

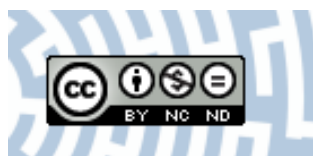


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**Title:** Tourists' motivation to visit and perception of visitor attractions illustrated on the example of Hortobágy National Park

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## TOURISTS' MOTIVATION TO VISIT AND PERCEPTION OF VISITOR ATTRACTIONS ILLUSTRATED ON THE EXAMPLE OF HORTOBÁGY NATIONAL PARK

*Hanna Doroz\**

### Abstract

**Purpose.** The article presents the results of research concerning tourists' motivation for using so-called sustainable tourism. What is more, it evaluates the tourist attractions offered at Hortobágy National Park. The partial purpose of the article is presenting the attractiveness of Hortobágy National Park, while the main one is presentation of tourists' motivation for visiting this destination of sustainable tourism and investigating their perception illustrated on the example of Hortobágy.

**Method.** The research methods used in this article include: participant observation supplemented with questionnaire surveys and numerous free-form interviews.

**Findings.** The largest portion of visitors is satisfied by the tourist offer of Hortobágy National Park. Hortobágy National Park is a place, where the aims of UNESCO Site, Biosphere Reserve, national park and others, are the most important and where they are achieved. These aims are mainly connected to biodiversity preservation and education about the dependence between bio- and cultural diversity, and current human activity. Tourism is an additional function of Hortobágy National Park and the tourists' movement is not to overbear the natural and cultural heritage protective function of this area. Finally, this kind of tourism presented in Hortobágy National Park helps to achieve the sustainable development at the destination.

**Research and conclusion limitations.** The structure of respondents according to the country of origin is not exactly the same in the results as in reality. Sometimes it might cause wrong conclusions, especially in context of inadequate foreign language knowledge among the national park employees.

**Practical implications.** Results enable formulating conclusions on the main groups of receivers of the national park's tourist offer, tourists' perception of sustainable tourism as well as proposals of solutions aiming at maintaining the present balance between environmental protection and tourism management taking the suggestions of tourists with high ecological awareness into consideration.

**Originality.** There are very few papers which focus on Hortobágy National Park and this is one of the first about tourism on this area. This paper shows the Hortobágy National Park sustainability to be between the strictly protected area and tourism destination.

**Type of paper.** The article presents the results of empirical research.

**Key words:** sustainable tourism, Hortobágy National Park, Biosphere Reserve, Hungary.

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## Introduction

In opposition to the consequences of globalisation and continuous development of mass tourism, a trend of sustainable tourism appeared in the second half of the 20th century. This type of tourism is especially distinguished by the degree of tourists' involvement in sightseeing schedules and their knowledge and skills related to sightseeing [Zareba 2006; Sukiennik 2014]. There are many definitions of sustainable tourism [Bohdanowicz 2005]. They differ somewhat, but in general, the most important item in sustainable tourism is balance between four aspects: ecology (tourist movement should not cause irreparable changes to an ecosystem), society (tourist reception should not disturb the harmony of the local community), culture (inhabitants should not modify their regional cultural identity) and economy (profits from tourist activity should be adequate to cover all needs of tourists and inhabitants – including repairing damage to the environment).

With the numerous dysfunctions accompanying mass tourism, understood as the negative influence on tourists and the environment of receptive areas in mind [Alejziak 2000, Gaworecki 2007, Myga-Piątek 2011], one should understand the importance of a turn towards sustainable tourism. Institutions that should participate in creating and promoting this kind of tourism draw attention to national parks to the greatest extent.

Hortobágy National Park (HNP), apart from its natural and local culture protection functions, constitutes an example of an international destination of sustainable tourism. Most of all, it is known for its distinctions by 5 international designations; among others, it was added to the UNESCO World Heritage List and Biosphere Reserve. The natural and cultural wealth of the region as well as a continuously improved tourist offer prove high tourist potential of the park's area. The literature on tourism geography still lacks English language publications dealing with the unique nature of tourism within the HNP area and its buffer zone; however, there are publications concerning the issues of geomorphology and ornithology [Sümegei et al. 2013, Tóth et al. 2015]. I. Süli-Zakar [2008] discusses the problems of social and economic development as well as protection of the Hortobágy National Park area. What is more, the current publication discussing the role of cultural heritage in shaping contemporary tourism is worth mentioning here [Bujdosó et al. 2015]. S. Lupson [2006] emphasised the role of international tourism in the economy of Hungary. The publications also highlight a great potential of tourist attractiveness in Hungary conducive to the development of (cultural, rural) sustainable, culinary (including wine tourism), business or health (mainly balneotherapy) tourism, which is mainly threatened by inadequate competitiveness at the European level caused by problems with organisation and marketing actions [Lupson 2006, Badulescu and Badulescu 2008, Kulcsár 2009].

One of the goals of this article is to give an account of the attractiveness of the sustainable tourism offer of Hortobágy National Park, but it mainly aims to present the tourists' motivation for visiting this destination of sustainable tourism and investigating their perception illustrated on the example of Hortobágy.

