinions of a trendsetting group, and the offer must be personalised; the products they consume are highly differentiated.

Fine dining is an elegant restaurant type that suggests exclusivity at every moment. The clientele is made up of guests with high paying capacity celebrating some occasion, artists, diplomats and businesspeople.

Their favourite restaurants are places with a Michelin star. The “Red Book” uses a system of symbols to evaluate hotels and restaurants, indicating price range and comfort level.

Restaurants are evaluated according to five criteria:

Quality of the food.

Perfection of baking, cooking and seasoning.

Originality and style of the cuisine.

Price–value ratio.

Frequency of visits.

Based on the opinions of anonymous critics (inspectors), the restaurant can receive stars; only the food is rated, service, the quality of the table setting and decorations are not taken into account.

There are currently 2 restaurants with two Michelin stars, 7 restaurants with one Michelin star, 7 Bib Gourmand and 59 other recommended restaurants in Hungary.

The bistro cuisine is one of the strongholds of French gastronomy. The atmosphere is pleasant, the furnishings are simple and friendly. The main features of the bistro kitchen offer:

Dishes can always be prepared fresh, simply and quickly.

They offer seasonal and homemade dishes, for which highquality ingredients are essential.

Meals are often not accompanied by a printed menu; the current daily or weekly offer can be read on a board.

Fusion cuisine refers to new food creations resulting from combining the techniques and ingredients of classic regional and national cuisines. From the 1970s, French chefs offered dishes that combined traditional French cuisine with Asian cuisine,

mainly with ingredients from Vietnam and China. Some better-known fusion cuisines:

- Californian (French, Italian, Mexican, Chinese, Japanese),
- TexMex (Texan, Mexican),
- Cajun (French, Spanish, African),
- PanAsian (Chinese, Thai, Indian, Japanese).

6. THE RISE OF CONTEMPORARY HUNGARIAN GASTRONOMY IN HUNGARY

1. Introduction

Over the past centuries, Hungarian cuisine has continuously created its own separate gastronomic world. In addition to the dishes inherited from our ancestors, many influences have affected our cuisine. For example, we learned the use of garlic, red onion and dry pasta from Italian chefs; peppers, tomatoes and potatoes from Central America became an integral part of our diet, and the cream used in the cuisines of other nations appears mainly as sour cream in Hungarian gastronomy.

We must mention the names of some chefs and restaurateurs who, in recent times, have played a significant role in making our gastronomy modern and at the same time traditionalist. Marchal Joseph III was Napoleon's chef de cuisine. Rezső Grög was a colleague of the French culinary artist Escoffier. Significant works of gastronomy have also been left to us by János Gundel and his descendants, Ferenc Wampetich, Frigyes Glück, Károly Standler, József C. Dobos, Emil Gerbaud and Dr János Rákóczi. Well-known gastronomic dishes can also be linked to famous people, including Mór Jókai, Kálmán Mikszáth, Jancsi Rigó, Ede Újházy and Miklós Eszterházy.

In today's Hungary, eating habits are conservative, but at the same time diverse. There can be significant differences between the nutrition and eating rhythm of different regions, people doing different jobs, young people and the elderly. The domestic eating rhythm is characterized by an incomplete breakfast, a large lunch and a late, high-energy dinner.

In contrast, consumers in developed countries pay more and more attention to preserving their health and acquire more and more information about a healthy lifestyle. Instead of medical treatment, they seek to preserve their health and prevent disease. There is an increasing demand for foods rich in vitamins and minerals and lower in fat and cholesterol.

Nowadays, the traditional eating frameworks have been transformed by the transformation of the rhythm of work, thus new habits and systems have been created. Many times attractive offers, various diet fads or social media influence consumers' decisions. Lifestyle and food are constantly changing in people's lives, for many reasons. Specialists are constantly investigating current habits, thereby helping to ensure the full satisfaction of needs. In simple terms, the special diet covers „different” nutrition, which differs from the traditional one.

Meals can be defined by:

- religious regulations,
- individual ideas,
- fashion,
- or even health.

It is very important that the players on the tourism supply side of catering are also aware of these special needs.

2. The development of top gastronomy in Hungary

In the field of top gastronomy, Hungary already participated in the Bocuse d'Or competitions in 2008 and 2010, but no significant results were achieved at that time. With a new spirit and a new strategy, they proved that they are suitable for this task, as they advanced to the world finals in Lyon in ninth place from the 2012 European qualifier in Brussels (Tamás Széll and his team) (Table 1).

Table 1.
Results of the Bocuse d'Or European qualifiers and finals

European qualifier		Bocuse d'Or Europe 2012, Brussels	Bocuse d'Or Europe 2014, Stockholm	Bocuse d'Or Europe 2016, Budapest	Bocuse d'Or Europe 2018, Turin	Bocuse d'Or Europe 2020, Tallinn	Bocuse d'Or Europe 2022, Budapest
	Hungarian competitor	Tamás Széll	Gábor Molnár	Tamás Széll	Ádám Pohner	István Veres	Bence Dalnoki
	Result	9.	9.	1.	8.	1.	3.
Finals		Bocuse d'Or 2013, Lyon	Bocuse d'Or 2015, Lyon	Bocuse d'Or 2017, Lyon	Bocuse d'Or 2018, Lyon	Bocuse d'Or 2021, Lyon	Bocuse d'Or 2023, Lyon
	Hungarian competitor	Tamás Széll	Gábor Molnár	Tamás Széll	Ádám Pohner	István Veres	Bence Dalnoki
	Result	10.	13.	4.	12.	11.	3.

Source: own compilation

In 2015, Gábor Molnár took thirteenth place in the world finals in Lyon, but this also proved that we were already in the middle field. From 2016, our rankings clearly started to improve and we were included in the Bocuse d'Or front line; belonging to

the top was already realized under the presidency of Zoltán Hamvas (MBA) and the leadership of Balázs Csapody (MGE). On January 23, 2023, we achieved a podium position in the world finals.

If someone wants to win the Bocuse d'Or, they need to know French cuisine and current trends; the Bocuse d'Or is a French cooking competition, so it is clear that this has a big impact on expectations. You have to know the trends in terms of raw materials and technologies, and the food has to be presented somehow, embedded in an appropriate design.

According to the regulations:

- everything must be freshly prepared, the chefs can only bring stock,
- the chefs are given 30 minutes to sort the vegetables and fruits,
- the organizers provide information about the materials to be used 6 months before the competition,
- improvisation exercises are also included in the tasks,
- contestants are required to display the national character of their own country,
- in the final, 5 hours and 35 minutes are available to prepare the fish and meat dishes,
- two members of the team can be present, the chef and his assistant; the third member, the trainer (who does the preparation), cannot be present during the competition,
- the jury consists of 24 renowned chefs,
- two-thirds of the score is determined by the quality of the food served, one-third is given to the contestants for serving, but team work, the cleanliness of the cooking process, and how sparingly the chef uses ingredients are also evaluated separately. (Remenyik, 2014)

There are so many things to pay attention to and it is easy to get lost in the details: which ingredients have been featured in the Bocuse d'Or so far, which ones are very good but have been left out of the competition, or which ones have recently been discovered or become fashionable again. In addition to the course of the competition, you must also know the course of the judging and the scoring system. It is necessary to know how much emphasis to place on flavours, textures, colours, shapes, visuals and design. The most important thing is the taste, which is why the most points are given; visuals and design are also emphasized, and the display of the national line is now also scored. All these must be presented in harmony. In the scoring system, it looks like this: 40 points can be given for taste, 20 for visuals, 20 for background work and 20 for regionality, so the total is 100 points per jury member.

The social effects include the development of the affected settlement and region, the strengthening of community pride and self-confidence (primarily in the case of successful national participation), as well as the strengthening of local patriotism in the case of an international event, the improvement of the quality of life of the people living there, and the strengthening of community organizations. Another positive

return worth mentioning is the popularization of volunteering, since people are most often motivated to volunteer by the love of catering. When organizing an international event, the organizers rely heavily on the volunteer workforce. Other positive aspects are not only the inclusion and service of disadvantaged persons, but also the expansion of the volunteers' knowledge and experience.

The development of the language and professional knowledge and communication skills of the people living in the area is also not a negligible aspect. Among the values of an international event, we also find, among other things, the principles of tolerance, cooperation and multiculturalism, which can also be mentioned among the positive effects. These are especially important for young people.

In the field of socio-economic sustainability, continuous digital communication can no longer be ignored; it has become more important than ever for actors to be present in the online space, to have a uniform image and to appear in social media. Emphasis must be placed on informing travellers, thereby increasing their confidence and reducing their sense of uncertainty. At the same time, the role of WOM (Word of Mouth) increases in the flood of information that surrounds everyone. This means that the majority of travellers choose the location of their future trip based on the experiences of others. Before choosing the perfect destination, more and more people read internet reviews and ask their friends about their personal experiences. That is why great emphasis must be placed on high-quality and friendly service and on establishing a good relationship with guests, as this is the only way a service provider will receive positive reviews.

Among the social effects, one of the goals of the Hungarian Gastronomy Association is to reform the education system to prepare the students who choose the profession for the demands of the market, and the Hungarian Bocuse d'Or Academy can also help with this with its spectacular results, so that the members of the academy can influence educational decision-makers. To do this, it is necessary to work out and implement when to appoint someone as a cook, server or confectioner, what knowledge they should have, and what requirements should be included in a skilled worker exam.

The signatories of the Culinary Charter believe that Hungarian catering and gastronomy were once the attraction of the country and can be made so again. Food culture is one of the most important indicators of a country's civilization and general culture. It interacts with agriculture, healthcare, environmental protection, a whole range of professions, public taste and the country's image. It permeates society as a whole – in a social, economic and cultural sense. It can be expected that the citizens of the country and the state will handle the issue commensurate with the importance of the case. Now we are starting to realize our current situation and possibilities.

It is an opportunity for the new generation of chefs to continue learning and training in Hungary's best restaurants, so that this new wave can reach more places with

their acquired knowledge. In agriculture, communication and joint research work in the breeding of raw materials have started, so that high-quality raw materials can be used in kitchens. It is also an opportunity to influence people's thinking through the media so that their basic need is to seek quality food. In the long term, these opportunities must be turned into strengths, so that people feel the need to go to restaurants and create the time and financial means to do so.

Perhaps the most important social impact that the Bocuse d'Or can give to Hungary is trust. Good results and, hopefully, a series of well-organized finals in Budapest instil confidence in people. The competition not only sets an example, but also inspires and encourages future generations to choose the catering profession. The restaurants receive their supply from the vocational schools, and the schools must meet the requirements dictated by the market and the latest trends.

The Bocuse d'Or competitions promote the professional development of those working in the catering industry and the establishment of their international relations. The creative technologies presented at the competitions inspire those working in the catering industry and help the development of quality food and services. When caterers see the latest gastronomic trends, they increasingly display them on their menus, which increases the number of returning guests. The great media attention surrounding the competitions popularizes Hungarian cuisine in the world. They raise awareness of the value of the profession among the general public and contribute to the development of domestic gastrotourism. The international relations established at the competitions help the international introduction of Hungarian gastroculture.

Event director Florent Suplison explained the Scandinavian dominance with the strengthening of a more natural, simpler and more sustainable gastronomic direction. The impact of participation in the Bocuse d'Or competitions plays an important role in the spread of sustainable ideas. In the future, farming methods that take environmental aspects into account and the availability of raw materials produced with environmentally friendly cultivation methods will become key issues of Hungarian gastronomy. Plants grown in healthy conditions, chemical-free or with minimal use of chemicals, and food produced from them can only be grown on healthy soil, so cereals and plants that prioritize the preservation of soil health will play a leading role. The main goal of organic farming is to restore natural processes, use renewable energy sources, and strive for the circulation of organic materials. In the territory of the Union, the share of agricultural land affected by organic farming in 2022 was the largest in Austria; Hungary is in the middle.

The role of chefs greatly influences our relationship with food. They are the ones who connect farmland and table, and they are the ones who can start a dialogue about sustainable catering. Since chefs work in close cooperation with producers, their role is decisive in the question of what ends up on the table. A restaurant that relies mainly on local producers works mostly with seasonal ingredients. Generation Z and Y are increasingly interested in restaurants that are willing to do as much as possible to reduce their ecological footprint.

Sustainability and Post-pandemic Challenges:

As a result of the Covid-19 pandemic, environmental sustainability has become the focus of attention through hygiene and cleanliness. Caterers must comply with epidemiological measures, and guests must be assured that they and their loved ones are safe. Today, for example, the placement of hand sanitizers, the continuous disinfection and cleaning of the most visited locations, and the role of the cleaning staff have also become more important.

7. TRENDS IN GASTRONOMY

1. Introduction

Due to the development of the economy and the increase in the standard of living, the demand for quality catering establishments is constantly increasing. Accordingly, the aim of the catering strategy is to lay down a sector-specific basic document that outlines a long-term vision and target system for the entire sector – including individual service providers, businesses and employees, students – and designates the most important development guidelines (MTÜ, 2022).

2. Global trends

Among the trends strengthening gastronomic tourism in the 21st century is the emphasis on a healthy lifestyle, an inseparable element of which is healthy nutrition. At the same time, the issue of environmental–social–economic sustainability is becoming increasingly central, which is why the consumption of local, seasonal, organic and fair trade products is gaining in value. A third important change is that more and more people are turning away from mass tourism and looking for authentic experiences during their travels, in the creation of which visitors themselves are increasingly willing to participate. The increasingly popular „slow food” movement is also organized along this line of thinking, focusing on the preservation and protection of local gastronomic culture.

At the same time, there is still no widespread culture of going to restaurants in Hungary. In raw material procurement, the reliable supply of high-quality, local raw materials has not been solved. The sector’s future employees are trained in an outdated training system, and a large part of the catering industry does not yet provide a true „restaurant experience”, which is both a demand and supply problem.

Domestic wine tourism is also a dynamically developing sector within the tourism industry. The domestic wine tourism potential is increasing year by year, partly because the wine-consuming public is becoming more discerning, and partly because the number of wine tourism attractions and locations (wineries suitable for hosting guests, wine hotels, wine museums, etc.) is increasing.

The development of gastronomic and wine tourism is also important because it plays an integrative role through its cooperation with other sectors of the national economy, contributing to many elements of the tourism value chain. It basically relies on local food production and handicrafts, supports the development of local communities and the preservation of their traditional values, and contributes to the experience offer

of destinations. It reduces seasonality and attracts visitors to lesser known and less visited areas.

During the development of gastronomy and wine tourism, in addition to the above, increased attention must be paid to increasing the role of wine products, brandies, agricultural products and foodstuffs under protection of origin, as well as traditional special products recognized within the framework of the Regions of Traditions Program, since these products are so unique, with well-identifiable characteristics that can add colour to the offer of gastronomic tourism.

According to the definition of the FAO, sustainable gastronomy is a way of thinking and practice in which attention is paid to the procurement of raw materials and ingredients, and to cultivation and breeding methods. By following this philosophy, all hosts and guests can do their part to protect the soil, preserve natural waters and biodiversity. The commitment to a sustainable approach – in addition to being a forward-looking initiative – helps to rediscover the now often forgotten gastronomic treasures of Hungary and its various regions. Sustainability is not only important in the home kitchen. In recent years, part of the domestic HORECA sector has also begun to identify with this approach and is gradually starting to put the principles into practice. Due to the worldwide closures resulting from the virus situation that erupted in 2020, consumers have become even more sensitive to environmental and social questions. This awareness is also reflected in their eating habits, so in terms of timing, it is an excellent opportunity for caterers to start following the principles of sustainable gastronomy. „Regenerative foods” are foods that come from sustainable agriculture that focuses on biodiversity and soil regeneration.

The „farm to table” approach is not new in international practice: chefs already pay special attention to composing menus from seasonal vegetables and fruits. This practice is beneficial not only for restaurants, but also for nearby small farmers. Sustainable gastronomy depends primarily on raw materials. If domestic catering units work with genetically modified ingredients that have travelled thousands of kilometres, the activity will not be sustainable at any level.

According to Hanni Schützler’s 2022 consumption trend report, zero waste – or rather the pursuit of it – is the first of the three highlighted trends. From the „Cradle to Cradle” (meaning: from cradle to cradle) movements to the social economy, many new concepts appear on the market. The main purpose of these trends is to reduce waste to zero. According to the study, consumers developed completely new habits during the coronavirus crisis in the name of a sustainable economy; examples include the growing popularity of packaging-free stores and leftover-saving, food-saving applications (Nutrition Hub, 2022). The Munch application was also launched in Hungary and is still very popular; through it, restaurants, bakeries and hotels sell unsold but high-quality food at a discount. With Munch, consumers can not only eat at a good price, but also easily prevent food waste.

Reducing and moderating the questionably high level of meat consumption from an ethical and climate point of view is already a concern of more and more people today. Thus, another trend has been born (again). While the flexitarian diet has mainly been in the spotlight so far (those who eat meat, but little), the importance of omnivores, or rather true omnivores, is growing more and more. This essentially means that the goal is not to completely omit certain foods from the usual diet, but rather to choose non-traditional foods instead, such as offal, (laboratory) meat produced in vitro, insects or even algae, from which the important nutrients needed for the normal functioning of the body can also be obtained. Of course, for this it is important to be sufficiently open to this kind of culinary experience, since the consumption of insects is still very divisive among the average population, but we must be prepared for the fact that these foods will increasingly come to the fore globally.

In 2020, the global vegan food market reached a value of approximately USD 15.4 billion. The market is expected to grow at a CAGR of 9% during the forecast period of 2022–2027, reaching approximately USD 26.1 billion by 2026. Since substitutes are available that can replace eggs in both function and taste, vegan eggs are an exciting new gastro trend in 2022. In practice, they look deceptively similar to „animal-origin” eggs, but in terms of their texture they are much softer, and their state is completely liquid. Using them in scrambled eggs or quiche is a recipe for success. It is also important to note that vegan eggs can be kept in the refrigerator for up to six months (Tóth, 2020).

If we compare the nutritional information, the calorie and fat content of one serving of plant-based eggs is almost the same as that of a serving of conventional eggs, and it contains only one gram less protein. Combined with plant-based alternatives to chicken, beef and pork, they make the camp of animal-free food options complete and diverse.

Rather than following a completely vegan or vegetarian diet, the „reductionist” eating trend focuses on moderation. An article published by Cambridge University Press also confirms that excessive meat consumption, especially red and processed meat – several kilograms per week – has a harmful effect on both our health and the environment (Neff, 2018). It is therefore healthier to eat less meat, but a completely meat-free lifestyle is not feasible for everyone. The English have already coined a term for the group of people who are looking for the „golden middle ground” between a vegan/vegetarian diet and excessive meat consumption: they call those who consciously strive to reduce the consumption of animal products „reducetarians”. The point is that meat consumption should be reduced rather than completely excluded from the diet.

In 2023, one of the latest trends was called „new glocal”. This describes the current shift from global food trade to a regional agricultural structure. The purpose of this is to make the supply chain shorter and more transparent, and to focus more on the domestic market.

3. Spatial trends in gastronomy

In the case of gourmet tourism, we are talking about a more sophisticated category of the sector. This type of travel is chosen by those who have more money at their disposal. Within the framework of such trips, tourists mostly visit expensive and high-quality restaurants (Nobu Budapest) and festivals (Budapest Wine Festival).

Within the framework of gastrocultural tourism, a larger group participates. In the framework of such events, participants show increased interest in food and drinks. Those interested in the tourist product also visit the destination's most important natural and cultural attractions.

In the 21st century, gastro festivals have become increasingly popular. They are among the most visited products of festival tourism, are backed by significant sponsorship, and are usually used to extend the season (Gourmet Festival Budapest).

When visiting gastronomic themed routes, visitors to the destination can get to know the culture, landscape and gastronomy of the place. Over the years, many such thematic trips have been organized, during which you can visit and get to know, for example, the Szatmár–Beregi plum route, or you can visit Létavértes, where you can walk along the horseradish route.

As the demand for gastronomy grows, so does the demand for gastro tours. These are usually organized trips, typically for smaller groups of 10–15 people, where participants get to know the gastronomy of the given destination. These trips are typically organized for special-interest tourists who are more interested in gastronomy than the average. During the trip, tourists gain an insight into the everyday life of the place, and also learn about natural and man-made attractions. Its special feature is that the meal does not always take place in a restaurant, but rather on the street or in a special café or patisserie, perhaps by visiting a wine cellar. Cooking courses are also often included, where typically easy-to-prepare local dishes are presented and their preparation is demonstrated.

4. Nutrition and trends

Due to the significant impact of COVID-19 on the physical and mental well-being of many people, there is increasing interest in eating foods that, in addition to being nutritious, also have a very positive effect on health, and the ingredients are receiving more and more attention. Instead of treating disease, prevention is becoming more important, keeping the body in such a state that it is more difficult for various diseases to attack it. Alternative medicine is expected to become even more popular in 2023, with herbs such as elderberry, echinacea, astragalus, turmeric and ginger coming to the fore.

A diet rich in antioxidants, vitamins (e.g. B vitamins), minerals (e.g. zinc, magne-

sium), fibre, healthy fats (e.g. Omega3) and other bioactive compounds such as probiotics improves mental health. In 2023, more and more food and beverage companies will focus on products that can play a role in reducing stress or improving sleep.

In addition to localism, a more environmentally friendly and sustainable eating culture will become more important in practice. A decrease in the intake of animal products is expected; consumers will try to choose animal products with a lower environmental footprint. The Climatarian Diet is not about promoting an all-or-nothing approach, but about making small changes that add up to make a big difference.

Following Western trends, different coffee-based drinks are spreading in more and more places, and although they are sold as flavoured coffee, the emphasis is on the added ingredients. While previously the aim was mainly to shape the taste of the resulting drink or adapt it to the season, coffee drinks that appeal to health-conscious consumers are becoming more and more popular.

