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Original scientific paper

LIFESTYLE MIGRATION IN THE KESZTHELY DISTRICT OF THE WEST-BALATON REGION

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Abstract

A relatively small but growing group of migrants nowadays are people moving to countries that are better known as migrant-sending locations. These voluntary migrants – frequently retired persons – decide on moving mostly in the hope of a better life quality they think to find abroad rather than in their own country. The property purchase of foreigners therefore related to this kind of migration, and relatively little attention is being paid to this kind of voluntary, lifestyle migration, though it can have a significant economic and social impact on the host country. Foreign property owners and several persons who are in contact with these foreigners were in-depth interviewed – as the special subject require empirical research methods - in the framework of the present research to determine the main motivations of property purchases in the Keszthely District of the West-Balaton Region, Hungary. Main motivating factors were identified as economic reasons, expectancy for a better, calmer new way of living and favourable climate conditions. Following the change of regime in Hungary three era in property purchase can be differentiated in the examined region based on the direction of migration with a gap between the first and second phase after the 2008 crisis.

Key words: lifestyle migration, resident tourism, foreign citizen, property purchase

INTRODUCTION

Transnational flows

Transnational flows are getting significant and extensive in our days and compared to earlier migration situations; they represent new function and extent. For this reason, transnational flows cannot be analysed with regular methods; they rather subvert the traditional and open the way to a new paradigm. While migration typically rises from poorly developed, low-income regions and targets the more developed regions, foreign property owners usually arrive from higher-income regions to the lower-income areas. Purposes can vary – might be settling down, e.g. in the case of retired persons, they can find the lower-income region attractive with its favourable climate and environment, or still active people hold a job that can be pursued from abroad. Another purpose of property acquisition can be to own a second home (summer house) for people who don’t want to give up their homes but spend significant time in the chosen other country. They sometimes wish to spend this considerable time away from home because they prefer the climate conditions offered by their second home. The majority of foreign owners use the house (apartment) for own purposes, but it also occurs that they rent it out for a period (Croucher, 2012).

In our research, we studied the actors (property purchasers) who represent this new kind of migration, and at the same time, create a new – not yet studied and revealed – co-existence model by dispensing their cultural values in Hungary.

It will be important to pay attention to this new flow so that we can identify the major reasons behind changing residency. This new type of migration targets countries with desired climate –in Europe Spain, Greece and Portugal or France are very popular destinations, especially the Mediterranean coastline and islands. A further popular target is the Central-Eastern European region, including Hungary. Although favourable climate conditions can be experienced here only temporarily throughout the year, respondents still emphasized its importance along with their economic considerations. Since the middle of the '90s people from Austria and Germany are moving to Hungary especially after Hungary joined to the NATO, then the European Union. The introduction of the Schengen zone also contributed to the sense of security. More and more foreigners invest into Hungarian undertakings, create new ones or buy properties just for the sake of holidays (Kovács et al., 2004).

The definition and phenomena of lifestyle migration, motivations of moving to abroad

The international literature describes migration generally as a hard, painful period for the migrants who even after settling down battle with feelings of vulnerability, exclusion and difficulty in inclusion. Labels such as lifestyle migration, amenity migration international retirement migration, residential tourism, on the contrary, offer a much more positive meaning of migration.

Lifestyle migration can be described as residential or amenity tourism as future settlers usually get to know the target area during their touristic travels. Their experiences of an idyllic lifestyle can be a strong motivation when deciding about creating a new home abroad and buying a suitable property for that purpose. Settlers with this motivation wish to continue the favoured way of living in their everyday life in their own property.

Recent researches focusing on this type of transnational flows conclude that there is a very definite north-south direction in lifestyle migration, which is the exact opposite of the generally experienced migration trends (Torkington, 2011, Ibrahim & Tremblay, 2017, Rainer, 2019). The most popular routes in the case of the British are Spain, Portugal and Italy while the

Americans choose Mexico or Panama. The Germans and the Swedish also favour Spain and Portugal, the French move to Morocco, and the Canadians choose Central or South America. Similar trends can be detected in Asia, e.g., the Japanese settling down in Thailand or in Malaysia. Major motivation factors are the favourable climate, low prices and friendly locals (Croucher, 2012). People like them usually adapt well to their new community, become a welcomed member, take part in the everyday life of the community, but at the same time search for the company of other international dwellers, making friends of other foreign origin citizens. Anglo-Saxon settlers - as usually there are people in the community who speak English – are less motivated to learn the language of the host country, often live in a cultural bubble, and don't make close contact with the local culture (Croucher, 2012).

Lifestyle immigrants have a relatively higher-level income and change their residency temporarily or permanently in the hope of a hard to define notion of better way of living (Torkington, 2011).

Buying real estate abroad happens with the intention of settling down in a foreign country and is not related to an increasingly impossible or undesirable living in their home country, much more to an expected, more comfortable, more prosperous lifestyle abroad. There are several forms of lifestyle migration, such as the so-called permanent tourism (people from developed northern, western countries moving to the Mediterranean coastal countries looking for a warmer climate and a less stressed life) (Benson & O'Reilly, 2009). Lifestyle migration is becoming a characteristic feature and an ever-growing form of transnational flows. Although according to the popular opinion, lifestyle migrants are high-level income pensioners, many of them are school-age children or elderly widowers who seek cheaper cost-of-living (Benson & O'Reilly, 2009).

Table 1 The main characteristics of lifestyle migration

Lifestyle migrants leave their former homes in the hope of finding a better life quality
Contrary to the migration of refugees, or economic refugees, lifestyle migrants deliberately search for a different lifestyle, mostly to avoid the stressful way of life in modern developed countries and to ensure self-realization in a better life. Livelihood and survival are not characteristic reasons.
Lifestyle migration is the spatial mobility of relatively higher income persons with the purpose of creating a new balance between work and leisure they also mediate toward the locals.
It can be an escape from the old monotone home routine, from the feeling of being in a trap. It also equally can arise from the desire to create a new destiny with self-expression and self-actualization. Although there is the goal of a more relaxed lifestyle, several of these lifestyle migrants start working in their new residence but with a greater autonomy and in a less rushed way. Many start working as entrepreneurs; some can even return for a while to their home country and moving back to their new home after accumulating a certain amount of money.

Source: Benson & O'Reilly, 2009

The international pensioner-migration

Moving to a different country is getting popular among pensioners. Reaching pensioner age often accompanies other individual, family, and social circumstances that encourage the change of residency. This phenomenon was recognized first in Western societies and became widespread during time. Relocation gives an opportunity to pursue a financially sound and longer life during retirement years and at the same time to find a 'leisure-oriented disposition to move in pleasant surroundings that are well endowed with both recreational and service resources. (Rowles & Watkins, 1993). In Europe retirement migration is especially peculiar to the British. Flanagan (2014) quotes a World Bank Report according to which 7-8 % of the UK population live abroad and according to the Office for National Statistics in 2017 about 340 thousand UK state pension recipients lived in other EU countries – excluding Ireland (State Pension Administrative Data, Department for Work and Pension, 2020)

The deeper motivations behind the international retirement migration are not easy to determine as these are often hidden by the individual characteristics of pensioners or of the host region. Several authors however identified the favourable climate as one of the most important pull (Rodriguez et al., 1998, 2004), while further determining factors are economical, such as the difference in the cost of living in the states of the U.S. (Rodriguez, Fernandez-Mayoralas, & Rojo, 2004).

American settlers are primarily motivated by the climate and living costs, but another recognized factor reported is the immigration encouraging policy of the Mexican and Panamanian governments (visa, taxation, property acquisition rules) (Dixon et al., 2006). Another research established economic concerns to be the most important determining factors when Americans decide on moving to a different country: lower costs of living, cheaper real estate purchase price and maintenance costs, lower property taxes, cheaper staff for running the household chores – all can be attractive especially for pensioner migrants (Croucher, 2009), Dixon et al. (2006) found that lower middle class fresh pensioners think about moving South (e.g. to Mexico) as an escape from the high and ever growing costs of medical care and medicines, from the falling purchasing power of pension, and increasing costs of transport and communication. With their moving they hope to maintain a middle-class style of living. Among economic considerations the beneficial investment into residential property in frequented touristic zones should also be mentioned (Benson & O'Reilly, 2009). For foreign immigrants the relatively cheap investment cost might result in a good return when the property can be sold even after full renovation. After such a transaction their social mobility can significantly improve (Bantam-Masum, 2011). Most often retired migrants live from their pension disbursed by their country of origin and maintain their existence in their new home country. We can see quite frequently this in Spain and France where retired British and Swedish citizens enjoy their idle years (Benson & O'Reilly, 2009). Sometimes only one of the spouses, couples is retired while the other pursue an online remote work from their new home – e.g. for a firm in Great Britain (BiE, 2011).

The impact of lifestyle and retirement migration on local citizens

Voluntary lifestyle migrants have a far more positive approach towards locals and work diligently on their integration than migrants forced by circumstances (circumstantial migrants) who have to move into a new country upon the decision of their families, therefore relate to their new environment rather negatively and their relationship with locals is more ambivalent (Torkington, 2011).

International retirement migration has a definite influence on the economic situation of the host region which can be detected in the income level of the region, in the creation of new jobs, in the real estate market and in the utilization of general services. The impact on local market conditions usually implies an increased consumption level and higher local taxes. At the same time, however, as they have larger income, many times they are the ones who can provide job opportunities to locals (housemaid, cook, gardener, contractor) (Croucher, 2012). Unfortunately, sometimes this employment takes place in the black market and equals with illegal employment with its many dark corners as Kovács et al. (2003) highlighted it in their Balaton region research concerning transnational flows. To mention some disadvantages of the retirement migration it should be noted that they don't pay health and/or social contributions and of course property tax after an owned home is lower compared to what tourists pay in the form of tourist taxes and rent. Property prices can climb much higher when the foreign buyer power is present which of course is disadvantageous for local buyers who can be driven out from the real estate market (Croucher, 2012). Retired migrants require frequent access to medical and cultural services due to their demographic and social characteristics and tend to time their claim for medical services in the host country during their chosen season, such as Canadians do in Florida (Rodriguez, Fernandez-Mayoralas, & Rojo, 2004).

Not only migrants look forward to their new life. The arrival of new buyers usually brings a real estate market boom (Bantman-Masum, 2011). Local enterprises, agencies also expect much from residential tourism since it creates demand in the market of second homes, attracts foreign real estate investments. However, there is still a relatively small number of literatures concerning the analysis of the possible inherent negative environmental, social and cultural consequences.

Foreign property owners in Hungary between 2001-2008

According to the research during 2001-2002 in Hungary, in the Balaton Highlands, the main motives for property purchase of foreigners were the Hungarian origin, a former tourism experience and a Hungarian spouse/partner (Illés & Michalkó, 2008). Foreigners preferred county seats but also towns and villages offering a "pleasant" environment and tourism resources. Among the settlements the ones in the West-Balaton region/Keszthely district were highly favoured followed by other settlements around the Balaton which proves that tourism was the main drive behind the property purchases (Illés & Michalkó, 2003). The same was reported by Michalkó and Rácz in 2010, namely that beside the Balaton-Highlands foreigners purchased properties in settlements with spa resorts. The territorial distribution of purchased property showed a very typical pattern influenced by the nationality of the new property owners. Germans preferred settlements in the Balaton region. Also, geographical distance is a determining factor (Michalkó & Rátz, 2010). The most sought city was the capital (Budapest) then came the towns with more frequented tourism – such as the settlements in the West Balaton Region.

MATERIAL AND METHOD

To reveal the motivation behind lifestyle migration and foreign property purchase, to learn about the (new) lifestyle of lifestyle migrants were the main purposes of this research. For the primary analysis, we chose a direct form of qualitative researches: individual in-depth interviews were conducted with foreign property owners and with the most important stakeholders, who have a day-to-day relationship with the owners. For this qualitative research a relatively small sample is enough, however, conducting and data analysis can be time consuming. In the framework of the primary research, 10 in-depth interviews were conducted with 13 persons – in three cases foreign property owner couples were interviewed who all answered the questions.

Our research was in Hungary, in the West Balaton region, in Keszthely district. We targeted both settlements on the shore of the lake and further ones inland. From the 30 settlements of the district, we finally chose two beach-side towns (Keszthely and Gyenesdiás) and five smaller "inland" village (Gétye, Karmacs, Alsópáhok, Nemesbük, Zalaszántó) as representatives of the district.

Among foreign property owners we conducted in-depth interviews with a German, an English and a Belgian couple, as well as with German, Ukrainian and Danish single property owners (all men). To get a clearer picture of the presence of foreign property owners we also focused on conducting in-depth interviews with several important stakeholders who are familiar and are in daily contact with such persons. In this context a real estate agent from Keszthely, the Mayor of Gyenesdiás, the Notary of the local government of Keszthely and the President of the Keszthely District Court also was asked to take part in in-depth interviews.

RESULTS

Foreign property owners in the Keszthely District – interview analysis

Summarizing our conclusions, we can say that property owners enjoy living here, they did not regret the decision to purchase their property and think they successfully integrated to the local community. The success of course partly is the result of the positive attitude of the local people, institutions and service providers. This approach isn't surprising in a region where foreign tourists are present since the 1960's along with foreign people's property purchases since the 1980's. In the beginning property purchase for foreigners was possible only through establishing an undertaking but later they were able to do that as private persons, as well. The presence of foreigners is a common feature in several settlements of the district, in Keszthely 298 and in Gyenesdiás 450 property in foreign ownership can be counted.

Different eras of foreign property purchases and the motivation behind them since the change of regime

In this chapter we share the results of the interviews conducted with the mayor, notary and realtor, and with the Ukraine respondent who is an active realtor and tourist at the same time. We chose our mayor respondent to be the mayor of Gyenesdiás because this settlement became the target of Russian and Ukrainian property purchase in such an extent that it got the label of 'being a threat to national security'. This "invasion" has passed now, but every 7th inhabitant of this larger village of less than 4000 is now a foreign citizen.

The Capital 99 Real Estate Agency was established in 1996 with the intention to meet German customers' needs and has primarily foreign clients even today.

During the '90s mainly German-speaking people arrived at the West-Balaton region who were attracted by the proximity of Keszthely and even more of Hévíz. Even from Germany the first to come were people who had some attachment to Hungary. Most of them belonged to the elderly generation seeking healing who bought properties in Hévíz and its vicinity. The major reasons behind their decision were the Lake of Hévíz itself, as well as the closeness to the Lake Balaton, the pleasant countryside and the Mediterranean climate. Of course, price was also a strong motivation as many of them couldn't buy a property (they rented their homes) but here they could have their own houses/homes along with a more favourable living cost. Till the end of 1995 – in the area concerned – as it was ranked as a priority resort area at national level, foreigner was prohibited of purchasing property unless they operated an undertaking. Understandably many made use of this regulation.

Starting from 1996 citizens of the European Union could purchase property as individuals in Hévíz, Keszthely, Gyenesdiás, Vonyarcvashely, etc., except for arable land, other agricultural land, while the purchase of historic buildings required authorization. "All this means that practically there is no street in Gyenesdiás without foreign inhabitants. What is more there are streets in the village where the vast majority of houses were built by foreign citizens. Occasionally these people built houses on the neighbouring plots as well to prevent the arrival of undesirable neighbours" told us the Mayor of Gyenesdiás. "Later Germans remembering with nostalgy of Hungary gained courage and started coming to the country, mainly from the area of the former GDR. There were people from around Leipzig and Berlin looking for cheaper properties and finally moving to rural settlements farer from the Lake where they bought farmhouses which they restored and renovated. It also should be mentioned that until 2004 Germans certainly expected property prices to increase manifold with the accession of Hungary to the European Union. They built their hopes on the experience they gained concerning the real estate market in Spain where an acquired property in 6-8 years could be sold for such an increased price that the former owners became able to buy a nice family house in Hungary. So, there was a time period when many Germans arrived to Hungary from Spain. Where property prices peaked there and they sold their apartments or houses there, they could buy from that money much higher quality properties here".

Change came in the second part of the 2000's. Partially as a result of the "Merkel-program" – Germans should spend their money in their homeland – the property purchases of Germans declined. Of course there are other factors playing role in the fall of foreigners' property purchase; the expected strong property price-rise never happened after the EU accession of the country; the children and heirs of the elderly property owners were not interested in their parents' Hungarian houses, so finally many of these were put up for sale. Another factor is that until the retired owners were healthy and active, they gladly lived in Hungary but once they became more dependent on healthcare and recognized the shortcomings of the Hungarian health system, they decided on moving back to Germany.

In 2008, during the crisis, German property buyers disappeared entirely, and there was a long pause until property purchases started again, however this time by the English and Russians who came just in time to get the real estate agencies through the crisis years. The regional Fly Balaton Airport in the Keszthely district near the village of Sármellék played an important role, through its increased airdrome traffic, in the arrival of English and Irish property purchasers. In those two or three years during the Ryanair operated regular flights to and back from London, several properties were sold to British customers.

After 2010 another increase in property purchases took place in the West Balaton Region where the city leaders of Hévíz implemented their strategy of attracting Russians into the area. ‘And when they arrived some of them chose Gyenesdiás’. According to the legislation citizens outside of the European Union can purchase property in Hungary only if the responsible government agency of the capital or the counties with territorial jurisdiction issues a permission. Permission can be issued upon the request of the potential buyer and is subject to charges. The government agency inspects if the purchase harms the interests of the local government. It means that the agency asks for the opinion of the mayor of the municipality, and checks, through the Office of Immigration and Nationality and the National Police Headquarter, if there is an entry ban, permanent ban, or arrest warrant was issued against the applicant. The permission is not necessary if the buyer is the citizen of the EU, Switzerland, Norway, Lichtenstein, Iceland, or has dual citizenship containing a Hungarian, or acquires the property by succession.