## Research area

The research includes Hortobágy locality and the areas of Hortobágy National Park (Hungarian: Hortobágyi Nemzeti Park – HNP) located in the immediate vicinity of local tourism management centres (Hortobágy centrum, Hortobágy Mátá, Hortobágy Halastó, Poroszló).

Hortobágy is a village located in Eastern Hungary, in Hajdú-Bihar county, approximately 40 km east of Debreczyn (Fig. 1). With regard to its physical and geographical features, it is located in the mesoregion of Tisza Lowlands within the macro-region of the Great Hungarian Plain, which is a part of Pannonian Basin province [Kondracki 1996].

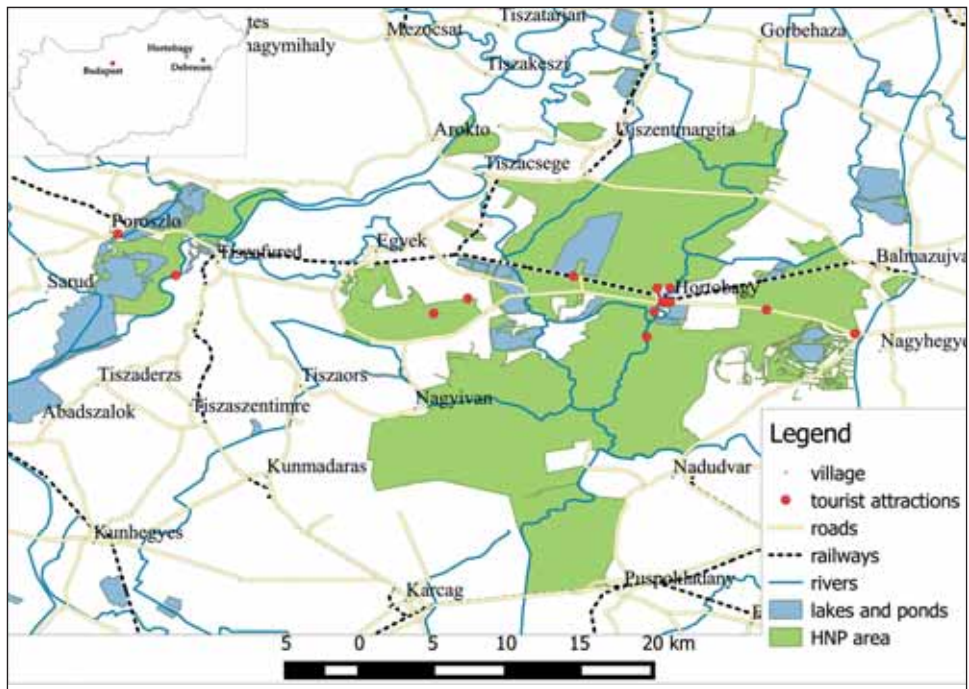


Fig. 1. Location of Hortobágy

Source: Own elaboration based on HNP materials.

In 1973, within the area of a vast steppe, the first national park was established in Hungary. It was named after the region's name and Hortobágy village. The park authorities' actions are focused on three main areas: protection of birds and nesting sites, the steppe area – *Puszta*, and cultural landscape [[www.hnp.hu](http://www.hnp.hu)]. Currently, the area of the park covers over 82 thousand hectares. In 1999, Hortobágy National Park was added to the UNESCO National Heritage List. Furthermore, it is covered by numerous protection programmes and has other international designations, e.g. Natura 2000 area, Ramsar List or International Dark-Sky Association. What is more, the HNP area has been considered a Biosphere Reserve since 1979 [[www.unesco.org](http://www.unesco.org)]. It has undergone the Periodic Review Process twice so far (in 2007 and 2014). During the Periodic Review in 2014, the Advisory Committee considered the HNP met the criteria in the Statutory Framework of the World Network of Biosphere Reserves [*Item 12...*].

The greatest natural peculiarity of the park is the *Puszta*, that is a vast steppe area. Tisza Lowland was formerly a wet and fertile land which was the result of annual floods of the swollen Tisza river [[www.hnp.hu](http://www.hnp.hu)]. In middle of the 20<sup>th</sup> century, the river flow was improved and a lack of regular floods together with precipitation deficit caused an intensive steppe formation process. Nevertheless, the *Puszta* area has been successfully used as a pastureland for different species of animals. A high level of ground waters is conducive to the occurrence of numerous fish ponds and marshlands. This makes Hortobágy National Park an attractive habitat to native and migrating birds.

Tourist movement in HNP is strictly connected with seasons of year. The extreme period is in July and August, which is connected with the holiday time. Most of the attractions are not available outside of the holiday period. According to HNP statistical data on ticket selling, in the period 2007-2014, HNP sold from about 105,000 tickets in 2007 to about 180,000 tickets in 2009 and 2013 (Doroz-Tomasik 2016). Every tourist programme in Hortobágy National Park is carried out by qualified guide from HNP.