Plant-based pasta may become very popular in 2023 due to the search for a healthier diet after the pandemic. It is not a completely new idea, but it is a big hit even among pasta makers. As more pasta fans begin to appreciate the versatility of vegetarian sauces, it may be an advantage if the pasta itself is also plant-based. The flour can be replaced with anything from zucchini and carrots to cauliflower, and many pastas are made with rice and chickpeas, for example, and are gluten-free.

A healthier life after the pandemic has meant cutting back on alcohol consumption for many, and non-alcoholic drinks have become quite popular. At the same time, efforts are being made to ensure that mocktails and similar drinks are tasty, unique and interesting.

In addition to new, high-tech meat and fish substitutes, tasty, meat-free adaptations of favourite dishes are also predicted to become available, without a long list of ingredients. Meat is losing its role as the leading product of our food culture; plant-based foods are becoming one of the most important food trends of our time.

The role of fusion cuisines will increase more and more, because due to globalization, the merging and mixing of various cuisines and culinary traditions, as well as the integration of „foreign” cuisines and exotic foods, will come to the fore. Many people like to experiment with ingredients and preparation methods, and this is spreading rapidly as a result of new popular recipes appearing on social media.

Consumers want to know where their food comes from, who produced it and exactly what ingredients it contains. Food companies can strengthen trust by using tracking technologies such as QR codes and blockchain.

8. DEVELOPMENT OF GASTRONOMIC TOURISM DESTINATIONS IN HUNGARY

1. Introduction

According to the strategy of the Hungarian Tourism Agency, in the future the development of wine and gastronomic tourism should also be carried out primarily on a destination basis, supporting the formation and strengthening of the above-mentioned value chains and short supply chains through tourism development, so that the integrator role can be exploited to the maximum. During the development of gastronomy and wine tourism, increased attention should also be paid to strengthening the role of wine products, pálinkas, agricultural products and foodstuffs under protection of origin, as well as traditional special products recognized within the framework of the Traditions – Flavours – Regions Program (MTÜ, 2002).

The strategy defined brand profiles for the tourist areas, and gastromarketing must be linked to these; the aim of the destinations is to provide and improve quality services.

A significant number of foreign guest nights are realized in Budapest, so Hungarian gastronomy and wine culture must be presented to them here. Budapest has the highest number of Michelin-starred restaurants, and the Nobu luxury restaurant is also located here. In order to further develop gastrotourism, the number of Michelin-starred restaurants should be increased (e.g. St. Andrea, Arany Kaviár), and more luxury brands could move to Pest (e.g. Cipriani). In terms of the extremely varied gastronomic festivals on offer in Budapest, in addition to the Gourmet Festival, the Buda Wine Festival, the Pálinka Festival and the Chocolate Festival are the best known.

The Vecsés Cabbage Festival and the Etyek Picnic Wine Festival are the most visited in the agglomeration.

Around 80% of tourists coming to Lake Balaton are domestic visitors; foreigners mainly arrive from Austria and Germany. Adapting to this, both high-quality restaurants and simple street food buffets can be found. The variety of tasty fish found in Lake Balaton obviously influences the diet of people living near the water. The piquant Balaton fish soup is well liked, but grilled and skewered fish (e.g. hake, Balaton fogas) are also popular.

In the gastronomic profile of the Gyula tourist area, Békés pálinka, as well as Csaba and Gyula sausages and pork products, can be highlighted among Hungarian products. The Csaba Sausage Festival has grown into one of Hungary's largest gastronomic events.

In the gastronomic profile of the Mátra–Bükk region, game meat, forest mushrooms and trout are the specialties of Palóc cuisine. Foods made from various types of porridge and flour played an important role in the diet of the Palóc people. One of their favourite dishes is fried porridge, also known as görhe or málé. It is made from cornmeal boiled with milk, then poured into a greased pan and baked in the oven. Palóc soup is made from stewed meat (beef, pork, lamb), onions, potatoes and green beans, enriched with sour cream.

The Mátra wine region is the second largest wine region in Hungary, best known for the wines of Nagyréde and Abasár. Matyóföld also belongs to this tourist area; their typical dishes are potatoes with paprika and steamed sweet cabbage (korhelyleves – cabbage broth soup, hajdú cabbage). My family also made such a dish – it was a quick meal after returning from the fields, prepared from dry pasta, so-called galuska. Finely chopped onions were fried in a little fat, dumplings were thrown on top and also fried. Enough water was added to just cover it and it was cooked together with diced potatoes; when it was half cooked, any remaining dumplings were added.

The brand profile of Tokaj and Nyíregyháza is built around Tokaj Aszú and Szamorodni, complemented by high-quality gastronomy. A local speciality is tócsni, which is made from potatoes, flour and eggs, fried in a pan.

The gastronomic offer of the tourist area of Szeged and its region is intertwined with fishing. Everyone associates Szeged with fish paprikash, which is made by fishermen on the river Tisza. In a cauldron (bogrács), on the banks of the Tisza, fish stew was cooked with water from the river, which only foreigners call fish soup. Dried tarragon is used to make tarragon soup, tarragon rösti, thick tarragon dishes and tarragon potatoes with paprika.

A speciality of the region is the „beef stall”, a jelly made from the head and feet of cattle. Formerly, the food of the poor was millet porridge, spelt porridge and chicory; these are no longer eaten anywhere, but stuffed cabbage made with barley, „sarma”, has remained.

In the tourist area of Debrecen and its region, the most typical dishes are paprikás, goulash and stew prepared in a pot. Pergelt soup is a quick and easy one-dish meal: red onions are fried in the melted fat of smoked bacon in the cauldron, then potatoes and a little dry pasta are added. Milk soup, which can be prepared in minutes, was also cooked in a cauldron with dry pasta.

Órség, which is primarily a historical–ethnographic concept, is located in the western part of Transdanubia. It includes 18 villages on the Kerka and Szala rivers. The local dish dödölle is made from potatoes, fried onions and flour, shaped into dumplings. Fumu is a decorated, doll-shaped cake that was brought as a gift by the godparents.

2. Religious restrictions in gastronomy

In hospitality, close attention must also be paid to the dietary habits of the religious minorities living in Hungary.

The Mosaic Law, which defines the diet of the Jewish people, is based on religion, but also includes hygiene and environmental protection aspects. It is forbidden to eat unclean animals (rabbit, camel, wild boar, horse, donkey, mule, vultures, swallows, storks, swans, winged beetles, creepers).

The strictest prohibition applies to pork; it must not even be touched. Of the fish, only scaly and finned species may be eaten, and they must be prepared without fat.

Clean animals: cattle, sheep, goats, roe deer, mountain goats, antelope. The blood of animals must not be consumed either.

Clean meat can only be consumed if the animal has been slaughtered by a qualified specialist (soché). Care must be taken to ensure that the cut causes the least possible pain (a single cut with a sharp knife). After complete cleaning, disassembly follows; first the head and legs must be cut off. The next important operation is the removal of the intestines and internal organs. Any eggs found in the hen must be koshered separately, after which they can only be used for meat dishes.

Koshering meat is a separate ritual process: soaking in water, salting and then washing again with blessed water.

Separate tools and utensils are required for meat dishes and for dairy dishes; they must not come into contact with each other (two kitchen cabinets, two preparation benches, two dishwashing tools, two sets of utensils are required). They cannot be consumed one after the other either, nor may they „meet” in a person’s stomach.

Foods made with oil and margarine can be consumed without restriction. Plant foods that do not become wormy and can be perfectly cleaned may also be used.

On Saturdays they refrain from cooking; instead of bread, they eat a richer cake (barches). In the morning they eat aspic fish, at noon salted dishes, in summer cold green beans; in the evening the end of the holiday is marked by a candle extinguished with wine.

In the Islamic religion dietary restrictions are based on the teachings of the Koran. It is forbidden to eat meat or any part of the pig or wild boar, blood, the meat of dead animals, the meat of animals sacrificed to pagan deities or killed in the name of pagan deities. All alcoholic and intoxicating drinks are prohibited. Hunting is prohibited during the pilgrimage, when believers are in a consecrated state, but fishing at sea is permitted.

The Islamic calendar counts lunar months; the year consists of twelve months. Fasting, Ramadan, begins on the ninth month. Ramadan fasting is very strict: from sunrise to sunset, neither eating nor drinking is allowed, and a true Muslim does not even swallow his saliva during the day. At night, shops are open, the market square

is full, and people eat and drink as much as they can, because fasting starts again at sunrise. At the end of the month of Ramadan, on the first day of the tenth month, the fast ends with a celebration and a large feast.

Every event – religious holiday, wedding, circumcision – requires certain foods or even a series of food specialities.

The twelve basic rules of eating were summarized by Hasan, the grandson of the Prophet Muhammad:

- You must know that food is given to you by God!
- Be satisfied with what He gave you!
- Before you start eating, say: „Bismillah” (in the name of God)!
- After eating, say: „Alhamdulillah” (thanks be to God)!
- Wash your hands before eating!
- Take a seat on the left side of the table!
- Eat with three fingers of your right hand!
- When you’ve finished eating, lick your fingers!
- Eat from the bowl directly in front of you, from the part facing you!
- Take small bites!
- Chew your food well!
- Do not stare at the people dining with you!

Vegetarianism appeared in ancient India in connection with Buddhism. The first modern-day Vegetarian Society was founded in England in 1847, and the Hungarian Vegetarian Association (later the Hungarian Vegetarian Society) began its operations in 1883.

Ovo-lacto-vegetarianism

In addition to plant foods, ovo-lacto-vegetarians also consume eggs (ovum in Latin), milk from various animals (lac in Latin) and/or dairy products made from it.

Ovo-vegetarianism

Ovo-vegetarians eat eggs in addition to plant foods.

Lacto-vegetarianism

Lacto-vegetarians consume milk from various animals and/or dairy products made from it in addition to plant foods.

Veganism

A practitioner of veganism (or strict vegetarianism) is a vegan who eats purely plant foods, that is, omits all animal-derived foods from the diet. In addition to nutrition, vegans also strive to live in a way that does not cause unnecessary suffering to animals and does not support businesses that are based on or directly related to the exploitation of animals. Thus, they typically do not buy products made of leather or fur, or those tested on animals.

9. QUALITY MANAGEMENT IN GASTRONOMY

1. Introduction

According to the position of the Hungarian Tourism Agency (HTA), catering establishments are on the one hand pillars of the basic tourist infrastructure, and on the other hand can also function as independent attractions with a suitable quality standard (MTÜ, 2022).

For those interested in quality Hungarian cuisine, the „Magyar Ízek” trademark can provide a point of orientation, because unlike the sources mentioned above, it is not characterized by highlighting certain categories or by being influenced. The trademark, instead of establishing a ranking among the businesses in the segment, serves the purpose of highlighting authentic, high-quality Hungarian restaurants, without negatively distinguishing other members of the sector at any level. An important condition is that the majority of the food, approximately 80%, is made from Hungarian, regional or local ingredients.

Another specific quality assurance method is the Hazard Analysis and Critical Control Points (HACCP) system, which was introduced in the European Union. Simplified, HACCP is the incorporation of the public health, technological and personal hygiene rules to be followed into a system and their continuous control. The essence of the HACCP system is that every catering unit must assess and determine, during its activity:

- what substances harmful to health can get into the food,
- what happens to these substances during the technological process (food preparation),
- what measures must be taken to eliminate the hazard,
- and, for the above, when and what control points should be introduced.

The basic goal of the system is to ensure that the food sold to guests does not cause harm to health. The most common sources of danger are:

- the refrigerated storage temperature is not suitable,
- the cooling process is too slow,
- the effect of heat (baking, cooking) is not thorough enough,
- food is stored for too long,
- ready-to-eat foods are subsequently contaminated.

The most important tasks for the elimination of biological, chemical and physical hazards are the following:

- thorough baking and cooking,
- continuous monitoring of the temperature of refrigerated and hot storage,
- rapid cooling, reheating before consumption,
- specialized storage,
- observing and checking personal hygiene,
- closed storage of chemicals,
- using utensils and equipment made of impeccable materials and kept perfectly clean,
- removing unnecessary materials, checking the hygiene of workers (use of jewellery, artificial nails, hair caps, scarves).

2. Development of gastronomic infrastructure

Pursuant to Government Decree 634/2020 (XII. 22.) adopted on 22 December 2020, the revision of the types of catering establishments – which the catering sector had been pushing for for a long time – took place. With the entry into force of the legislation in January 2021, a modern system was created that enables properly segmented and transparent management of the sector.

The regulation previously in force was not suitable for real differentiation; the individual categories overlapped, so the usefulness of data collection according to the previous categorization was also limited.

Data collection according to the newly established types of catering establishments gives a realistic picture of the viability, capacities and profitability of the segments of the sector, and can serve as a starting point for complex tourism development projects.

The types were therefore defined based on characteristics and minimum criteria divided into 6 main dimensions. These are:

- main product type: the type of product range most often served during catering activities,
- activity TEÁOR code,
- nature of service, tools used to serve guests,
- guest space: minimum infrastructure conditions for the guest space,
- service facilities: proximity and location of facilities for the guest's basic comfort (toilet, cloakroom),
- type of kitchen: on-site kitchen, presence of a cooking/finishing kitchen.

Considering this, the classification of enterprises with a mixed profile was based on the most typical type.

The development of gastrotourism can be achieved by creating attractions that are also attractive on an international level. Such attractions can be the creation of gastronomic routes in selected tourist areas of the country, as well as the organization of gastronomic festivals suitable for reaching a wide audience.

Another important element is the extension of the „Green Tourism” sustainability umbrella trademark, defined in the Tourism 2.0 Strategy, to catering establishments. These sustainability trends not only protect the climate, but in the case of the farm-to-table concept, they support local producers and promote the flavours and variety of seasonal Hungarian cuisine, as well as corporate social responsibility, further training and the well-being of employees.

3. Transformation of catering education

The results achieved at the Bocuse d’Or competitions have also focused attention on the transformation of catering education, a field where a great deal of emphasis must be placed on interactive and experiential learning. Practical examples, simulations and learning in a real working environment should be prioritized during education.

The use of digital technologies also creates new opportunities in education; the use of online educational platforms, virtual reality, interactive educational videos and video conferences contributes to the modernization of catering education.

The catering industry has also started to use robot technology; today’s robots are used for making salads, grilling, baking and serving. Robot chefs are expected to become fully available in the longer term.

During education, greater emphasis should be placed on the implementation of an international approach and on learning about different cultures. The creative atmosphere of the Bocuse d’Or competitions facilitates the realization of all these.

4. Digitalization and Robotics in the Catering Industry

In catering, digitization is most visible in guest payment solutions, which make the operation of the system transparent in the area of service charges (tips).

Sally, the salad-making robot, has launched a real foray into food production, specializing in salads. Sally is approximately the size (and shape) of a smaller refrigerator and can serve up to 1,000 different types of salad in 60 seconds. The robot uses 21 pre-prepared ingredients and prepares salads based on highly accurate calorie information. Sally is a creation of Chowbotics Inc.

California-based Miso Robotics has developed an AI kitchen assistant called Flippy, which can grill, bake and prepare food. It has software integrated with various sensors and cameras, so it can „see” the food and manage functions such as temperature control.

As far as waiters are concerned, robot waiters are employed in several countries – and also in Hungary – and in London even home deliveries are made by robots. In Japan, Pizza Hut tried out a robot waiter named Pepper. The 3-foot-tall humanoid is highly sophisticated, able to verbally interact with people just like a real person. It can even answer food-related questions such as dietary requirements, calorie counts and fat content. Furthermore, it has a facial recognition system, the purpose of which is to be able to track the emotions of its customers.

Robot chefs may become fully available in about a century, but robots and drones have already shaken up the entire home delivery market. Just Eat has entered into a partnership with Starship Technologies, the aim of which is to carry out food deliveries in certain areas of central London using autonomous wheeled drones. Food is placed in insulated compartments and consumers are given a security code to open them when the machine arrives at their door (Prigg, 2019).

In Hungary, the robot waiter Emy appeared in the Interspar Chinese restaurant in Győr, who can communicate with guests in English. Its reception is very divided among people. On the one hand, there are those who believe that its spread is due to labour shortages, i.e. there is not enough workforce and that is why robots are used. On the other hand, many see it as just an advertising trick: news spreads that this restaurant has a robot waiter, so more and more people come here – perhaps not primarily to eat, but to see that a robot really works in the restaurant and to meet Emy.

The robot has already learned to navigate well; it can bring the food to the table with the help of a built-in control panel. It cannot trip, as it can sense if there is a chair or table in front of it, so it deftly avoids obstacles. It can return to its original place, the chef's counter, by asking guests to touch the sensor on its „hand”.

Despite this, there are negative feedbacks; many believe that a real waiter cannot be replaced with robots, because if there is a returning guest who always drinks chilled water, the waiter will immediately bring it, while the robot is currently unable to do this. An advantage, however, is that no social contributions have to be paid after a robot, and guests do not have to tip either (Sudár, 2018).

You can also meet Pepper and his „friends” at the Enjoy Budapest Café. The aim there is for the robots to be closer to the guests, especially children. Sixteen robots work in the café, 7 large and 9 small. The robots speak English, but they are also being taught Hungarian, which causes them a lot of difficulty, as it is not a simple language and is hard to decode.

10. WINE TOURISM

1. Introduction

Wine tourism is a trip motivated by tasting, consuming and learning about the production of wines (Várhelyi, 2012). Support for wine tourism is linked to the development of rural tourism, and its development is supported by several programmes of the European Union (for example, the Dionysos and RESET projects). In wine tourism, wine plays a central role; the basis of the tourist offer is wine and the presentation of its production and related traditions, often supplemented by other programmes (cultural festivals, nature walks, etc.) (Butler et al., 1997). „Guests of wine tourism use a complex of natural and man-made attractions that enable a variety of tourist activities, from growing grapes to buying wines” (Michalkó–Vizi, 2006).

2. Market conditions of wine consumption

Wine has always played an important role in Hungarian culture and gastronomy. Currently, the average annual wine consumption is 33 litres per person, which can be considered acceptable compared to Western European data (KSH, 2022). However, cultured wine consumption has only started to develop in recent years. Wine consumers, who have increasingly broad knowledge of wines, are looking for quality wines. Research supports and confirms the fact that wine is a trust product and that previous experience can be an important determining factor when buying wine.

Starting from the 1990s, the Hungarian wine market underwent significant changes. The structure of the production and commercial side has changed, as have consumer expectations. More and more private wineries and wineries founded with foreign capital have been established, using European-level technologies coupled with appropriate, high-level expertise. In a market economy, it is very important for producers to know the market, i.e. to be aware of what the consumer wants to get for their money. This is especially true in the case of wines: it is enough to provide poor quality once and the consumer will not only avoid that particular wine, but may also avoid other wines from the same winery in the future.

The primary aspect of the purchase is the grape variety. Only after this comes price, place of origin, vintage and the external appearance of the bottle. In Hungary, among everyday drinkers, cheaper, bottled “table wines” still play a significant role in consumption. The rise of quality wines is becoming more and more noticeable, especially among the younger generation: the cult of consuming quality wines and attachment to particular varieties is starting to develop. The group that regularly visits their favourite winery and buys wines there for home consumption is also expanding.

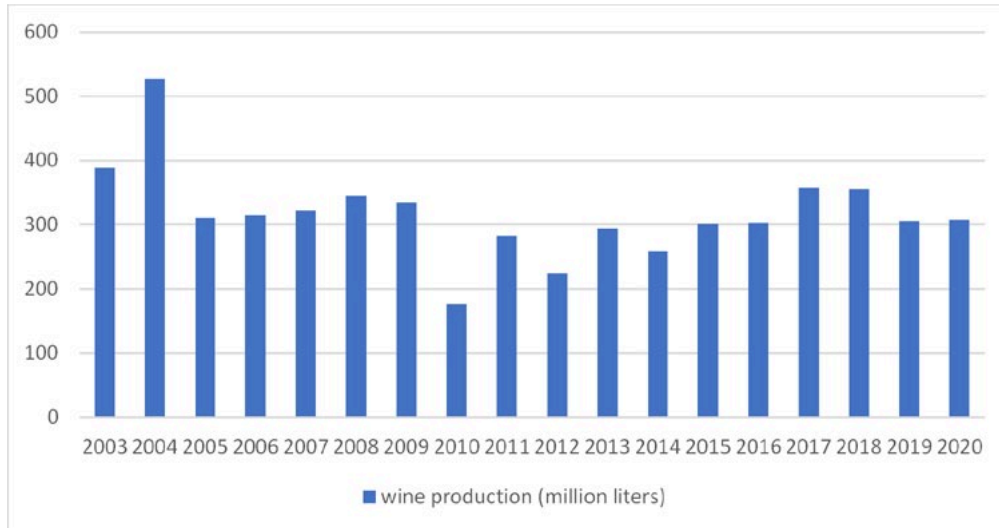


Figure 1. Evolution of our wine production
Source: own compilation

3. Wine regions in Hungary

Hungary's 22 wine regions differ significantly in size and location, as well as in the character of their wines. In these areas, for many centuries production has often been determined by one dominant grape variety and a traditional processing method. The organization of the wine sector and the interest in wines are well characterized – over the last decade – by the rapid establishment of numerous wine-related local and national producer organizations, consumer clubs and wine orders.

Production takes place under increasingly modern conditions. Although slowly, progress can be observed in domestic and foreign sales, the range of wine shops is expanding, and wine tourism is also developing.

In recent years, Hungarian wines have achieved excellent results at international wine competitions. Hungarian producers have already won numerous gold medals overseas and in Europe. Several Hungarian wine regions already have a local information centre („house of wines”), where travellers can not only get information, but also taste local wines. The house of wines is a frequent venue for events and serves as a starting point or stop for wine tours.