Thanks to the permit procedure, mayors of the settlements have a clear picture of the property purchase of foreigners. In the case of Gyenesdiás with cheaper properties but in the close vicinity of the town of Hévíz, during the first part of the 2010’s the purchase power was felt like an invasion. The Russians and Ukrainians were interested mainly in Hévíz (not the Lake Balaton); therefore acquired real estate there and around the town. The majority of the Russian and some Ukrainian property purchasers bought larger properties, apartments as an investment, and they are engaged in renting out rooms. Others bought the property for themselves as a second home, some of them escaping the unfriendly weather conditions in their home country – e.g., if they lived in the northern parts of Russia, where the cold climate has such a bad impact on their health that they can retire at age 55. These “environmental refugees’ take pleasure in spending their pensioner years as residents in a spa town. However, as the Rubel depreciated significantly leading to a high inflation due to the sanctions introduced against Russia after the occupation of the Crimean Peninsula, Russian buyers left the property market even if they kept their saving in USD. Probably the difficulty of obtaining the D Visa (necessary if the applicant plans to spend more than 3 months in the country) also contributed to the fall in purchase. By 2017 Russian and Ukrainian property purchases for personal/private use basically ceased almost completely. Business investments do happen even today, e.g. a guest houses, and hotels are built in Hévíz by Russian investors.

Three-four years ago German buyers returned to the property the market of the West Balaton Region. The Germans of today prefer city environment with good infrastructure, shopping options and services (e.g. hairdresser). They hope that property purchase will prove to be a good investment in the long run and at the same time wish to spend some time here. One of the motivations is saving money by living in Hungary as it is much cheaper to buy property here and services also are available for a lower price. "They want to live well here, at the Balaton. He/she might had a small apartment in Germany and since property prices climbed high there and home loan sold for cheap, it seems to be a good move to sell it and buy a much larger, much nicer house around a beautiful lake. From selling a small flat in Munich or another city they can receive enough money to buy a nice detached house in Hungary and still saving a few hundred thousand euros which together with the pension covers the cost of living abundantly"

Concerning the age of the purchasers and their connection with the country these people come from, we surveyed the following answers: 'We don't see younger people coming (to purchase property), from Western Europe we hardly meet customers who are younger than 50. The only exception is those younger than 50 people who have a special attachment to Hungary.' 'Hungary can be attractive for those who have a good or fair pension, sold something or saved some money, maybe rented their former homes and now finally can buy their own houses. So, typically the elderly generation comes, the younger, unfortunately, doesn't.' The age distribution shows that mainly middle age and older people came and come to Hungary. 'Younger people don't buy property in this area'. In the case of third-country immigrants from the East, the picture is slightly is different: the Russians are frequently in their active age when purchasing their properties while German buyers are typically pensioners.

The motivation behind buying property – according to the foreign property owners

We had some presumptions concerning the motivations of property purchases such as having relatives in Hungary, lower cost of living, earlier tourism experience, the attractiveness of the famous spas in the region, which leads to investment into property around them. The in-depth interview results are shared in a time sequence of the property purchases.

Our Danish respondent explained his decision about moving to Hungary with both emotional and economic reasons: ‘It was in 1986. That was a very difficult and grey period in Denmark with inflation, unemployment and I just could not find my place at home. Even back then you could feel that there was a greater openness in Hungary than for example in the Soviet Union, as if the socialism operated in a different way. Moving to a socialist country was a provoking, exciting thought’. They bought their property in 1990 after they were convinced that they made a good choice, they lived in a good and beautiful place. ’If I go up to the garden I am still awestruck when I have a look at the castle of Rezi, or at the Stupa in Zalaszántó, or just watching the hills of Keszthely. You just can stay in your own garden while watching all of these, it is something to be praised. The property is in my full ownership, you can check it in the Land Registry. The fact that it is mine is a very becoming thing, and therefore I would like to stay here”.

All of the German respondents mentioned the economic motivation as the most important factor in their decisions (from their pension they can finance a higher standard of living compared to Germany, and were able to have a property in their proprietorship), while the favourable environment played a secondary but also important role.

The German man who purchased his home in the region in 1997 did not hesitate when stated ‘property and life is cheaper here than in Germany. ‘The village I live in is a very quiet one. And the whole country is beautiful’.

The German couple who arrived from Hamburg bought a plot of land in Gyenesdiás in 1999, then built a house and moved in in 2000. Formerly they lived in a rented flat in Hamburg and they would have liked living in their own home in their old age. They savings weren’t enough for buying a home in Germany, so they chose Hungary. They mentioned three reasons that fuelled the decision: 1. They wanted to live near water as they used to, so they chose a settlement near the Balaton. 2. They preferred a quieter, more family type surroundings than in Hamburg where the air is polluted. Here they can have a much peaceful and healthier environment and still they can easily access to shopping, theatre, concerts in Keszthely or other cultural programs. 3. They find that village people around them are friendly, people are helpful and not only in the village but in the agencies, shops as well. Hungarian around them are hospitable. 4. The beautiful landscape with modadnocks, vineyards, spas and the view of Northern shore of the Balaton adds another level to feeling content.

The Belgian couple spent rather short time in Belgium as because of the husband’s job they travelled a lot and spent considerable time in different countries of Africa, in Israel, even in the Soviet Union. As retirement drew closer, they felt that Belgium did not offer that kind of peacefulness, liberty, green area, security, climate and those conservative values which they confess. Their original plan was to move to Spain, but on the proposal of an acquaintance they decided to visit Hungary. During a few days stay they were convinced that this would be the place they want to live their life in the future, so they bought their house in the village of Nemesbük. They enjoy the beautiful landscape and mention that 'the plots of land a big, you can cultivate your own garden and neighbours are helpful'.

Family relationship as motivation was found only in the case of a Ukrainian who mentioned his wife's Hungarian relative as one but not determining reason for their moving and property purchase. They bought their first property in the Eastern part of Hungary in 2006 to ensure better living and better environment for their children. As he speaks fluent Hungarian – and worked as an interpreter in an industrial company, his command of two languages was to their benefit: "I received this job opportunity 5 years ago and it was a real escape-forward". Thus, they bought their second property in Alsópáhok, in 2014. According to him 'it is a very liveable, good and quiet place. There is everything and everything is close to us".

The English couple bought their property in Gétye, in 2016 and they soon moved here from England to live in Hungary. They mentioned that they liked that "the space of life is calmer, slower here". According to them England now is crowded with people and their own area changed a lot for the worse. Life here is much calmer, not so stressful and they find Hungary a safe country. The area they live provides much space, there is no crowd but there is peacefulness and quiet, no heavy traffic. There is also an economic consideration: as they have many animals which they transported to Hungary from England (horses, donkeys, dogs and cats) they appreciate very much that veterinary care cost less money here.

It is evident that there is a powerful need for feeling safe as safety leads to a more pleasant and less stressful life. The general description of our region contains words such as "safety" and "quiet". The English couple added "less stressful" which they applied when compared their new home with their former residence and the unfavourable changes that took place in England. During the interview with the real estate agent we learned that public security, safety of the settlement is a very important criteria when foreigners choose their property. Before making decision, they want to be sure that settlement provides a place where they can live in safety and feel safe.

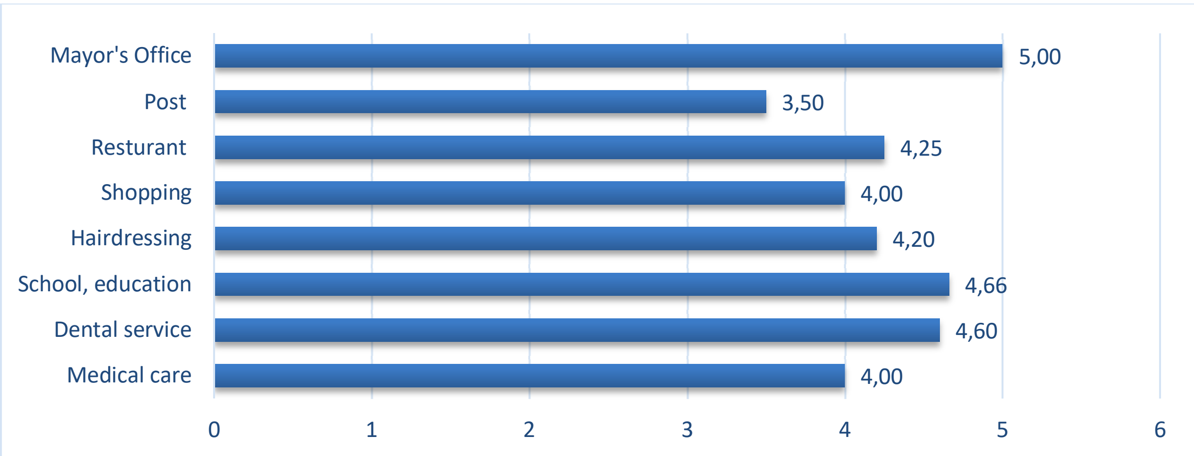
Regarding the question about visitors arriving to their places or planning inviting them all respondents answered in the affirmative. Either they already welcome their friends or plan that after finishing renovation they will regularly invite some. None of them offer commercial accommodations.

Consumer satisfaction with services among the lifestyle migrants

The respondents formulated an overall positive opinion concerning the level of services in Hungary. The highest average of satisfaction levels measured on a 1-5 evaluative scale goes for the Mayor's Offices (5.0). The respondents used words as "helpful", "friendly" when talking about offices and the leaders of the settlements. According to the English couple the level of public services is much higher here in the rural Hungary than it was in their former rural home, where they lacked public lighting, and paved roads while payed a rather high local tax (equalled about 70 thousand HUF) at the same time.

The second highest score was given to schools, but it is important to note that the 4.66 average is the result of only three answers (Fig. 1). The others, due to their age, have no contact with schools, therefore, they did not respond. It is interesting that while dental service got a very good (4.6) score, medical care received a much lower value of (4.0). According to the Belgian couple, 'it depends on who you met. There is a fantastic rheumatologist (would give a 5) but we also met a very rude doctor who told us to learn first Hungarian and then we can get an appointment. So, we chose going to Belgium to have certain medical examinations performed'.

Figure 1 Average satisfaction with services among the foreign property owners



Source: own data

Hairdressing reached a good 4.2 average; restaurants got a 4.25. As for shops and vendors (and basically shop assistants) average satisfaction was only 4. The explanation revealed that this service often lacks helpfulness, and our respondents frequently meets genuine disregard. The lowest average was calculated concerning postal services and the main factor is that some respondents live in villages without a post office.

We asked the owners about the things they would change in the settlements they live in. The things they mentioned were generally minor matters such as enlarging the waiting room in the local doctor's office, paving the parking lot close to the Balaton, eliminating bumps and cracks on the road. Only the respondent for Denmark spoke differently as he told 'the biggest kindness toward myself is to have a good time. If there is a conflict it should be handled on the spot and not waiting until it solved otherwise. And there is the saying about being rather envied than pitied. That is my attitude'. There is one thing he would change: 'I would be happy to get rid of all shiftiness in people".

According to the Belgian couple sometimes it is difficult talking with Hungarians as they tend to complain without real reason. 'Many don't enjoy their own lives and it affects their relationship with others'….' if they knew about the challenges and problems Western Europe - about which they think about as a wonderland – faces they would be utterly happy with living in Hungary. Hungary should be advertised more abroad, and tourism should be strengthened and developed'.

Further empirical experience regarding the foreign owners in the West Balaton Region

The president of the District Court met foreign property owners first in the '90s who were victims of burglaries. He says that every year there are some criminal proceedings when foreign property owners appear in court usually as victims of theft, burglary, fraud or deception. He also meets foreign property owners during civil proceedings concerning e.g. neighbouring rights, ownership or possession rights, claims for damages (such as against the contractor). The only occasions where foreign owners were accused persons were drunk-driving cases, as foreigners can find out too late that the Hungarian zero tolerance principle deviates significantly from the much more lenient German regulation.

As Croucher (2012) we also found that people moving to abroad as lifestyle migrants integrate well into the local community, they are welcomed immigrants who take part in the everyday life of the community with pleasure.

Our presumption that foreign property owners seek the company of other foreigners and gladly make friends with them proved to be right only in 60 %.

Our Danish respondent though does not seek the company of other foreigners is held in respect in his church, in the tuba quartet he plays, and in the presidency of the co-operative where he is a member. The Ukrainian respondent regularly meets Russian tourists while working and does not strain after keeping in touch with foreigners in his spare time. The English couple knows about the group of English people living in the neighbourhood, but they did not contact them yet. They have some foreigner friends whom they talk frequently but don't socialize with them too much. The Belgians keep contact with several foreigners and are members in some organizations (two of them are group of foreign citizens). The German couple also keep in touch with other foreigners and are members of the Tourism Association of Gyenesdiás since its establishment. The other German respondent weekly meets other foreigners for a conversation but is not member in any organizations.

SUMMARY AND CONCLUSIONS

Foreign property owners arrive from the opposite direction compared to the general transnational flows. This migration leaves regions with higher income level and targets lower income areas. One of the reasons of people leaving behind their homeland is the desire for a better climate, hence the flow in Europe toward the Mediterranean coastal line. Another target area is the Central and Eastern European region including Hungary where favourable climate is available only temporarily throughout the year, still many foreigners decide to move here since 1990. While migration is a painful act for those who are forced to leave their homes, this opposite direction of flows of lifestyle migrants offers a positive outcome. Lifestyle migrants usually have relatively higher income level, and with moving abroad, they wish to create a more comfortable living and a higher level of wellbeing.

Our goal with this present research was to evaluate the direction and the factors stimulating this small volume but in the long run probably very important transnational flow in the Keszthely District of the West Balaton Region. As this topic requires empirical investigation, we chose to conclude in-depth interviews with foreign property owners and with different actors who have frequent contact with them.

While according to the study carried out in Hungary in the Balaton Highlands between 2001-2002 the main reasons of foreigners purchasing Hungarian property were either a Hungarian origin, a former tourism experience, or a Hungarian spouse (partner) (Illés & Michalkó, 2008), we found now in the Keszthely District of the West Balaton Region that a quiet, peaceful environment offering a less stressful life and the favourable climate conditions were mentioned the most frequently. The present findings are consistent with the conclusions of Kovács et al. (2004) concerning the Balaton region. In their 2004 research they summarized that "among the motivation factors of the sales agreement's recreational aspects (quiet, peacefulness, relaxation, pleasant landscape) play a particular role and favourable price range is also a major point".

Foreigners purchasing property in Hungary, in the West Balaton Regions are stimulated by the following factors: The main goal is to live well, the pension lifestyle migrants receive from their country of origin makes it possible for them to pursue a higher standard of living. We also identified what Benson and O'Reilly (2009) found, namely that these people escape from their former stressful life and wish to find a tranquil and peaceful way of living by moving, which is supported also by the pleasant climate and favourable environmental characteristics. And beside these, in this present research we identified a new element: the safety awareness which compounded by the other factors suggest a better life quality for lifestyle migrants.

However, our findings are different in the case of Eastern Europeans (Russians and Ukrainians) who purchase a property here. Their purpose with real estate acquisition is different, only some of them wish to use it as a second home during their pensioner years, while others see property purchase as a way to obtain the long-stay visa which can be used for moving inside the EU territory. These buyers characteristically are engaged in economic activities. A further distinctive characteristic is that property purchasers arriving from Eastern Europe prefers to have these around or in Hévíz, the famous spa town.

Both the Western European and Eastern European citizens hope that their purchase proves to be a good investment in the long run, which anticipation led them to choose property in the settlements of the West Balaton Region which is part of the Balaton Priority Recreational Area.

Concerning the country of origin, the foreign property purchasers arrived from, three era can be distinguished.

1. The period from the time of the regime change in 1989/1990 till the crisis year of 2008, when mainly Western Europeans – primarily from Germany and Austria – arrived to Hungary according to several authors - Illés and Michalkó (2003), Kovács et al. (2004), Michalkó and Rácz (2010). In 2008 with the disappearance of German buyers the real estate market paused until 2010.
2. From 2010 Irish and English customers start arriving from Western Europe and as a new phenomenon Russians and Ukrainians start purchasing property in the region, while Germans seem to be staying away from the regional Hungarian real estate market. The Russian purchase power even caused some alarms in the area for a while as they bought many houses or started building them.

3. Since 2017 Germans returned to the property market in the district and Russians are also here though their purchases are just a fraction now of what was characteristic a few years ago.

The age distribution of property owners shows that the typical Western European buyer belongs to the elderly age group – they are usually after retirement. Only among the Russian and Ukrainian property owners, we found that the active age group is represented to some extent.
As for the relationship between the foreign newcomers and the local Hungarian population, we found that there is some interdependency. A substantial number of the local citizens depend on the foreign property owners, supply services and sell products to them. Several Hungarians look to the Germans as examples with a pleasant lifestyle and a new approach to spare time activities. In another context, however, locals and lifestyle migrants can be competitors, such as in the case of tourism, rental of rooms and spaces as many of the newcomers - though not any of our respondents - take part with a considerable advantage thanks to their foreign contacts.

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Original scientific paper

APPLICATION OF THE SMART CITY CONCEPT IN PROCESS OF URBAN RECYCLING – CASE STUDY OF ŠPITÁLKA IN BRNO, CZECH REPUBLIC

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Abstract

Today's society is increasingly fascinated by new smart technologies, and the concept of smart cities is reflected in urban planning both in the rich cities of the developed world and in the cities of the former post-socialist countries. The paper, which is methodologically based on results of qualitative interviews with key experts and analysis of available data and information, pay attention to the challenges that are connected with application of the concept of smart cities in post-socialistic urban space. We use the case of Špitálka project, located in Brno, the Czech Republic to show, how difficult is the transformation of a concrete urban neighbourhood with the occurrence of brownfields to the new smart urban area, which can be used as a model for other Czech cities. The results illustrate how for the post-socialistic space is important networking, active participation of stakeholders and the transfer of foreign experiences from other European countries.,

Keywords: Smart City, brownfields, urban development, post-socialism, Czech Republic

INTRODUCTION

During 19th century and nine decades of 20th century, the urban development on the territory of the Czech Republic was strongly influenced by the process of industrialization and majority of Czech cities and towns have a strong and long term industrial tradition related to the different industrial branches (Rumpel, Slach & Koutský, 2010). After the return of the market economy in the period after 1989, there was a strong process of deindustrialization that caused among the other things the existence of many urban brownfields. Their regeneration is an extremely difficult task, especially in the cities with declining of heavy industries (Duží & Jakubínský, 2013; Martinát et al., 2016). The previous research activities show that for successful regeneration the active participation of the different groups of actors and involvement of public administration in brownfields regeneration projects is important (Klusáček et al., 2018). Therefore there were developed the different specialized tools to support decisions of stakeholders involved in the process of new re-development (e.g. Bartke et al., 2016; Limasset et al., 2018; Pizzol et al., 2016).