## **Materials and methods**

The research material used in this article constitutes the result of participant observation complemented with questionnaire surveys and numerous free-form interviews. The research was conducted in July, August and September 2015 during the author's internship carried out as part of the Erasmus + programme. The gathered materials and analysis of the Hortobágy tourism product are also the comparative material from the author's doctoral dissertation.

The participant observation consisted in analysing tourist offers and services as well as tourist behaviours and reactions to the place of attrac-

tions. The questionnaire surveys were carried out by means of questionnaire forms created by the author with the assistance of a HNP employee. The questionnaire forms were translated into Polish, Hungarian, English and German. They were distributed in places of the highest tourist reception (Visitor Centre, Herdsman Museum, *Halastó* – Fishponds) by HNP employees. Additionally, the author personally interviewed visitors on the basis of the questionnaire in the main parking lot at Herdsman Museum. The questions were directed to HNP visitors, and the last three concern the evaluation of the Park's tourism offer and the tourists' general impressions after their visit. Whenever it was possible, the author had additional conversations with the tourists as free-form interviews in order to get to know the wider context of answers given in the questionnaire form.

### Tourist attractions of Hortobágy National Park

Due to the close cooperation between the National Park and other entities (private entrepreneurs, Hortobágy Nonprofit Ltd.), the tourist usually perceive all the attractions as part of the park's attractions. In order to show the tourism attractiveness of Hortobágy, Tab. 1 presents facilities located in the places where the questionnaire surveys were carried out and in their immediate vicinity, as well as, a cyclical event, the Bridge Fair.

**Tab. 1.** Tourist attractions in Hortobágy and Hortobágy National Park

Name of attraction	Description
Core exhibitions*: "The History, Flora and Fauna of Hortobágy" and "The World of Cranes" in the Visitor Centre	<ul style="list-style-type: none"> <li>– "The History, Flora and Fauna of Hortobágy" – exhibition showing the archaeological and geological background as well as flora and fauna within <i>Pusztas</i> areas.</li> <li>– "The World of Cranes" – multimedia and interactive exhibition presenting all-embracing information on cranes.</li> </ul>
Craftsmen work exhibition*	<ul style="list-style-type: none"> <li>– Modern workshops of traditional craftsmanship, among others, saddlery, tailoring, sculpture and pottery, etc.</li> </ul>
Herdsman Museum*	<ul style="list-style-type: none"> <li>– Formerly, the building was a shelter for traders of the Bridge Fair.</li> <li>– Exhibition showing shepherds' life at the turn of the 20<sup>th</sup> century and its evolution up till modern times.</li> </ul>
Rotunda*	<ul style="list-style-type: none"> <li>– Replicas of workshops of craftsmen as e.g. saddlers, shoemakers, rope-makers, hat-makers, blacksmiths, etc.</li> </ul>
Hortobágy Csárda*/**	<ul style="list-style-type: none"> <li>– 300 year old tavern.</li> <li>– Exhibition displaying the history of the building, means of transport used in <i>Pusztas</i> and the profiles of well-known figures who had once visited the tavern.</li> </ul>

Wild Animal Park*	<ul style="list-style-type: none"> <li>– An attempt to recreate the virgin nature of <i>Puszta</i> from before more than 300 years age.</li> <li>– Exhibition enclosures with animals, among others: wolves, jackals, Przewalski's horses, onagers, vultures, pelicans, fixes, polecats, white-tailed eagles, cranes.</li> <li>– Museum exhibition.</li> </ul>
Extra Safari*	<ul style="list-style-type: none"> <li>– 20-minute off-road ride in <i>Puszta</i>.</li> <li>– The target area consists of big animal pasturelands (e.g. Hungarian grey cattle).</li> </ul>
Hortobágy-Halastó narrow-gauge railway*	<ul style="list-style-type: none"> <li>– Narrow gauge railway ride.</li> <li>– One of the biggest complexes of fish ponds in Central Europe.</li> <li>– Habitat area of approximately 300 bird species.</li> <li>– Bird-watching spot on the educational path and a beauty spot.</li> </ul>
Máta stud farm**	<ul style="list-style-type: none"> <li>– 1.5 hour programme including: five Hungarian shows, waggon ride through <i>Puszta</i> between animal's enclosures (<i>Mangalica</i> pig, <i>Racka</i> sheep, Hungarian grey cattle, <i>Furioso</i> horses, buffalos), <i>gulyás</i> and <i>csikós</i> shows (horse and cattle herdsman) and visiting a small museum of carriages.</li> </ul>
Puszta's Animal Park**	<ul style="list-style-type: none"> <li>– Species of farm animals reared in <i>Puszta</i>, placed within exhibition enclosures.</li> <li>– Traditional henhouses, cow-barns, stables.</li> </ul>
Bird Hospital	<ul style="list-style-type: none"> <li>– Core exhibition.</li> <li>– Isolation wards and hospital aviaries.</li> <li>– Injured birds from all over the country.</li> </ul>
The Nine-Arch Bridge	<ul style="list-style-type: none"> <li>– 19<sup>th</sup> century bridge.</li> <li>– The longest stone bridge in Hungary.</li> </ul>
Motor boat cruise on Hortobágy River	<ul style="list-style-type: none"> <li>– Motor boat cruise with a guide (Hungarian speaking).</li> <li>– Presentation of primitive tools and traditional methods for fishing as well as natural curiosities of this part of the river.</li> </ul>
Bridge fair	<ul style="list-style-type: none"> <li>– Cyclical, 4-day folk event celebrated around 20<sup>th</sup> August.</li> </ul>