Despite the results achieved, the development of wine and gastronomy is becoming more and more relevant, since with Hungary's accession to the European Union the competition for Hungarian wines has greatly increased, while the range of potential

customers, as well as the range of tourists who visit Hungary because of Hungarian wine, has widened. Thus, the development of Hungarian wine culture is essential in order to remain competitive on the market.

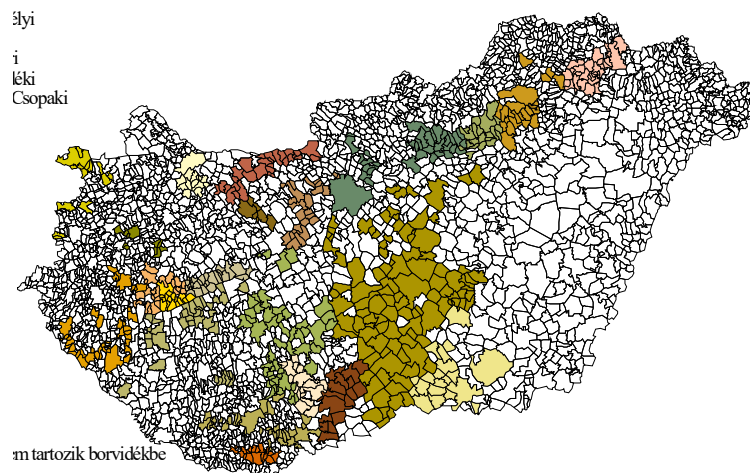


Figure 2. The wine regions in Hungary
Source: own compilation

4. The concept of wine tourism

Wine tourism is a special branch of agrotourism. The tourist offer is the presentation or tasting of wine at the producer or production facility and the related catering, possibly supplemented with wine sales. Wine plays the main role, and gastronomic and other additional programmes and services are connected to it, i.e. it means an experience package related to wine.

The development of wine tourism is essential for wine regions and wineries, because it promotes consumer demand and can mean extra marketing for them as well. Wine tourism is a natural component of multifunctional agriculture, an indispensable element of the complex product structure of viticulture and winemaking.

The entire product structure of a well-managed wine estate is also a tourist product. Viticulture and winemaking are not only about wine production; the grape plant itself is multifunctional, as it provides the raw materials for a whole range of products: table grapes as fruit, a wide selection of dessert grapes, raisins, grape jam, grape jelly, grape skin extract, grape seed pomace, grape seed oil, grape juice, wines (white, rosé, siller, red, dry, semi-dry, semi-sweet, sweet, reductive, semi-oxidative, oxidative, barrique wines, barrelaged wines, sparkling wines, champagnes), wines made

with special technology (Tokaji: aszú, szamorodni, másolás, fordítás; Italian: passito – amarone, recioto della Valpolicella; ice wines; specially treated lateharvest wines; fortified wines – sherry, marsala), wines made with ancient technologies (Greek retsina, Georgian kvevri method), and noble grape spirits: cognactype brandies, as well as pálinkas: grape pálinka, pomace pálinka, broom pálinka and their barreled versions (oak, mulberry, etc.).

The tourist services of a vineyard also include full catering: accommodation, gastronomy, organization of wine tours and educational agrotourism. The tourist can participate in the work of the farm, and sometimes it is even possible to have a row of vines reserved exclusively for them, from which “their” wine is produced – this helps to secure regular return visits. Wine tourism therefore also provides farmers with economic security: direct sales of products („cellardoor marketing”), building and strengthening the brand name (branding), mitigating the loss of income resulting from possible weather damage, etc.

Of course, wine tourism is also perfectly suitable for creating unique tourist programme packages by connecting other tourist services. Interesting pairings can be, for example, „wineries on horseback” – combining sports and wine tourism programmes. In addition to traditional tourism, weddings, small conferences and team-building events are increasingly organized in wineries, so wine tourism has already entered the MICE sector.

Wine tourism is clearly changing as a result of smartphones and social media, just think of QR codes that present wineries and individual wines at lightning speed, or the advertising surfaces of social media, which are now increasingly personalized through our internet searches and “observations” (e.g. Google). Digital mobile applications can be used particularly well on wine tours and in winegrowing eco-museums (the latter is still in its infancy in Hungary). The role of social media in both marketing and platformbuilding is enormous: wineloving communities, wine tourism companies and amateur or professional/semiprofessional organizations are present in social media, many of them with their own website (such as the Swedish Munkankarna – „Society of Cupbearers” <https://www.munkankarna.se/sv/start/>).

Thematic routes are considered a “secret weapon” in wine tourism; there are currently 26 wine routes in Hungary. Unfortunately, not all of these 26 wine routes – and not all of their stations – meet the conditions that would follow from a uniform system of qualification requirements. There are no binding, uniform rules for what makes a wine route a real wine route. „Wine” as a tourist product must meet the same criteria as any other tourist offer: it should be different from others, attractive and, above all, original. The greatest emphasis must be placed on preserving the identity of the place of origin. By itself, wine cannot significantly increase tourist traffic; only if it is combined with the beauty of the untouched landscape, gastronomic specialities, artistic and historical landmarks and local traditions. Wine represents art and culture, which is a unique feature of each region.

Within the framework of wine tourism, the vintner presents and offers their own wines in the wine cellar, possibly demonstrating processing methods, and often serving homemade food. In many cases, the host receives the guest at accommodation set up in their own house. Horseback riding, abundant cultural offerings, the presentation of local traditions, holidays, events and folklore enrich the programme by making use of the basic attractions of village tourism: proximity to nature, the directness of village people and the preservation of traditions. Village catering and familiarity are particularly characteristic.

One of the most important pillars of the development of wine tourism programmes is regional cooperation, i.e. producers and service providers jointly offering their products in a single package.

5. Market demand

The Hungarian Tourism Agency divides wine tourists into three groups based on their habits, attitudes and preferences (MTÜ, 2022):

- „Wine experts” – 16% – main decision factors: place of production, variety, winery, price
- „Discerning” wine consumers – 38% – variety, place of production, price, winery
- „Unconscious” wine consumers – 46% – variety, price, wine region, winery.

6. Market supply

Modern wine tourism is a particularly holistic type of agrotourism, the aim of which is to learn about and introduce the universe of wine. The itineraries and tours serve several interrelated purposes: getting to know the regions dedicated to wine production, the grapegrowing cultural landscapes and their natural, cultural and spiritual heritage; learning the basics of the winemaking processes typical of the given area; tasting and evaluating the wines and understanding the reasons for their various organoleptic properties. In addition, gastronomy is an essential part of wine tourism; we can also speak of wine gastronomy, which, in addition to the science of wine–food pairings, explores their cultural-historical roots.

The message of quality wine tourism: to get in touch with traditions and rural life through quality products (local wine) and quality services, gain unique experiences, build human relationships and actively relax. The purpose of quality wine tourism is to promote quality wine production, develop wine tourism and village tourism, protect the ecological image of wine regions, increase the market and demand for local quality wines, protect artistic, cultural, historical and folk architectural values, and represent interests related to all of the above.

Below are summarized the individual types of wine tourism products, the most important of which are directly or indirectly related to wine tasting:

- cellar visit, wine tasting,
- wine route, wine tasting tour,
- accommodation and catering for winemakers,
- wine inns in wine regions,
- linking wine and other tourism (e.g. wellness),
- wine vaults, connecting guests to wineries,
- wine festivals – local; multiregion (anywhere),
- vintage, vintage festival,
- wine evaluation, wine fair for merchants,
- trips of professional organizations,
- gastronomy – wine evenings, possibly with a cultural programme, wine balls, newwine events (Beaujolais, St Martin's Day), wine academies, courses.

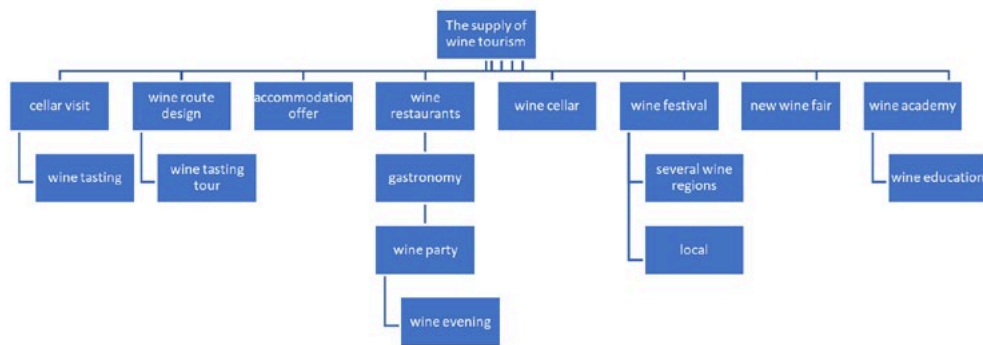


Figure 3. The supply of wine tourism

Source: own compilation

11. WINE MARKETING

1. Introduction

Quality tourism must be strengthened, and both the number of guest nights and the recognition of the region must be increased. After a unique image has been created, efforts must be made to convey this image to tourists through promotional tools and activities. It is also important that service providers feel that this image is theirs, so they should be involved in its development.

2. Marketing mix

2.1 Product

From a marketing point of view, grape varieties can be classified into the following five groups:

Old varieties known and introduced on the domestic market (Kadarka, Ezerjő, Kéknyelű, etc.).

Among the premium varieties, four grape varieties in the world are accompanied by distinguished market and producer attention: Chardonnay, Sauvignon blanc, Cabernet sauvignon, Merlot. On the domestic market two more traditional varieties can be linked to this group: Furmint and Hárslevelű.

The international varieties are planted, grown and produced in larger regions, in vineyard areas that cross national borders. These varieties are widespread and wellknown in Central Europe: Olaszrizling (Welschriesling), Riesling, Czerszegi fűszeres, Traminer, Zweigelt.

The new varieties are those bred and planted in the last 20–30 years. Examples include Czerszegi fűszeres (as a new cross in its time), Karát, Bianca, Zenit. At the moment, the marketing value of this variety group is not yet significant.

According to the marketing product level division:

Generic product:

- wine

Expected product:

- Tokaji Aszú,
- packaging (label, capsule, bottle, carton, decorative packaging, other informationbearing material),
- sales in the right place,
- prestige value,

Augmented product:

- wine quality (colour, aroma, flavour),
- quality assurance (e.g. puttonyos classification),

Potential product:

- future development potential.

2.2 Price

In costbased pricing, costs (the lower limit of the price), demand, other elements of the marketing mix and the company's pricing policy are considered. In valuebased pricing, the target price is formed primarily from the estimated utility/value provided by the product or service to the consumer, and not from the costs.

Different types of price reductions (rebates) are used, e.g. quantity rebates, bonus systems, discounts (for payment deadline, cash payment), regular customer discounts, periodic price reductions (linked to something, e.g. new wines, special or seasonal food–wine pairings).

2.3 Place

Wine reaches consumers through various channels. The organizations and marketing functions that ensure the connection between the consumer and the producer are collectively called distribution systems. Distribution systems have a greater influence on the market and on the composition of the wines distributed there than ever before.

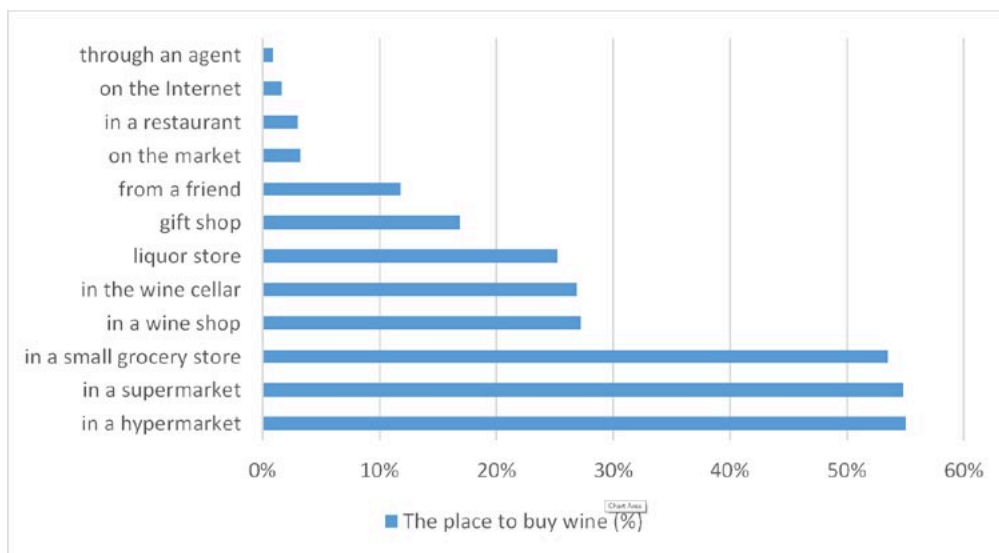


Figure 1: Location of the wine purchase

Source: own compilation, KSH, 2022

The distribution channels in wine tourism can be diverse, because wine can be sold locally within the wine region directly at the wine farm, in restaurants, along wine routes, in grocery stores and even at petrol stations. Based on Figure 1, it can be said that most wine is purchased in hypermarkets, supermarkets and grocery stores, followed by wine shops, cellars and liquor stores.

2.4 Promotion

The goal of communication is influence, which can only be achieved with a complete marketing tool system, which is why it is also called market influence or promotion. Wine advertising: Advertising plays a smaller role in the marketing of wine than in the case of many other products. As an alcoholic drink, its advertising is restricted by regulations. The General Inspectorate for Consumer Protection supervises compliance with the provisions on commercial advertising and conducts proceedings in the event of infringements. The essence of effective wine advertising is how the size and nature of the product can be brought into proportion with the size and cost of the advertisement.

Public advertising: Many consumers see it and it is easily memorable, but in terms of target group it is not sufficiently targeted. Public (outdoor) advertising is somewhat alien to wine. Its bestknown forms: giant posters, billboards, posters.

Media: The best and most effective tools are visually welldesigned, targeted media. They are expensive. The bestknown forms: television, newspapers, trade magazines, radio.

Productrelated promotional materials: These are used by producers and retailers, thereby stabilizing or increasing the demand for wine. Several types of pointofsale advertising are known: posters, flyers, “attraps” (enlarged copies or models of the product), information boards, displays (offers placed for promotional purposes).

Wine advertisements can be structured according to several concepts. These can be brand, status, regional (ecological) and lifestyle advertisements. In the case of brand advertising, the goal is explaining and memorability; champagnes, aszú, sherry and port wines are typical subjects of brand advertising. Status advertisements (more common with beers) are aimed at a specific social group. Regional (growing area) advertisements aim to make the countryside, the landscape, the growing area and the location of the vineyard known. Lifestyle advertisements describe the social and psychological role of wine and remove exclusivity from social status. The specific wine is associated with a way of life, and it is suggested that everyone can have access to it – all they have to do is buy and consume it. These advertising types can also be combined.

Sales promotion is a collection of different, mostly shortterm incentive tools. Its purpose is for the consumer or the trade to buy certain products faster and in greater quantities.

- Consumeroriented sales promotion tools: product samples, coupons, price reductions, wine presentations, free tastings, playful wine recognition competitions, regular consumer (customer) rewards and gifts.
- Tradeoriented incentives: price discounts, presentation discounts, free goods.

PR includes a selection of programmes that support and protect the image of the company or its products. The most important tools of PR: publications, events, news, charismatic speeches, identity carriers (logos, stationery, business cards, dress codes). PR activity requires expertise and careful work, and its role is increasingly important. An advantage is that it often costs less than advertising and can appear more credible.

Personal selling means a transaction (purchase) formed with the active participation of the seller. Personal selling is twoway communication. The active participation of the seller has a decisive role: they recommend and give advice. They are expected to have professional knowledge, reliability, politeness and a good appearance.

Direct marketing: Users of direct marketing reach consumers through different channels. These include personal selling (customer visits), mail advertising, mail order (catalogue) marketing, telemarketing, television marketing, kiosk marketing (ordertaking machines), and online marketing. In most cases, mutually beneficial relationships develop between direct marketing users and customers. However, the use of direct marketing also contains risks, arising from the special nature and characteristics of wine.

Digital Wine Marketing: Digital marketing has become one of the most important communication tools in contemporary wine tourism. Social media platforms, online wine communities, influencer marketing, destination websites, and review platforms such as Vivino significantly influence consumer decisions. Storytelling, visual branding, and direct interaction with consumers enable wineries to strengthen customer loyalty and improve destination awareness.

3. SWOT analysis: Tokaj Wine Region

Strengths:

- Historic wine region
- Protected cellar rows
- Quality wines
- Small town's particularly pleasant atmosphere
- Recognition of Tokaj wines
- Natural values
- Easy access
- Proximity to a major tourist centre
- Permanent viticulture exhibition

- German nationality, knowledge of the German language
- Good international sister city relations
- Open wine cellars
- Construction of a telephone network
- Support of local government
- Harvest events
- Catering
- Development of a wine route.

Weaknesses:

- Few open cellars
- Long distance from major resort areas
- Lack of a Tourinform office
- Shortcomings in the town's infrastructure (poor quality road network)
- Few accommodation places
- Lack of parking spaces
- Overall low capacity of accommodation
- Lack of promotion
- Lack of an area development concept
- Lack of a marketing strategy
- Lack of a wine museum or wine exhibition
- Lack of information (insufficient information about events).

Opportunities:

- New approaches to tourism development (village, hiking, wine, equestrian tourism)
- Expansion of hotel accommodation
- Joining the national wine route system
- Cultivating winemaking traditions
- Creating high quality services
- Expansion of catering establishments
- Participation in exhibitions.

Threats:

- Destruction of natural values
- Absence of guests
- Deterioration of cellars
- Withering of traditions
- Dropping out of the wine route network
- Loss of reputation
- Disappearance of the independent wine region image
- Lack of information materials, failure to participate in tenders
- Strong tourism multiplier effects not being exploited
- Lack of a unified marketing concept
- Lack of a Tourinform office

- Weak image of the micro region
- Disorganized property relations
- High number of competitors
- Disadvantaged peripheral areas.

Further tasks:

Improving the image of the wine region

Extending the season

Creating and strengthening an image

Building links with travel agencies

Creating a marketing plan For all of this, the possible elements of the marketing toolkit can be used to further develop the region and integrate it more strongly into national tourism:

Participation in conferences

Exhibitions, participation in fairs

Handouts

Press briefings.

12. WINE ROUTE MANAGEMENT

1. Introduction

Thematic routes that aim to present the traditions of local food culture can be considered part of cultural routes. Wine and gastronomy routes have special needs in terms of infrastructure and superstructure. Although catering can be arranged locally, the organizers must also take care of travel and accommodation for tourists due to alcohol consumption.

2. Wine and gastronomic thematic routes

Thematic itineraries are aimed at attracting several target groups, that is, they offer suitable experiences for everyone, regardless of age, gender, interests or income situation. By walking along the marked route, visitors can learn about the stages of wine production, taste the wines and get to know the natural values and the historical and cultural background of the region. At local events, they can take part in the continuation of traditions. The tourism product creates an opportunity for culture, village lifestyle and urban tourism to meet, and for building human relationships between host and guest.

Among the social and economic effects of wine routes we can mention the slowing or stopping of emigration, the creation of new jobs, business development, increased income-generating capacity, the appearance of the region as a prospective living space, the protection of natural, architectural and cultural heritage, the mobilization of capital within the region and the involvement of additional external investors, as well as the development of cooperation opportunities and values between local governments and the population.

The aim of wine tours is to bring tourists and producers – as well as townspeople and winegrowers – closer to each other. Wine routes have a noticeable effect on the economic development of a region; with their help, several formerly backward small settlements have become thriving tourist destinations. The local characteristics and traditional attractions of historic wine regions, such as grape and wine culture, local folk and cultural memories and traditions, and the attractive natural environment, create the conditions for the emergence of wine tourism and wine routes as a product.

The success of such programmes depends on how well the participants – producers, the local population, local governments – can cooperate. Family businesses provide wine production, wine sales and related services. The task of local governments is to create the infrastructural background and introduce regulations that help businesses.

The organization and community marketing of the wine route is carried out by an office or institution closely linked to municipalities and hill communities.

The European Council of Wine Routes classifies wine routes into three types (Szabó, 2000):

Open wine route: A loose network of wine tasting places – units prepared for wine tasting, meals and catering in a tourist region (e.g. château offers in the Bordeaux region).

Thematic wine route: In this type, wine tasting places are supplemented with special programmes. Culture, nature or gastronomy are most often associated with them in the individual services.

Classic wine route: Following the example of the Alsace Wine Route, it represents a concrete, walkable route, with services provided in an organized, unified system. A “wine route” where wine producers and merchants, restaurants and accommodation, as well as attractions and programmes, are constantly waiting for tourists. Informational publications and signs direct visitors to qualified services (e.g. Villány–Siklós Wine Route). The two previous categories can also be interpreted as initial stages of the classic wine route, and can serve as a basis for later community development.

A wine tour is a 1–4day event, usually organized regularly at the same time of year. A wine route, on the other hand, is a set of services and not an event; travelling along the wine route is independent of the tourist season, as it can be organized at any time of the year. A wine tour can also be organized in a wine region where there is no formal wine route. In this sense, the wine route provides much more complex, specific and unique services.

Wine tours are also organized in Hungary, such as the Pentecost Wine Tour organized by the Bacchus Arts Studio. Applications are taken at the House of Hungarian Wines. During the tour, participants can taste the wines of the most famous producers and visit wineries they would not be able to visit individually (Máté–Szabó, 2010).