In the Czech Republic, Brno is one of the most active cities in brownfield redevelopment (Klusáček et al., 2018), and municipal self-government created and manage the detailed database of urban brownfields, which was explored in detail from spatial perspective by Frantál et al. (2015a). Regeneration of brownfields in Brno targets to a wide range of functional re-use (especially services) using a variety of approaches. During some regeneration projects, in which Brno City is the owner of the brownfield areas, Brno tries to implement innovative and new solutions as in case of the former prison, which is planned to be used for the development of the creative industries (Alexandrescu et al., 2020). One of the other important brownfields sites with innovative potential is Špitálka (City of Brno, 2020), where Brno is planning the implementation of Smart City concept and creation of a smart urban district. Successful regeneration of this locality should be used as an example of good practice for other locations in the Czech Republic. This paper deals with the issue of implementation of the concept of smart cities during regeneration of brownfields in post-socialistic urban areas. The main objective of this paper is to identify the main factors affecting the successful implementation of the smart city concept during the process of brownfields regeneration in the post-socialistic urban environment.

THEORETICAL BACKGROUND

In the last 20 years, the concept of a smart city has become important for urban development planning because technological progress is rapidly occurring and because the challenges facing local authorities regarding the resolution of climatic, energy, and urbanization problems are increasing (Sikora-Fernandez, 2018). Transforming urban areas into prosperous, livable, and sustainable settlements is a longstanding goal for local governments, and countless urban settlements across the globe have jumped into the so-called 'smart city' bandwagon to achieve this goal (Yigitcanlar et al., 2019). The concept of smart cities presents themselves as a viable solution to aggregate public resources, human capital, social capital and information, and communication technologies to promote sustainable development (de Guimarães et al., 2020). The issues related to the smart cities are discussed with the different perspectives both in the non-European countries (e.g., Lu, de Jong, & ten Heuvelhof, 2018; Praharaj & Han, 2019; Lam & Yang, 2020) and also in European countries (e.g. Fernandez-Anez, Fernández-Güell, &

Giffinger, 2018; Nick, Pongrácz & Radács, 2018; Akande et al., 2019; Hýllová & Slach, 2019; Simonofski et al., 2019).

Concept of smart cities also influenced the process of regeneration of urban brownfields and recycling of the previously develop urban lands. Mechanism of smart sustainable urban regeneration involves local engagement, institutional strengthening, tight project screening and innovative regenerative funding and its outcome are inclusive, measured, and coordinated transformations, which 'sweat' existing assets, counter the long-tail of educational failure, and catalyse productive local innovation (Huston, Rahimzad, & Parsa, 2015). However, many different factors are influencing the successful regeneration of brownfields in a post-socialistic space (Osman et al., 2015). It is necessary to presuppose that implementation of the concept of Smart Cities at the regeneration of urban brownfields in the post-socialistic environment is a quite challenging task.

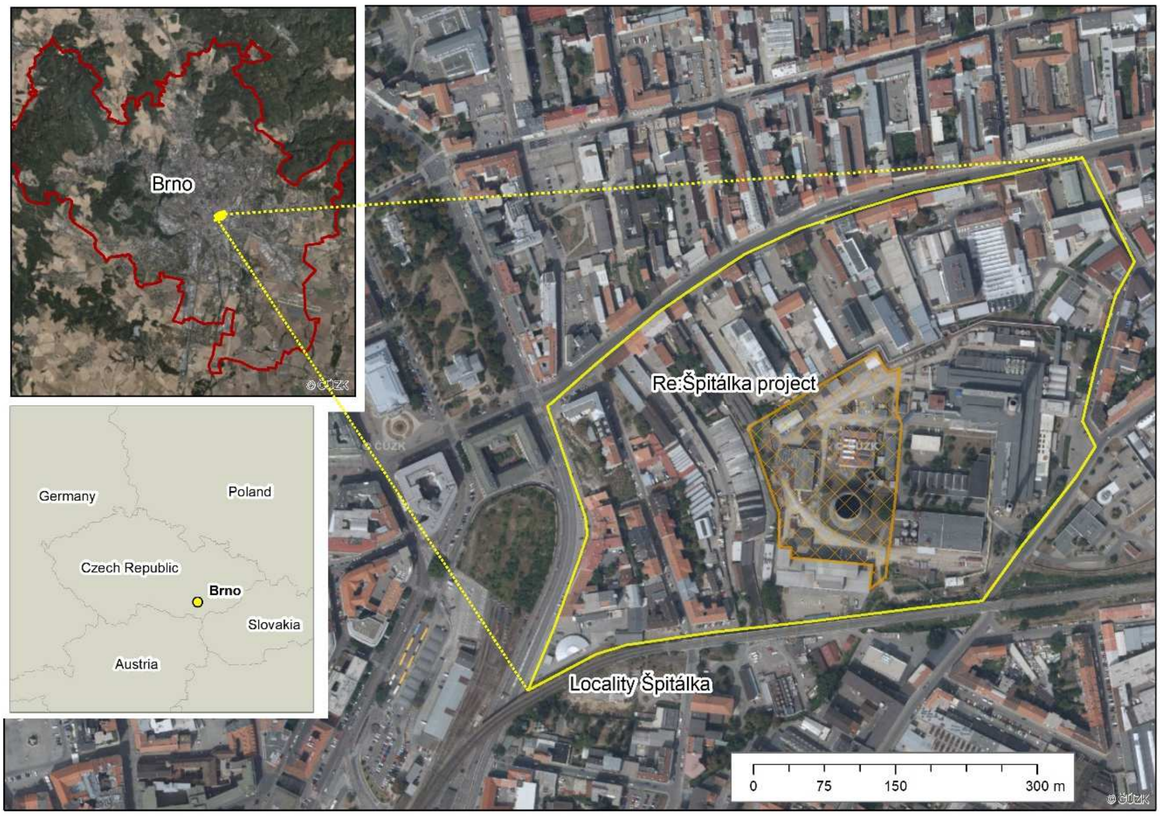
Leaving aside spatial factors like proximity of railway, level of contamination, or commercial potential (Osman et al., 2015), we would like to highlight the importance of public (community) participation, networking, and sharing of experiences in brownfield revitalization in the lens of smart city concept. If the elements of some development concept (for example, smart city) are to be successfully implemented in urban reality, local citizens must accept them (Bryson et al., 2013). This is best achieved by engaging the community into the process of revitalization (Thorton et al., 2007). Based on the published studies (Boonstra & Boelens, 2011; Frantál et al., 2015b; Klusáček et al., 2018), broad cooperation of a diverse range of actors can mean creating a functioning local network that has the potential to affect the rate of regeneration and acceptance by residents. Since Brno could be seen as one of the pioneer cities in post-socialist countries, it is advisable to minimize the inexperience of learning from cities that have already undertaken similar projects (Alexandrescu et al., 2017; Gere, 2018).

The first research question is focused on the identification of the factors that determine the successful implementation of the smart city concept during the process of brownfields regeneration in the conditions of the post-socialistic urban environment. The second research question concerns transfer of foreign experiences - what types of foreign good practice examples are most attractive to Czech stakeholders, and for what reasons?

CASE STUDY AREA, DATA AND METHODS OF THE RESEARCH ACTIVITIES

The case study area Špitálka (Figure 1), which is formed by the dilapidated buildings of local brownfield sites (Figure 2), is directly linked to the historical centre of the Brno city. It is an area with a high build-up density and a closed block structure. Former production areas, which were the industrial centre of the city, are localized in this locality. Brno is preparing its innovative regeneration – as a part of city development document called Strategy Brno 2050 (City of Brno, 2019). The ambitious vision is that the smart district at Špitálka will serve as a pilot neighbourhood for verifying the objectives set in a closer horizon than 2050 so that the individual measures implemented can be evaluated and potentially further expanded to other areas of the city (City of Brno, 2020). The first phase of the regeneration process will be focused on the western part of the area occupied by the district heating plant Teplárny Brno (Figure 3), which is currently not used. Therefore the city of Brno is interested in using this site for the future construction of a so-called smart district RE:Špitálka, and temporarily makes this site accessible for further development activities of the city (ibid).

Figure 1 Location of the case study area Špitálka in the central part of Brno



Source: Authors' own processing

Figure 2 An example of the neglected and the dilapidated building of industrial brownfield at Špitálka Street in Brno

Source: P. Klusáček (2020)

Figure 3 Area of heating plant Brno from Špitálka Street

Source: P. Klusáček (2020)

The methodology is based not only on the analyses of available information and data related to the case study area Špitálka in Brno, which were prepared in connection with regeneration project, and which are available at Internet pages of the project (City of Brno, 2020). It is especially based on analyses of the information from six interviews, which were conducted in the period from January to April in 2019. The interviewed communication partners represent different actors involved in the revitalization project from the private and the public sector (Table 1) and all of them achieved university education. All interviews were conducted with the physical participation of both parties. Interviews were recorded, which was communicated to the communication partners beforehand, and everyone of them agreed to be recorded. The interviews were subsequently rewritten, and their transcripts were analysed using the Atlas.ti software.

Table 1 Basic characteristics of communication partners

Communication partners	Gender	Education	Age category	Position
No. 1	Male	Construction engineer	35 – 40 years	Developer in a private company
No. 2	Female	Architect	25 – 30 years	Architect in a private company
No. 3	Female	Economist	40 – 45 years	Ministry of Regional Development CZ - Department of Regional Agendas and Municipal Support
No. 4	Male	Geographer	45 – 50 years	the Ministry of Regional Development CZ – Department of Urban Development
No. 5	Male	Evaluation specialist	35 – 40 let	A representative of Brno local self-government
No. 6	Female	Sociologist	40 – 45 let	A representative of Brno local self-government

Source: Authors' own processing

ŠPITÁLKA PILOT PROJECT - CURRENT STATE

Špitálka pilot project is a part of the smart city project RUGGEDISED (funded under the European Union's Horizon 2020 research and innovation programme). It brings together three lighthouse cities (Rotterdam, Glasgow, and Umeå) and three follower cities: (Brno, Gdansk, and Parma) to test, implement and accelerate the smart city model across Europe (Ruggedised, 2020). The cooperation of six cities is focused on demonstrating how to combine ICT, e-mobility, and energy solutions to design smart, resilient cities for all. The lighthouse cities pay attention to the development of smart solutions, and follower cities (including Brno) deal with the replication projects (ibid).

Brno City selected for pilot project Špitálka locality, which is at present the part of the city with the occurrence of many disused factory premises, garages, and rundown public areas (City of Brno, 2020). The Smart City Brno Concept was approved by Brno City Council in October 2015, and the motto is that Brno is "a city which cleverly, sensibly and effectively uses modern technology and approaches, leading to an improvement in the quality of life, supporting effective governance, preserving natural resources, and enhancing energy sustainability" (Ruggedised, 2020). From a spatial perspective, Brno City has to deal with three main spatial concentrations of brownfields (Frantál et al., 2015a). The most difficult challenges are related to the brownfields, which are located in the proximity of Brno main railway station as they are located to the historical core of the city. The development issues as the relocation of the main railway station belong to the politically extremely difficult issues at the municipal and regional level (Durnová, 2018). Brno city tries to implement the different innovative solutions and locality of the former prison in Brno Cejl, which is located in the proximity of Špitálky. It is planned to be regenerated by using of creative city concept (Alexandrescu et al., 2020). From this perspective, RE:špitálka is another redevelopment project, which is trying to test and to implement western experiences and concepts for the regeneration of the post-socialistic urban space.

Concerning to the innovation issues, the Špitálka project pays attention to the different areas of innovations (Table 2). Implementing innovative technological solutions (energy, transport, information technology, waste) is an important aspect of the transformation of this urban location. Still, the project focuses on social innovation, both within the functioning of public space and the local community. The project assumes that future construction must be as efficient as possible from the point of view of energy. They want to implement measures that cover both the energy consumed for the running of buildings (heating, cooling, ventilation, and hot water preparation) as well as for their electrical power supply. Transport in locality Špitálka is a big issue due to a large number of vehicles in the city. The road capacity is often utilized to the full extent. The number of problematic situations can be reduced by using an appropriate combination of modern vehicle identification methods and tools for the computer-based prediction of their movement. Intelligent traffic management is an indispensable part of the smart city concept. In the locality, it is planned to test measures such as the Internet of Things (IoT), big data technology, wireless sensor networks (WSN), mobile applications, and similar concepts. The project understands that the very important part of a smart city is the existence and development of large, robust, and scalable infrastructure of information and communication technologies. In order for all technological innovations to be fully applied, innovative life-oriented approaches must compliment them appropriately. Therefore, the project also focuses on community gardens, public workshops and share rental of things, innovative forms of ownership of apartment buildings such as cooperative housing, baugruppe (building groups), etc. will be encouraged as well.

From a time perspective, there were different preparation steps of Re:Špitálka project. In 2018 and 2019, there were organized international students competitions, and their analysis (Danko et al., 2019; Aulík et al. 2018; Kuklová et al., 2018; Maloň et al., 2018) are publicly available in the Czech language as part of dissemination materials for local stakeholders. In the years 2018 and 2019, there was also organized an international open Urban design idea competition, and the proposals were created and submitted by architects from the different countries including Belgium, Czech Republic, Japan, Lithuania, Poland, Serbia, Singapore, Slovakia and United Kingdom (Brno City Chief Architects Office, 2019). The previous studies (e.g., Frantál et al., 2015b; Klusáček et al., 2018) show that active participation of different groups of actors is very important for successful brownfields regeneration or for transferring of applicable knowledge related to recycling of previously developing lands (Alexandrescu et al., 2017). However, Špitálka project is not only about brownfields regeneration, because it is not focused on classical re-development of the abandoned urban areas but the project has ambitions to achieve the new smart quality of life in the future smart urban district. That is why the project leaders do not only speak about rebuilding, but they also use the other terms as redesign, reuse, resource, resilience, responsibility, and responsive (City of Brno, 2020). For the future implementation of the Smart Quarter project Špitálka in Brno, it could be important that the project has the political support of the Government of the Czech Republic – it makes a part of the so-called National Investment Plan of the Czech Republic for the period 2020 – 2050 (the Office of the Government of the Czech Republic, 2019). It will be crucial for the future success of the Špitálka project that there is a prospective political support at all three levels of public administration (central, regional, and municipal). Yet, this support should be stable over the different electoral cycles governing changings of democratic governments.

Table 2: Basic characteristics of applied area of innovation in RE:špitálka

Area of innovation	Field of innovation	Subtopics	Aims
Technology	Energy	- electrical grid thermal grid - intelligent led street lights - energy management and standards - battery storage	- to minimize the demands on the use of energy resources, - reducing the negative impacts of their use on the environment.
	Transport	- smart parking system, - traffic intensity data	- to optimise vehicle motion control concerning the achievement of the highest road passability.
	Wastes	- smart waste management, - vacuum system for municipal waste collection	- to reduce waste production, - start sustainable waste management and the efficient collection and production of secondary raw materials.
	Data and communication	- monitoring of operations and safety by drones, - intelligent building - control and end-user involvement	- to ensure the security and privacy of people in the hand of the interpretation and collection of large amounts of data but also the participatory part of the city management and administration
Community	Public space and green	- efficient use of rainwater, - green roofs, - community gardening	- encourage people to spend a substantial part of their leisure time in the locality and not only serve as space inside which people have to move between works, home or shops.
	People and community	- marketspace, - sharing store, - collective housing models	- to create opportunities for local people get involved in community life.

Source: Information - City of Brno (2020), table - own processing

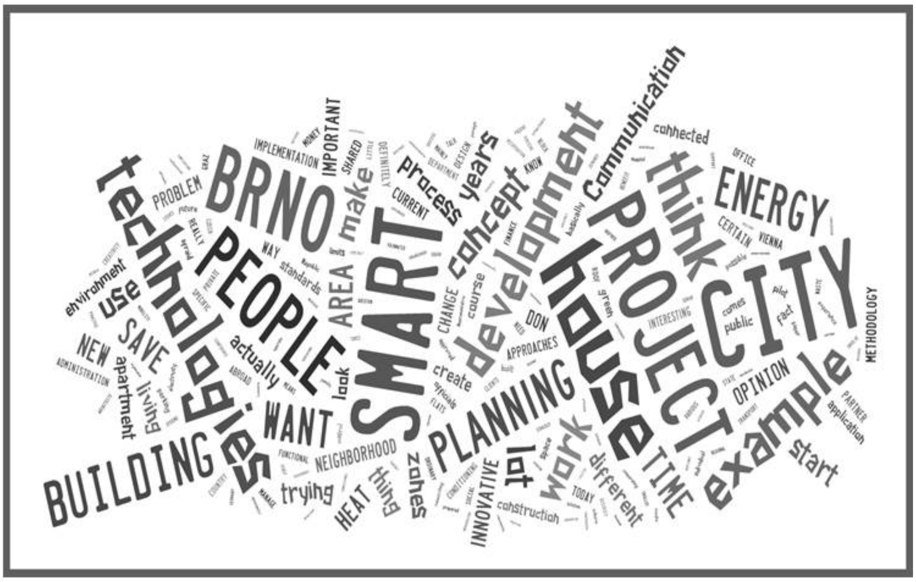
SMART CITY CONCEPT PERCEPTION OF SELECTED ACTORS IN BRNO

Smart city is not only about technologies, but…

Interviews, which examined attitudes and opinions of communication partners on the studied concept, identified interesting differences in the approaches of individual actors. The communication partners agreed on some keywords, and Fig. 4 shows their hierarchy and frequency. From the perspective of frequency, it is interesting that keywords representing a technical side of the concept had higher frequency (e.g., technologies – frequency 35, energy – 22) in comparison to the keywords related to planning issues (development – 22, planning – 13) or environmental problems (environment – 11). This shows that the concept of smart cities is still perceived in the post-socialist urban space, especially in connection with the introduction of new smart technologies.