\* tourist attractions of Hortobágy National Park

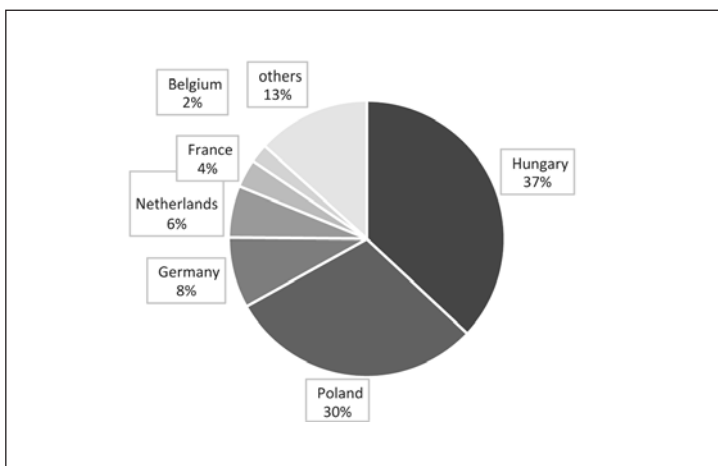
\*\* tourist attractions of Hortobágy Nonprofit Kft (company cooperating with the HNP)

**Source:** Own elaboration.

The small but adequate number of restaurant and accommodation facilities in Hortobágy as well as diverse regular tourism offers providing the possibility of adjusting the offer to individual needs thanks to the qualified tourist guides speaking English and German apart from their native Hungarian, make Hortobágy a place which meets expectations of most tourists.

## Results

The questionnaire survey covered 181 people. This is the biggest limitation -research trial might be not representative. 92 questionnaire forms were filled in by women (51%), and 89 by men (49%). The biggest group of respondents was formed by people aged 36-45 (36%), people age 18-25 and 26-35 years each constituted 17% of the respondents, and the percentage of respondents of 46-55 and 56-65 year-olds was, respectively, 14% and 11%, and 5% of the respondents was 66 or older. Most of the respondents visited Hortobágy National Park with their families (as many as 62%), with a partner 24%, with a group of friends – 7%, with an organised group (e.g. with a travel agency) 3%, and 4% of the respondents visited the park on their own. As far as the respondents' nationality is concerned, it is hard to unequivocally determine the actual nationality proportions on the basis of the analysed random sample. According to the observations, there were high percentages of Hungarian, Polish, Slovak (Hungarian speaking), Romanian (Hungarian speaking) and Czech tourists. However, both Slovak and Czech tourists were reluctant to participate in the questionnaire. On the other hand, the percentage of Poles in the structure of respondents might be overstated with regard to the fact that it was easy for the author to initiate conversation with her fellow countrymen. The percentage of the respondents according to the country of origin (Fig. 2.) is as follows: 37% Hungary, 30% Poland, 8% Germany, 6% the Netherlands, 3% France and Belgium, 2% Austria, Ukraine, Slovakia and Latvia, 1% USA, Italy, Spain, Scotland, France, Reunion, Slovakia and the Czech Republic.



**Fig. 2.** Percentage of respondents according to their country of origin

**Source:** Own elaboration.

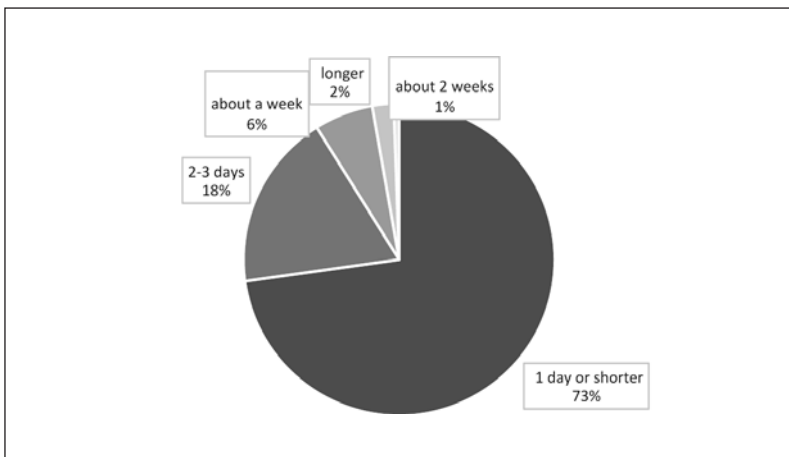


The questionnaire form included two questions concerning the length of the respondents' stay in Hungary and HNP. With regard to the unfortunately worded question, many Hungarian visitors gave a wrong answer, considering their country of residence as a "stay longer than 2 weeks". Simultaneously, there were tourists who, despite their country of residence; for instance, spent their over two-week holiday abroad in Hungary and that makes determination of the particular respondents' percentage in this question impossible. In the case of stays at HNP, there were no doubts regarding interpretation. Fig. 3 shows the given answers.