3. Development issues of wine routes

Wine routes have become known as tourist attractions in Hungary over the last 8–10 years. The first domestic example is the Villány–Siklós Wine Route in Baranya county, which was included by AREV (Assembly of European WineProducing Regions) in the wine route programme that primarily supports EU wine regions. Three essential basic conditions of the wine programme were realized with PHARE support: a qualification system for offers and programmes, a tourist information system and joint marketing activity.

The programmes of the developed wine route are, of course, strongly linked to wine, but more and more additional services have enriched guests’ stay. By the end of

1997, 30 additional services awaited visitors there (Szabó, 2000). The later wine routes took the Villány–Siklós route as their model (they prepared their information leaflets, wine route maps and designed information board systems). Thanks to the regional programme, the „White Wine Route” organized in the Bóly–Mohács area, the Szekszárd Wine Route, the Tolna Wine Route and the SouthBalaton Wine Route joined the network.

Conditions for creating a wine route (Remenyik, 2011):

- an existing route that can be walked or travelled, partly or fully covering the wine region,
- quality wine production,
- infrastructure conditions,
- existence of quality services (accommodation, meals, wine tasting, programmes, etc.),
- a cultivated village environment – the foundations of a complex wine route programme are strengthened by a wellkept village environment, leisure programmes, monuments of built and cultural heritage, and landscape and natural values.

Why wine routes are important:

- they can be created with relatively small investment,
- they can diversify tourist demand in time and especially in space,
- they can contribute to the tourism utilization of previously unused resources, and
- they can attract a new layer of demand for other tourism products, such as cultural, heritage or ecotourism.

A wine route is operational when:

- the theme is easily identifiable, relatively widely known and clear,
- visitors are aware of the route’s existence,
- there is a welldesigned logo and its consistent use,
- route signs are installed,
- information boards are in place,
- printed information materials are available,
- online information is uptodate,
- cultural events are linked to the route,
- there is a sound financial basis (continuous funding),
- appropriate management is provided.

3.1 Wine route management

The creation of a regional wine route requires several years of work, which can be divided into three stages (Remenyik, 2014A):

Preparations:

- preparing a situational analysis of the region's winemaking and tourism offer,
- preparing the budget and implementation schedule for the wine route development concept,
- carrying out necessary infrastructural developments,
- forming the partnership involved in implementation,
- establishing an organizational form for operation and appointing a project manager.

Foundation:

- creating the financial foundations,
- developing a rating system,
- developing an information system,
- organizing professional training to ensure professional foundations.
- Construction and operation:
 - developing a product development and enterprise incentive system and coordinating it,
 - developing marketing management activities,
 - building up the rating system and information system and ensuring their continuous operation.

Several aspects must be considered when creating thematic routes. The theme and length of the tour should be in proportion to the amount of information provided (45 minutes–1 hour), and an important task is ensuring appropriate density of attractions (every 40–50 metres), because distances that are too long between points of interest may discourage visitors from continuing. The area through which visitors move is an unavoidable part of the experience, so when marking routes attention must be paid not only to the attractions themselves, but also to the space between them (with a maximum of 20–30 stations).

Routes can include attractions that fit the theme well but would not attract visitors on their own, as well as additional services linked to the theme (visiting a wine museum, wine hotel, etc.). It is much easier to create a route than to maintain and operate it, therefore the conditions for continuous operation must be ensured already in the planning phase, and the protection of attractions must also be considered. The development of thematic routes can bring various benefits, such as the qualitative and quantitative development of the tourist offer or the increased recognition of the region as an independent tourist destination, which in turn strengthens quality tourism and increases the length of stay.

For management, the following are also important (Remenyik, 2014B):

- concise information leaflets of 3–4 pages, which contain more than just a list of attractions (anything longer is more of a souvenir publication),
- oute booklets for schools, which educate, remind and ask questions, while also having souvenir value,

- education on environmental and responsible tourism, which is becoming increasingly important in the development of thematic routes,
- clearly defined start and end points for the flow of visitors, with information boards and direction signs every 150–200 metres,
- construction of a visitor centre,
- designation of water points, viewpoints and photo points, resting and stopping places, and filling them with meaningful content.

3.2 The operation of the market

When analysing market operation, we must consider the elements of demand and supply, while constantly emphasizing the importance of the intermediary sector that connects the two. With regard to the creation of thematic routes, the European Union plays a major role in initial financing – both in Europe and in Hungary – providing significant support for their establishment. In the development of thematic routes, it is a significant prestige asset if a route is included among the Cultural Routes of the Council of Europe, while obtaining World Heritage status is an even greater recognition.

Through such support, the Union aims to increase the awareness of European culture, thus helping to ensure Europe's primacy among tourist regions; strengthening European cultural identity and conveying the fundamental values of the Council of Europe also play an important role.

Tourist regions see the creation of thematic routes as one of the most important means of rural development, while municipalities often provide limited financial support for these ambitions. From the point of view of market operation, it can be said that it is pointless to continuously increase supply if information does not reach the tourists who generate demand. For the intermediary sector to function properly, the marketing activities of individual routes should be strengthened, travel agencies should include more visited thematic routes in their offers, and the state should increase funding for research and development.

Unfortunately, thematic routes run by associations and private individuals often lack both the resources and the contact networks for this, and cooperation between them is difficult to achieve. It is also important to create a unified image and logo, and to keep event calendars and websites up to date and well promoted. One of the characteristics of thematic routes is that they are in continuous development, so many of the earlier route concepts (Puczkó–Rátz, 2000) have long since changed.

From a geographical point of view, we can distinguish routes with local, regional, national and international scope. The essence of thematic routes is continuous expansion, and the goal is usually to develop into an internationally recognized route (if this is not the intention, the route's *raison d'être* may be questionable). For this, it is important to find the right theme. The existence and continuous development of

infrastructure and superstructure conditions can be considered at least as important.

When travelling on a thematic route, visitors approach the individual attraction elements by different means of transport – from local public transport to bicycles to buses and cars. Diversification of modes of transport is basic in today's conditions. In recent years, the development of communication tools and their spread on thematic routes have accelerated: GPS, mobile phones and modern touch devices are increasingly used.

For thematic routes, primary superstructure conditions are decisive; secondary superstructure (retail, additional services, exchange offices, rental companies, personal services) mainly plays an intermediary role. Among the primary superstructure conditions, catering establishments are significant at local, regional, national and international levels, while accommodation services are especially prominent on national and international routes.



Figure 1. Distribution of qualified services of the Pécs–Mecsek wine route

Source: own compilation, Máté–Szabó, 2010.

To ensure proper market operation, the following tasks are important:

Involvement of partners: entrepreneurs, municipalities, and wine and tourism professionals must be involved as widely as possible.

Funding: to ensure financing, associations can obtain resources from European Union and ministerial calls for proposals for opening offices, purchasing equipment and covering operating costs.

Introduction of a certification system: the main objectives of the association with the certification regulation and the measurement of wine route products are:

- quality regulation for entrepreneurs participating in the wine route programme,
- creating an image for consumers of wine route products,
- encouraging the provision of highquality services,
- defining minimum service standards,
- striving to create a network,
- ensuring openness and transparent, detailed offers,
- reliability,
- increasing promotional opportunities on domestic and international markets.

In addition, attention must be paid to the development of entrepreneurial activity and to expanding knowledge in tourism and catering. Courses of different levels and topics have been organized for members of wine routes (winemakers, tourism entrepreneurs, etc.) during winter periods; the development of the professional skills of staff along all wine routes in Hungary should follow this example.

13. PRICING IN CATERING

1. Introduction

The concept of catering was introduced by the French epicurean writer and master chef Anthelme Brillat-Savarin in „The Physiology of Taste”. In his book published in 1825, he defined it as follows: „Hosting someone means taking responsibility for making sure that they are comfortable while they are with us.”

2. The situation of the catering industry in Hungary

85% of the 46,900 catering units currently operating in Hungary are catering establishments with open sales (KSH, 2023). When examining the units with open sales according to their main types, more than half of them are cafés and bars mainly selling drinks, fullservice and limitedservice restaurants account for around 30%, and street stands and kiosks for the remaining 9%. Fast food chains account for about 10% of the Hungarian catering market, and their presence is mainly seen in limitedservice fast food restaurants and street stands/kiosks. This part of the catering industry is dominated by multinational companies; the largest player, McDonald's, is responsible for more than a third of the revenues.

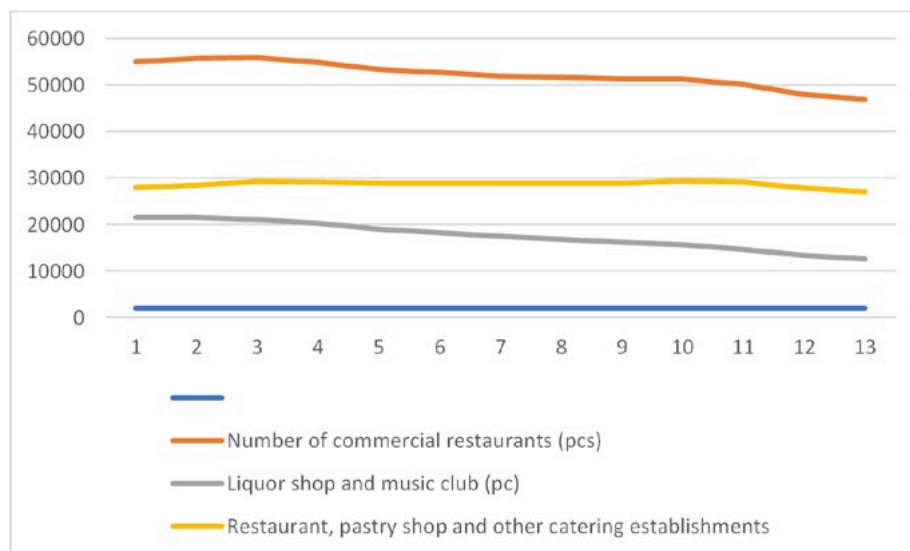


Figure 1. Evolution of the number of accommodation facilities
Source: own compilation, KSH, 2022.

3. Pricing in catering

Fluctuations resulting from seasonality are key determinants of catering business income. Within a calendar year, most income is usually realized between April and October. In addition, the months of May–June and August–September represent the income peak, similarly to other areas of tourism. The government is trying to reduce fluctuations resulting from seasonality with the amounts transferred to the SZÉP card.

Pricing in catering is free pricing. Since there are no mandatory pricing regulations, the starting point for our pricing can be to realize a level of revenue that provides profit in addition to covering our costs.

The development and level of prices used in catering can be determined by the following aspects:

- demand in the market,
- pricing policy of competitors,
- development of purchase prices – the value of raw materials required to produce the products (purchase price),
- place and circumstances of sale (it is different to sell in a buffet, a restaurant or a 5* luxury hotel),
- method and level of service (guesthouse vs. luxury hotel, selfservice restaurant vs. category I restaurant, type of service),
- expenses and costs incurred in connection with operations (wage costs, utility fees),
- margin ratio required for expanded reproduction (i.e. profit),
- the service content of the product, its „prestige” value.

Among the costs of catering units, the weight of direct labour costs and related additional costs is outstanding. Their magnitude can reach up to 50% of the expenses of a given company, depending on the profile, standard of the business and the specifics of the wage system.

In hotkitchen units – and in general in all units processing raw materials – an important factor is the purchase value of the goods sold, commonly known as the cost

price. The cost of food is the amount of the raw materials used to prepare the food or drinks. The ratio of this to income – the so-called food cost level – also reflects the level, profitability and business policy of the given unit. The food cost level of higher-end units often ranges between 20–30%. Units that wish to compensate for the relatively smaller profit per product with mass sales, thereby realizing the desired profit volume, may operate with a food cost level of up to around 40%.

The raw material value must be calculated by multiplying the quantity of raw material needed to prepare the given dish by its unit price (net of VAT). In catering prices, the raw material value is the sum, expressed in value, of the raw materials used in the preparation and later sale of a dish. Additional costs related to the production and sale of the given product and the profit are ensured by the margin, which can also be calculated using a profit margin (markup).

The margin must therefore cover production and operating costs, and must also ensure the profit necessary for expanded reproduction. The margin is obtained by multiplying the raw material value by the profit margin.

Formula: $\text{Margin} = \text{raw material value} \times \text{profit margin}/100$

If an official price has been established for a product, neither a higher price than the maximum, nor a lower price than the minimum may be applied. Officially priced products are listed in the relevant legislation (e.g. certain basic foods, medicines).

The ingredient ratio (material ratio) means the list and quantity of the raw materials needed to prepare food and drinks. Quantities are always given in kg, pieces, litres; in some cases (e.g. parsley) by bundle or packet. For dishes, ingredient ratios must be calculated for 10 portions. In confectionery production, ingredient ratios are given per baking sheet or per cake form. Determining the ingredient ratio is the responsibility of the manager or owner responsible for the catering unit.

The margin can also be obtained by subtracting the raw material value from the net revenue (net sales price excluding VAT). Another commonly used calculation compares the margin with net revenue excluding VAT. The resulting indicator is the margin level, which shows what percentage of revenue the margin represents.

Formula:

$$\text{Margin level} = \frac{\text{Margin amount in HUF}}{\text{Net revenue (HUF)}} \times 100 (\%)$$

4. Calculation

Restaurant capacity:

100 people Annual operating time: 300 days/year

Turnover rate (seat occupancy over the day): 260%

Turnover rate at noon: 1.5; in the evening: 1.2.

Average consumption at noon: HUF 5,000/person; in the evening: HUF 8,000/person

Distribution of turnover:

- 80% food and 20% beverages
- rate of direct costs: 5%
- indirect costs: 46,341 thousand HUF
- gross wages: 12 million HUF/month
- general expenses: 8%

Task: Determine the business's annual Gross Operating Profit (GOP) and the GOP level. Recommend 7 decisions to improve results.

1. In the first step, the amount of the margin must be established.

Determination of daily turnover

Lunch: $100 \text{ seats} \times 1.5 = 150 \text{ guests} \times \text{HUF } 5,000 = \text{HUF } 750,000$

Evening: $100 \text{ seats} \times 1.2 = 120 \text{ guests} \times \text{HUF } 8,000 = \text{HUF } 960,000$

Number of guests: 270 persons/day

Daily turnover: HUF 1,710,000

Determination of annual gross turnover

Annual gross turnover:

$\text{HUF } 1,710,000 \times 300 = \text{HUF } 513,000,000$

Determination of annual net turnover:

80% food: 410,400 thousand HUF.

$410,400 / 1.09 = 376,513 \text{ thousand HUF net food turnover,}$

VAT: 33,887 thousand HUF.

20% beverage: 102,600 thousand HUF.

$102,600 / 1.27 = 80,787 \text{ thousand HUF net beverage turnover,}$

VAT: 21,813 thousand HUF.

Annual net turnover: approx. 457,300 thousand HUF.

Cost of goods sold = net turnover / (1 + foodcost coefficient).

$457,300 / 3.60 = 127,027 \text{ thousand HUF}$

Definition of margin:

Margin = net turnover – cost of goods sold

$457,300 - 127,270 \approx 330,030 \text{ thousand HUF (margin).}$

2. Determination of annual gross wages, direct wage costs

Annual gross wages: $12 \text{ million} \times 12 = 144 \text{ million HUF}$

contributions 21% = 30.24 million HUF

Direct wage costs on an annual basis: 174,240 thousand HUF

3. Calculating the cost values related to the annual net turnover in %.

Rate of direct costs: $5\%457,300 \times 0.05 = 22,865$ thousand HUF

General costs: $8\% - 457,300 \times 0.08 = 36,584$ thousand HUF

Summary:

Margin: 330,030 thousand HUF

- direct wage costs: -174,240 thousand HUF
- direct costs: -22,865 thousand HUF.

Operating result at unit level: 132,925 thousand HUF

- indirect costs: -46,341 thousand HUF
- general costs: -36,584 thousand HUF

Gross Operating Profit (GOP): approx. 50,000 thousand HUF

GOP level = Gross operating result / Gross sales revenue

$50,000 / 513,000 \approx 0.097 \rightarrow 9.7\%$ GOP level.

14. MARKETING IN WINE HOTELS

1. Introduction

The market consists of all potential consumers who have common needs, and who are willing and able to enter into exchange transactions to satisfy them. In a broader sense, the market is the meeting place of demand and supply.

The main elements of tourism demand and supply:

Demand:

- leisure time,
- discretionary income,
- motivation.

Demand characteristics:

- Many forms of appearance,
- variability,
- complexity,
- high risk (the product is unknown, intangible),
- sensitivity to economic and political changes.

Supply:

- attractions,
- infrastructure and means of transport,
- accommodation and dining options,
- entertainment and other services,
- hygiene,
- safety,
- catering.

Features of supply:

Diversity, invisible exports, a large proportion of services, complementarity (services of one company complement each other), perishability, uncertainty, locationboundness, rigidity and resourceintensiveness.

The characteristics of the meeting of demand and supply:

Since demand and supply are separated in space and time, the travel intermediary (brokerage) sector plays a prominent role. Establishing a connection between the sending and receiving locations, as well as the success of sales, largely depends on them.

Supply and demand are connected by marketing and then by the tourist's journey. Marketing is an activity carried out by tourism professional organizations before

the tourist's trip, in order to influence the travel decision, with the aim of persuading the consumer to buy a specific product or service. To do this, it is necessary to know consumers' needs and shopping habits, to design accordingly, to make the offer known, and finally, to organize feedback – that is, to learn tourists' opinions about the services used and to make the necessary corrections based on them.

2. Price

Perhaps the most sensitive element of a hotel marketing strategy is price. Adequate room rates play an important role in generating revenue and increasing occupancy, and they also provide an opportunity to increase profit. Determining the right price can result in booking as many rooms as possible.

Hotel marketing strategy – Pricing based on competitors:

It shows how the competition is performing and what the hotel's position is within that environment.

In a hotel marketing strategy, forecasting based on expected demand is an effective approach to price setting. This expectation is based on knowledge of the hotel's reservation data, revenues, room prices and the average cost per room.

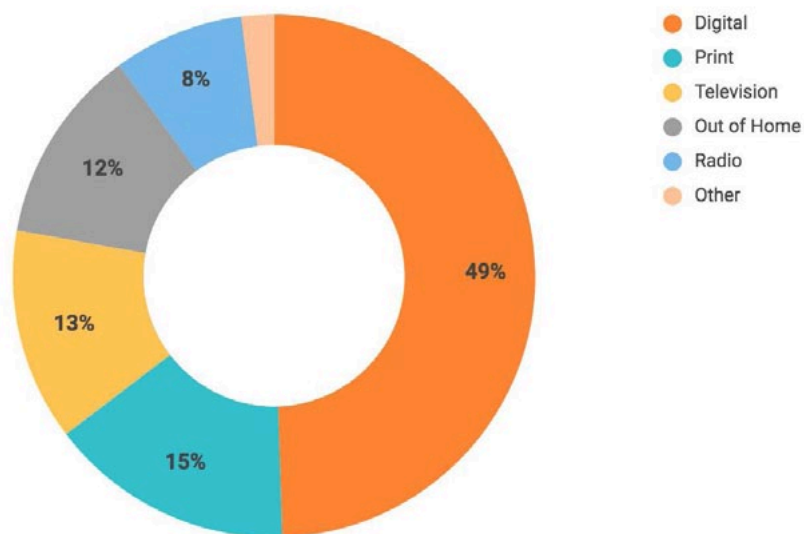


Figure 1. Distribution of the use of marketing tools in hotels

Source: own compilation, Oroszi, 2015.

3. The marketing information system (MIS)

The role of the Marketing Information System (MIS) is to monitor market processes and support strategic tourism decisions. MIS is a part of marketing research.

The MIS consists of the following elements:

Market research:

organized and methodical examination of market phenomena, research into supply and demand.

Marketing research:

reveals the possibilities of the company's market behaviour.

Information requirements:

Timeliness (uptodate information).

Reliability of data.

Measurability – data should be comparable.

Relevance – collect important information; it is unnecessary to collect irrelevant data.

Economy – examination of the relationship between costs and income, pursuit of profit and profit maximization.

Defining corporate strategy:

A strategy is the relatively longterm definition of goals and of the means necessary to achieve them. The most important market policy principles must be clarified in the strategy of tourism enterprises: the main characteristics of the product, forms of market presence, priorities, targeted customer segments, basic aspects of pricing, main sales channels, preferred methods of influencing the market. A strategy in itself is an empty idea if it is not connected to other key elements.

4. Total Quality Management (TQM)

TQM is a qualityoriented management system that assumes the participation of all company employees. The longterm success of the organization is based on customer satisfaction and on the benefits provided to employees and to society.

The task of TQM is to establish a company structure based on quality and to create processes that work continuously for quality improvement and extend to all parts of the company.

The product itself forms the basis for the other elements of the marketing mix: it determines which price strategy/tactic, which distribution channel and which marketing communication elements will be used for better, more successful sales. A basic question is: what kind of product, in which market, in which segment is the company created to distribute?

5. The basis of market success in product policies

Elimination of oneoff, purely static decisions.

Identifying and managing relationships and interdependencies.

Taking into account the longerterm effects of initial decisions (development of product structure).

Incorporating changes and expectations of market trends into activities (shaping the product structure).

Treating all elements that contribute to these principles (e.g. customer service) as part of product strategy.

Brand and trademark policy.

5.1 Product strategies

Market penetration: stabilizing the position of existing products in the existing market, increasing turnover where possible (e.g. offseason hotel discounts, sales incentives).

Market development: broadening the market for existing products and entering new markets (e.g. selling medical services to both social security patients and individual guests).

Diversification: introducing new products in a new market.

Product development: introducing new products in the existing market and targeting latent demand when exploring market niches (e.g. adding an extra horseriding tour to a holiday package).