Figure 4: Keywords used by communication partners during interviews focused on the implementation of the concept of smart cities in Brno

Term	Frequency
smart	75
city	69
project	51
Brno	42
people	37
technolog	35
house	33
example	27
energy	22
concept	21
area	18
development	17
building	16
public	15
planning	13
environment	11
change	10
methodology	10
abroad	8
money	8
space	7
finance	6
risk	4
regulation	2
target group	2



Source: Authors' processing

Some actors emphasize the position of technologies in the concept of Smart City, and it can be documented by the statement, that: "*Smart City is about implications of smart technologies. Whether it's housing or office space, today there are certain standards that guarantee energy savings. This means that the houses are self-sufficient so that they do not waste energy unnecessarily…(construction engineer)*". Other actors understand the concept of Smart City in a wider way as the process of introducing innovative measures and approaches to city administration and development, which should primarily make people's lives easier. They think that the application of the concept is "*not primarily about the use of state-of-the-art technologies, but about the rational use of existing technologies and approaches if their implementation saves time, people, the environment, etc.…(evaluation specialist)*".

The role of technologies is often emphasized in connection with the energy savings, improvements of urban transport, or as part of adaptation measures on the impacts of climate changes in cities (e. g. green roofs). This can be illustrated by a statement *"...a house is an envelope that saves energy, heat, and we apply different technologies to improve efficiency. For example, heat recovery, where we dissipate heat from people and computers to heat garages, for example. In my opinion, Smart housing as part of the smart city concept is housing that not only saves the environment, but is also functional for the users of the house(construction* *engineer)*. Other actors emphasize that using of smart technologies can bring both economic and environmental benefits and recommend that "*Brno city should focus on the application of these Smart technologies, because the city owns a lot of buildings, lots of schools ... In terms of energy savings and then ideally reinvest the saved money in school, that is actually the approach implemented by EPC - energy performance concept (geographer)"*. But new smart technologies and solutions can also bring many positive effects on the social policy, because, for example, "*alone people can be successfully monitored using smart technologies (sociologist)"*.

Application of new technologies and whole concept requires financial investments, which was commended in the way that "*creation of Smart City districts is also about money...If someone wants the Smart City, then it goes, then, of course, looking for the financial sources(economist)"*. From the perspective of availability of the financial sources, it is important that it is one of the economically prosperous cities, which does not have problems of shrinking cities facing population decline end economic decrease (Martinát et al., 2016).

The communication partners emphasized the concrete smart projects must be tailored according to the financial situation of the end-users. It is typical that "*at the beginning of the project, it is common for most clients to have more requirements that do not meet their financial possibilities. ... this will be adjusted as a part of the architectonical study ... their requirements will be adjusted to finance, sometimes only finance, but mostly both (architect)"*. Financing a concrete project driven by the private sector depends on the availability of loans because at the beginning of the creation of new smart neighbourhoods *the developer has land that he paid for his money. He does a project, collects permission, builds, and if there are flats that go on sale, of course, people take mortgages ...... This is how the private sector finances it (construction engineer)"*.

The communication partners pointed out a certain fashion of the concept, which is reflected both in the level of city development management and also on the level of the need and demand of the inhabitants. In the case of urban development, we can document it by words of the economist, who said that *"...at the moment there is the trend of the word "smart" that the cities want to implement it. It is more or less related to the fact that the development is going on, and they are going smart."* From the urban inhabitants' perspectives, they can press on developers who participate in urban recycling, because they want to have *"super, happy, green zones (construction engineer)"*. As he added, "*today everyone wants to live in a little virtual reality. We are trying to change something a little, add, and upgrade those technologies (construction engineer)"*.

Space for participation of inhabitants

Another important issue, which was discussed during interviews with the communication partners, is the participation of actors at the planning of the smart cities project. Brno City is trying to improve the current situation by the involvement of various innovative measures as a division of city territory to the special parking zones or by the support of bike-sharing system. The communication partners emphasized that the concept must be conceived beyond the technology and associated with involving the city's residents and actors in decision-making processes regarding the use of the environment in which they live.

The inclusion of the widest possible range of relevant partners in the planning and development process is understood as proof that urban planners are not afraid to try new and innovative approaches to project implementation when the smart city concept is applied. The notion of living labs approach was mentioned, as one of the partners stated: *"different cities have experiences with this approach and are not afraid to experiment and to create the pilot smart neighbourhoods, so-called living labs, to test the effectiveness of new technologies and approaches. (evaluation specialists)"*.

During interviews, we have also discussed the issues related to smart urban planning for 21st century, which should leave the urbanisms of 20th century with its functional zones, and which could support the connection of the public space with the private residential environment. One of the important objectives, which is essential for the support of local governance, is to create "*communities that could work on the principle of sociocracy - it means the communities that can build their housing and then manage it by agreement (sociologist)*". In the frame of balanced and compromise solutions, everybody should have the opportunity to change some attributes in their building/environment, for example, through shared space or a community greenhouse/garden on the roof of a house.

The need of experiences

During the interviews, we have also paid attention to the lack of experience with the implementation of the Smart City concept in the cities and towns on the territory of the Czech Republic. Czech central government tries to help the transfer of concept to the condition of Czech urban areas, and that is why "*the Ministry for Regional Development commissioned the methodology of the Smart Cities concept for the money of the Technology Agency of the Czech Republic. It is a kind of cookbook or a brochure on how these cities could deal with this concept so that they can further develop it strategically (geographer)*". Dissemination of knowledge is very important for know-how transfer, because "*people need to be motivated and educated in order to get rid of adherence to the current situation. To show them that something works differently and better, for example. That change is possible. Taking them to internships abroad, relevant to their agendas, where they could gain experience and try to transfer good practices to us (evaluation specialist)"*.

Concerning its population size, Brno belongs to the secondary cities in the post-socialist space (Bierzynski et al., 2011), and the interviews showed that for successful implementation of smart City concept Brno is very important the transfer of foreign experiences. The communication partners from the public sector usually emphasize their experiences especially from other European countries and the reasons for their selection are usually related to personal experiences This can be illustrated for example by the statements "*I had personal experiences with Freiburg, where there is actually a smart neighborhood, with over 70,000 inhabitants. What impressed me there was that they already had an energy-efficient, economical, a lot of passive home. ...it was really well planned (geographer),* or *we have been on internships in Graz, Aspern in Vienna, and Leipzig, Germany. All of these cities have interesting approaches in implementing their Smart City concept, building their smart neighborhoods (evaluation specialist)".* It is important to support a path of public sector actors from passivity toward entrepreneurship during the regeneration process (Alexandrescu et al., 2014). It could be supported besides by the way that "*all those politicians and competent officials should go on excursions to western cities to see the smart cities and smart neighbourhoods. They should start in Vienna and they should continue… For me, the city of Vienna, near here… is really a showcase for me…(sociologist)".* Private sector actors working for multinational companies collect frequent inspiration in the countries, where these companies operate and where they have major control centers, which can be documented by the statement that "*owner of our company is from Holland, so we travel a lot to Holland for business trips. In addition to Holland, we are also inspired by Germany, England (London) or even Copenhagen is quite interesting. It's essential to think about the application. Whether the news can even be applied in our environment or not. We are very limited by the economy, because we do not have so amounts of money for investment as in Germany (construction engineer)".*

Limits of smart city concept implementation

Implementation of Smart City ideas and technologies in conditions of Brno has to face various types of problems. The actors from the private sector criticized some serious obstacles related to public administrations. Strict regulation of urban development was criticized, because "*the administrative process is terribly complicated, and that is the cornerstone of all problems.… They limit you to how many square meters of floor space you can build on your property. I think that people, officials from Brno, they block the development of the economy and the growth of Brno. We have a 40-meter-high house…. and it is a terrible problem. Yeah, 40m is nothing for me, but they look at it as a skyscraper…and Brno can't expand as it would like (construction engineer)"*. Private sector actors also consider the time frame of decision-making is one of the most serious problems, because *"there are some authorities that have a very long waiting time… We are able to design a house much faster than get the official permissions. This is because there is an urban spatial planning department that issues a binding opinion on almost everything that is currently under construction. Put simply, this means that each project waits 7 months for someone to take it because they do not manage it in terms of the staffing capacity of this office (architect)"*.

The reserved approach of Brno public authorities to some smart projects is explained by the fact that "*bureaucracy, by its very nature, is resistant to change, because it carries the risk that the individual with decision-making powers takes on. Basically, in my opinion, it is a contradiction for public administration to be innovative because the risk of failure is too great there, and you are managing public funds. You cannot be a pioneer of dead ends …(sociologist)"*. Actors related to public administration could be afraid by the dominance of private sector actors in Smart cities projects, which can be illustrated by the statement that "*in the Smart City concept there is a very strong role for the private, business sector. And here is the danger of why some are afraid to implement Smart City projects (geographer)"*. Some actors see the problem in the fact "*that it is very difficult for public administrations to organize public competition focused on new innovative smart projects when technological development is fast forward, and there are many different solutions on the market. .....And if we are not able to innovatively award public contracts, we will not even be able to compete for innovative projects (evaluation specialist)"*.

In the Czech Republic, system support for the smart cities concept has been lacking in the past, but the government's approach is gradually changing. As an evaluation specialist stated "*unfortunately, this is still missing, and assistance is also missing from the state, which should be more active in it. At the same time, any subsidiar national tools for developing Smart City technologies are missing. It has been a common practice in Austria for several years"*.

RE:ŠPITÁLKA AND SPILLOVER EFFECTS

The respondents also emphasize the importance of the pilot innovative projects, because "*new concepts and ideas can push through an innovative project that can copy, replicate further into the city. An innovative pilot project will cause some break in the barrier where everyone still says we don't know… (sociologist)".* Local government officials in Brno are aware of the significant importance of positive examples of successful recycling of urban space, and therefore selected examples of successful urban regeneration have been published (Brno Brownfields, 2013 and Brno brownfields, 2015). The neglected and abandoned urban areas in Brno suffer from many economic, environmental, and social problems. Therefore, the different innovative approaches are used to support an effective process of urban recycling. From a social perspective, Brno tested new approaches as re-integration of homeless people (Housing First, 2017) and the creation of shared flats for seniors following experiences from Vienna. Concerning the implementation of Smart City concept in the condition of the Czech Republic and Brno, there was emphasized that "*it would help some pilot project to show how to do what that smart quarter should have. This would say what it is important to watch out for, what the financing options are and the cities then decide whether or not to go for it…(Geographer)"* and "*if the Špitálka pilot project is successful, we will be able to look forward to have more smart neighbourhoods both in Brno and in the whole Czech Republic in the future (sociologist)".* The communication partners commented the role of the pilot project Špitálka in the positive way as *"a very good step forward because we are actually trying to inspire the foreign projects and learn also from their mistakes. I think that Brno is trying to create a smart neighborhood, the Špitálka project, is a great success. Finally, we have an engine that works and is trying to support the change. In this case it is a plus that the location is owned by the city …(architect)".* From a local perspective, the success of the Špitálka model project will undoubtedly depend on whether the surrounding urban areas can be successfully solved and transferred to modern urban areas. Above all, there is an important project of the main street, which is to enable the reconstruction of the old abandoned areas not only in Špitálka, but also neglected sites and brownfields in the vicinity (Prokopová, 2020).

CONCLUSION

The research identified that there are different factors which determine the successful implementation of smart city concept during the process of brownfields regeneration in the conditions of the post-socialistic urban environment. The concept of smart cities is strongly tied to technologies, and the project creating smart neighbourhoods requires substantial financial investments. During the socialist period, many properties fell into disrepair state because there was a permanent lack of investment. In the period after 1989, there was a huge increase in the occurrence of brownfields and especially in declining urban municipalities (Martinát et al., 2016) or in small municipalities (Navrátil et al., 2019) each type of brownfields redevelopment is perceived as a great success. Brno is the second largest city of the Czech Republic designed the ambitious vision in long term period anchored in strategy Brno 2050 and therefore is testing, how to regenerate urban brownfields in the different innovative ways. However, even in Brno, there could be among some stakeholders distrust to implementation of the Western concept as creative industries (Rumpel, Slach, & Koutský, 2010; Alexandrescu et al., 2020) or smart cities in case of Špitálka site. Applying the marketing practices (especially communication mix) to involve residents and secure broad public participation has the potential to overcome this distrust. From the perspective of Brno stakeholders, who live in conditions of post-socialistic urban space, the successful transfer of foreign experiences is very important, especially from other European countries. Among the most effective ways of the transferring of smart knowledge belong abroad internships for Czech officials and self - government representatives and visits of foreign experts from cities, which have more experiences than Brno in the implementation of Smart City concept. Brno participation at EU project RUGGEDISED brought new and important development impulses including the creation of pilot project Špitálka. If this model project is successful, it can contribute not only to the further successful urban development in Brno but also to the sites in other Czech cities and towns.

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Original scientific paper

A BUDAPESTI VALLÁSI ALAPÚ (KÓSER ÉS HALAL) VENDÉGLÁTÓHELYEK JELLEMZŐI1

CHARACTERISTICS OF RELIGION-BASED (KOSHER AND HALAL) RESTAURANTS IN BUDAPEST

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Abstract

This essay gives an inside view of the customers' changing needs through the positive effects of religion and culture generated by globalization.

The goal was to find out the correlation between the number of restaurants based on different religions (israelites and muslims) in Budapest and the changing number of the followers of these religions. By researching the customer needs, the tendency of daily customer needs is presented through the offers of these restaurants.

The results can be useful for those who are planning to open a religion based restaurant in Budapest, or who are interested in a unique gastronomic experience offered by the Hungarian capital. This is especially important because hospitality plays a significant role in tourism and directly influences the satisfaction of tourists.

Keywords: Globalization, culture, hospitality, eating habits, religion

Absztrakt

Tanulmányunkban a vendégigények változását vizsgáljuk a globalizáció által generált étkezésre ható kedvező vallási és kulturális hatásokon keresztül.

Célunk, hogy bemutassuk, milyen kapcsolat van Budapesten az étkezési szabályozásokkal rendelkező vallásokat gyakorlók (izraeliták és muszlinok) és az ezekhez a vallásokhoz tartozó éttermek számának alakulása között. A fogyasztói oldal igényének felmérésén keresztül napjaink vendégigény tendenciáját kívánjuk bemutatni ezen éttermek kínálata iránt.

Az eredmények mindazok számára hasznosak lehetnek, akik valamilyen valláshoz kapcsolódó éttermet kívánnak nyitni Budapesten, vagy akiket a fővárosunk nyújtotta gasztronómiai lehetőségek érdekelnek. Ez különösen azért is fontos, mert a vendéglátás jelentős szerepet tölt be az idegenforgalomban, és közvetlenül befolyásolja a turisták elégedettségét is.

Kulcsszavak: globalizáció, kultúra, vendéglátás, étkezési szokások, vallás

[1] A cikkben bemutatott primerkutatás adatai „A vallás és kultúra, mint vendégigényt befolyásoló tényezők" című szakdolgozatban felhasználásra kerültek.

BEVEZETÉS

A globalizáció és a kultúra kapcsolata s hatásuk a vendéglátásra

A globalizáció a XX. században olyan gazdasági, társadalmi hatásokat idézett elő, amelyeket eddig elképzelhetetlennek hittünk. „A nemzetközi piacok felé való nyitás, a kereskedelmi, tőkeáramlási folyamatokba való bekapcsolódás számos fejlődő ország jövedelmi pozícióját javította… Ugyanakkor a globális folyamatok egyre élesebben ütköznek az egyes államok és ország-csoportok politikai, gazdasági, társadalmi, kulturális érdekeivel…" (Nagy, 2007, p. 1)

Ennek a folyamatnak a szerves részét képezi a multikulturalizmus kialakulása. A jelenlegi helyzet „az interkulturális gazdasági versennyel, a rivális kultúrák világszintű versenyével jellemezhető." (Kovács, 2006, p. 13) Azonban "a különböző kultúrák, nyelvek, szokások, tradíciók és vallások egymás mellett élése, keveredése tulajdonképpen már évszázadokkal ezelőtt is ismert jelenség volt", ám „a multikulturális társadalmak kialakulása a második világháború után vált világméretekben egyre erősödő folyamattá." (Torgyik, 2004, p. 4)

Berend T. Iván (2004) szerint a globalizációnak többek között olyan kulturális dimenziói is vannak, mint az étkezési szokások változása: McDonalizáció, Coca-Colanizáció, de még sem következett be a kultúra globalizációja. Bár ismerjük egymás étkezési szokásait, minden nagyvárosban található kínai, olasz stb. étterem, a kultúrák nem olvadtak össze. Azaz – legalábbis eddig – nem következett be Fukuyama (2014) jóslata, miszerint a kultúrák és a civilizációk közötti különbségek összemosódnak: vége lesz az egyetemes történelemnek, lezárul az ellentétes ideológiák harca.

Ha nem is beszélhetünk a kultúrák összeolvadásáról, de egymásra való hatásuk megkérdőjelezhetetlen. Ezt erősíti meg Lehota (2004), aki szerint napjainkra a különböző kultúrák találkozási lehetőségei megnövekedtek, illetve a kultúrák erősen keveredtek.