The research study also included questions concerning tourists' motivation to choose Hungary as their holiday destination (Fig. 4) and the motivation to visit HNP (Fig. 5).

As it can be seen in Fig. 3 and 4, the Hungarian natural resources are the most important motivation for spending holidays there. Almost one third of respondents choose Hungary due to their attractions connected with thermal sources and swimming pools. And the main reason to visit Hortobágy for 46% of respondents is the *Puszta* landscape.

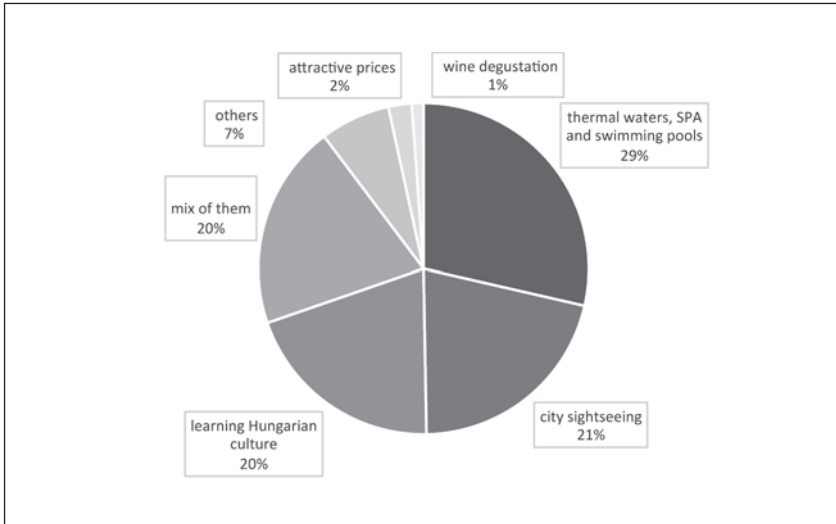
By means of the multiple choice question, the source of information on the Park was also analysed, and the results are shown in Fig. 6. Tourists searched for information on HNP mostly in tourist guidebooks. As many as 24% of them, when choosing HNP, did so following suggestions of family, friends or local residents. Other sources of information were childhood trips, television or student training. A portion of the tourists were unable to indicate the main source of information (17%).



**Fig. 3.** Declared length of stay in HNP

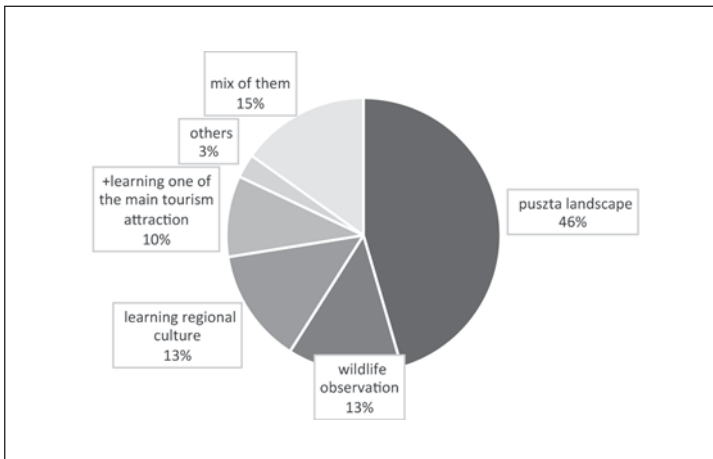
**Source:** Own elaboration.

Some questions required determination of tourist satisfaction level concerning the visit on a 1-5 scale (Fig. 7). HNP was mostly evaluated as good and very good.