5.2. Brand policy

Brand policy is a productdifferentiation tool that adds value to the product/service. Positioning differentiates the product from competitors' products. The brand name must become known, and this must be done in line with guest needs. Brand loyalty develops, which simplifies the choice of accommodation and creates a circle of regular guests and regular partners. Branding is successful if, after hearing or seeing the brand name, potential guests can identify the product or service behind it. Brand building is successful if the guest is willing to pay a premium and, when the need arises again, chooses the hotel bearing the brand name once more.

Brand name options:

Unique brand name: the company does not use its own name as a brand; each product has its own name.

“Family name” for all products: the company’s products run under a single family brand name.

Several “family names”: unique family names for certain product lines if the company has many, very different products.

Company name paired with individual product brands (umbrella brand): the company combines its own name with the brand name of its individual products/services – e.g. Grand, Regency, Suites, Resorts, Park.

Supporting brand: a company temporarily pairs its own corporate brand with the established, wellknown brand name of a group (e.g. ITT Sheraton, MHB ABNAMRO) for investment or imagebuilding purposes.

Joint brand (cobranding): the joint use of several separately owned company brand names (e.g. in the credit card market – Visa or Mastercard with Citibank).

A good brand name refers to the key characteristics and benefits of the product, is easy to pronounce, recognizable, memorable, clearly distinguishable and unique.

15. PRICING IN WINE HOTELS

1. Introduction

A basic requirement for effective sales is a realistic price. Price naturally influences the consumer's decision. The extent of its effect depends on the consumer's financial possibilities. An important trend in today's tourism is that the tourist's judgement is not influenced by price per se, but by the combination of price and service value.

The specifics of the product price are:

it is complex, as the product consists of different goods and services, in addition to cost levels, competitors' prices and the solvency of the targeted demand must also be considered, it is differentiated, because it depends on the season, familiarity with the product, clientele, etc.

Pricing must be preceded by market research and price calculation.

2. In hotel management, the following calculations can be used:

Average length of stay: number of guest nights divided by the number of guests.

Room capacity utilization: number of rented rooms divided by all rooms available to rent $\times 100$ (over the given period).

Bed capacity utilization: number of occupied bednights divided by all bednights available $\times 100$.

Revenue capacity utilization: actual revenue divided by potential (maximum) revenue $\times 100$.

Average price of hotel rooms: total roomrevenue divided by the number of rented rooms.

REVPAR – Revenue Per Available Room: revenue per available room. This is used only for the analysis of accommodation activity, so the sales revenue includes only income from room charges. Accommodation income is divided by the number of rooms that can be rented out during the given period. The higher the REVPAR, the better the performance. The values of the average price and REVPAR are usually examined together: if REVPAR is significantly lower than the average price, this indicates low occupancy and/or very low prices.

Distribution of revenues: shows which activity represents what share of the total revenue. It is expressed in %, e.g. $\text{roomrevenue} / \text{total revenue} \times 100$, $\text{catering revenue} / \text{total revenue} \times 100$. Contemporary hotel pricing increasingly relies on revenue management systems that adjust prices dynamically according to occupancy forecasts, demand fluctuations, seasonality, and competitor behaviour. Digital distribution channels and online travel agencies have significantly increased the importance of real-time pricing decisions.

3. Pricing and product lifecycle stages are related to each other:

1 Introduction

- Market skimming: selling at the highest price (luxury products, fashion products).
- Market penetration: attracting as many guests as possible in the shortest possible time at a low price.
- Medium starting price: introductory (advertising) price, then a medium price level.

2. Growth

- Price reduction for defensive or offensive purposes.
- Targeted price increase: for products with low price elasticity, with the aim of increasing turnover.
- Price gouging: by monopolylike companies when demand significantly exceeds supply (abuse of dominance, punishable by the Competition Authority).

3. Maturity – special pricing tactics

- Disguised pricing: packaging and splitting services so that direct comparison is difficult.
- Bait pricing: offering an intentionally weaker option at a high price to increase the perceived value of the targeted product.
- Dual (twopart) pricing: a strippeddown basic product, then additional services at a higher price.

4. Saturation

- Maintaining demand mainly through price reductions or package offers.

5. Decline

- Price reduction and the fastest possible reduction of stocks/capacity.

The largest share of a hotel's profit usually comes from room rates, so the realized average room price is a fundamental question.

According to the hotel's marketing strategy, we can distinguish:

Segmentbased pricing:

As in airline practice, different guests may pay different prices for the same room. Segmentation can be based on quantity (number of rooms booked at once), attributes (seaview vs. gardenview rooms), service package, time of purchase, time of use, etc.

Incentivebased pricing:

Customers are encouraged to book through discounts, promotions and favourable package offers. Returning guests can be targeted via direct marketing.

Loyaltbased pricing:

Similar to incentive pricing, but focused on loyaltyprogramme members, who receive more favourable prices and benefits.

Crossselling:

A useful hotel marketing strategy, especially effective after booking. It means offering additional services – such as spa treatments, excursions, airport transfers – typically via email marketing and other online channels.

4. Discounts:

Service providers usually try to alleviate seasonality with discounted prices (cost-oriented pricing).

Marketoriented pricing is based on demand and competitors' prices:

- Statusquo (statuspreservation) pricing: aiming to maintain the existing price level relative to competitors.
- Following market leaders: smaller companies align their prices with larger companies.

“Traditional” method: e.g. setting the room price so that selling the room roughly a thousand times covers its annual cost value.

Targetmarket pricing: prices are set based on cost analysis and competitive situation in the target segments.

Other methods: promotional prices (temporary discounts), aligning with popular price levels (offering services in the most popular price category), use of oddending prices (psychologically more attractive than rounded amounts), multistep pricing (gradually building up to the final price).

Forms of discounts:

- Volume discount: e.g. tour operators buying in large quantities can obtain more favourable prices.
- Time discount: pre and postseason prices, offseason tariffs, earlybooking discounts.
- Functional (introductory or promotional) discounts.
- Payment discounts: for advance payment or cash payment.
- Other: e.g. favourable prices for partners or employees.

5. Calculation

In a hotel:

Available net income (potential revenue): HUF 56,600,000 Actual net income: HUF 49,805,000

Number of rented rooms: 1,025

Number of rooms available for rent: 1,300

Number of rented bednights (guest days): 5,123

Number of bednights available for rent: 5,870

Number of guests: 2,230.

Revenue capacity utilization in the hotel:

$49,805 / 56,600 \times 100 \approx 87.9\%$ – the hotel achieved 87.9% of its maximum possible revenue.

Room occupancy index (room capacity utilization):

$1,025 / 1,300 \times 100 \approx 78.8\%$ – the hotel sold 78.8% of its available rooms.

Bed occupancy rate:

$5,123 / 5,870 \times 100 \approx 87.3\%$ – the hotel sold 87.3% of its available bednights.

Average length of stay:

$5,123 / 2,230 \approx 2.3$ days – on average, guests spent 2.3 days in the hotel.

Revenue per guest:

$49,805 / 2,230 \approx$ HUF 22.3 thousand/person $\approx$ HUF 22,300/person – a guest spent on average HUF 22,300 during their 2.3day stay.

Revenue per guest day:

$49,805 / 5,123 \approx$ HUF 9,700/day – a guest spent approximately HUF 9,700 for each guestnight.

16. CASE STUDY: THE ANALYSIS OF THE OPERATION OF THE NAGY LEVIN RESTAURANT (BUDAPEST-CSEPEL)

1. Introductions

The restaurant operates in the middle of one of Budapest's long-established workers' districts, on Csepel Island, in the Csepel district, in a housing estate consisting of ten-storey residential buildings, in a service building converted from a former kindergarten. The residential complex was built in the 1970s from prefabricated panels, with all its architectural, energetic and aesthetic disadvantages. The spaces between the houses are spacious, with 30-year-old trees with large canopies, and in the summer there are green grass areas on which modern playgrounds have been created. However, the lack of continuous cleanliness and vandalism greatly worsen the overall appearance of the environment.

The following shops also provide services in the service centre:

Brasserie,
Drink discount store,
Gift shop,
Post office,
Bicycle repair shop,
Cosmetics,
Chinese clothing store,
Lottery outlet.

As you can see, in the service centre, apart from the restaurant, alcoholic beverages can be bought in two other places: in the beer hall, which also has a small terrace with four tables, and in the discount liquor store. In front of and in the immediate vicinity of these, despite all prohibitions, beer and spirits are regularly consumed while standing. Of course, the target customer groups are not the same; sales prices select the clientele accordingly, so despite appearances, the restaurant, the beer hall and the discount liquor store are not really competitors. Incidentally, within a 300-metre radius of the restaurant there is another beer bar and several businesses that sell spirits (chilled beer in bottles and cans, miniature bottles of brandy).

Due to their profile and the fact that their entrances open from the other side of the building, the other businesses do not affect the operation of the restaurant in any way. In accordance with professional requirements, the restaurant has two separate entrances. Guests can access the restaurant through its own 14-space car park. The service entrance can be accessed through a closed car parking area used by local residents.

2. The restaurant profile and its expansion and change

When Nagy Levin Kft. was established (15 November 2008), it took over the operation of the restaurant in such a way that no other activities or services were available apart from traditional restaurant catering. Thus, effective and profitable operation could not be ensured.

After creating the legal conditions for the operation (founding a new operating company and related administrative tasks, such as opening a bank account, finding and appointing an accountant, rewriting the municipal operating licence, changing the name of the previous operator to the name of the new company, etc.), they started those tasks from which they could hope for more guests and more income.

Based on the above, which tasks did the company consider to be the most urgent?

Cashless payment methods, such as credit card payment and bank transfer, had to be created for the convenience of guests.

It was necessary to communicate the significant positive change in the spirit of the restaurant and to win back the regular guests that the restaurant had lost in the past period.

It was necessary to build a staff that loves catering, has the required professional skills, can be motivated by the earnings achievable in the restaurant and is satisfied with its work and workplace.

Hospitality equipment (consumable items and durable equipment) whose absence or limited

quantity hindered the smooth running of professional operation had to be replaced.

What tools were used to solve the defined tasks?

They concluded a contract with the bank managing the account, which installed a card acceptance terminal in the restaurant, and they offered the payment methods that could be used again to the companies that were regular guests in the restaurant, in person or in a DM letter containing other offers.

A flyer was made about the new selection and services, and 40,000 copies of it were distributed by a company into the mailboxes of the apartments in Csepel; based on the existing contact list, they also carried out a telephone survey.

Of the people working in the restaurant until then, only the head cooks indicated that they did not want to work under the direction of the new management, but the previous deputy accepted the position with pleasure. The waiters all stayed, but within a few months the entire waiting staff was replaced for one reason or another. Staff turnover in the kitchen was 50% in the first year.

They reviewed previous sources for purchasing consumables and then purchased and ordered equipment worth two million forints, which allowed them to organise the end-of-year events. Even so, equipment still had to be rented on several occasions for company events in December.

3. Number of employees

The restaurant welcomes guests from Monday to Saturday between 12:00 and 23:00 and on Sundays from 12:00 to 22:00.

A shift usually has eight employees: two servers, a bartender, three cooks, a kitchen support worker and the store manager. The company thus employs a total of sixteen people. In addition, two “couriers” deliver to homes per shift. The couriers are self-employed; they are not employed by the restaurant.

Opening hours are continuous, so the restaurant is not closed between lunch and dinner. Thus, the work schedule of the employees is prepared as a weekly rota. Typically, working days are Monday, Wednesday and Friday one week, and Tuesday, Thursday, Saturday and Sunday the following week. Vacations and days missed due to illness are managed by reorganising work (split shifts, and on less busy days at the beginning of the week fewer workers are enough to take care of the guests) and by using temporary helpers.

4. Clientele

The vast majority of guests come to the restaurant from Csepel Island and Pesterzsébet, typically by car. At lunchtime, mainly entrepreneurs and company managers come for a business lunch. In the evenings, groups of friends and representatives of the so-called middle class and middle-aged visit the restaurant. At weekends, especially on Sundays at noon, the target audience is families with small children. Foreigners visit the restaurant only as guests for business lunches; tourists would hardly be able to physically find the restaurant. The composition of the clientele also shows a certain seasonality. Gender seasonality can also be observed in the restaurant: in the summer season, when the terrace provides the most pleasant environment for drinking beer and enjoying a freshly grilled dinner, there are many married couples and groups of male friends among the guests. In winter – as personally experienced – groups of girlfriends and ladies make up the majority of the guests. Where are the male guests then? Perhaps they play football or basketball in the gymnasium of a nearby school, or they prefer to visit beer bars and pubs that are a bit louder but offer a narrower selection, where they can play billiards and table football?

5. Food and drink selection

The permanent menu is changed twice a year. In addition, there is a weekly changing menu, which mainly uses seasonal ingredients and dishes that are prepared differently from the dishes on the permanent menu, as well as a daily menu between 12:00 and 16:00. The permanent menu is of a high standard, with comic book illustrations by Jenő Rejtő and fantasy food names named after the characters of the novels – one might say, “dreamed up”. The menu includes 5–7 dishes per food group.

The menu (roughly) follows the classic European food grouping:

Cold appetizers

“Spoon floats” (soups)

“(No) Ladies Only” (hot appetizers)

“Inhabitants of waters” (fish dishes)

Poultry dishes

Pork dishes

“Chewing quadrupeds” (beef dishes)

Salads

Types of pasta

Sweet treats

The last two pages of the menu show the coffee and drinks selection.

The menu is available separately in Hungarian and in foreign languages. The foreign-language version contains the selection in English and German.

Goods circulation – the way of the goods from procurement to sale.

The process of “B–R–E–T–N–SZ” can be clearly traced in the operation of the restaurant.

Acquisition

The restaurant buys raw materials and goods mainly from contracted suppliers. Cash purchases of goods in person are only used in the METRO store – once a week – and in case of unexpected raw material shortages.

The restaurant's exclusive suppliers for each drink category:

Soft drinks: CocaCola Hungary (mineral water, carbonated and flavoured soft drinks)

Beer: Liquid Gold Kft. (draught beers)

Wines: Veritas Borok Világa Kft. (wine, sparkling wine, champagne)

Pálinka: Szicsek brandy distillery (quality brandies).

The restaurant has a three-year marketing contract with the CocaCola company, within the framework of which it contracted for a minimum annual turnover, and in return received a lumpsum marketing subsidy for the renovation of the terrace.

The restaurant has a five-year volume contract with Liquid Gold Kft., in exchange for which it received marketing support for free use at the time of signing the contract, which was spent on covering the terrace with a canvas roof and purchasing terrace furniture.

The Veritas company does not require a minimum turnover; only the exclusive delivery of the wines it distributes is included in the contract. As part of the contract, it provided the restaurant with a spectacular two-door wine cooler display case in the guest room, and also prepares wine lists as needed.

The Szicsek pálinka distillery supports the restaurant with a pálinka drink list, an 8% discount compared to the wholesale price at all times, and the organisation of pálinka tastings. The restaurant also has no quantity obligation here.

In the case of food raw materials, there are regular delivery companies, but sometimes one or another product is purchased from other companies, mainly due to differences in purchase prices.

6. Storage

The restaurant has the following warehouses:

Beverage warehouse, Drinks are received by the store manager, and in his absence by the waiter brigade leader acting as room manager. Spirits and wines go to the drink store, other drinks go directly to the drink counter and to the corresponding “hand store”. The liquor warehouse has a so-called cardboard stock register (inhouse electronic register programme); the counter stock is accounted for during daily closing.

Food ingredients can be taken over by the head cooks or their deputy. After the usual quantity and quality acceptance of the goods, the raw materials are sent to the warehouse, to a specialised preparation area, and sometimes directly to the kitchen. The kitchen stock is accounted for every month, and the head chef and his deputy are also responsible for the inventory.

Dry goods warehouse

The dry goods warehouse contains:

Spices

Canned goods

Flour

Pasta

Sugar

Other raw materials that do not require cooling

Earth goods warehouse

This is actually a refrigerator, where only raw vegetables and fruits are stored.

Meat warehouse

Two deepfreezer chests, where reserve quantities needed due to fluctuations in traffic are stored. The meats are placed in the freezers with a date, so the order of use can be tracked. They try to use up all frozen raw materials within three months, and replenish the used stock from fresh purchases. A significant part of the stored meat is obtained deepfrozen (game, slaughter animals, fish, poultry, etc.), however, they also freeze a smaller amount of stock intended as a reserve.

The restaurant does not have a room for treating eggs (egg warehouse and eggwashing room), so they only buy and use eggs treated against salmonella infection.

The restaurant has two warehouses that are not related directly to goods traffic:

Consumables warehouse – equipment used only at events, spare porcelain, food warmers and other items that come into contact with guests are stored here.

Furniture warehouse – folding buffet tables, spare chairs and other catering equipment are stored here.

Preparation. Preparation refers to food. The restaurant has separate vegetable and meat preparation rooms.

Vegetable preparation

This is where the vegetables, salad ingredients and fruits arriving as bulk goods are cleaned, peeled and, if necessary, chopped. There are two refrigerators in the vegetable preparation room, one for storing uncleaned and the other for cleaned vegetables.

Meat preparation

Meats and poultry are cut and marinated, frozen meats are thawed, and raw materials intended for deepfreezing are prepared, packaged and labelled. The meat preparer is also responsible for fish preparation. This is solved by time separation: when fish is prepared, other materials are processed in the preparation room only after cleaning and disinfection. The tools and equipment used in meat preparation (knives, cutting boards, meat grinder, etc.) are kept clean in the threecompartment sink located here in accordance with professional standards.

Production: The place of production is the kitchen. Pizza is made in a separate room; the other kitchen areas are located in the same space, only symbolically separated.

Three chefs work in the kitchen in one shift, so their activities are divided into three tasks.

I. Chef position: preparation of soups, vegetable side dishes, sauces, plating.

II. Chef position: grilling, roasting, preparing potato side dishes.

III. Chef position: preparing pizzas and desserts, stocking kitchen ingredients.

One person, the “handmaiden”, prepares the kitchen and performs both black and white dishwashing tasks.

Each chef is also responsible for keeping his own work area clean.

Sale: Traditional sales take place on the premises of the restaurant. The waiters offer food prepared in the kitchen and drinks served from the drinks counter with the help of food and drink menus, but primarily through personal recommendations.

The method of serving is a mixture of the Swiss plate service and French II. service. Most of the food is served on matching porcelain plates, but about one third of the dishes are served on wooden and metal platters, as well as in cauldrons and earthenware dishes.

At events, evenings with shows and music, the buffet table is used for seated (or standing) receptions, often with the small modification that the guest receives the appetizer and possibly the dessert on a plate (Swiss service), while the rest of the food is offered at the buffet table.

Another important sales method is delivery. In this case, the guest orders by phone or online (for example via Netpincér), and the food is delivered by a courier within 40 to 60 minutes.

Another version of sales is “events outside the house”, which is classified under services and is presented in more detail there.

Service

Show

The restaurant regularly organises programmes for its guests. In the past year, the restaurant has organised the following types of programme:

Standup comedy shows

Musical evenings

Talk show

Wine evenings and pálinka evenings

During the entire opening hours there is background music, played from the restaurant's own selections.

The most popular programmes are performances by comedians. The restaurant now has an exclusive contract with the Dumaszház (comedy theatre). Two comedians are contracted each evening, so there are approximately two fiftyminute shows; the programme includes a buffet dinner. In addition to the small stage, the large hall of the restaurant can seat 100–110 dinner guests. In addition, another 15 to 20 guests can “see” the programme via a projector. Every event is sold out.

Highquality entertainment is also offered during musical evenings. For example, concerts by the Tibor Tátrai – Gábor Antal Szűcs duo, the Csepregi Trio and the “Black to Black” ensemble have been held.

The guest of the first successful talk show was Enikő Détár. The “conversation partner” was journalist and reporter Péter R. Kárpáti. At the moment, this type of show is on hiatus, because regular guests have shown more modest interest than the restaurant's management had previously hoped.

Guests of the wine evenings included, for example, Attila Gere from the Villány wine region, as well as the Vylyan wineries.

Pálinka tastings were held last year with Szicsek and REX pálinka.

Home delivery

From 11:00 to 23:00, they deliver food to the area of Csepel Island and to neighbouring Pesterzsébet on the Pest side.

Wardrobe

The restaurant offers a cloakroom service during events; at other times coats can be placed on hangers and racks in the guest area.

Child's play: A children's corner is furnished at weekends. Washable wooden and plastic toys, Duplo Lego, cars and storybooks are available for the guests' children. Fairytale films are also regularly shown at lunchtime. From time to time, a clown and a balloon artist entertain the young audience.

Organisation of outdoor events

On request, mainly at the request of regular guests, they undertake events outside the restaurant. The restaurant is not really fully equipped with tools, staff and transport capacity for working offsite. Nevertheless, if a guest approaches the restaurant with such a request, they prepare an offer, and if the price and all other conditions suit the

customer, they accept the event. In such cases, the employees work overtime at the expense of their days off, and most of the time the transport tasks of the event are solved with rented equipment, rented transport containers and cargo taxis. Primarily at the end of the year, in December, guests order Christmas and yearend parties at their own premises. In such cases, they undertake complete organisation, from decorating and furnishing the hall to arranging the show. Until now, with one exception, only buffetstyle seated and standing receptions have been organised. The only traditionally served dinner was held in a cultural centre, where a separate serving kitchen was also set up.

7. Competitive examination: Catering in Csepel

I examined the restaurants in the district with traditional service and hot kitchens. I found the following: Name, Service, Characteristics.

LaGuna

- organisation of programme and musical evenings (several times a month)– regular food delivery
- online availability is also interactive (request for offers, table booking, newsletter subscription)
- organisation of wine and brandy evenings.

It is closest to the Nagy Levin restaurant geographically, and in terms of food and drink offer, range of services and price level.

Their price level is only a few percent higher after comparing the prices of the menu groups.