A kultúra részét képező hagyományok, történelem, gasztronómia és az adott társadalomban fellelhető vallások kihatnak a mindennapokra, sokszor szigorú szabályrendszert állítanak fel például az étkezésben a különböző kultúrában élő népcsoportok számára. Az ételek fontos szerepet tölthetnek be a nemzetekről alkotott elképzelésekben, ugyanakkor problematikussá is tehetik a „nemzeti" fogalmat. (Phillips, 2007) Tury és szerzőtársa úgy véli, hogy „a globalizáció korában a nemzeti ételek segítik a speciális nemzeti karakter megőrzését, de az európai szokásokhoz való alkalmazkodás megkívánja az ételkészítés átalakulását is." (Túry & Túry, 2008, p. 109)

A gasztronómia esetében az idegen kultúrákat úgy lehet igazán megismerni, ha a különböző kultúrák ételeit a legkevesebb kompromisszummal igyekeznek reprodukálni, alapul véve az adott terület szabályrendszerét, vagy egy adott társadalomba szállítani úgy, ahogy eredetileg fellelhető. Ezáltal a vallás, mint sokszor kulturális gasztronómiai szabályozó rendszer, a globalizációs tendenciák kutatásánál elengedhetetlen. Ehhez hozzátartozik az is, hogy a vendéglátásban és a turizmusban dolgozóknak illő ismerni más népek, vallások étkezési előírásait, étel- és italfogyasztási szokásait. (Tusor, 1999)

A turizmus és a vendéglátás összefüggései

A jelenlegi versenykörnyezetben az idegenforgalom és a vendéglátóipar folyamatosan keresi az új ügyfélszegmenseket, hogy javítsa versenyképességét. Ilyen például – az előzőekben említett – vallási szempontok figyelembevétele a turisztikai és a vendéglátóipari szolgáltatások nyújtásakor. (Weidenfeld, 2006) A turisták helyválasztását ugyanis befolyásolhatja, ha azt érzékelik, hogy van alternatívájuk és nem kényszerülnek kompromisszumra egy adott turisztikai élmény befogadásakor. (Weidenfeld & Ron, 2008)

A vallás turisztikai döntésekben való szerepét erősíti meg Moira (2009) is. Felhívja a figyelmet az UNWTO által elfogadott globális etikai kódexre (PREAMBULUM), amely szerint az idegenforgalomban dolgozóknak elő kell segíteni, hogy a turisták kulturális, vallási szokásaikat utazásuk során is érvényre juttathassák. Emellett a PREAMBULUM kimondja, hogy a „vallási, egészségügyi, tanulási és kulturális vagy nyelvtanulási célú utazás különösen jótékony formája a turizmusnak, amelyet ösztönözni kell". (WTO, 1999, p. 8)

A turizmus magában foglalja a személyek lakó- és munkahelyen kívüli minden szabad helyváltoztatását, valamint az azokból eredő szükségletek kielégítésére létrehozott szolgáltatásokat. (WTO-IPU, 1989). Mivel a legtöbb vendég utazása során ételeket, italokat fogyaszt, a turizmus létrejöttének és fejlődésének egyik fontos feltétele a megfelelő színvonalú vendéglátás. Vendéglátás oldaláról közelítve minden utas potenciális vendég, akiknek körét kiegészítik azok a helyi lakosok, akik lakóhelyükön szállodai vagy önálló vendéglátó egységekben elégítik ki étel vagy/és italfogyasztási szükségleteiket. (Papp, 2017) A vendéglátóipar tehát olyan vállalkozásokból álló iparág, amely italt, ételt, rendezvényszervezést biztosít a turistáknak és a nem turistáknak (pl. helyi lakosoknak), fokozva ezáltal az érintettek jólétét. (Lashley & Morrison, 2000) Így az sem véletlen, hogy Magyarországon a turizmushoz kapcsolódó területek közül a legtöbben a vendéglátásban dolgoznak. Ez a turisztikai foglalkoztatottak 1/3-a. (Zerényi, 2019)

Az idegenforgalom eredményessége az országban 2010 óta folyamatosan növekszik a turisztikai kiadásokat, a GDP-hez való hozzájárulást és foglalkoztatottság jellemzőit illetően.

A szálláshely-szolgáltatás és vendéglátás hozzáadott értékének az aránya a vizsgált időszakban bár stagnált, de ez az arány a növekvő hozzáadott értékből egyre jelentősebb összeget képviselt (1. táblázat). Ez utóbbi adatot támasztja alá a kereskedelmi vendéglátóhelyek eladási forgalmának növekedése az elmúlt években (2. táblázat).

1. táblázat Turizmus Szatellit Számlák (2010-2016)

Mutatók	2010	2011	2012	2013	2014	2015	2016
Külföldiek magyarországi turisztikai kiadásai (Mrd Ft)	828	847	841	891	1070	1235	1292
Lakosság belföldi turisztikai kiadásai (Mrd Ft)	545	574	580	559	621	654	668
Turisztikai fogyasztás aránya a belföldi kínálatban (%)	1,8	1,8	1,8	1,7	1,8	2,0	2,0
Turizmusra jellemző ágazatok összes hozzáadott értékének aránya a nemzetgazdaság összesenből, (%)	5,4	5,6	5,8	6,1	6,4	6,5	6,8
Ebből: szálláshely-szolgáltatás és vendéglátás hozzáadott értékének az aránya (%)	**1,6**	**1,6**	**1,7**	**1,7**	**1,8**	**1,7**	**1,7**
Foglalkoztatottság a turizmusra jellemző ágazatokban a nemzetgazdasághoz képest (%)	8,6	9,0	9,2	9,1	9,2	10,0	10,0
Magyarországra tett külföldi többnapos utazások Budapestre vonatkozó aránya az összesenből (%)	**42,4**	**42,0**	**37,9**	**39,5**	**35,0**	**35,8**	**37,1**

Forrás: https://www.ksh.hu/turizmus_vendeglatas

2. táblázat A kereskedelmi vendéglátóhelyek eladási forgalma

Év	Millió Ft	Volumenindex, előző év = 100,0%
2010	596 266	100,0
2011	599 954	100,6
2012	629 945	105,0
2013	655 789	104,1
2014	693 500	105,8
2015	782 406	112,8
2016	876 084	111,9
2017	1 005 802	114,8
2018	1 164 921	115,8

Forrás: https://www.ksh.hu/turizmus_vendeglatas

A Magyarországra látogató turisták elsősorban a fővárost keresik fel. Igaz ez a külföldi többnapos utazásokra is, amelyek elsősorban Budapestre irányulnak. Ez az összes külföldi többnapos utazásból 40% körül mozog (1. táblázat). A vendégeket 2018-ban 51 ezer vendéglátóhely várta országszerte, amely üzleteknek közel az 1/3-a Közép-Magyarországon, minden ötödik vendéglátóhely pedig Budapesten található. (Zerényi, 2019)

CÉLKITŰZÉSEK, ADATOK ÉS MÓDSZER

Célkitűzésünk, hogy bemutassuk, milyen kapcsolat van az étkezési szabályozásokkal rendelkező vallásokat gyakorlók és az ezekhez a vallásokhoz tartozó éttermek számának alakulása között Budapesten. Célkitűzésünket a következő kutatási kérdésekkel közelítettük meg:

– Van-e összefüggés a különböző vallásokhoz kapcsolódó, étkezési megszorításokkal rendelkező éttermek és az ezeket a vallásokat gyakorlók számának változása között?
– Budapesten hogyan alakul a vallási alapon étkezési szigorításokat betartó éttermek száma és vendégköre?
– Milyen tényezők befolyásolják a magyar és a külföldi vendégek étteremválasztását?

A kérdésekkel kapcsolatosan a következő feltételezéseket fogalmaztuk meg:

– Az étkezési megszorításokkal rendelkező vallásokat gyakorlók számának változása egyirányban befolyásolja a különböző vallásokhoz kapcsolódó éttermek számának alakulását.
– A vallási szigorítású éttermek, ha valamelyik híresebb nemzetközi konyhával fúzióban is, de egyre inkább teret nyernek Budapesten.
– A budapesti vallási szigorítású éttermek magyar és külföldi vendégeinek fogyasztói szokásai eltérők.

A tanulmány empirikus része egyaránt épül szekunder (hivatalos statisztikai források felhasználása), valamint primer kutatásokra (online kérdőív és interjúk).

A primer kutatás során 22 budapesti vallási alapú vendéglátóhely (12 kóser és 10 halal étterem) vezetőjével vagy helyettesével készítettünk strukturált telefonos interjút. Az izraelita és muszlim vallást képviselő egy-egy személy esetében kevert típusú interjút alkalmaztunk. Az interjúkat diktafonra rögzítettük. A kérdésekre kapott válaszokat tartalomelemzéssel dolgoztuk fel.

A vendégigényeket felmérő online kérdőív magyar és angol nyelven egyaránt elérhető volt. A kérdőívet 312 fő töltötte ki, mely minta nem reprezentatív, de módot ad a jelenlegi budapesti vallási alapú éttermek iránti igények megközelítő bemutatására.

A kérdőívben hat olyan kérdés volt (5. és 8. táblázat), amelyre kapott válaszok adatelemző módszerekkel feldolgozhatók. Ez annak köszönhető, hogy a válaszok számokká kódolhatók („egyáltalán nem válasz” 1-nek, míg „rendkívül fontos” 5-nek volt megfeleltethető).

A feldolgozáshoz a következő sokváltozós adatelemző módszereket használtuk: klaszter analízis, lineáris diszkriminancia analízis (LDA), Wilks' λ-statisztika, főkomponens analízis (PCA).

A klaszteranalízis célja, a hasonló tulajdonsággal rendelkező megfigyelések csoportosítása volt. A hierarchikus csoportosítást, a hasonlóság mérésére pedig a négyzetes eukleidészi távolságot alkalmaztuk. A kialakult csoportokat az egyes valószínűségi változók különböző mértékben befolyásolták. Ezek sorrendjét a Wilks' λ statisztikák adták, amelyek a csoporton belüli eltérések négyzetösszege és a teljes eltérés négyzetösszeg hányadosa.

$$\text{Wilks' } \lambda = \frac{\sum_i \sum_j \left(x_{ij} - \overline{x_i}\right)^2}{\sum_i \sum_j \left(x_{ij} - \overline{x}\right)^2}$$

A számított Wilks' λ értéke minél jobban egyhez közelít, az adott valószínűségi változó annál kevésbé és minél inkább nullához, annál jobban befolyásolja a csoportok alakulását (Kovács et al., 2008; Kovács et al., 2012a). A lineáris diszkriminancia analízist (LDA) a csoportosítás jóságának ellenőrzésére alkalmaztuk. Használata során a csoportok közötti elkülöníthetőség nő és a csoportok belső változékonysága csökken (Webb, 2002). Eredményként az LDA által helyesen besorolt megfigyelések arányát adja meg. (Afifi et al., 2004, Hatvani et al., 2010; Kovács et al., 2012a, Kovács et al., 2012b). A Box-and-whiskers plottal a fontosabb statisztikák és az adatok eloszlásának grafikus szemléltetését valósítottuk meg. A dobozban (box) található az adatok 50%-a és ebben egy fekete vonal jelzi a mediánt. A doboz hossza az interkvartilis terjedelem, azaz a felső és alsó kvartilisek távolsága. A kiugró értékeket körrel (°) és az extrém értéket csillaggal (*) jelöltük.

A főkomponensanalízis (PCA) dimenziószám csökkentő eljárás (Jolliffe, 2002). A módszer, használata során a megfigyelt korreláló paraméterekből új, egymással korrelálatlan változókat hoz létre. Ezek az információt tömörítik és segítségükkel következtethetünk a mért valószínűségi változók mögött levő háttérfolyamatokra.

Az elvégzett adatelemzéshez az IBM SPSS Statistics Version 24 programcsomag került felhasználásra.

EREDMÉNYEK

A magyarországi vallásgyakorlók számának alakulása

Kutatásunk első lépéseként megvizsgáltuk a Magyarországon fellelhető vallásokat követők számának alakulását (3. táblázat). A vallások közül leszűrtük, melyek rendelkeznek étkezési szigorításokkal. 1949 és 2000 közötti időszakban a népesség felekezeti hovatartozásáról nincsenek népszámlálási adatok. A Magyarországon jelenleg jegyzett 21 vallásból 3 vallásnak van a hívők számára felállított olyan étkezési szabályrendszere (3. táblázatban szürkével kijelölt sorok), amely mindennapi szinten befolyásolja étkezési szokásaikat. A kutatás során a szezonális vallási tilalmakat, mint például a katolikus vallásoknál a Nagyböjt húsfogyasztást tiltó, vagy a Ramadán időszakát figyelmen kívül hagytuk. Ezek olyan rövid időszakok, amelyek nincsenek befolyással a vallási alapú vendéglátóhelyek iránti kereslet több éves tendenciájára.

3. táblázat A magyarországi vallásgyakorlók számának változása 1949 és 2011 között

Vallás	1949 (fő)	2001 (fő)	2011 (fő)	Változás
Katolikus	6488755	5558961	3871922	csökkent
Orosz ortodox	n.a.	3502	2365	csökkent
Szerb ortodox	n.a.	1914	1703	csökkent
Bolgár ortodox	n.a.	508	486	csökkent
Román ortodox	n.a.	5598	5102	csökkent
Görög ortodox	n.a.	2473	1701	csökkent
Anglikán	n.a.	403	270	csökkent
Református	2014718	1622796	1153454	csökkent
Evangélikus	482157	304705	215093	csökkent
Unitárius	9449	6541	6820	ingadozó
Baptista	18879	17705	18211	ingadozó
Metodista	n.a.	1484	2416	nőtt
Adventista	n.a.	5840	6213	nőtt
Pünkösdi	n.a.	8428	9326	nőtt
A Hit Gyülekezethez tartozó	n.a.	3708	18220	nőtt
Többi protestáns	n.a.	14369	21519	nőtt
Jehova Tanúi	n.a.	21688	31727	nőtt
Többi keresztény	n.a.	3027	16656	nőtt
Izraelita	133861	12871	10965	csökkent
Iszlám	n.a.	3201	5579	nőtt
Buddhista	n.a.	5223	9758	nőtt
Vallási közösséghez, felekezethez nem tartozó	12287	1483369	1806409	nőtt
Nem kíván válaszolni, nincs válasz	1522	1104333	2698844	nőtt

Forrás: KSH, 1996; KSH, 2014

A kijelölt 3 vallásból az izraelita és az iszlám vallás gyakorlóira vonatkozó elemzéseket végeztük el. A buddhista vallásnak ugyan igen komoly étkezési szabályrendszere van, azonban mégsem vizsgálható az általunk felállított szempontrendszer alapján. Ennek oka, hogy a buddhista étkezési szabályrendszer olyan tilalmakkal rendelkezik, mint például bármilyen élet kiontásának tilalma élelemszerzés céljából. Így azok, akik csak a buddhizmus „egyszerűsített változatát” követik mindennapjaikban, vegetáriánus életmódot folytatnak. Attól azonban, ha valaki vegetáriánus ételt fogyaszt egy étteremben, még nem biztos, hogy buddhista. A vendéglátóhely oldaláról hasonló a helyzet. Csak azért, mert egy vendéglátóhely csupán vegetáriánus ételeket kínál, még nem válik a buddhista vallást gyakorlóknak megfelelő étteremmé. Kutatásunk során az is bebizonyosodott, hogy Magyarországon, ha egy vendéglátóhely buddhista színekben tünteti fel magát, az leginkább a kávéház, teaház hangulatát idézi fel, vagy egyéb kulturális témájú nemzeti vonások mellett jött létre, mint például az indiai éttermek vagy a thai konyhák.

A vizsgált vallási szigorítású éttermek étkezési szokásai és tilalmai

A kóser étkezési szokások és tilalmak

Az izraelita étkezési forma a zsidók számára a *„kóser"* kifejezéssel jellemezhető. Ami nem kóser, az számukra tiltott, legyen szó ételről, italról vagy cselekvésről.

Az úgynevezett Tóra, a zsidók szent vallástörténeti irata, Mózes könyveinek gyűjteménye. A Talmud a Tóra értelmezése. Ez egy olyan gyűjtemény, amely a zsidóság enciklopédiájaként szolgál, jogi és vallási alapvetés, szokásjogi gyűjtemény, bibliaértelmezésekkel tűzdelt, a rabbinikus judaizmus kiindulópontja, melyet minden vallásos zsidónak kötelessége követni. (Lotha, 2010) A Talmud pontosan meghatározza, hogy a vallást gyakorlók milyen állatok, és egyéb élelmiszerek, mely részét, milyen speciális módon történő levágás, elkészítés, feldolgozás után fogyaszthatják el. (Köves & Oberlander, 2008)

A halal étkezési szokások és tilalmak

Az étkezésre vonatkozó alapvető iszlám törvények szerint az egyetlen és örökkévaló Isten, Allah határozza meg, mely ételek ehetők, és melyek nem. (Csíki, 2011)

A muszlim vallás étkezési kultúráját, az ételek kategorizálását *„halal"*-nak nevezik. A halal az Iszlám jog szerint azt jelenti: megengedett, törvényes. (Magyar Iszlám Közösség, 2012) Minden étel halalnak számít, kivéve azokat, amelyeket a Korán vagy a Hadísz nem halalnak („haram"-nak – „tiltott"-nak) minősít. A Korán, a muszlimok szent irata, amely 7. század óta változatlan formában írja elő a muszlimokra kötelező törvényeket. (Csíki, 2011) Ez az írás magába foglalja az ételek pontos elkészítésének és elfogyasztásának szabályrendszerét is. A 42 Hadíszból a tízedik szabályozza a megengedett dolgokból való táplálkozást. (Shubail, 2008)

A halal termékek minden egyes muszlim és nem muszlim országban megtalálhatók, ahol muszlim vásárlók jelen vannak. (Alharbi, 2015)

Kóser vendéglátóhelyek Budapesten

Az internetes keresés eredményeként Budapesten 12 kóser ételeket árusító vendéglátóhely van. Ezek ¾-e a VII. kerületben, az ún. zsidó negyedben helyezkedik el, pár perc járásnyira a Dohány utcai, a Rumbach és a Sasz-Chevra zsinagógáktól.

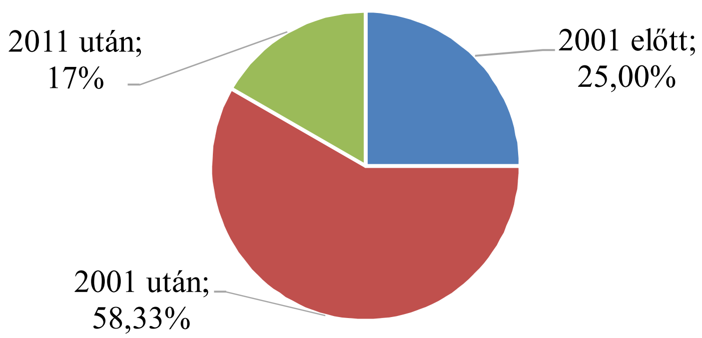
4. táblázat Az izraelita vallásgyakorlók számának változása Budapesten 1949-2011 között

Budapest			
Vallás	**1949 (fő)**	**2001 (fő)**	**2011 (fő)**
Izraelita	101700	9468	7925

Forrás: KSH, 1996; KSH, 2014

Budapesten az izraelita vallásgyakorlók száma a legutóbbi 3 népszámlálás adatai alapján csökkenő tendenciát mutatott (4. táblázat), míg az étteremnyitások száma növekedett (1. ábra). A kóser vendéglátóhely tulajdonosok tehát nem a zsidó lakosok számának növekedése miatt jutottak arra a döntésre, hogy létesítményeiket megnyissák.