**Fig. 4.** The main reason for spending your holiday in Hungary

**Source:** Own elaboration.

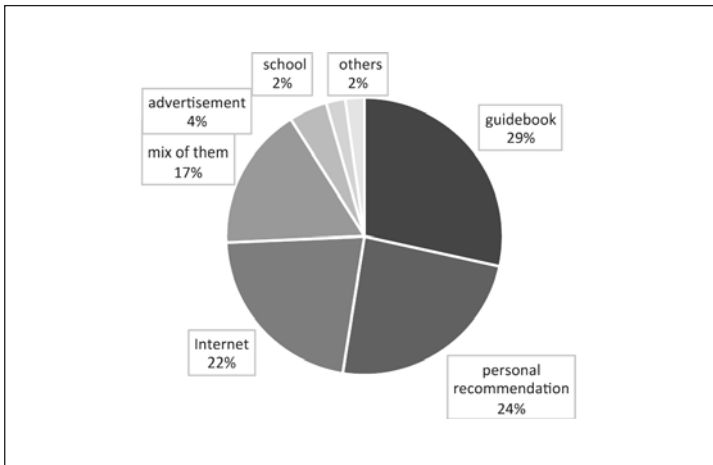


**Fig. 5.** The main reason for visiting HNP

**Source:** Own elaboration.

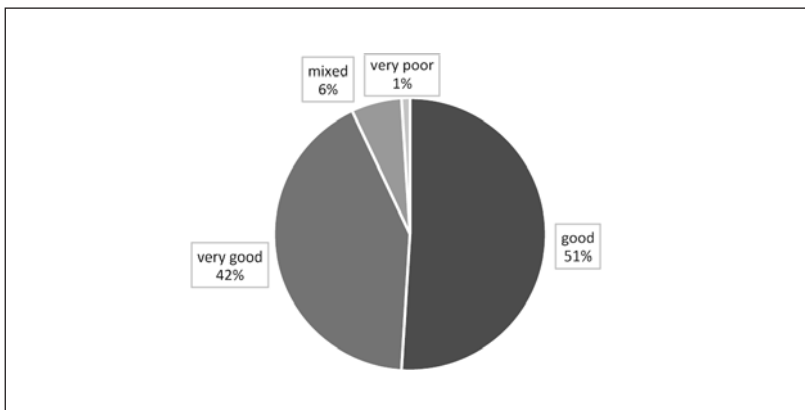
The questionnaire also included open-end questions, which required indication of the most positive and negative factors having influence on the

general impressions concerning their visit to HNP. These questions were answered by 87 people. Apart from the answers providing the research study with a wider context, a part of respondents gave “nothing” answer (twice for positive factors and 19 times for negative factors). In the case of both questions, the answers could be divided into three types resulting from the type of factors subjected to evaluation (tourism attractions and forms of exhibition, organisation and service, conditions beyond HNP’s control, including natural ones). The results are shown in Tab. 2 and 3.



**Fig. 6.** Sources of information on HNP

**Source:** Own elaboration.



**Fig. 7.** Level of tourists' satisfaction after visiting HNP

**Source:** Own elaboration.

**Tab. 2.** The most positive factors having impact on the tourists' general impressions – tourists' answers

Tourism attractions and forms of exhibition	Organisation and service	Conditions beyond HNP's control (including natural ones)
<ul style="list-style-type: none"> <li>– Presentation of attractions</li> <li>– Wild Animal Park</li> <li>– Attraction</li> <li>– Old clothes and culture</li> <li>– Museum, which is helpful to recognize culture</li> <li>– Herdsman Museum</li> <li>– Exhibition</li> <li>– Modern and beautiful</li> <li>– Presentation of culture and history</li> <li>– Learning culture</li> <li>– Widespread exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>– Tourist program</li> <li>– Nice tourist staff</li> <li>– Nice and friendly people</li> <li>– Friendly people, good atmosphere for children</li> <li>– Guide</li> <li>– High quality service at the Visitor Centre</li> <li>– Friendly people, friendliness at private-house accommodation</li> <li>– Easy to find private-house accommodation</li> <li>– Hospitality, paid exhibitions</li> <li>– Long boat trip on Tisza Lake, Fishponds</li> <li>– Good accommodation and very good food</li> <li>– Developing trend</li> <li>– Great tourist and good infrastructure (Fishponds)</li> <li>– Carriage tour (Máta)</li> <li>– People, programmes, tower-watching</li> <li>– Professional service at HNP</li> <li>– Good organization</li> <li>– Good signage</li> <li>– Trips to the <i>Puszta</i> (Máta Stable and Wild-animal Park)</li> <li>– Carriages</li> </ul>	<ul style="list-style-type: none"> <li>– Nature</li> <li>– Landscape</li> <li>– Calm</li> <li>– Landscape and birds</li> <li>– Mix of nature and agriculture</li> <li>– Hot weather</li> <li>– Beautiful landscape</li> <li>– <i>Puszta</i> landscape</li> <li>– Climate</li> <li>– Landscape, immensity of area, nature</li> <li>– Silence, calm, not a lot of people, interesting place for break during the trip</li> <li>– Beautiful landscape and nature</li> </ul>

