

STUDY OF INDUSTRIAL TOURISM IN HUNGARY THROUGH THE EXAMPLES OF SOME ACTIVE INDUSTRIAL ESTABLISHMENTS

Industrial tourism is a type of tourism based on past or present production activities, in which a production-related establishment becomes a sight, which was not built for tourism purposes and whose primary function is still not tourism. The study explores the topic of tourism utilization of industrial facilities in Hungary through the examples of the Zwack Unicum House in Budapest, the Nuclear Power Plant of Paks, and the Zsolnay Cultural Quarter and Porcelain Manufactory in Pécs. The aim of the research is to explore the tourism role of the industrial facilities that can be visited, as well as the motivation and experiences of the visitors. Investigating the offer in Hungary, industrial tourism is insignificant, as it is not prominently emphasized either by the service providers, the intermediaries, or the destinations. Where it does appear, it is not organized. The reason for this is, among other things, that many industrial objects were pushed back to the background after the change of regime, so one of the possibilities to save depreciated industrial buildings could be their utilization for cultural and touristic purposes.

To achieve the goal, a multi-method approach was applied. A convenience sampling online questionnaire was conducted among the Hungarian population, to which 257 responses were collected. Besides, a semi-structured interview was organized with the experts of the examined locations, focusing on mapping the motivation of the factories and industrial facilities. In addition, the tourism potential of the given companies and industrial facilities was explored in the light of applied marketing, and the role of the factory visits as an image-developing and income-supplementing element in their incorporated structure.

After data cleaning and coding, the database of the questionnaire responses was analyzed with statistical methods using the SPSS program package. Based on the results of descriptive methods and correlation studies, it can be concluded that the examined industrial facilities are unanimously regarded as additional tourism products or services, the respondents do not consider them as tourist attractions. On average, only 35% of the respondents visited the examined industrial facilities mainly because of geographical distance and lack of interest. It can be concluded that there is a need for a change in attitude, in which tourism specialists and collaborations can play a big role. Research findings can help the effective tourism product development of industrial attractions/attraction elements in the future, which, as a case of a niche product within cultural tourism, also fits well into the Hungarian tourism strategy.