What the competitor restaurant offers more are the more frequent events, the “Sushi” menu and damask tablecloths compared to the set tableware of Nagy Levin.

According to their website, it is a member of a small chain consisting of five units, which is primarily indicated by the identical ownership group and the use of the same name.

Pusoma

Has a private room for 20 people, for smaller events and weddings.

Homemade flavours.

Sophisticated fittings.

Narrower selection of food and drinks.

Lower prices.

Its current menu is in Hungarian only.

Its attractiveness is increased by the proximity of the Danube.

Micó

Has no services other than food and drink.

Narrower selection of food.

Lower average prices.

Simpler environment.

Botel Lisa

The small restaurant of the hotel ship is primarily intended to serve the breakfast and main meal needs of hotel guests.

In the summer, part of the deck is furnished as a terrace, and a few tables are also placed on the shore for guests who are dining, but mainly for those drinking beer.

„Á”

Has its own website.

Their website is updated with a very serious delay; current events are listed even months later, until new events or news are posted on the site.

Table 1.

Comparison of the competitors of Nagy Levin Restaurant in Csepel

Name	Service	Characteristics
1. LaGuna	-organization of program and musical evenings (several times a month) -regular food delivery its -online availability is also interactive (request for offers, book a table, subscribe to the newsletter) -organization of wine and brandy evenings	It is closest to the Nagy Levin restaurant geographically, in terms of food and drink offer, range of services and price level their price level is only a few percent higher after comparing the prices of the menu groups what the competitor restaurant offers more are the several events, the "Suchi" menu, the damask tablecloth compared to the set tableware of Nagy Levin according to their website, it is a member of a small chain consisting of five units, which chain is primarily indicated by the identity of the ownership group and the choice of the same name.
2. Pusoma	It has a private room for 20 people, for smaller events and weddings	homemade flavors sophisticated equipment narrower selection of food and drinks lower prices its current menu is in Hungarian its attractiveness is increased by the proximity of the Danube
3. Micó	it has no services other than food and drink	narrower selection of food lower average price simpler environment
4. Botel Lisa	the small restaurant of the hotel ship is primarily intended to serve the breakfast and main meal needs of the residents there	in the summer, part of the deck is furnished as a terrace, and even a few tables are placed on the shore, for the guests who are dining, but mainly drinking beer
5. „Á”	has its own website	their website is updated with a very serious delay. The current events are listed even months later, until they have to post some other event or news on the website

Source: own compilation

17. ANALYSIS OF THE IMPACT OF MCDONALD'S IN HUNGARY AND IN THE UNITED STATES

1. Introduction

As mentioned before, one of the results of globalization and Americanization was the spread of American-type fast food chains.

Before this happened, Hungarian companies City Grill and Paprika dominated the fast-food market until the political system change, before the international chains started appearing.

The atmosphere of the City Grill restaurant was very distinctive with its bright orange colours. At that time, the restaurant became the most popular meeting point and it was the first place where people could order a “real” hamburger all day and night. The most well-known restaurants were on Kálvin Square and Jászai Mari Square – where there is now a McDonald’s – and on Váci Street, which was also often visited by foreigners. Even though there are no City Grill restaurants in Hungary any more, they are still often mentioned and some people wish that those old days with Hungarian fast food would return, but this does not seem possible with so many Western competitors.

The other earlier mentioned restaurant was Paprika Csárda, offering only Hungarian food, along with other similar places in the Buda Castle and on Boráros Square. In comparison, City Grill was more modern, more standardised and more youthful.

On 29 April 1988 the first McDonald’s opened in Hungary. They found the perfect place for it in District V, in Régiposta Street, close to Váci Street, which is much loved by foreign visitors.

On the day of the opening, in only 14 hours, 10,000 people were served their first burger, which means 714 burgers an hour and more than 10 Hungarians a minute. At one point, there was a line more than one hundred metres long.

2. The research

In my research, 160 people participated and the ratio between Americans and Hungarians was equal. I think the size of the sample is adequate to serve as the basis for further conclusions. I was very grateful that so many people were ready to share their opinion with me.

The first three questions were asked to gain basic information about the participants: sex, age and occupation.

The next question was about the impact of globalization; it was interesting that there was a big difference between the answers of the two nationalities. 87% of Americans felt that globalization had a positive impact, while only 40% of Hungarians felt the same way. So more than half of the Hungarian participants saw globalization as a negative influence. Some of the comments by Americans were that globalization made the world more interconnected and gave a favourable view of American culture, while others felt that it spread violence and took away other countries' culture. This opinion was basically shared by the Hungarians as well.

The following question was only given to the Hungarian participants because it was about Americanization, asking when it was most perceptible. There was no surprise with this question; 53% chose the 1990s, after the system change, and 37% thought that it was after the year 2000 when it was most noticeable.

After this, I turned the questions towards McDonald's. 53% of the Hungarian sample chose McDonald's as their favourite restaurant; the rest of the answers were Burger King, Kentucky Fried Chicken and Subway, and no other restaurant was indicated. This rate was higher for the American sample: 73% chose McDonald's as their favourite, and no one chose Burger King, although Taco Bell, Wendy's and Popeye's were added as favourite fast-food restaurants. I was surprised by the Hungarian answers; I would have estimated that fewer would choose McDonald's, but it was still more than half of the sample. The American participants' answers were not surprising; I knew from my own experience that Burger King was the least popular, and it seems they are more faithful to their very first fast-food chain.

In the next three questions, I intended to gain information about how often the participants visit McDonald's, whether they are satisfied with their local restaurants and what they like most about McDonald's. I was not too surprised to see that 13% of the American participants visit McDonald's every day, 20% every week, 17% every two weeks, 37% once a month, 10% less than once a month, and nobody chose "never". For Hungarians it was not very different; 27% visit once a week, 10% once in two weeks, 40% once a month, 23% less than once a month, and nobody chose "every day" or "never". The majority of the Hungarian participants (63%) chose "once a month or less", while slightly more than half of the American participants (53%) visit McDonald's twice a week or more often. My results also showed that more than half (53%) of the Hungarians are satisfied with their local McDonald's and only 13% were dissatisfied, while 33% were neither satisfied nor dissatisfied. I had the reverse result for the American participants; more than half (57%) felt dissatisfied with McDonald's, which confirms my perception about the McDonald's restaurants in the United States, where the quality of service and food was lower than in the Hungarian restaurants. For the question about what they like most about McDonald's, I allowed multiple answers, so the majority of both nationalities chose that it is fast, convenient and tastes

good, while 8 Hungarian and 4 American participants chose cleanliness. The biggest difference was in the answers about price: more than half of the Americans (21) found McDonald's cheap, while only 5 Hungarians chose this answer. This reflects the difference between the income levels of the two groups, while the prices of food items are similar in both countries.

The following two questions were about McDonald's community work. I expected only a few participants to know about McDonald's work for the community, but I was wrong; the majority of participants from both nationalities knew about McDonald's environmental responsibility and their Ronald McDonald Charity Houses. About their sponsorship, nearly twice as many Americans as Hungarians (23 vs. 12) knew about it, and regarding their different awards there were more than twice as many Americans (20 vs. 7) who were aware of them. It seems that in the United States there is somewhat more attention paid to McDonald's community work than in Hungary.

It was good to see that more than half of the participants from both countries thought that McDonald's efforts are good and make a difference, and there were 23–23% who felt that these efforts are good but serve mainly as advertising. Nobody said that McDonald's work is bad and there were only a few who stayed neutral.

In the next four questions, I tried to find out how the participants feel about McDonald's impact on their nation's health. My results showed that 53% of Hungarians and 40% of Americans thought that McDonald's is unhealthy; the ratio for the answer "somewhat unhealthy" was 40–47%, and for "no" it was 7–13%. I received 8 comments saying "not in moderation", which made me realise that I should have given this option among the answers, but I feel that "somewhat unhealthy" was close to this option. This result showed that the majority of participants from both countries thought that McDonald's was unhealthy or somewhat unhealthy; there were very few definite "no" answers, but I realised there might have been more if I had added "in moderation".

After this, I asked what health problems McDonald's food can cause. For options I gave obesity, diabetes, high blood pressure/cholesterol, cancer and heart disease. It was interesting that the ratio did not reach 50% for any of the answers; the fewest participants chose cancer (13% of Hungarians and 10% of Americans). I had several comments for this question; 10 participants said "not in moderation" and 4 said that "these diseases are linked together". For the question whether McDonald's food is addictive or not, 27% of the Hungarian participants and 53% of the American participants said yes, 40% of Hungarians and 27% of Americans said no, and the remaining respondents said that it is somewhat addictive. Clearly, more of the American participants thought that the food is addictive.

Next, I asked whether the participants thought that McDonald's has improved its menu with healthier food options; I expected clear "yes" answers. My expectation was partly right; 87% of the Hungarians and 64% of the Americans said yes, which

clearly shows a difference between the menus in the two countries and, to some extent, the mentality of the two cultures. Hungarians tend to look for and recognise healthy options and read menus more thoroughly, while Americans tend to stick to their usual choice.

The majority of both Hungarian and American participants (73–60%) said that McDonald's sets an overall good example, which suggests that many people think the restaurant is able to compensate for some of its negative reputation with its efforts to serve the community. This is also supported by the last question; I asked what they thought the overall impact of McDonald's was and, instead of giving options, I asked for the participants' own opinion. There were different answers, ranging from the view that McDonald's has a bad impact because it takes away home cooking and the importance of national cuisine, to the view that McDonald's has a good impact because it makes today's fastpaced life easier and makes efforts to meet different needs and improve its business by taking responsibility for its customers.

While at home, the meals of traditional Hungarian cuisine are dominant (36%) and in second place the meals of international cuisine (20%), in restaurants it is the other way round: international dishes (31%) are more dominant than Hungarian dishes (21%). This is likely due to the fact that there are people who go to restaurants specifically to try and experience new tastes alongside familiar home cooking. Vegetarian foods are not significant either at home or in restaurants. At home, only 5%, and in restaurants only 3% of the respondents consciously choose vegetarian food. Fast-food restaurants are favoured by 16% of respondents. However, the striving for diversity can be clearly identified: at home 29% and in restaurants 28% always choose other types of cuisine whenever possible.

Response rates are roughly the same regarding the question why respondents go to restaurants; most of the answers are almost equally distributed. First of all, they mainly go out on special days, or to try new flavours, for reasons of comfort, and to spend leisure or free time. It is less common that they visit restaurants because of business meetings or that other factors determine their decision. As most respondents are still students, this latter option is not fully relevant for them.

The restaurants had to be classified in 5 different ways, where 1 means the worst and 5 means the best. In the category of quality the fast-food restaurants received the lowest average score, which is 2.77. However, there were some respondents who rated the quality as one or two and still eat at fast-food restaurants every week or more often. This is probably due to the functionality of these restaurants and people's lack of time. None of the respondents indicated that they had never visited any fast-food restaurant. From my interviewees I know that the busiest days of the week are Friday and Saturday, and the least busy are Sunday and Monday. The most successful month of the year is December and the least successful are January and February. This is related to shopping and money. People have time for shopping and entertainment at the end of the week, but spend their Sundays relaxing. In December, visiting restaurants

can be combined with Christmas shopping; then they spend most of their money and, in January and February, spend less time in shopping malls, so the number of meals eaten there also decreases.

With the help of the in-depth interviews and the information obtained through the questionnaire, it can be concluded that fast-food chains are very popular, attractive and have very high turnover. There are 600–1,200 people a day visiting one unit of a fast-food chain, which is on average about 330,000 people annually.

According to my questionnaire, most people visit these restaurants in the afternoon. The manager of the McDonald's situated at Nyugati Square said that most of their turnover – around 70% – is generated between noon and 7 p.m., and the remaining part is distributed proportionally before and after this period. From my questionnaire I also found that most respondents (40%) enter these restaurants because of lack of time; 30% ask for their food as takeaway and, of the remaining 70% who eat their food in the restaurant, 63% do not spend more than 30 minutes there. Taken together, these data show that lack of time plays a major role in their lives, mostly because 70 respondents are between the ages of 20 and 40, the most active age group. Moreover, the manager of the McDonald's also pointed out this age group – people between 15 and 50 years – as the most significant customers. Many people have lunch here because they do not have time to eat in a traditional restaurant or do not have time to cook at home so they could bring warm food to their workplace the next day. The lunchtime period often stretches; working people often have time for lunch at 2, 3 or 4 o'clock instead of 12. Around this time school also finishes and, after that, students go to fast-food restaurants with their classmates and groupmates, or after their activities they meet their friends and acquaintances. Most of them arrive with friends (82%), or with their partners (39%), but 35% of them eat on their own. The reason for eating alone is also lack of time.

The share of customers at McDrive was as follows: 79% of them had already bought something there and 21% had never used it. Many people who ordered at the drive-through wrote as their motivation that it is “quick, comfortable, simple”. Serving customers in cars has many advantages, for example it is fast for people who are in a hurry, but there are also people who use this service for comfort and simplicity, which can lead society to become overly convenience-oriented.

Based on the personal interviews and questionnaires it turned out that the average spending per person on one occasion is not more than 1,000–1,500 HUF. 32% answered, to the question why they visit fast-food restaurants, that they are cheaper than traditional ones. Despite this, the respondents felt that prices are not particularly favourable. In the category of price, fast-food restaurants received the second lowest score, 2.81 points. Probably the price is the reason why the most sought-after foods in McDonald's are the cheeseburger and the Big Mac menu; the prices of these foods are between 500 and 1,500 HUF. In addition to this, they usually order a soft drink or a dessert, which results in an average spending of around 2,000 HUF. The manager

of the McDonald's also mentioned the promotional products as the most frequently ordered foods. The reason for this could be the favourable price, the very intensive marketing – which the respondents also considered strong – or a modest desire for variety. Besides the permanent menu, guests also expect fast-food restaurants to offer other foods. This is especially important for people who, because of their work, lack of time or low income, cannot afford to eat in an à la carte restaurant regularly.

In my questionnaire, to the question “What do you miss from the choice at McDonald's?”, people answered in 80–20% that they do not miss anything or that they would broaden the variety with salads and healthier foods. I think two extremes can be observed. Those who would not change anything on the menu either do not go to fastfood restaurants often, so they do not care about them, or they visit these restaurants because of the taste of the food (38%), so the offer is appropriate for them. The other extreme is people who recognise that most of the products consumed here do not really belong to the category of healthy foods.

3. Conclusion

Arguably, one of the most important aspects of an organization is its emphasis on ethical behaviour. The key premise is that by “doing the right thing” internally and externally, businesses can develop a good working atmosphere while also benefiting society and the environment. The problem is that many ethical issues are subjective and based on one's values and beliefs. As a result, they are often difficult to enforce and easy to neglect.

Corporate Social Responsibility has increased in importance over the last 15 years, as globalization has led to increased pressure to meet society's ethical demands and expectations. This pressure is a result of an increased number of stakeholders who can affect or are affected by the achievement of the organization's objectives, as well as the increasing influence and power of the mass media, which is able to pick up on even the smallest issues and represent them globally. As a result, in today's technological age, where news spreads fast and everyone is expected to do their part to take care of the world, Corporate Responsibility has become a business necessity.

McDonald's published its first Corporate Responsibility reports in the early 2000s and has since followed them up with regular sustainability and “Purpose & Impact” reports. Yet despite this move, many critics of McDonald's still believe that these reports, like many Corporate Responsibility reports, are simply a collection of general statements and assumptions that do not provide enough hard metrics about the company, its activities or its impacts on society and the environment.

Because of this, I felt there was a need to analyse the claims made towards McDonald's and whether they have been addressed by the company.

McDonald's celebrated its 60th anniversary in 2015, and over those 60 years it has become the world market leader in fast food. It has maintained a high level of performance throughout those decades and today is as successful as ever.

Its trademark Golden Arches and Big Mac burger are recognised around the world; McDonald's operates tens of thousands of outlets in more than 100 countries and serves tens of millions of customers every day. Over the past decades, the McDonald's Corporation has travelled from pioneer of a new and uniquely American eating experience, to icon of the global appeal of American capitalism, to perhaps one of the most criticised corporate symbols in the history of private enterprise.

Since its global expansion efforts in the 1970s, McDonald's has been followed by a wide by McDonald's over the last 30 years relates to the food offered in its stores. Critics claim that McDonald's is a major contributing factor to the everincreasing levels of obesity in the U.S. and other developed countries.

They have also been criticised for exploiting children with advertising. They have traditionally targeted children with collectable toys in Happy Meals, as well as colourful advertising campaigns and promotions in schools. Most criticised is the use of the Ronald McDonald clown character.

Another criticism concerns the treatment of animals before they are killed and turned into fast food. In addition to social ethical issues, corporations must also consider environmental ethics, which means treating natural resources not just as commodities, but as part of an ecological whole. This is important because it affects the image of the company and consumers' perceptions.

In the 21st century, McDonald's has increasingly adopted recycled and certified packaging and set goals to source 100% of its primary guest packaging from renewable, recycled or certified materials by 2025. However, the company still faces criticism due to the amount of waste it produces and its stance on reusable packaging in some markets.

McDonald's also experiences internal ethical issues related to the working conditions and treatment of employees. There is limited scope for collective representation in some markets, which can make addressing these concerns more difficult.

The range of ethical criticisms levelled at McDonald's throughout the world has been well publicised. However, many of these issues were first raised in the 1970s, before tighter regulation was imposed and unethical behaviour became a major public topic. After decades of criticism, it is important to look at what measures McDonald's has taken to improve its ethical conduct and how far this has been successful.

McDonald's states that being a good corporate citizen has been inherent in the company since its inception. Ray Kroc believed McDonald's had an obligation to give

back to the community that gives so much to them. This was rooted in his founding principles of Quality, Service, Cleanliness and Value.

The goal of this article was to look at McDonald's core values and then examine the impact of McDonald's in different areas, such as community, the environment and health. It was shown that McDonald's has invested in the Ronald McDonald housing programme to provide accommodation for families with seriously ill children, and has made efforts to reduce its impact on the environment. The company has also highlighted efforts to offer healthier options, including salads on its menu, and has brought in nutrition experts to adjust the menu. McDonald's has added new options to Happy Meals for children, so fries can be substituted for healthier alternatives like apple slices, and offers milk, fruit juice and water instead of soda; its communication also increasingly promotes the importance of exercise.

McDonald's has done a great deal to respond to the main claims against them. They did not simply ignore them; they took action to improve their overall impact, whether on the environment, the health of customers or their employees.

The earlier mentioned Corporate Responsibility and "Purpose & Impact" reports are overseen by McDonald's Corporate Responsibility Committee, which ensures that the company's sustainability and responsibility goals and metrics are developed and monitored. This is supported by a code of business conduct, which has been in place and updated regularly for decades. This framework underpins employee ethics and is used to ensure that internal ethical requirements are met, such as a safe working environment, equal opportunities and respect for employee rights. There is also a code of conduct for the board of directors, which sets out their commitment to ethical practices.

Over the last decade, McDonald's appears to have made substantial progress in meeting many of its social responsibility commitments, even if debates remain. McDonald's success looks set to continue into the future. This has been achieved despite facing constant pressure from critics about its operating practices. If the company wanted to move fully towards bestpractice corporate social responsibility, there would be a need for even stronger independent ethical oversight and greater transparency, so that the public can be assured that the company is genuinely ethical.

The aim of the research has been accomplished, since after examining the topic from several points of view and using existing materials, it can be concluded that globalization and the impact of McDonald's influence both the Hungarian and American catering industry mainly in a positive way, while still raising important ethical and health questions.

18. WINE GASTRONOMY AND FOOD– WINE PAIRING IN HUNGARIAN CULINARY CULTURE

1. Borgastronomy

Wine gastronomy expresses the main factors and rules for the harmonious matching of wines and food. There is a generally accepted rule according to which traditional locally produced wines are the most perfect match for the dishes of local cuisine, not only on a symbolic and cultural-historical level, but also on the sensory level of aromas and flavours.

In ancient times, wine was called the drink of the gods; if they had known the wonderful, almost supernatural world of Tokaj aszú, they would certainly have seen it as the god of wines and the most beloved wine of the gods, which reflects the essence of the basic characteristics of traditional Hungarian spirituality, the hungarissimus value system that creates creative mental and physical harmony from opposites.

The stronger the symbiosis, the link between the traditional local wines and the dishes of the local cuisine, the greater the attraction of local wine gastronomy and the tourist and economic value of the wine region.

With wines, food is valued symbolically, emotionally and sensorially. The consumption of wine and food together gave rise to wine gastronomy. In ancient times, it was believed that wine sanctifies food; therefore, food was cooked with wine, and wine was consumed with food.

Growing on volcanic soil and forming the most perfect synthesis of fire and water, Tokaji Aszú is the wine of the gods and the king of wine gastronomy.

“Hungaricummissimus” Tokaji Aszú: the prestige wine of princes and of gastronomy.

“Hungaricummissimus” Tokaj red wine: the universal king of wine gastronomy.

The history of Tokaj wine gastronomy is the history of the wine gastronomy of kings: in the 18th century, King Louis XV of France, King Frederick the Great of Prussia, Empress Maria Theresa of Austria and Queen of Hungary, and the Tsar of Russia competed to have as many classic, vintage Tokaj wines as possible on their tables. King Gustav III of Sweden no longer drank anything but Tokaji aszú. At the court of King Louis XV of France, Tokaj aszú wines were served, for example, with game dishes containing truffles, raisins and dried fruits. At the lunches of Emperor Franz Joseph, Somló wine was served mostly after the appetizer, French champagne or Burgundian white wine after the roast, and Tokaji aszú with the poultry courses.