<ul style="list-style-type: none"> <li>- Safari</li> <li>- Horses</li> <li>- People, culture</li> <li>- Horse wagon trip to the <i>Puszta</i>, Fishponds and Narrow-gauge Railway</li> <li>- Good conditions for animals at their farms</li> <li>- Variety of attractions</li> <li>- Souvenir market with regional products</li> <li>- Well-maintained area</li> <li>- Mátá Stable</li> <li>- Authenticity of the exhibitions and conservation of species</li> </ul>		
	<ul style="list-style-type: none"> <li>- Not too big visitor group, calm and beautiful landscape</li> <li>- Biodiversity, friendly people and agreeable accommodation</li> <li>- High quality of services at the Visitor Centre and during nature watching</li> <li>- Immensity of beautiful <i>Puszta</i> area and good communication by bus</li> <li>- Open area for animals</li> <li>- Big farms for animals</li> <li>- Wild Animal Park and boat tour</li> <li>- Good, saved values on the big area and good access</li> <li>- Wild Animal Park and rich fauna in the surroundings</li> </ul>	
<ul style="list-style-type: none"> <li>- Information and beautiful nature and landscapes</li> <li>- Narrow-gauge railway on the Fishponds, Bird Hospital</li> <li>- Natural and farmed animals</li> </ul>		<ul style="list-style-type: none"> <li>- Information and beautiful nature and landscapes</li> <li>- Narrow-gauge railway on the Fishponds, Bird Hospital</li> <li>- Natural and farmed animals</li> </ul>
<ul style="list-style-type: none"> <li>- Cows (Buffalo) in the mud</li> <li>- Nature, silence and good infrastructure leading to bird-watching on the fishponds</li> </ul>		

**Source:** Own elaboration.

**Tab. 3.** The most negative factors having impact on tourists' general impressions concerning HNP – tourists' answers

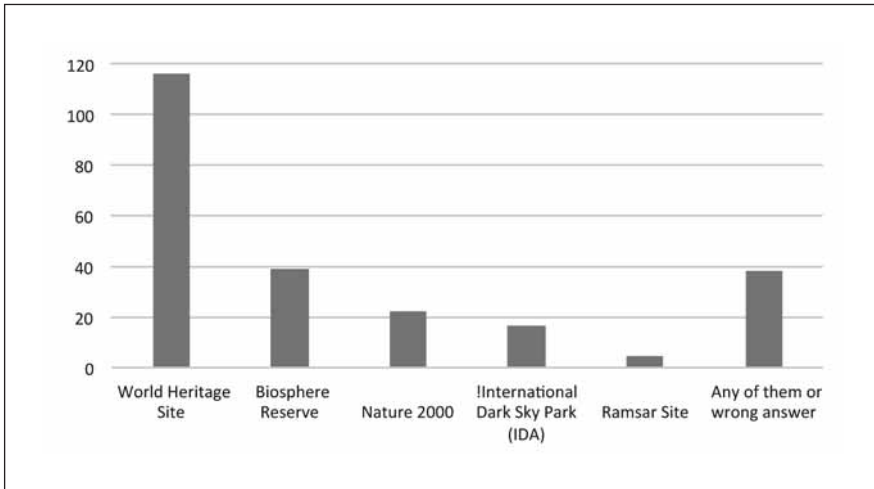
<b>Tourism attractions and forms of exhibition</b>	<b>Organisation and service</b>	<b>Conditions beyond HNP's control (including natural ones)</b>
	<ul style="list-style-type: none"> <li>– Not enough information for tourists</li> <li>– Lack of English translation</li> <li>– Low availability of toilets for visitors</li> <li>– Low availability of litter bins in Mátá</li> <li>– It is necessary to develop ecological transport (e.g. renting a bike) and there are too little details on maps</li> <li>– Bad mapping and over-commercialisation, especially in Mátá and the town centre</li> <li>– Dining facilities (too little restaurants)</li> <li>– High prices</li> <li>– Paid car park</li> <li>– Poor marking and no info in Polish</li> <li>– Information about accommodation and attractions are difficult to find on the HNP website</li> <li>– Lack of marked touristic paths</li> <li>– Holes in the road to Fishponds</li> <li>– Long waiting time</li> <li>– Bad accommodation and high prices at camping grounds</li> <li>– Few family programmes</li> <li>– Few advertisements, people working with too many programmes</li> <li>– Lack of description of the Nine Arches Bridge</li> </ul>	<ul style="list-style-type: none"> <li>– Hungarian climate</li> <li>– Hortobágy River has a lot of reed and the water is not too clean</li> </ul>

<ul style="list-style-type: none"> <li>- "Made in China" products at souvenir markets</li> <li>- Bad conditions for animals at their farms</li> <li>- Too many gadgets at the market during the "Hídi Vásár" event</li> <li>- Small cages at the weasel corral</li> </ul>	
	<ul style="list-style-type: none"> <li>- Language</li> <li>- Lack of shade</li> </ul>

**Source:** Own elaboration.

According to the opinions presented in Tab. 2 and 3, the tourists subjected the tourism destination to multi-perspective assessment and they were mostly satisfied with the park's offer. The most considerable faults were observed in tourism management and especially in: poor foreign language skills of the staff (which is reflected in limited access to information) and unclear signs. With regard to hot summers typical for the Hungarian climate, a significant problem was lack of shaded areas. The optimistic prospects for the development of sustainable tourism in Hortobágy National Park and its vicinity are visible in the full satisfaction of the tourists concerning the offered tourist attractions and appreciated landscape qualities.

Apart from motivation and level of satisfaction after HNP sightseeing, the visitors knowledge about Hortobágy was also examined. In control questions, visitors were to mark answers with names of HNP international designations (Fig. 8).