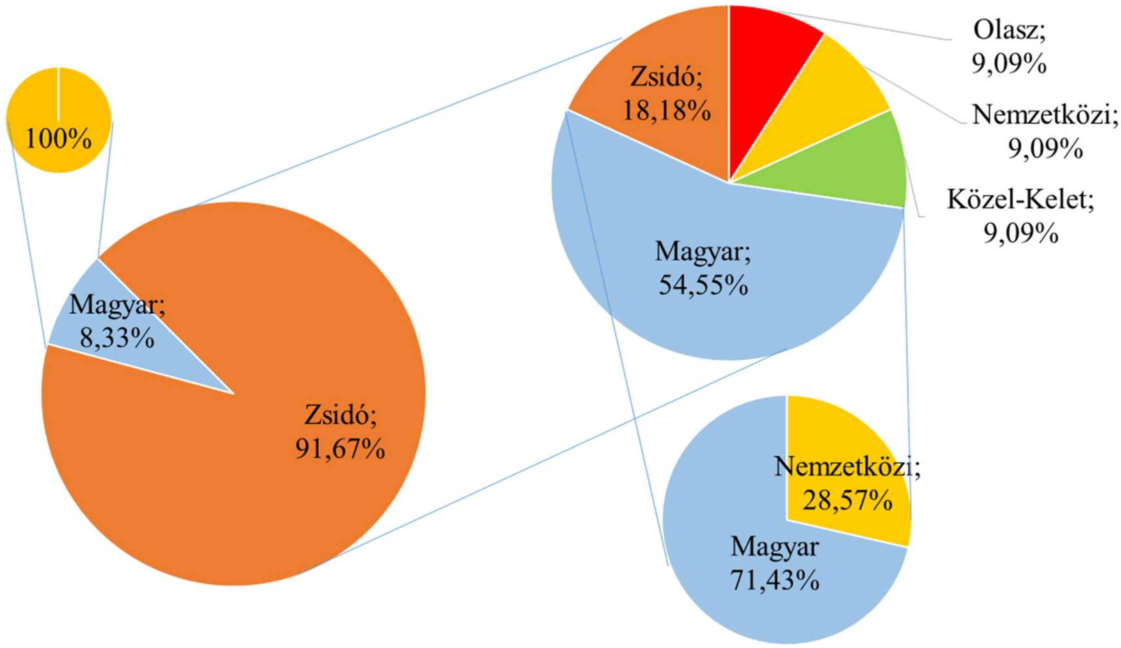
1. ábra A budapesti kóser vendéglátóhelyek megnyitási idejének százalékos eloszlása



Forrás: Saját kutatás

Felmérésünk szerint a kóser vendéglátóhelyek többségének megnyitásakor az eredeti célközönség nem a zsidóság volt. A tulajdonosok igyekeztek a modern trendeknek megfelelő, vallástól és világnézettől függetlenül egy bárki számára látogatható kellemes környezetet teremteni. Az új irányok, a sokszínű vendégkör megmutatkozik az ételkínálatban is. A kutatás eredménye szerint a kóser vendéglátóhelyek 91,67%-a zsidó kulturális ételkínálattal rendelkezik. A megkérdezett vendéglátóhelyek 8,33%-a azonban kóser étteremként a magyar tradicionális ételeket részesíti előnyben, magyar zsidó étel csak elvétve szerepel az étlapon. A zsidó kulturális ételkínálattal rendelkező vendéglátóhelyek – a hagyomány megtartása miatt – 54,55%-ában megtalálhatók a tradicionális magyar ételek kóser hozzávalókkal elkészítve. Ezen belül a magyar konyhák majdnem 30%-ában (28,57%) jelen vannak a különböző nemzetek ételei is. A zsidó vendéglátóhelyek 18,8%-a kizárólag magyar zsidó ételek árusításával foglalkozik. A fennmaradó rész konyhájának alapja – természetesen kóser alapanyagból – a magyar zsidó ételek az olasz konyha mediterrán ízvilágával fúzióban, az európai nemzetközi konyhák gasztronómiai alkotásai, illetve a Közel-Kelet gasztrokultúrája (2. ábra).

2. ábra A budapesti kóser vendéglátóhelyek konyháinak százalékos megoszlása a kínálati fúzió szerint



Forrás: Saját kutatás

A budapesti halal vendéglátóhelyek

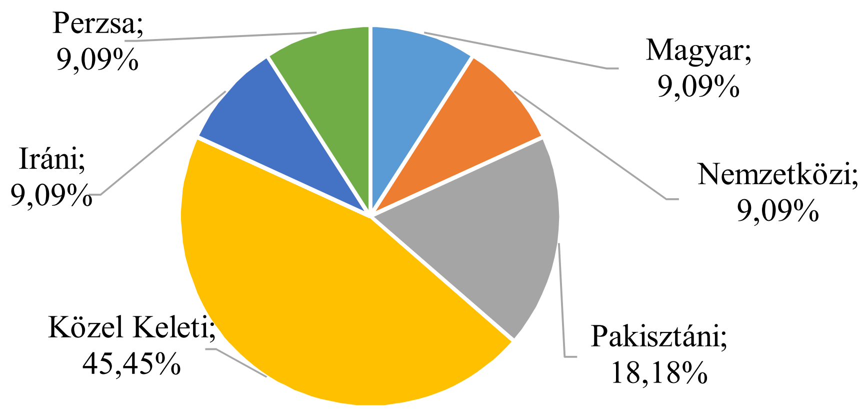
A halal ételeket árusító éttermek vizsgálatánál erősebb szűrőszempontokat kellett felállítani, mint a kóser vendéglátóhelyeknél. A budapesti halal vendéglátóhelyek száma 16-18 körül mozog a Tripadvisor és a Google ajánlatai alapján. Ezek közül azonban ténylegesen, szigorúan, minősített halal ételekkel csak 10 étterem dolgozik. A kutatás során nem vizsgáltuk a gyorsétkezőnek számító utcai gyros vagy kebab árusító helyeket és a nem bizonyíthatóan halal ételeket árusító török gasztronómia irányú gyorséttermeket. Vizsgálatunk fókuszában elsősorban az „a la carte" vagy napi menüvel rendelkező hagyományos éttermek álltak.

Az iszlám vallásgyakorlók számának alakulását budapesti területfókusszal csak a legutóbbi (2011-es) népszámláláson kezdték el felmérni. Így az erre vonatkozó fővárosi tendencia ismeretlen. Tényként lehet azonban kezelni, hogy a 2011-es népszámlálási adatok szerint a magukat muszlim vallásúaknak vallók majdnem fele (45,24%-a) budapesti lakos volt. (KSH, 2014) A KSH az országos iszlám vallásgyakorlók számának alakulásáról közöl adatokat (3. táblázat), mely szerint számuk növekedett. Ugyanígy emelkedett a Budapesten létrejött – az általunk szigorúan megszűrt – halal ételeket árusító vendéglátóhelyek száma. A jelenleg működő éttermek több mint 80%-a 2001 után nyitott meg. Ezen információk alapján csupán feltételezhető, hogy a Budapesten létesült halal vendéglátóhelyek elsősorban a muszlim vallásgyakorlók élelmezési céljából jöttek létre.

A budapesti halal vendéglátóhelyek közel fele (45,45%) nyitáskor az arabokat jelölte meg, mint várható vendégkört. A megkérdezett létesítmények több, mint egy harmada (36,36%) az arab vallásúak mellett nyitott volt a hazai vendégkör és a turisták fogadására is. A vendéglátóhelyek 1/5-nél pedig a megnevezett célközönség bármilyen vallású és nemzetiségű állampolgár volt.

A vendéglátóhelyek és az imahelyek Budapesten nem állnak olyan szoros kapcsolatban egymással, ahogy a „zsidó negyed” éttermeinél láttuk. Apróbb mecsetek régebb óta jelen vannak Budapest utcáin, kisebb közökben, lakóházakban, mint Masjid Dar Al-Salam vagy Al-Huda, de az első nagyobb hivatalos mecset 2011. júliusában nyílt meg Budapesten. (Világ mecsetei, 2011) Az étteremtulajdonosok majdnem egy harmada (27,27%-a) arról nyilatkozott, hogy mivel a közelben nincsen imahely, a vendéglátóhely hátsó részlegében egy erre a célra kialakított szoba áll rendelkezésükre azoknak, akik imádkozni szeretnének az étel elfogyasztása előtt vagy után.

3. ábra A budapesti halal vendéglátóhelyek konyháinak százalékos megoszlása kínálati fúzió szerint 2018-ban



Forrás: Saját kutatás

A vizsgált éttermek rendkívül komolyan veszik az étkezési előírásokat. A megkérdezett létesítmények 90,91%-a szigorúan halal alapanyagokkal dolgozik, és a muszlim étkezési előírásoknak megfelelően készíti el az ételeket. Emellett azonban a vendéglátóhelyek ételkínálata igen változatosan alakul. A megkérdezettek majdnem felénél (45,45%) Közel-Kelet, 18,18%-ánál Pakisztán ízvilágát tekintik irányadónak. Közel egy-egy tized részben fellelhetők az iráni és a perzsa gasztronómia különlegességei, a magyar hagyományos, illetve az európai ételeket kínáló éttermek is (3. ábra).

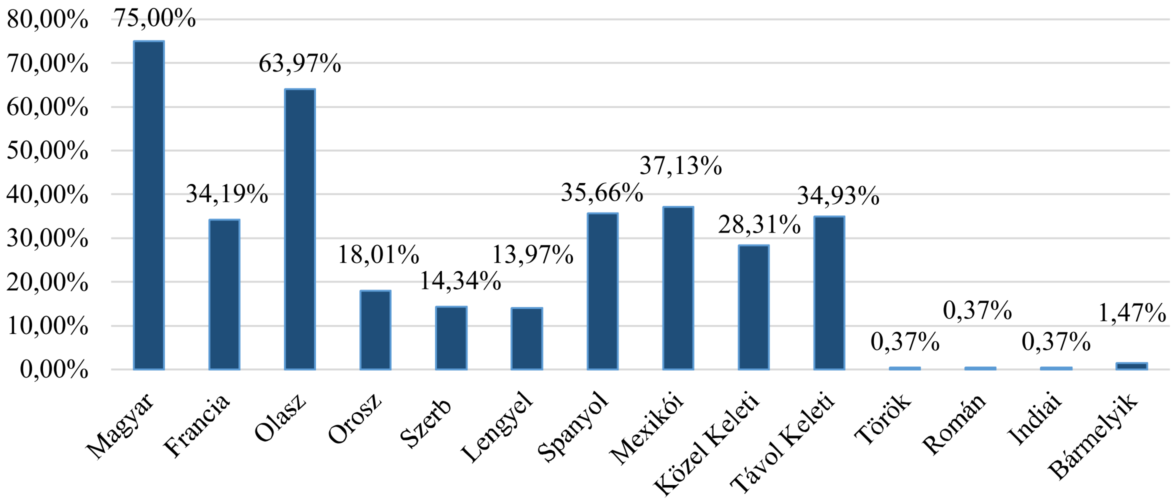
A vendégoldal igényeinek felmérése

A budapesti vallási alapú éttermek iránti fogyasztói igényt egy kérdőíves vizsgálattal mértük fel, melynek feldolgozása után a következő eredményeket kaptuk.

A megkérdezettek 78,85%-a már hallott az izraelita étkezési kultúráról. Ezzel szemben a halal étkezési szokásokat és szabályokat csupán 48,40%-uk ismeri. A válaszadók 24,68%-a már kipróbált valamilyen vallási jellegű éttermet, de csak kevesen tették (5,13%) vallási kötelezettségből. A kérdőívet kitöltők 70,51%-a szánna időt a későbbiekben egy vallási szabályokra épülő étterem látogatására a budapesti tartózkodása során.

Kutatásunk kiterjedt a meglátogatni kívánt vallási alapú éttermek kínálata iránti elvárásokra is. A vallási éttermet szívesen meglátogatók 71,82% válaszolta azt, hogy kipróbálná mind a kóser, mind a halal vallási alapú konyhák ételkülönlegességeit. A válaszadók 19,09%-a csak kóser, 4,09%-uk csak a halal konyhát próbálná ki. A válaszadók 5%-a pedig egyiket sem választaná.

4. ábra A válaszadók igényének megoszlása a vallási alapú és nemzeti konyhák között



Forrás: Saját kutatás

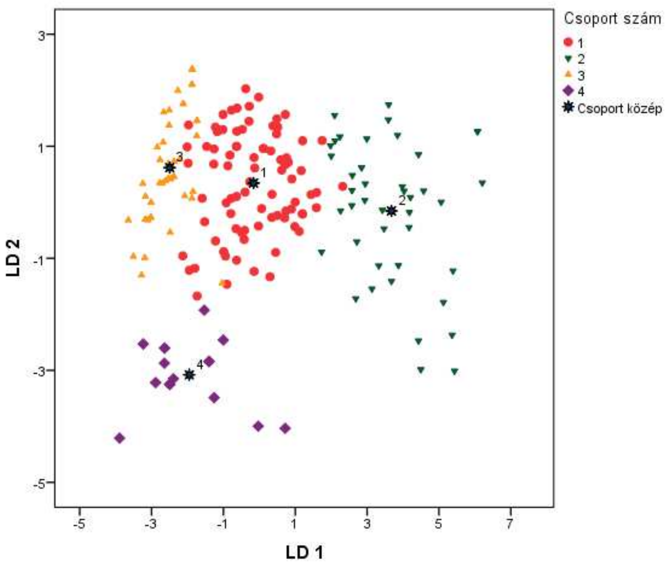
A kérdőívet kitöltők a legkülönbözőbb kultúrák és nemzetek jellegzetes konyháinak fúzióját is szívesen látnák a vallási szabályokon alapuló vendéglátóhelyek kínálatában. A válaszadók 87,50%-a válaszolta, hogy szívesen kipróbálnák a vallási alapú, ám eredetileg nem feltétlenül az adott vallást követő ízvilágot. A legtöbben (75%) a hagyományos magyar, 63,97% az olasz konyhával fúzióban próbálnák ki a vallási szigorítású konyhákat. Ezen túl a válaszadók 30-40%-a jelölte meg a francia, spanyol, mexikói és távol-keleti gasztronómiákat. Kisebb százalékokban megjelentek az olyan kulturális konyhákkal történő fúziók is, mint az orosz, szerb, lengyel, közel-keleti, török, román vagy az indiai (4. ábra).

A továbbiakban megvizsgáltuk, hogy a magyar és a külföldi válaszadók esetében a kérdőívben felsorolt 6 tényezőből, melyek és hogyan befolyásolnák az étteremválasztásukat (5. és 8. táblázat).

A magyar válaszadók étteremválasztását befolyásoló tényezők

Az adatelemző módszerekkel feldolgozható hat kérdés mindegyikét 185 válaszadó töltötte ki. A klaszter analízis eredményeként született Ward (1963) módszerével készült dendrogrammal 4 csoport volt meghatározható. A csoportosítás jósága LDA alapján 95,7%, és szétválásuk egyértelmű az LDA által megadott LD_1 és LD_2 függvényekkel, ahol a színek és a jelek a csoportbeosztást, a csillagok a csoportok közepét mutatják (5. ábra).

5. ábra A válaszadók csoportjainak szétválása, az LD_1 és LD_2 diszkrimináló függvényekkel.



Forrás: Saját kutatás

5. táblázat Wilks' λ-statisztikák

Mennyire befolyásolnák önt az étterem kiválasztásánál a következő tényezők?	Wilks' λ-statisztika
Vallási étkezési megszorítások betartása	0,269
Vallási étkezésre jellemző ízvilág	0,381
Mások ajánlása	0,656
Felhasznált alapanyagok eredete	0,697
Ár	0,736
Megközelíthetőség	0,747

Forrás: Saját kutatás

Az egyes csoportok elkülönülését több kérdésre adott válaszok együttese határozta meg. A Wilks' λ-statisztika alapján a vallási étkezési megszorítások betartása és a vallási étkezésre jellemző ízvilág kérdésekre adott válaszok voltak a legmegosztóbbak a válaszadók között. Így ezeknek a kérdéseknek a megválaszolása befolyásolta leginkább a csoportok kialakulását. Ezzel szemben a válaszadók lényegesen egységesebb véleményt fogalmaztak meg az árról és az éttermek megközelíthetőségéről. (5. táblázat).

A kialakult négy csoportban levő válaszadók létszámát a 6. táblázat mutatja be.

6. táblázat Válaszadók létszáma az egyes csoportokban

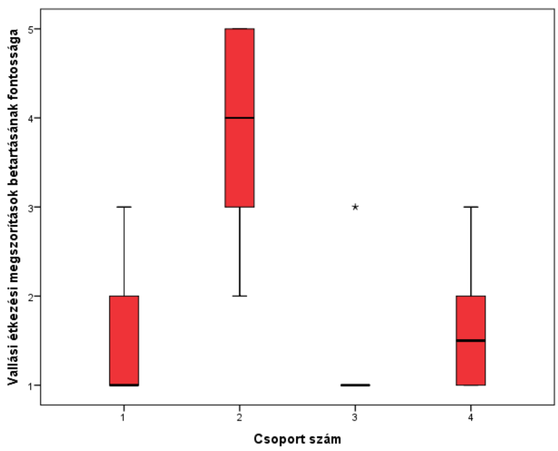
Csoportszám	Létszám(fő)	Százalékos megoszlás (%)
1	83	44,9
2	42	22,7
3	44	23,8
4	16	8,6
Összesen	185	100

Forrás: Saját kutatás

Az egyes csoportokban levő válaszok statisztikáinak grafikus megjelenítését szolgáló box-whisker's ábrák jól szemléltetik azok különbségeit.

A 2. számú csoport többségének véleménye szerint fontos, illetve nagyon fontos a vallási étkezési megszorítások betartása. Ebben a csoportban a 40-60 év közöttiek aránya 26%, míg a teljes válaszadók körében 18%, azaz más korosztályokhoz képest az idősebb korosztálynak fontosabb a vallási étkezési megszorítások tiszteletben tartása (6. ábra).