In the field of wine gastronomy, the royal nature of Tokaj wines is shown by the fact that, in addition to traditional dishes of Hungarian gastronomy, they are able to create a unique harmony of taste with the world's highest level gastronomic specialities. "Hungaricummissimus" Tokaji Aszú – the wine of the gods, the god of wines: the wine of transcendent meditation.

Tokaj wine also carries a kind of gospel message from God about the mysterious secrets of life, the transformation of evil into good, of fear into beauty, and of life reborn from death:

"Experience the sanctifying mystery of Tokaj wine, meditate on it and draw closer to God."

"Be aware that God himself is speaking to you through the mystery of Tokaj wine."

When God speaks to us through the king of wines, Tokaji Aszú, he wants to say something very important and sends us his sanctifying blessing. Tokaji is therefore the most perfect wine for meditation, the most effective 'prayer wine', and the most ideal wine for creating a connection with the transcendental world of God.

Among the white wines of the region, those aged in small wooden barrels are excellent accompaniments to smoked fish, trout, salmon and eel, while the fruity, fresh, lively wines can accompany dishes made from vegetables, mushrooms and white-meat poultry. The characteristic high but harmonious acidity and softer tannins of the region's red wines almost predestine them as accompaniments to traditional Hungarian dishes made with paprika; in the hands of a skilled chef, taking advantage of the wine marinating function, new dishes can be created for game or even foie gras.

The complex, multilayered taste of cuvées, above all Bull's Blood, is matched by more complex and refined dishes, which are prepared with forest fruits or wild mushrooms and sauces thickened by reducing wine. Cabernet varieties are excellent with red meats and spicy mushroom or game dishes.

2. Gastrosemiotics

In relation to food, we can interpret gastrosemiotic signs, and there can also be social psychological implications if someone places food at the centre of their entire life. Today, not only dietetics in the narrow sense, but also broader fields of medicine and health sciences are connected to gastronomy.

Semiotics is a discipline dealing with the study of sign systems. Sociocultural reasons and semiotic signs play a role in gastronomic interest. In the deepest layer of the semiotics of food, we find binary codes: "edible / inedible", "nutritious / poisonous", "good / bad".

Typology of food:

One of the groups of nutritious foods is that of healing foods (there is no sharp boundary here; the point is that edible food energises, provides the body's energy needs and, in some cases, also helps to overcome diseases).

Nonedible foods are substances that cannot be processed by the human body and/or have no nutritional value. The extreme group of these are poisonous foods, which are edible and may even have nutritional value, but they also contain substances that damage or even destroy the body. Although the two opposite food groups can be distinguished quite well in principle, in practice there are no sharp boundaries.

On the one hand, some stimulants (such as drugs) are both energising and destructive; on the other hand, in the case of all types of food, quantity is a more decisive element than the above categories, since even the most nutritious food can have a destructive effect in excessive amounts.

The biochemical processes that take place in foods also ensure movement between the two opposite categories: inedible, unripe food becomes edible, while perishable food becomes poisonous.

The dimension of possibility–impossibility is greatly influenced by the development of human history and by cultural and civilisational changes.

Foods that harmonize well with the flavour worlds of Tokaj and Eger wines:

The possibility of pairing the right dishes with the “royal” wines is especially important. Wild mushrooms (available in great variety as ingredients for dishes), various river, stream and lake fish, forest and cultivated fruits, wild birds and big game all provide a suitable and abundant basis for creating a sophisticated cuisine.

In the end, wine is the last step in ensuring perfect gastronomy. Wine can make the taste effects of perfectly prepared food even more complete and harmonious.

Wines and soups: The ancient traditions of Hungarian cuisine are linked to soups cooked in cauldrons. Matching soups with wines is not an easy task, because there are many types of soup, and each harmonises with different wines.

Fresh vegetable soup with sour cream: The sour cream highlights the sour base note and pleasantly complements the slightly sweet taste of the vegetables. Young, fresh, lively, acidic white wines go well with this kind of food, but a semisweet white wine such as Badacsony Szürkebarát can also create a very interesting harmony.

Áldos: Áldostype soups recall the ancient sacrificial dishes of the Hungarian and Central Asian equestrian peoples. In áldos, the basic flavours are complemented by mildly hot, spicy flavours (pepper, ginger), which is why lateharvest white wines with a rich aroma, Tokaji aszús or even Tokaji dry Szamorodni prove to be excellent companions.

Fish soups: In fish soup, the bitter and spicy flavours of red pepper are harmoniously complemented by the slightly sweet taste of the fish and the salty notes. Dry, fullbodied, firm and delicately acidic white wines and characterful, spicy red wines (Kadarka) can create a pleasant balance between food and drink. Our most characteristic dry white wines (Somlói, Tokaji Furmint) and our spicy and elegant red wines are excellent partners as accompanying drinks.

Goulash soups: For our national soup, highly appreciated all over the world, our finetannic and spicy red wines prove to be an excellent accompaniment, such as Egri Bikavér, which harmonises perfectly with goulash.

Bean soup: Real bean soups are made with smoked meat and sour cream. As a drink, we can pair them with red wines that are richer in tannins.

Cold fruit soups: Sweet, sour and slightly bitter flavours make up the flavour base. This is the realm of semisweet and sweet aromatic white wines: Balatonfelvidék Szürkebarát, Debrői Hárslevelű, Muscat and Tokaji Aszú.

Cabbage, vegetables, stuffed vegetables and pasta:

Cabbage: Cabbagebased dishes harmonise only with fullbodied, fiery white wines and characterful, tannic red wines.

Vegetable sauces: Thickening is achieved by frying and puréeing and is enriched with sour cream, so sweetandsour vegetable and dairy sauces can be well paired with fragrant, savoury, mildly acidic white wines and semisweet white wines. An example is Irsai Olivér.

Stuffed vegetables: Depending on the seasoning, strongly acidic, fiery, fullbodied white wines and spicy, characterful red wines are the best pairings.

Pastas flavoured with fruit, jam, meat or nuts: Semisweet and sweet wines go best with pastas that contain sweet flavours, such as Tokaji Aszú.

Baked pasta: This group includes langalló (Hungarian “pizza”) and sconestype baked goods. Spicy, harmonious red wines go well with langalló. Depending on the preparation, everything from softly acidic white wines to fullerbodied and fiery red wines can be paired successfully with scones.

Fish: We usually choose white wine for fish, but with one or two exceptions the basic taste of fish is mild and neutral, with a slight sweet aftertaste. This is why fish is prepared with more aromatic ingredients, spices and sauces. From soft white wines to fullbodied, tanninrich red wines, most wine types can achieve a good match.

Fish soup, boiled fish served warm: Fish soup is the harmony of the aromas and flavours of red pepper, red onion, salt and fish, so it requires white wines with more body and firm acidity and red wines that are spicy but not too tannic.

Fish stew: The wines that accompany fish soup work well here as well. Fish stew made from fattier fish (eel, catfish) is also excellent with red wines rich in tannins. For túrós fish stew (with curd cheese), a dry, fullbodied, strongly acidic white wine and a young, spicy red wine are the best choice.

Fried fish: In addition to fiery, strongly acidic white wines, characterful, tannic red wines also go well with the taste of fried fish.

Wines and meats: We also select the right wines for various meats based on the preparation methods and seasonings.

Stews, paprikás dishes, tokány: We can serve fullbodied, fiery and strongly acidic wines with stewed dishes, as well as younger, lighter red wines (Kadarka, Kékoportó). For chicken, lamb and veal paprikás, we can choose fiery and fullbodied white wines, and spicy, velvety red wines. Beef and game stews can be accompanied by more tannic, heavier red wines, such as Egri Bikavér.

Goose and duck liver: Before enjoying goose or duck liver, it is worth opening the gate that leads to the castle of the king of wines. We should choose an aromatic wine, which can only be the king of wines, Tokaji Aszú. The exquisitely sweet and elegantly bitter flavours of goose and duck liver come almost to heavenly life with the wonderful flavour world of Tokaji Aszú.

The famous flavours of Hungarian cuisine in the world of Tokaj and Eger wines:

Soups, onedish meals:

Cauliflower soup – Tokaji, Egri Hárslevelű,

Poultry soup with sheep's curd dumplings – Tokaji Muscat,

Újházy chicken soup – Tokaji Furmint.

Cold and hot appetizers:

Poultry terrine with yoghurt and celery–apple salad – Egri Leányka,

Cold roasted foie gras – Tokaji Aszú,

Duck liver in fat, on grape leaves – Tokaji Aszú,

Hortobágy meat pancakes – Tokaji Furmint.

Poultry dishes:

Paprikás chicken – Egri Kékfrankos rosé or Kadarka,
 Stuffed chicken – Tokaji Furmint,
 Chicken breast stuffed with cheese and ham – Egri Leányka,
 Turkey breast with creamy mushroom sauce – Tokaji Hárslevelű,
 Turkey stuffed with sheep’s cheese with dill – Egri Bikavér,
 Duck leg with garlic and ginger – Tokaji Furmint,
 “Wildembroidered” duck liver – Tokaji Aszú, Tokaji Hárslevelű.

Pork dishes:

Stefánia pork loin – Egri Bikavér,
 Stuffed cabbage – Egri Kékfrankos,
 Pork stew – Egri Kékfrankos,
 Mogyoróvár pork ribs – Egri Bikavér,
 Marinated pork tenderloin fried pink, with wild mushroom ragout and potato noodles
 – Egri Kékfrankos,
 Cellar stew – Egri Kékfrankos,
 Ormánság stuffed “puffer” – Egri Bikavér,
 Mixed grilled meats (fatányéros) – Egri Bikavér,
 Székely cabbage – Egri Kékfrankos.

Beef and veal dishes:

Eszterházy roast – Egri Bikavér,
 Kolozsvár roast – Tokaji dry Szamorodni,
 Red wine tenderloin – Egri Bikavér,
 Háromszék kidney steak enriched with foie gras – Tokaji Aszú,
 Red wine beef stew with curd cheese dumplings – Egri Kékfrankos,

Fish dishes:

Bluefried trout – Egri Leányka,
 Pike in white wine with apple sauce and noodle dumplings – young Tokaji Furmint,
 Creamy garlic bream – Tokaji Furmint,
 Pumpkin (zucchini) ragout – Tokaji Hárslevelű,
 Catfish slices with ginger – Tokaji Furmint,
 Tokaji Furmint pike – Tokaji Furmint,
 Baked catfish with sauerkraut – Tokaji dry Szamorodni,
 Roasted wild boar ham – Egri Kékfrankos, Kadarka.

Savoury and sweet pasta dishes, cakes:

Cottagecheese noodles – Tokaji Furmint,
 Curd cheese dumplings – Tokaji sweet Szamorodni,
 Gundel pancakes – Tokaji Eszencia,
 Apple custard dessert – Tokaji Aszú, Tokaji sweet Szamorodni,
 Walnut noodles – Tokaji Aszú, Tokaji sweet Szamorodni,
 Vargabéles – Tokaji sweet Szamorodni,
 Cherry pie – Tokaji sweet Szamorodni.

Sweets:

Hungarian cuisine is extremely rich in sweets. The various pies, pancakes, strudels, cakes, tortes, ice creams and fruit desserts appear in an incredibly wide variety. Wines that go well with sweets are semisweet or sweet natural dessert wines, among which Tokaji Aszú is the crowned king.

Some special dishes that harmonise with Hungarian wines:

Almondcrusted trout fillet with salad bouquet – fullbodied, dry, young Furmint; dry Szamorodni.

Roast duck with orange, ginger and honey “hedgehog” croquettes – sweet wines with lower residual sugar, Hárslevelű, Muscat Lunel, sweet Szamorodni.

Marinated duck gizzard on salad, goose liver pâté with truffles, grilled pheasant breast marinated in sour cream, gingerhoney duck – Muscat Lunel, Lime, Furmint, sweet Szamorodni.

Nut pancakes with chocolate sauce – 4–5–6 puttonyos Aszú,

Chocolate truffles, bonbons, cigars – Aszú Eszencia, natural Eszencia.

Poultry and fish dishes – steamed perch with grapes – Hárslevelű, Muscat (Muscat Lunel).

Hot appetizers, mushroom and cheese omelettes, steamed trout with Furmint sauce – Furmint, dry Szamorodni.

Venison fillet garnished with chestnuts and pumpkin – Egri Bikavér.

Szalajkavalley trout – bright, acidic, fruity white wines or white wines briefly aged in oak, which can also be used to make the sauce – Polett Cuvée.

Baked aubergine casserole – rosé or velvety, soft Tramini; acidrich red wines: Kékfrankos, Kadarka, Pinot Noir.

Ovenroasted tenderloin with leek butter; game terrine with dried apricot ragout – Királyleányka, Leányka, Zengő (light, fruity white wines).

Baked goat cheese with rocket; asparagus with Gribiche sauce – fullbodied white wines aged in new oak barrels – Chardonnay, Zengő, Leányka.

Paprikamarinated smoked tenderloin with melon – light red wines – Kékfrankos, Pinot Noir.

Hortobágy lamb loin with garlic and paprika jus; gently smoked duck liver with cranberry sauce – fullbodied red wines – Cabernet Sauvignon, Cabernet Franc, Egri Bikavér, Pinot Noir, Merlot.

Golden dumplings with Muscat wine foam; goat curd mousse in a pastry cone with fresh blackberries – sweet white wines – Tramini, Muscat, Cuvée.

3. The harmony of Tokaj and Eger wines with cheeses

Cheeses are excellent accompaniments to wines; they harmonise perfectly with high-quality wines, with the king of wines and with “bishops’ wines”.

Fresh, curdlike sheep’s, goat’s and cow’s cheeses: These cheeses prefer Tokaji Furmint and Eger Chardonnay; soft, acidic, light, fragrant and tasty white wines are great companions.

White mould rind cheeses: These include, among others, Camembert and Brietype cheeses. The whitemould rind gives the cheeses a characteristic fresh mushroom taste (like fresh champignons), and this should be taken into account when choosing a wine. Dry champagnes and dry, elegantly acidic white wines (Tokaji dry Szamorodni) are excellent accompaniments to these cheeses.

Red mould rind cheeses: Citeaux, Münster and Pálpusztatype cheeses belong to this group. In addition to dry and elegantly acidic white wines, soft red wines with moderate tannins can also be paired with these characteristically fragrant cheeses. Neither the harsh acids of very young white wines nor strongly tannic red wines go well with these cheeses.

Goat cheeses: In fresh and creamy goat cheeses, salty flavours are the main taste determinants, so these types of cheese are ideally accompanied by elegant, light white wines with mild acidity. Mature and dried goat cheeses, on the other hand, require a red wine with character, but not too tannic.

Semihard cheeses: These are primarily Emmental, Trappist and Pannonia cheeses, which combine mildly sweet and salty flavours and therefore require elegant, finely acidic dry white wines and velvety, rounded, fuller-bodied red wines.

Blue mould cheeses: Some of the milk fat turns into glycerine, which creates a characteristic sweet and bitter taste. The best-known representative of the group is Roquefort-type sheep's cheese. Sweet white wines of the Tokaji sweet Szamorodni type ensure the harmony of flavours; they help smooth and round off the bitter, unique flavour world of blue cheeses such as Roquefort.

Smoked, rounded curd cheese: This is not exactly cheese, but a typical traditional Hungarian curd speciality that goes well with wine. The plain, rounded "paraszt sajt" prefers fiery, full-bodied white wines, while smoked curd cheese "enjoys" a more tannic red wine.

Soft cheeses: This group includes Cheddar, Emmental, Gouda, Lajta, Münster and Reblochon. These cheeses definitely call for red wine, which can be an excellent, velvety match to the flavour world of these fine cheeses.

19. SPONSORSHIP OF FESTIVALS AND THE BÉKÉSCSABA SAUSAGE FESTIVAL

1. Introduction

Festival organisation can be divided into stages, with sponsor acquisition taking place during the preparation phase. One of the very first tasks is to create a marketing concept, which must take into account the annual budget cycles of potential sponsor companies, so preparations for sponsorship offers usually begin two years before the festival. Festivals are mass events, so escape routes and overall safety must receive special attention; it is therefore advisable to involve security companies as sponsors from the outset (for example, INKAL Security).

Sponsorship activities in the preparation phase are shaped by the festival's territorial reach (international, national, regional, subregional, crossborder), duration (one or several days, weekly, monthly, annual or phased), spatial scope (single or multisite, multiregional or travelling festivals), venue type (openair, indoor or mixed) and social impact (cultural mediation, tourism stimulation, regional development, economic innovation). The key questions for potential sponsors are whether the event fits their corporate image and how closely the event's target audience matches their own, as well as its geographical scope.

The first step is to identify the event's benefits and the rights and opportunities that can be offered to sponsors. When listing potential sponsors, organisers should prioritise their own and colleagues' "relationship capital", starting with companies and decisionmakers with whom they already have good personal ties or previous cooperation. Experience shows that sponsorship is most successfully obtained through personal relationships. Detailed information should be collected about potential sponsors' activities, goals, products, services, performance and existing sponsorship practices.

No public advertising of the festival should take place until agreements with sponsors have been finalised. The event plan must also cover ticket types and prices and where and how tickets will be sold. A key part of the advertising plan is choosing suitable communication tools and creating an effective website, while also considering possible exchange rate fluctuations. VIP guests (often invited by sponsors) require special attention in terms of selection, reception and dedicated staff. Large eventorganising companies frequently work with established partners, especially in catering and technical services, who may also become sponsors; longterm cooperation simplifies administration, contracting and clarification of mutual obligations.

2. Implementation stage

The implementation stage begins when the festival opens and guests arrive; from this point the preparatory phase is complete. Only adjustments to unforeseen situations can be made, so it is important to anticipate events using a detailed scenario and always stay “half an hour ahead”. Particular attention must be paid to VIP guests and their differentiated treatment. Catering processes must be monitored both for the quality of food and drink and for staff behaviour.

The implementation scenario, which lists all key moments of the event, helps minimise errors. It typically includes:

Date

Event element (arrivals, programme items, finish times, etc.)

Responsible person (name, contact details)

Organisers must also prepare for departures, which take longer and occur continuously. Around half an hour before the earliest departures, attention should turn to hostesses and hosts, farewell gifts, cloakroom readiness and the availability of taxis or drivers for more distant parking areas.

Two tasks require constant vigilance during the festival. Firstly, organisers must monitor visitor behaviour and reactions and make adjustments where necessary, for example when certain areas become overcrowded, queues grow too long at buffets or displays, or when lighting, airconditioning or sound levels are inappropriate. Secondly, protocol must be observed: even if no foreign guests with special requirements are present, care is needed to ensure that key guests are treated as expected.

Suppliers who leave during the event (for example broadcasters or performers) warrant special attention. Their work should be briefly evaluated on site and their performance confirmed or, if necessary, questioned.

3. The follow-up measures

Once the event ends, organisers still face substantial tasks. Dismantling may only begin after the last guest has left. Returned rental equipment and inhouse materials must be checked. The venue must be restored, inspected, cleaned and any agreed repairs completed; replacing burntout lights, fixing electrical faults and repairing any damaged furniture or decorations can help secure future contracts. A formal handover protocol signed by the responsible manager is important to avoid disputes. Sponsors must be thanked, ideally with a summary portfolio including articles and photos clearly showing their names, logos and banners. If sponsors are satisfied with the cooperation, they can be invited to support the next event. It is also common for organisers to arrange free bus transport from campsites to stations after the festival and to coordinate restoring the site to its original condition.

Thankyou letters, sometimes with press clippings or small gifts, can be sent to VIP guests. Photos and videos from the festival are posted on the website, and organisers often publish a public letter thanking visitors for their participation and the good atmosphere, which also acts as promotion for the following year by inviting guests to “come back next time to the same place”.

Internally, organisers must evaluate their own work, supported by feedback collected from participants during the event about their satisfaction and mood on departure, as well as comments from staff and suppliers. After every event, an ex post evaluation and financial postcalculation should be prepared and shared with stakeholders. Followup tasks include reminder messages, thankyou notes or calls, and updating the website with photographic, video and press material.

4. Presentation of the Békéscsaba sausage festival event

Hungary hosts thousands of gastronomic festivals each year. Over their life cycle, some can become “hungaricum” festivals and may later aim for recognition as intangible world heritage. Most gastrofestivals are based on local products, often grouped as “vegetablefruit” festivals (e.g. melon festivals), though mixedtype events showcasing several products also exist. Fish festivals along rivers and lakes often combine traditional dishes and cooking competitions.

To become successful and competitive, a festival must gain recognition. Gastronomic events are most distinctive when they feature products regarded as specifically Hungarian. The festival’s USP can be strengthened if the featured hungaricum is prepared from local ingredients using traditional methods as a “homemade” product, and if a narrative is built around its ancient roots, health benefits and positive physiological effects. When a hungaricum spans multiple settlements, a gastronomic thematic route can be established, which may be proposed for Council of Europe or World Heritage thematic route status.

Roughly 30.8% of festivals are gastronomic; among these, the Csaba Sausage Festival (Csabai Kolbászfesztivál) in Békéscsaba is one of Hungary’s most visited events. Sausage festivals form part of highly significant wine and gastronomic tourism that mobilises large numbers of visitors, boosts domestic tourism and enriches the range of travel experiences, strengthening regional selfesteem. Several nations claim sausage traditions: Slovaks, Germans, Romanians and South Slavs all have their own characteristic sausage types.

For gastrofestivals, the execution scenario is especially important in handling emergencies and reducing errors. At the Csaba Sausage Festival, the programme can be divided into five main units:

- Cultural programmes,
- Gastronomic presentations and competitions,

Exhibitions and fairs related to food and wine,
Professional conferences and forums,
Game and quiz competitions.

The cultural and entertainment offer includes four main areas:

Folk art and craft fair featuring members of the Békés County Folk Art Association and local artisans.

Stage programmes in the spirit of folk art (dance ensembles, folk musicians, choirs, storytellers from Békés County and neighbouring countries).