**Fig. 8.** Number of visitor's responses about HNP international designations

**Source:** Own elaboration.

According to the frequency of answers, visitors mainly know the World Heritage Site title (116 responses). Following are Biosphere Reserve (39), Natura 2000 (22), International Dark Sky Park (17) and the less known Ramsar Site (5). 38 respondents gave the answer that HNP does not have any designation or their answer was incorrect. It seems obvious that information about World Heritage Site UNESCO is the most popular. Unfortunately, another designations are not so clear to visitors. Titles and preservation programmes are usually connected with biodiversity and visitors often do not have the basic environmental knowledge to understand what a valuable area they have just visited.

## Conclusions

On the basis of the conducted research one can state that a unique tourism product of high quality is the foundation for creating a sustainable tourist destination which plays an increasingly important part in global tourism. During a tourist season, Hortobágy National Park is visited by tourists from all over the world. The most attractive in HNP is the *Puszta* landscape and the possibility to observe wild animals. The developed offer of the park includes both family attractions (which constitute the majority of visitors) and the ones for hobbyists who are willing to deepen their knowledge and improve their skills in the domain of e.g. ornithology. Thanks to this all-embracing offer, HNP is potentially attractive to a wide range of receivers. Too intensive distribution of sustainable tourism offers would cause excessive tourist reception within a culturally and naturally valuable area. Therefore, the weak points observed by the respondents in fact, contributed to reduction of mass inflow of tourists to HNP and, paradoxically, they may become factors conducive to maintenance of the current, conscious and still relatively little invasive tourism. HNP is a place where aims of the UNESCO Site, Biosphere Reserve, National Park and others are most important and where they are achieved. The aims are connected mainly to biodiversity preservation and education about dependence between bio- and cultural diversity, and current human activity. Tourism is an additional function of HNP and the tourists' movement is not to undertake the natural and cultural heritage protection of this area. Finally, the kind of tourism presented in HNP helps to achieve the sustainable development at the destination.



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## MOTYWACJA TURYSTÓW DO ZWIEDZANIA ORAZ POSTRZEGANIE ATRAKCJI PRZEZ ZWIEDZAJĄCYCH NA PRZYKŁADZIE PARKU NARODOWEGO HORTOBÁGY

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### Abstrakt

**Cel.** W artykule przedstawiono wyniki badań dotyczących motywacji turystów do uprawiania tzw. turystyki zrównoważonej. Ponadto, poddano ocenie atrakcje turystyczne Parku Narodowego Hortobágy. Celem cząstkowym artykułu jest przedstawienie atrakcyjności Parku Narodowego Hortobágy, a głównym celem jest prezentacja motywacji turystów do odwiedzenia destynacji turystyki zrównoważonej i badanie ich percepcji, przedstawione na przykładzie Hortobágy.

**Metoda.** Metody badań obejmują: obserwację uczestniczącą, uzupełnioną badaniami ankietowymi oraz liczne wywiady swobodne.

**Wyniki.** Większość odwiedzających jest usatysfakcjonowana ofertą turystyczną Parku Narodowego Hortobágy. Hortobágy jest miejscem, w którym cele UNESCO, Rezerwatu Biosfery, parku narodowego i innych są traktowane priorytetowo i są osiągnięte. Cele te dotyczą głównie zachowania bioróżnorodności, jak i edukacji dotyczącej zależności między różnorodnością biologiczną i kulturą, oraz obecną działalnością człowieka. Turystyka jest dodatkową funkcją Parku Narodowego Hortobágy, a ruch turystyczny nie przysłania ochrony przyrody i dziedzictwa kulturowego tego obszaru. Ostatecznie, turystyka w Parku Narodowym Hortobágy pomaga osiągnąć zrównoważony rozwój w tej destynacji.

**Ograniczenia badań i wnioski.** Struktura narodowościowa zwiedzających, w zależności od kraju pochodzenia respondentów nie odzwierciedla dokładnie stanu rzeczywistego. Niekiedy może to prowadzić do błędnych wniosków, zwłaszcza w kontekście niedostatecznej znajomości języków obcych przez pracowników parku.

**Implikacje praktyczne.** Wyniki pozwalają sformułować wnioski dotyczące głównych grup odbiorców oferty turystycznej parku narodowego, postrzegania przez turystów tu-

rystyki zrównoważonej oraz propozycji rozwiązań mających na celu zachowanie obecnej równowagi między ochroną środowiska a zarządzaniem turystyką, przy uwzględnieniu sugestii turystów o wysokiej świadomości ekologicznej.

**Oryginalność pracy.** Istnieje bardzo niewiele prac, które koncentrują się na Parku Narodowym Hortobágy, a ten artykuł jest jednym z pierwszych dotyczącym turystyki na tym obszarze. W artykule przedstawiono równowagę pomiędzy ścisłą ochroną a realizowanym celem turystycznym na obszarze Parku Narodowego Hortobágy.

**Rodzaj pracy.** Artykuł prezentuje wyniki badań empirycznych.

**Słowa kluczowe:** turystyka zrównoważona, Park Narodowy Hortobágy, Rezerwat Biosfery, Węgry.