6. ábra Az egyes csoportok értékelése a vallásos étkezési megszorítások betartásáról

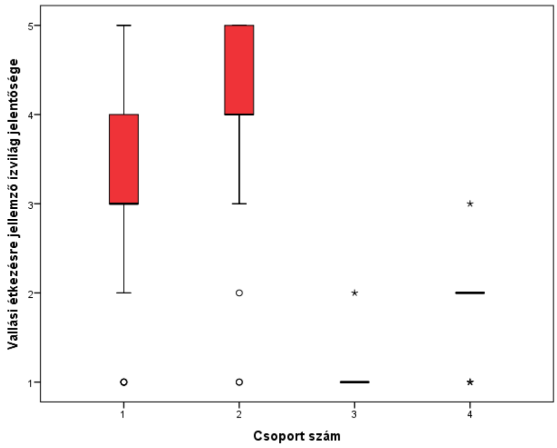


Forrás: Saját kutatás

Az 1-es és még inkább a 2-es csoport számára lényeges a vallási étkezésre jellemző ízvilág (7. ábra). Ez a két csoport adja a válaszadók 2/3-át. A 2-es csoportban az ízvilág hasonlóan a vallási megszorítások betartásához az idősebb korosztálynak a fontosabb.

A csoportok közül az 1-es csoport létszáma a legnagyobb, és ebben a csoportban az összes válaszadóhoz képest kisebb a fiatalabbak (26-35 és főként 36-45 évesek) aránya. Mivel az 1-es és 2-es csoportban is fontosnak tartják az ízvilágot, ebből az következik, hogy a fiatalabbak kevésbé tartják lényegesnek a vallási étkezésre jellemző ízvilágot és a hozzájuk kapcsolódó előírások betartását.

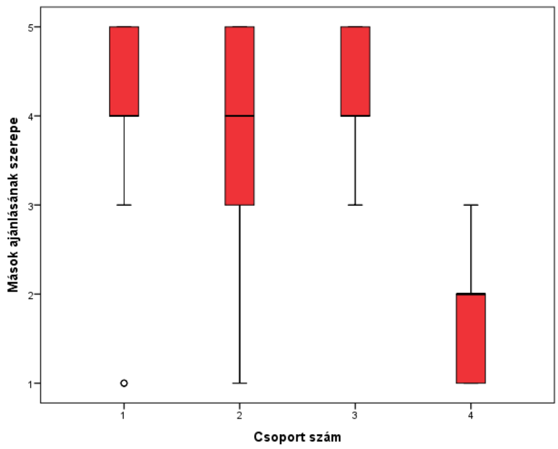
7. ábra Az egyes csoportok értékelése a vallási étkezésre jellemző ízvilágról



Forrás: Saját kutatás

A válaszadók túlnyomó többsége számára fontos mások ajánlása egy-egy étterem kiválasztásához. Ebben a vonatkozásban az 1-es és 3-as csoportokban levők a fontos és a rendkívül fontos kategóriákat jelöltek meg válaszként. Ez a két csoport teszi ki a válaszadók 2/3-át. A 2-es csoportban levők közül néhány ettől kisebb osztályzatokat is adott, de ez a csoport szintén magasra értékeli az így kapott információkat (8. ábra).

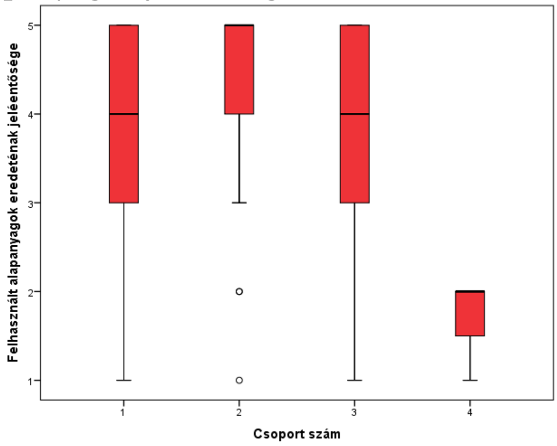
8. ábra Mások ajánlásának megítélése



Forrás: Saját kutatás

A 4-es csoportban az összes válaszadó kevesebb, mint 10%-a foglal helyet. Ezen válaszadók közel 90%-ának fontos vagy rendkívül fontos a felhasznált alapanyagok eredete. Az első három csoportból az 1-es és a 3-as csoportban ugyanazokkal a kvartilis értékekkel lehet jellemezni a válaszokat (9. ábra).

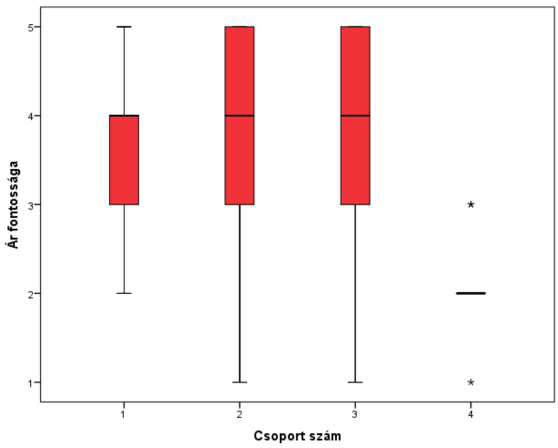
9. ábra A felhasznált alapanyagok jelentőségének értékelése



Forrás: Saját kutatás

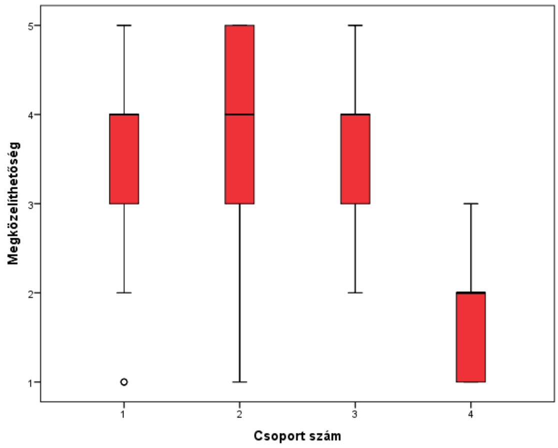
A válaszadók minden csoportjában fontos szerepe van az árnak. A válaszadók közel 90%-ának ez a tényező fontos vagy nagyon fontos. Ugyanakkor egy kicsivel kevésbé fontos, mint az alapanyagok minősége, vagy a másoktól nyerhető információ (10. ábra).

10. ábra Az ár jelentősége a kérdésre adott válaszokban



Forrás: Saját kutatás

11. ábra Az éttermek megközelíthetőségének fontossága



Forrás: saját kutatás

Az árhoz képest bár kevésbé fontos, a válaszadók túlnyomó részének lényeges szempont, hogy milyen gyorsan és mivel érheti el az adott éttermet (11. ábra).

Annak vizsgálatához, hogy elsősorban milyen tényezők befolyásolják a magyar válaszadókat az egyes éttermek kiválasztásában, főkomponens analízist végeztünk. A Kaiser-Meyer-Olkin teszt szerint ez elvégezhető (a teszt értéke: 0,627). A meghatározott főkomponensek száma kettő, ahol az első főkomponens az adatok varianciájának 36,6%, míg a második 26,6%-át határozta meg. Az átviteli mátrix (7. táblázat) eredménye szerint a válaszadók étterem választásában a legfontosabb az ár és megközelíthetőség és csak a második főkomponensben jelenik meg a vallási étkezési szokás és az adott valláshoz kapcsolódó ízvilág.

7. táblázat A magyar vendégkör válaszaiból számított átviteli mátrix

Mennyire befolyásolnák Önt az étterem kiválasztásánál a következő tényezők?	**Főkomponens**	
	1	**2**
Vallási étkezési megszorítások betartása	0,213	**0,803**
Vallási étkezésre jellemző ízvilág	0,299	**0,800**
Felhasznált alapanyagok eredete	0,658	0,259
Ár	**0,753**	-0,286
Megközelíthetőség	**0,789**	-0,287
Mások ajánlása	0,662	-0,209

Forrás: Saját kutatás

A külföldi válaszadók étteremválasztását befolyásoló tényezők

A külföldi turisták száma a magyar válaszadók ötöde. Ezért a magyar válaszokra használt sokváltozós adatelemző módszerek alkalmazása nem volt lehetséges, mely alól a PCA kivétel. A mintaszám nagysága és a Kaiser-Meyer-Olkin teszt eredménye (0,539) ezt lehetővé tette. A meghatározott főkomponensek száma három, melyek rendre az adatok varianciájának 39,65%, 25,06% és 17,55%-át határozták meg.

8. táblázat A külföldi vendégkör válaszaiból számított átviteli mátrix

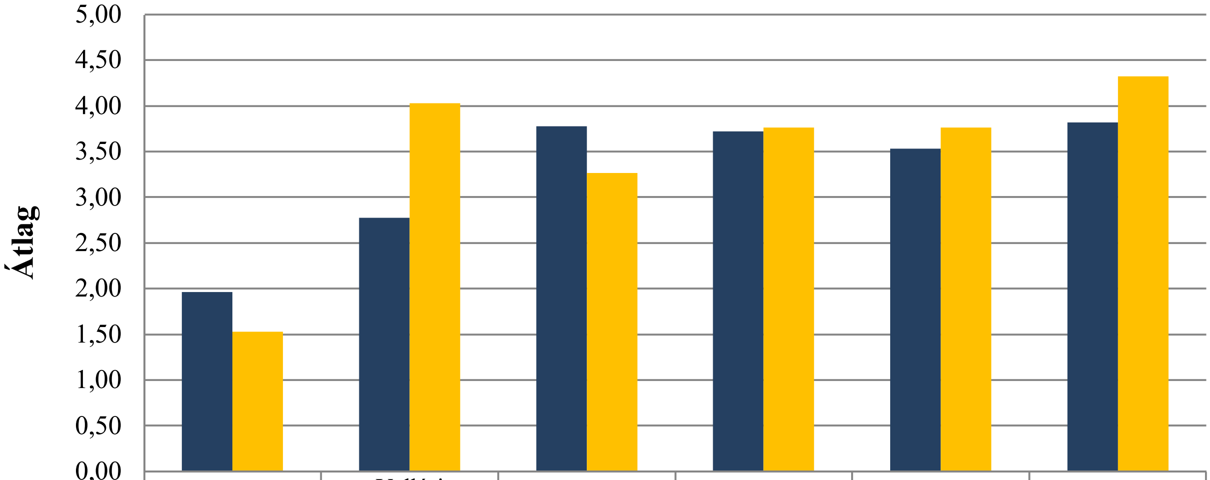
Mennyire befolyásolnák Önt az étterem kiválasztásánál a következő tényezők?	Főkomponens		
	1	2	3
Vallási étkezési megszorítások betartása	-0,592	0,429	0,533
Vallási étkezésre jellemző ízvilág	0,459	0,690	0,225
Felhasznált alapanyagok eredete	0,415	**0,797**	-0,137
Ár	**0,888**	-0,071	0,193
Megközelíthetőség	0,435	0,412	**0,762**
Mások ajánlása	**0,817**	-0,185	-0,287

Forrás: Saját kutatás

Az átviteli mátrix (8. táblázat) eredménye szerint a magyar vendégekhez képest a külföldi válaszadók étterem választásában egészen más szempontok vannak jelen. Az első főkomponensben a legfontosabb a külföldiek választásában az ár és mások ajánlása. A külföldiek számára emellett jelentős a felhasznált alapanyagok eredete a második és a megközelíthetőség a harmadik főkomponensben.

A hat kérdésre adott válaszokból számított átlagértékek jelentős eltéréseket mutatnak a magyar és külföldi válaszadók között (12. ábra). A vallási megszorítások betartása és az alapanyagok eredete fontosabb a magyar, mint a külföldi turistának. Ezzel ellentétes a vallásokra jellemző ízvilág, az étterem megközelíthetősége és mások ajánlása, amelyek lényegesen fontosabbak a külföldi turistáknak. Az ár kérdése hasonlóan fontos mind a magyaroknak, mind a külföldieknek.

12. ábra Mennyire befolyásolnák Önt az étterem kiválasztásánál az ábrán levő tényezők?



	Vallási étkezési megszorítások betartása	Vallási étkezésre jellemző ízvilág	Felhasznált alapanyagok eredete	Ár	Megközelíthetőség	Mások ajánlása
Magyar	1,96	2,77	3,78	3,72	3,53	3,82
Külföldi	1,53	4,03	3,26	3,76	3,76	4,32

Forrás: Saját kutatás

A KUTATÁSI FELTEVÉSEK IGAZOLÁSÁRA VONATKOZÓ MEGÁLLÍPÍTÁSOK

Az első feltevésünk miszerint az étkezési megszorításokkal rendelkező vallásokat gyakorlók számának változása egyirányban befolyásolja a különböző vallásokhoz kapcsolódó éttermek számának alakulását, nem igazolódott. Ugyanis, míg az izraelita vallást gyakorlók száma csökkent, addig a valláshoz kapcsolódó éttermek száma növekedett a fővárosban. Az egy irányú kapcsolat a halal éttermek és az iszlám vallásúak számának alakulása esetében sem nyert bizonyítást. A 2001 és 2011 évi népszámlálási adatokból csupán az országos iszlám vallásgyakorlók számának alakulását ismerjük, míg Budapest esetében csak egy adat áll rendelkezésre, amely kevés volt a vizsgálathoz.

Az a feltételezésünk, mely szerint a vallási szigorítású éttermek, ha valamelyik híresebb nemzetközi konyhával fúzióban is, de egyre inkább teret nyernek Magyarországon beigazolódott. A zsidó negyedben és környékén található kóser vendéglátóhelyek lefedik ételajánlataikkal a híresebb nemzetközi konyhák gasztronómiáját is. A halal éttermekben az ételek a legtöbb esetben halal alapúak, azonban a vendéglátóhelyek interkulturális gasztronómiája rendkívül sokszínű.

Az a feltételezésünk, hogy a budapesti vallási szigorítású éttermek magyar és külföldi vendégeinek fogyasztói szokásai eltérők, beigazolódott mind a (1) főkomponens analízis, mind a (2) válaszokból számított átlagértékek alapján. (1) A PCA-val folytatott vizsgálat szerint a magyar fogyasztók számára az ár, az étterem megközelíthetősége, vallási étkezési szigorítások betartása és az ízvilág, míg a külföldi turistáknál az ár mellett mások ajánlása, az alapanyagok eredete és az étterem megközelíthetősége a legfontosabb szempont. (2) A válaszokból számított átlagértékek alapján bár mind a magyar, mind a külföldi vendégeknek mások ajánlása a legfontosabb, a magyaroknál az alapanyagok eredete a külföldieknél pedig az ízvilág fontossága következik a rangsorban.

ÖSSZEGZÉS

A Magyarországon fellelhető gazdaságilag meghatározó hívőszámmal rendelkező vallások többsége nem rendelkezik a mindennapokra is kiterjedő étkezési szabályrendszerrel. Az izraelita és a muszlim vallások azonban jelentős szinten befolyásolják a vallást követők étkezési rendjét. Ennek köszönhetően a magyar vendéglátásban, különösen Budapesten megjelentek az ezekre a vallásokra szakosodott vendéglátóhelyek. A hazai fogyasztók mellett számos külföldi turista étkezési szokását is meghatározzák a vallási paraméterek. Ezért igyekeznek olyan célállomást választani, ahol rendelkezésre állnak azon vendéglátóhelyek, ahol ilyen jellegű igényeiket kielégíthetik. Ennek köszönhetően fontossá vált, hogy a turisztikai ágazat lehetőséget teremtsen arra, hogy az országba érkező turisták gyakorolhassák vallási, kulturális szokásaikat. Ennek egyik területe lehet a vallási szigorításokkal működő éttermek számának gyarapodása.

Ez a tanulmány bemutatja, hogy Budapest, mint a Magyarországra jövő turizmus fő célállomása, milyen alapokkal rendelkezik a kóser és halal éttermek számának, kínálatának és vendégkörének alakulásában.

Összegzésként megállapítható, hogy a kóser és halal vendéglátóhelyek lefedik ajánlataikban a híresebb nemzetközi konyhák gasztronómiáját. Mivel szívesen fogadják nemcsak az adott vallást gyakorlókat, hanem mindazokat, akik nyitottak ezen konyhák megismerésére, hozzájárulnak egy új irányzatokkal rendelkező, ám vallási alapokon nyugvó és hagyományokat tisztelő vendéglátás létrejöttéhez.

SUMMARY, CONCLUSIONS

Those religions in Hungary, which have enough followers to create an impact on the economy, do not really have dietary restrictions which is valid for every day. In contrast to this, the Judaism and Muslim strictly

control the dietary traditions of their followers. So, it happens in the Hungarian hospitality, mostly based in Budapest being the top Hungarian touristic destination, restaurants, bakeries and cafés strongly connected to and based on these religions have opened.
Tourist's eating habits are partly determined by religious parameters, so they try to choose a destination where there are restaurants to cater for such needs. Therefore, it is very important that the tourism industry puts special emphasis on the practice of religious and cultural habits of potential tourists. One area of this may be the increase in the number and quality of restaurants with religious restrictions.
Our goal was to find out what kind of correlation is between the number of restaurants based on different religions in Budapest and the changing number of the followers of these religions.
The goal was reached with the following research questions:

- Is there any correlation between the number of restaurants based on different religions restrictions and the changing number of the followers of these religions?
- How has the number of restaurants belonging to relations and their costumers changed in Budapest?
- What kinds of factors influence Hungarian and foreign costumers' choice of restaurant?