Entertainment and music (gypsy bands, jazz, musical and operetta groups, popular music ensembles, comedians, puppet shows).

Creative playhouse for children and families (crafts and traditional games using natural materials).

Gastronomic presentations and competitions include:

Cooking and tablesetting competitions organised with local vocational schools and gastronomy associations, where teams prepare traditional pork dishes from ingredients supplied by organisers, judged by a prestigious jury that also provides feedback and guidance.

Pigslaughtering demonstrations showing traditional methods, with expert Csaba butchers offering advice, and tastings accompanied by pálinka and savoury snacks.

Dry sausage exhibition and competition, with homemade and industrial sausages from Hungary and neighbouring countries judged publicly and presented alongside ethnographic items, allowing visitors to taste entries after evaluation.

Pickle competition organised by the local Slovak community, showcasing homemade and smallfactory pickles that complement pork dishes and highlight the festival's multinational character.

Exhibitions and fairs:

A foodindustry and agricultural exhibition on around 2 000 m² where 60–70 exhibitors present modern livestock and meatprocessing results and new products, including leading local meat plants and artisan producers.

Displays of highquality folk art and regional agricultural and smallindustry products, with special emphasis on Békés County settlements and artisans.

Wine programmes:

A wine festival component where wines from multiple Hungarian wine regions are presented for sale and tasting, often in a large tent, with active participation by wine orders and a focus on traditional Hungarian gastronomy.

Professional conferences and forums:

Conferences organised by county and city authorities, agricultural chambers and professional councils on pig breeding, sales and processing, including marketing and regulatory aspects.

Forums within the sausagemaking and drysausage competitions, where industrial and home producers meet leading experts, turning entertaining events into arenas of professional training and information exchange.

Inauguration of meat industry innovation centres and discussions on waste manage-

ment and European standards.

Game and quiz competitions include:

Sausagemaking contests for retirees and senior clubs, often linked to the International Day of Older Persons and featuring cultural performances.

The main sausagemaking competition, with hundreds of teams from Hungary and abroad, held in large tents where participants prepare sausages in a festive, competitive atmosphere while the public watches and cheers from nearby. A jury then evaluates the entries and selects the year's winning sausage. The festival contributes to destination image building, visitor attraction, local economic development, cultural preservation, and the strengthening of regional identity. As such, it represents a significant element of Hungary's gastronomic tourism offer.

20. THE ROLE OF TRADEMARKS IN RURAL GASTROTOURISM

1. The impact on rural lifestyle tourism

The pandemic not only contributed to the growth of domestic tourism but also increased interest in remote accommodation far from heavily infected urban centres. As a result, average prices in rural accommodation rose by about 20% in 2020 compared to 2019, and among all accommodation types, rural lodging showed the strongest improvement (Hungarian Statistical Office, 2021b).

Backyard features such as private pools, cooking facilities and naturebased recreational programmes have remained attractive on the tourism market. Another growth factor is the shifted, shorter season: the main visiting period from May to early autumn is shorter than average, so many hosts increased prices to compensate for revenue shortfalls. Because demand is unstable and the economic environment uncertain, capacity utilisation is not guaranteed and credit repayments may also become problematic.

The president of FATOSZ therefore urged members not to solve problems by cutting prices but by expanding their service packages. Focusing on accommodation development, specialisation in tourism products and appropriate marketing could increase the number of both domestic and foreign guests (Streifeneder, 2016).

2. Development of quality tourism

In this research, five indepth interviews were conducted with leaders of rural tourism NGOs in Hungary and Austria (Sommerauer A., Szalók Cs., Szirbik I.). The aim was to understand why the Austrian model works better and how quality tourism could be built in Hungary. In renewing rural tourism, developing sustainable and hospitable tourism is key. A 250respondent questionnaire showed that people in Northern Hungary consider the WestDanube region the most hospitable destination. This is not surprising, as tourism product development began early there. Health tourism plays a major role in rural tourism, with attractions such as the spa at Egerszalók and the climate of Mátraszentimre exerting strong pull. Rural tourism in the WestDanube region has also developed significantly; natural beauty, historical heritage and cultural sights enhance its popularity, and small villages like Szalafő, Velem and Órimagyarósd are well known among rural tourists.

3. Role of trade marks

In Tyrol, Austria has built one of the most effective systems of village and agritourism; the introduction of quality labels (trade marks) has brought the most significant improvement. The quality of private rural accommodation can be greatly increased by introducing appropriate quality and leisure programmes. Hosts who are well organised and provide a wide range of guest-focused services gain a competitive edge, supported by local sights, landmarks and special natural conditions. Seasonality strongly shapes recreation programmes: in summer the focus is on bathing and traditions, in winter on winter sports and customs such as pig slaughtering and processing, while spring and autumn favour nature hikes and demonstrations of agricultural work. Rural tourism is closely linked to leisure tourism and can be seen as experience-oriented travel.

Over recent decades, tourists' cultural and environmental sensitivity and travel habits have changed. An increasing number of experienced travellers compare destinations consciously and choose those that offer unique experiences satisfying individual needs. Demand for high-value experiences is rising; simple rest and basic recreation no longer suffice (Sasu & Epuran, 2016).

Most tourism-related trade marks appear in accommodation, especially in the “sunflower” rating system of rural tourism. By the end of 2015, 1 031 hosts had joined this system, indicating strong demand for quality renewal. Rural accommodation is rated from 1 to 4 sunflowers using criteria that separately evaluate external (building, yard) and internal (building, furnishings) spaces, different services and personal competences. The “village accommodation sunflower” trade mark is established and operated by the ministry responsible for tourism; in line with Government Decree 239/2009 (X.20.), it guarantees accommodation quality based on a professional survey system developed by the National Association of Tourism and Agrotourism and approved by the ministry.

In terms of regional distribution, BorsodAbaújZemplén County has the most sunflower-rated accommodation, followed by SzabolcsSzatmárBereg, then Heves and Baranya. All accommodation-related trade marks influence rural tourism as a product. Organic farms can receive an additional green sunflower ecolabel. Ecolabels are voluntary certifications based on objective criteria and can be obtained by any product, factory or service provider that meets the specified environmental performance level (Buckley, 2002). They encourage businesses to pay greater attention to environmental, social, cultural and economic sustainability and to act responsibly. Ecolabels distinguish products and services that exceed legal minimums and allow consumers to choose certified options knowingly, while producers gain a competitive advantage (Statistics Austria, 2020).

DOOR database

The DOOR database contains EU agricultural products and foodstuffs with protected

designations of origin (PDO), protected geographical indications (PGI) and registered traditional specialities guaranteed. During the national stage of the uniform protection procedure, product specifications are handled by the Hungarian Council for the Protection of Origin (MET). Under Government Decree 1374/2013 (VI.27.), MET is a consultative body on geographical indications and traditional specialities, comprising representatives of competent authorities and experts in origin protection.

Regulation (EU) No 1308/2013 on the common organisation of agricultural markets (e.g. cheese, dairy products, ham, wine) lays down specific rules for PDO/PGI products and allows certain national derogations. According to MET's criteria, all production, processing and preparation stages of PDO products must take place within the delimited geographical area, whereas for PGI products it is enough if the link exists at one stage, so raw materials may come from a broader area defined in the specification.

4. Agrotourism in Austria

In addition to trade marks, strengthening agritourism has been a priority in Tyrol. Austrian rural tourism offers a wide variety of yearround opportunities for rest, sport and immersion in traditions. Village accommodation is an ideal base for hiking, cycling or bathing, and alpine huts offer local food on terraces with views of the mountains. Many village lodgings are working farms with riding stables, where guests can help care for horses, take riding lessons, or assist with daily routines involving domestic animals. Childfriendly farms function as large playgrounds, offering natural adventures for children and tranquillity for adults.

Across Austria's nine provinces, more than 3 000 farmstays operate. Agricultural production and rural accommodation are closely linked, and farmers – whether horse breeders, winemakers, fruit growers or mixed farmers – play a major role in rural tourism by showcasing their farms and serving homegrown food. Farm economies are diverse, and hosts, who are both farmers and innkeepers, accompany guests throughout their holidays.

Preservation of cultural traditions is central and open to all guests. Hosts welcome tourists into their homes and involve them in daily tasks such as collecting herbs, feeding animals, learning recipes and doing household chores. Establishments belonging to the “Farm Holidays in Austria” network are regularly inspected; categories are marked by flowers: two flowers denote simple, wellpriced rural accommodation, while four flowers indicate highcomfort lodging with extensive sport and wellness facilities. In all rural accommodation, common features are the natural surroundings, homemade delicacies and warm hospitality.

Many organic farms use timber from their own forests for rooms and furnishings. Guests are encouraged to try the famous hay bath and enjoy wellness services such as saunas and infrared cabins with mountain views. The “bio” label reflects real

substance, as most hosts follow a healthy lifestyle and offer organic food and natural wellness treatments. Rural tourism places great emphasis on seasonal traditions: during the autumn harvest, farmers organise cellar events with food and drink; in Styria, apple blossom festivals attract thousands of visitors; and in Salzburg, Tyrol and Vorarlberg, ceremonial cattle drives to and from alpine pastures are celebrated annually with decorated animals parading through villages (Gannon, 1994).

5. Sustainable rural tourism

The attractiveness of village and agritourism stems from wellkept rural environments, local agricultural conditions and regional attractions, around which diverse products can be built and presented from production to the guest table. Tourism products share an emphasis on community experience, social responsibility and cultural tolerance. Voluntary or charitable tourism involves guests undertaking work during their trips to help reduce poverty or restore environments and can be seen as an application of pro-poor tourism. Community-based tourism functions both as a strategy and as a product: local communities plan, market and manage tourism products and retain the profits, sometimes in partnership with external developers. This model can support the preservation and livelihood of traditional, often marginalised rural or tribal cultures.

Quiet, authentic and environmentally sound areas are increasingly sought after. As MacCannell (1973) noted, authenticity has two dimensions: “frontstage” authenticity, which uses stylised, sometimes stereotyped presentations to attract attention (e.g. staged heritage villages), and “backstage” authenticity, which offers genuine insights into local life. Both forms can have their place and appeal to different clientele. Growing individualisation means more guests travel alone, with family or with friends, seeking small, family-run guesthouses with unique character. Many look for providers who can support hobbies such as nature watching, photography, riding, fishing, cycling or crafts. Guests are increasingly quality-oriented; they expect tidy, comfortable, clean accommodation at least on a par with home, combined with a cosy, family atmosphere. Creativity in programme design becomes essential to attract new customers who expect to acquire new cultural, professional or lifestyle knowledge through diversified offers.

6. Village guest table

A well-established form of rural tourism is the village guest table, where small producers host guests using mainly their own products, supplemented by those of neighbouring producers if needed. Many hosts cook meals, bake cakes, make jams and meat products, and present living rural traditions, material and spiritual heritage, and the lifestyle of rural families, often on working farms. Popular dishes include oven-baked knuckle with bean soup and various roasted meats, accompanied by home-

brewed beer, local pálinka, homemade syrups and quality regional wines.

In Kules near Dunaújváros, a Danubieside farm produces fresh, smoked and aged cheeses from goat's and cow's milk and offers cheese tastings, cheesemaking demonstrations and cheesebased dishes, with baked delicacies prepared in a garden oven on request. In Szalafő, hosts prepare regional dishes such as dödölle, porcini soup, buckwheat soup and pumpkinseedoil specialities; guests can also participate in cooking. Raw materials for the village guest table typically come from activities such as pigslaughtering, oven baking, pot cooking, fruit drying, jam and syrup production, harvesting and herb cultivation.

In conclusion, the sunflower trade mark system introduced by Dr. László Csizmadia has launched favourable processes in rural tourism. Further trade marks could strengthen visitor confidence, support the development of responsible village tourism, and help local products gain visibility through programmes such as DOOR, potentially moving them closer to worldheritage recognition.

Quality labels contribute not only to service standardisation but also to destination competitiveness, visitor confidence, and sustainable rural development. The Austrian experience suggests that well-designed certification systems can support both market differentiation and long-term tourism growth.

21. MARKETING STRATEGY FOR THE MÁRAI TOURIST CENTRE IN SZÉPASSZONYVÖLGY

1. Introduction

Visitor management is closely related to the information network and interpretation, since only with knowledge of the available information, data and surveys can the areas and routes that can be visited, the activities that can be performed, and the scope and “packaging” of the information provided during the visit be determined. One way of transferring information is interpretation, which, in addition to the mere communication of facts, helps visitors understand and respect the values of the given area through an enjoyable and vivid presentation of knowledge, and also contributes to their personality development by raising awareness.

The basis of a clear presentation is the provision of accurate, up-to-date information. Visitors must be introduced, on the one hand, to the information and values related to the area, and on the other hand to the facilities, additional services and program options in the protected area. Quantitative aspects do not dominate the communication of information that forms the basis of interpretation; it is planned creatively, using different communication tools, so that the information is simple, understandable, interesting, attentiongrabbing and thoughtprovoking.

The tools and techniques used turn away from boring descriptive information transfer, reveal the significance of the location, affect visitors’ emotions and make the visit rich in experience. The greatest emphasis is placed on the way information is communicated, on the presentation, which can awaken values, raise awareness and lead to attitude formation.

“Presentation is the communication path that connects the visitor and tourism resources. A good presentation is a bridge that leads people to a new and exciting world, resulting in new meaning, insight into a new world, new enthusiasm and new interest.”

2. Objectives

The purpose of interpretation is not only to convey information and messages, but also to provide environmental and nature education. Environmental education is a pedagogical activity aimed at preserving the values of nature; its goal is to teach natural sciences (geology, hydrology, botany, zoology).

Strategy goals:

Raising awareness of Eger and its region as an attractive, valuerich ecotourism destination among domestic and foreign target audiences.

Highlighting the most attractive features of the development area, Szépasszonyvölgy, and presenting the distinctive characteristics of the area in order to show the diversity of the offer.

Incorporating the experience elements of the offer into the overall image of the development area.

General objectives:

Promoting awareness of the sustainable approach and the target system of ecotourism.

Effective presentation, interpretation and transfer of natural and cultural values.

Providing experiences and recreation.

Increasing the number of ecotourists through effective interpretation.

Shaping visitors' attitudes.

Organizational background:

For successful image building and overall communication, an appropriate organizational background is essential, which on the one hand guarantees expertise and on the other hand ensures continuity.

The local TDMSZ guarantees the creation of an appropriate communication background.

Tasks related to target groups: compiling special package offers that best suit the needs, consumption habits and interests of each target group.

Considerations for target groups:

Ecotourists: organization requirements are average, implementation requires outstanding expertise. Both low and highspending guests can be expected. Programs with special content can even be of international interest; accordingly, language skills and knowledge of international service standards are essential.

Schoolchildren: only organized group programs are possible; pedagogical skills may also be required during implementation.

Young people: shorter programs and mostly small groups (groups of friends) or couples can be expected, with a relatively greater need for movement and activity and relatively short attention spans – monotony should be avoided.

Families: families mostly travel separately, but smaller children from different families make friends and play together relatively easily – this should be taken into account in the programs. Parallel programs organized separately for parents and children can be useful.

Older people: a relatively higher willingness to spend is typical, which can be combined with the need for more comfort or more special, unique services. This age group shows a greater willingness to buy organized programs than younger people.

3. Marketing mix

Promotion: online advertising methods, flyers, tenders issued by the company, contests (PR), direct mail letters, advertisements in the printed press, radio, television, personal selling, sponsorship, merchandising, sales promotions (free product samples, “pay one, get two” etc.).

Sales: geographical location of the business; what advantages the chosen location has from a marketing point of view; what advantages the location has from a distribution point of view; what cost implications the current sales method has; what other sales channels are used besides the company’s physical location (online, in trade networks, through intermediaries, personal selling, other).

Price: pricing principles used by the company (costbased pricing, demandbased pricing, or pricing in line with competitors); price differentiation (surcharges, discounts); price sensitivity of the target group (low, medium, high); the relationship between the price and quality of the products/services offered.

Joint marketing tasks:

Target group analysis, market research

The primary task is to select the appropriate target groups. Market research is essential for this. Market research should not only cover the selection of the rightsize target group; it should also assess which communication channel reaches the target group most effectively.

Brand building

After selecting the target group, it is essential to develop a Unique Selling Proposition that differentiates the offer from the competition, in line with the target group. It is not necessary to sell many different products to everyone; rather, the properly positioned product must be delivered to the target market in a targeted manner. Brand building related to this is of strategic importance.

Content development, emarketing

Google’s latest survey shows that in more than 80% of cases, potential tourists look for travelrelated products online and become customers online.

In light of this, special emphasis should be placed on a web presence that prepares sales, and on the internet marketing strategy that supports it.

In the travel sector, search marketing has clearly advanced, its success being due to the fact that the potential visitor encounters the marketing message in an informationseeking state during web searches, making it much more effective than most other tools. Closely related to this, searchengineoptimized content development is of fundamental importance.

In order to effectively reach the target group, as many innovative Web 2.0 opportunities as possible should be exploited (e.g. interactive blog interface; popular domestic and international videosharing portals such as Indavideo, YouTube – Eger channel; social media platforms such as : Facebook, Instagram, TikTok, YouTube, TripAdvisor).

Internal PR, attitude formation

Offline media plays an important role in shaping the attitudes of local stakeholders and residents and in developing tourism awareness, but the aim is to use campaigns integrated with online tools.

Integration is also important because the effectiveness of offline campaigns can be measured much more precisely when they direct audiences to online spaces. The basis for measuring the results is the construction of a highlevel web analytics system with the involvement of expert partners.

An accurate evaluation supported by exact figures will be the basis of strong internal PR.

For longterm effective operation, activities must be carried out in a transparent, easily verifiable and accountable manner (a modern web analytics system provides essential support for this).

Guest retention

Another important pillar of the strategy is the development of a tool system that encourages regular return visits. To do this, it is necessary to develop a strategic approach to continuous database building.

With a constantly growing database, the goal is to build the most effective system of guest retention tools, with minimal wasted effort, using direct marketing and an email marketing system.

Communication related to product development

Informing tourists coming to Eger is extremely important from the point of view of product development and sales preparation.

It is also necessary to create a system of targeted publications based on the brand, so that visitors to the city can be informed about the featured products and the packages compiled from them, in language versions suitable for the respective target markets.

Promotion:

The website is becoming an increasingly important tool in marketing communication, and it is considered crucial for advertisers with low advertising budgets. From a marketing point of view, a tourism website must perform the following functions: image transmission, presentation of thematic offers, booking center, sales promotion, customer service, support for building professional relationships, market research, and provision of information on attractions, sights, accommodation and events.

Printed publications are classic presentation materials for destinations. Two basic types are used: the basic purpose of image (or invitation) publications is to create an image and to arouse general interest in the region. Based on the established image, product publications present the attractions of a place and the products (programs, service packages) that can be built on them. Here, rather than creativity, a kind of “catalogue approach” must prevail.

Paid advertisements can appear in the following forms and places:

Internet – although the emphasis of the online presence should be placed primarily on free links, it may be justified to conduct advertising campaigns (banner and

popup advertisements) from time to time on highly frequented sites.

Direct mail – advertising materials and newsletters for former guests or interested parties registered online.

Posters (cityposter size) – within the framework of larger campaigns, it is advisable to create a series of posters based on a consistent visual strategy (image plan), each presenting one of the ecotourism opportunities and experiences.

Billboards – using a similar content solution, it is justified to place some along the main national roads leading to or crossing the destination.

Newspaper ads – these can be relatively expensive yet effective tools. It is best to place them in travel and lifestyle magazines, as well as in publications dealing with nature.

Television commercials – thematic channels with lower viewership but betterselected target audiences can be affordable.

The order of the listed advertising tools also indicates their recommended order of preference. The specific use of the three main pillars of communication – internet, printed publications, advertising – (proportions, content, technical issues) depends on the characteristics of each target group.

Pricing:

Although sustainability is not only a financial issue, the facility's revenues fundamentally influence its operation and longterm viability. Ticket revenues must represent a significant proportion of the current annual business plans; therefore, the creation of "introductory prices" can have a strong impact on subsequent operation.

Ecotourism services, as special products, can only rarely use pure costbased pricing, yet it is reasonable to prioritize this approach. When setting prices, however, it must be taken into account that the target group primarily consists of lowerincome strata; therefore, it is necessary to calculate the coverage of essential expenses and support the feasibility of the program structure through effective tendering activity.

When determining costs, participation fees and various rental fees, productspecific or locally tolerable market prices may be decisive.

Sales and distribution channels:

The introduction of the facility's programs – socalled lead marketing – is essential even in the application phase. The attention and interest generated during the implementation of the investment program provide a good basis for later communication through the channels established in this preparatory period. An important form of this is personal dialogue with the user groups and target audiences, and establishing personal contact with customers/consumers.

In addition to personal contact, meeting users and operators/owners in virtual spaces is a natural need. The most effective "meeting point" is the online media interface, especially on platforms preferred by young people. Creating an independent, creative and interactive website is unavoidable. After TDMSZ is organized into a network, intensive use of the common network system becomes possible.

4. Presentation of the annual event plan and event calendar

The series of events starts on February 21 and lasts until December 31, with separate program elements almost every month, as follows:

February 21: Carnival fun

April 12–13: Easter in Szépasszony Valley

May 1–3: Wine Weekend

May 30–31: Pentecost comfort

June 20–24: Midsummer's Eve holiday

July 10–12: Egri Bikavér Festival on Saint Donat's Day

August 20–23: Agria International Folk Dance Meeting and Wine Show

September 5–6: Grape Carnival – Eger's harvest festivities

November 14–15: St. Martin's Day festivities

December 5: Honey Day – in honor of Saint Ambrose

December 27–31: Saint John's Day wine consecration and Wine Salon.

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