Empirical part of the study is based on desk research (official statistic and reports) and field research (online surveys, interviews). The following multivariate data analysis methods were used to process the data: Cluster Analysis, Linear Discriminant Analysis (LDA), Wilks' λ Statistics, Principal Component Analysis. The main results of our research are mentioned below.
Our first hypothesis that the change in the number of people practicing religions with meal restrictions influence the number of restaurants associated with different religions in one direction has not been substantiated. Changes in the number of the followers of Israelite religion which has a lot of food restriction have not had impact on the number of the restaurants for such people in the capital. While the number of Jews has decreased, the number of Jewish restaurants has increased continuously. This one-way relationship has not been proven for number of Halal restaurants and Islam religion. From the census data of 2001 and 2011, we know only the evolution of the number of national Islamic practitioners, while in the case of Budapest, only one data is available, which was insufficient for the study.
Our assumption that religiously strict restaurants, even if they are fused with some of the most famous international cuisine, are gaining ground in Hungary has been confirmed. Most of such fusion cuisines already can be found in Budapest. Menus of Israelite restaurants in the Jewish district and its surrounding area are commensurable with the gastronomy of the well-known international cuisines. Although, most of the foods are based on halal requirements, the intercultural gastronomy is very varied in the halal restaurants. The fusion of cuisines of different cultures has appeared here, too.
Our hypothesis that the Hungarian and foreign guests' consumption habits of religious restaurants in Budapest are different has been proved by both (1) PCA and (2) the averages calculated from the answers. (1) According to a study conducted by PCA, the price, the accessibility of the restaurant, adherence to religious and taste for Hungarian consumers, while for foreign tourists, besides the price, the recommendation of others, the origin of the ingredients and the accessibility of the restaurant are the most important aspects. (2) On the basis the averages calculated from the answers, the recommendation of others is the most important for both Hungarian and foreign guests, while the origin of the raw materials in the case of Hungarians and the importance of taste for foreigners are the second in ranking.

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Original scientific paper

CRITICAL REVIEW OF SERVICE QUALITY SCALES WITH A FOCUS ON CUSTOMER SATISFACTION AND LOYALTY IN RESTAURANTS

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Abstract

This study provides a critical review of the instruments developed for measuring service quality in restaurants. However, this study reviews the researches to examine the relationships between service quality, customer satisfaction (CS), and customer loyalty (CL) in restaurants. It is revealed that there are many attempts to develop instruments that aim to measure service quality in restaurants. SERVQUAL instrument, which measures service quality (SQ), has been used in many studies related to the tourism industry. However, the SERVQUAL is directly used as the basis of the SERVPERF and DINESERV instruments. Besides, since the GRSERV and CFFRSERV scales are based on DINESERV, the SERVQUAL plays an important role in the development of such scales. In addition to the instruments developed by modifying SERVQUAL, there are attempts to create different ones. In researches that develop a new SQ scale, the reasons underlying this need are stated as follows: 1) Some service quality components specific to restaurants and tourism sector not included in the current scales 2) Measuring the expectations and performance at the same time is not necessary 3) Current scales are insufficient for the unique types of restaurants, such as Fast Food, Upscale and Green Restaurants. CS and CL are the most common variables in the studies examining the SQ in restaurants. There is a divergence in the literature about whether service quality leads to satisfaction or satisfaction brings service quality. However, it can be said that there is a consensus that these two structures are in a very close relationship with each other. Another consensus in the literature is that CS and SQ are regarded as the determinants of CL. On the other hand, a considerable amount of research has been devoted to service quality, customer satisfaction, and customer loyalty, and it will be the case for future studies. However, the changes in business environments reveal the necessity of modification in the instruments that will pave the way to measure these concepts. A pandemic has recently affected the lives of businesses, and people and this new situation may require the addition of a new dimension to service quality instruments, like outbreak measures.

Keywords: Service Quality Scales, Customer satisfaction, Customer loyalty, critical review, restaurants.

INTRODUCTION

Different types of businesses in the hospitality, and food and beverage industry trying to deliver their products and services in a competitive environment but also gain an advantage with customer satisfaction and increased loyalty. Businesses adopt different marketing strategies (Namin, 2017) to offer products with high quality for satisfied customers (Shemwell, Yavas, & Bilgin, 1998). Service quality and customer satisfaction are two important concepts addressed in marketing theories and studies. Satisfaction refers to “a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption fulfillment, including the levels of under or over fulfillment” (Oliver, 1997:13).

Foodservice and customer satisfaction can be evaluated through a range of factors such as food quality (Fanelli & Di Nocera, 2018), hygiene, service quality (Taylor & Baker, 1994), and atmosphere (Yüksel & Yüksel, 2003). The overall dining experience in a restaurant is used to conceptualize customer satisfaction by way of assessing both food quality and service quality (Alhelalat, Habiballah, & Twaissi, 2017; Kaya, 2018).

The service quality is such a factor that affects the satisfaction of the customers (Lőke, Kovács, & Bacsi, 2018) and their re-visit intentions (Eren, 2019). Mattila, (2001) puts forward 3 elements affecting the customers' restaurant preferences as follows: service, food quality, and atmosphere. Properly organized food service may increase the service quality perception of the restaurant and have a positive effect on customer satisfaction and behavioral intentions (Choe & Kim, 2018; Ryu & Han, 2010).

Customer satisfaction, on the other hand, is one of the fundamental constructs used to explain the process of establishing customer loyalty (Brida & Coletti, 2012; Brunner, Stöcklin, & Opwis, 2008; Han & Hyun, 2018; Ostrowski, O’Brien, & Gordon, 1993). Similarly, reviewing the studies on customer satisfaction and customer loyalty in literature, it is observed that customer satisfaction affects customer loyalty positively (Bolton & Lemon, 1999; Dick & Basu, 1994; Oliver & Burke, 1999).

Customer loyalty is considered as a repetitive behavior which results from psychological decision-making and evaluation processes and is driven by positive behaviors (Jacoby & Kyner, 1973). It is seen that different scales and different attitudinal and behavioral approaches are used to measure customer loyalty (Oliver & Burke, 1999; Zeithaml, 2000). Those who discuss the subject from the attitudinal perspective consider customer loyalty a special desire to maintain a relationship with a service provider.

From the behavioral perspective, customer loyalty is characterized by repeat customers, and it refers to a customer’s purchasing the same product or service in a specific category much more than the total number of purchases made by other customers in the same category (Neal, 1999). Loyal customers bring great advantages to organizations by providing constant profit flow and decrease marketing/promotion costs. Increasing and maintaining the number of loyal customers is in the center of the firm’s long-term success (TaghiPourian & Bakhsh, 2015). A highly loyal customer repeatedly purchases a product/service and possesses a positive sense of attitudinal loyalty toward the brand (Pritchard & Howard, 1997).

Customer satisfaction and customer loyalty have been studied by many researchers in travel, tourism, and F&B industries (Back & Parks, 2003; W. Kim, Ok, & Canter, 2010; Pizam & Ellis, 1999; Yüksel & Yüksel, 2003). In the study conducted by Line and Runyan (2012: 478-479), it was concluded that satisfaction as the subject was discussed in 8.8% of the studies in total, taking into consideration 278 marketing-oriented researches published between 2008 and 2010 in four leading journals (Cornell Hospitality Quarterly, International Journal of Hospitality Management, Journal of Hospitality & Tourism Research, International Journal of Contemporary Hospitality Management). In this period for the studies mentioned above, satisfaction was the most studied subject. On the other hand, the subject of loyalty was discussed in %3.6 of the studies in total. 31.7% of 278 studies in total in the tourism industry focus on restaurants, which is the second most studied subject field after hotels. Another striking point in Line & Runyan, (2012)'s study is that 88% of the papers on satisfaction are about restaurants.

METHODOLOGY

This study aims to review critically (1) the main service quality measurement scales and (2) how these scales used in researches to examine the relationship between service quality (SQ), customer satisfaction (CS), and customer loyalty (CL) in restaurants.

For the first part of the study review required studies to be focused on the development of SQ scales for restaurants that follow the methodological steps (1) Item development, theoretical frameworks on the service quality, empirical investigations, or panels of experts (2) Reliability and Validity analysis.

For the second part of the review to identify studies the inclusion criteria was to examine the relationships between SQ, CS, and CL in restaurants. There was one exclusion criteria for both of the parts: the electronic service quality or e-service quality (mainly services provided in digital platforms) researches.

To collect the relevant literature on SQ scale development, and CS and CL the following search terms in title, keywords, or abstracts were used: "Service quality measurements" "service quality scale restaurants" "Tools of service quality in restaurants" "service quality measurement in restaurants". The relevant literature was sought in the most significant electronic databases for tourism: Web of Science and Scopus. The articles were screened for inclusion and exclusion criteria after completing the literature search.

LITERATURE REVIEW

The number of restaurants like the other businesses in the food and beverage industry in the world has increased in the last 20-30 years and the world population spends remarkable time in these establishments apart from the basic living spaces such as workplace, and home (Antun et al., 2010). In order to respond to the demand, it has become inevitable for restaurants to offer a wide range of products and services to increase the value in customers and distinguish the business from its competitors. It will be possible for restaurants to increase the quality of their services by way of determining and fulfilling the factors affecting restaurant preferences of customers, and thus, their satisfaction and loyalty

Success in the food and beverage industry and customer satisfaction (CS) is directly linked to service quality (SQ). There are different perspectives about the dimensions of SQ and linkage between these two constructs. Disagreement on the proposed association between SQ and satisfaction has led to a split over causality, with one side supporting the proposal that quality leads to satisfaction (Woodside, Frey, & Daly, 1989) and the other side supporting the proposal that satisfaction leads to SQ (Bitner, 1990). Cronin and Taylor (1992) concluded that the quality of service can be seen as a determinant of satisfaction, in this wise affects consumer loyalty (Asubonteng, Mccleary, & Swan, 1996). Besides, Heskett et al., (1994) defined SQ as a critical component of customer loyalty. Beyond the disagreement for the relationships, this study firstly focuses on the SQ issue and its measurement instruments for restaurants.

Instruments for measuring service quality in restaurants

In the 1980s and 1990s, the number of researches related to perceived service quality increased due to the research gap of measuring and defining the construct. One of the most important contributions to SQ literature has been done by Parasuraman et al., (1985) which defined service quality as “a function of the differences between expectation and performance along the quality dimensions”. Parasuraman et al. (1985) indicated that the SQ is a result of the variations between expectations and results in terms of quality. They have developed a SQ model based on a gap analysis that identifies SQ as a function of perception and expectations. Parasuraman et al. (1985) in their first attempt used ten dimensions to measure but they refined the subsequent measurement tool named SERVQUAL with the research Parasuraman et al., (1988) and the original dimensions changed to five dimensions with 22 items. These dimensions include tangibles, reliability, responsiveness, assurance, and empathy (the difference of the first version: communication, competence, credibility, courtesy, and security). Parasuraman et al., (1988) defined SQ as "the degree and direction of discrepancy between consumers' perceptions and expectations". SQ can be measured with the gap between a customer's expectations and the perceptions of what is actually delivered (H. Qin & Prybutok, 2009). Before the SERVQUAL instrument, the idea of a gap model has already used by Grönroos, (1984) as a concept about service quality. SERVQUAL instrument used by different researchers to measure SQ in restaurants (Bojanic & Drew Rosen, 1994; Fick & Brent Ritchie, 1991; Fu & Parks, 2001; Lee & Hing, 1995; Nam & Lee, 2011; Tzeng & Chang, 2011).

After the development of SERVQUAL instrument, a debate discussed between academics about the adequacy of the scale to measure SQ (Brown, Churchill, & Peter, 1993; Cronin & Taylor, 1992, 1994; Dabholkar, Shepherd, & Thorpe, 2000; Teas, 1993). Differentiation of ideas was about the "expectations-performance gap as the basis for measuring service quality" (Cronin and Taylor, 1992, p. 56) and the reliability and validity of dimensions. Cronin and Taylor, (1992) examined the measurement of SQ and the relationship between SQ, CS, and purchase intention. This research discarded the expectations portion of SERVQUAL instrument and just used the performance indicators in the new scale named as "SERVPERF" that originated from "performance-only measures". The new approach prefers to use consumers' perceptions of the performance of the service provider to measure SQ, rather than using the difference between expectations and performance perceptions of customers (Seth, Deshmukh, & Vrat, 2005). In addition to their theoretical contribution, Cronin and Taylor (1992) used SERVPERF instrument for different industries including fast-food restaurants. The dimensions used in SERVPERF instrument same as SERVQUAL dimensions and namely tangibility, reliability, responsiveness, assurance, and empathy. SERVPERF has been used to measure SQ in restaurants in different researches (Namin, 2017; G. Qin & Prybutok, 2008; H. Qin, Prybutok, & Peak, 2009; Ramseook-Munhurrun, 2012; Yesiltas, Zorlu, Sop, & Beydilli, 2014). Qin & Prybutok, (2009) used SERVPERF instrument to measure SQ in restaurants and employed a new dimension namely recovery.

Another attempt to develop a scale to measure SQ made by Knutson et al., (1996) and Stevens et al., (1995). The authors introduced DINESERV instrument in 1995 to measure service quality in restaurants. This new instrument as a questionnaire consists of 29 items and uses five dimensions namely; assurance, empathy, reliability, responsiveness, and tangible (Hansen, 2014). DINESERV was developed with reference to LODGSERV (lodging service) and SERVQUAL. Stevens et al. (1995) emphasize that customers seek restaurants that can meet their quality and value standards. From that point, restaurants need DINESERV instrument to learn about how customers perceive SQ in the restaurant. DINESERV also gives more information to restaurateurs about customers' expectations. DINESERV instrument has been used by different researches for restaurants (eg. Bougoure & Neu, 2010; H. J. Kim et al., 2003; W. G. Kim et al., 2009).

Table 1 Scales Used to Measure Service Quality in Restaurants

Publication	Name of the Scale	Number of Items	Dimensions
Parasuraman et al. (1985, 1988, 1991)	SERVQUAL	22 items on expectation, 22 items on perception	SERVQUAL scale measures the service quality in 5 dimensions in all kinds of service enterprises: tangibles, reliability, responsiveness, assurance, empathy.
Cronin & Taylor, (1992, 1994)	SERVPERF	22 items on perception	22 perception-related items in SERVQUAL are used. It emerged as an alternative technique to SERVQUAL. It is composed of 5 dimensions as follows: tangibles, reliability, responsiveness, assurance, and empathy.
Stevens et al. (1995)	DINESERV	29 items	This scale was adapted from SERVQUAL for restaurant enterprises. Expectation and satisfaction dimensions are measured separately. It is composed of 5 dimensions as follows: material elements, reliability, responsiveness, assurance, and empathy.
Antun et al. (2010)	DINEX	20 items	It is composed of 5 dimensions as follows: food, service, atmosphere, social, and health.
Ryu & Shawn Jang, (2008)	DINESCAPE	21 items	It is composed of 6 dimensions as follows: facility aesthetics, ambiance, lighting, table settings, layout, and service staff. The most important dimensions are ambiance, service staff, and facility aesthetics.
Raajpoot (2002)	TANGSERV	13 items	It is composed of 3 dimensions. It aims at measuring particularly the tangible/physical elements. The dimensions are layout/design, product/service, and ambiance/social.
Kivela et al. (1999; 2000)	Dining Satisfaction	28 items	It is composed of 5 dimensions as follows: food, service, atmosphere, suitability, and "A restaurant… (Experience)"
Chen et al. (2015)	GRSERV	28 items	It is composed of 7 dimensions. The dimensions are tangibles, reliability, responsiveness, assurance, empathy, environment-focused services, and food quality.
Tan, Oriade & Fallon (2014)	CFFRSERV	28 items	The scale uses 28 items under six dimensions namely; tangibles, cleanliness, food quality, responsiveness, reliability & assurance, and empathy.

Source: own elaboration from literature.

Antun et al., (2010) used various quantitative and qualitative methods in their study to develop DINEX scale. The items in the scale were developed by applying the Delphi method on small groups of professional restaurant managers and owners. The main goal of the Delphi method is to obtain the most eligible and detailed data. In order to clarify and highlight the scale items, focus group interviews were conducted. Out of 6 focus groups in total, 3 groups were made up of restaurant professionals while the other 3 groups were composed of restaurant customers. As a result of the focus group interviews, the scale items were clearly put forward. The number of the scale items was reduced by the pre-test stage. As a result of factor analysis (explanatory and confirmatory), DINEX scale items became final in a way to consisting of 5 dimensions (food, service, atmosphere, social dependency, and health) and 20 items.

DINEX is a scale that can make all calculations while taking into a consideration dining experience and the most important expectations of customers' which are in reciprocal interaction within a completely complex structure. DINEX scale's greatest contribution to the literature is that it involves new dimensions namely social and health (Antun et al. 2010).

Similar to Antun et al. (2010), Kivela, Reece, and Inbakaran (1999) also benefited from the Delphi method throughout the scale development process. “Dining Satisfaction” was developed in order to measure the satisfaction in full-service restaurants offering a la carte service rather than measuring the satisfaction in fast-food restaurants. For the development of the scale, relevant individuals such as restaurant managers and potential customers were interviewed in groups. In addition, three different group interviews were carried out with these groups in three stages, and a scale construct consisting of 5 dimensions (food, service, atmosphere, suitability, experience) and 28 items was developed finally.

Ryu & (Shawn) Jang, (2008) used quantitative analyses to develop the DINESCAPE instrument and aimed to fulfill research gaps about customer perceptions of physical environments in restaurants, especially in the upscale restaurants. Researchers identified physical environment dimensions for upscale restaurants namely; facility aesthetics, ambiance, lighting, table settings, layout, and service staff. The name DINESCAPE was inspired from to SERVICESCAPE instrument but it is different because DINESCAPE does not contain external environments (e.g., parking and external building design) and non-dining internal environments (e.g., restroom and waiting area). Ryu & (Shawn) Jang, (2008) defined the DINESCAPE as a measurement tool for "the man-made physical and human surroundings in the dining area of restaurants". Due to the target businesses (upscale restaurants), researchers stated that this instrument can be modified for more suitable measurement purposes for different restaurant segments.

Later than other researches Raajpoot, (2002) proposed a new instrument called TANGSERV to measure the tangible qualities in the business of the foodservice industry. This relatively new instrument contains ambient/social factors (e.g., music and temperature), layout/design factors (e.g., location and seating arrangement), and product/service factors (e.g., food presentation). Academia did not pay much attention to this instrument. The importance of TANGSERV instrument for the literature was the attempt to put forward social factors such as employee behavior, customer compatibility, and crowding. Social factors can be noteworthy for customers and can affect the perceived SQ in a restaurant. One of the author's starting points is the lack of some ambient factors in SERVQUAL and DINESERV such as music, light, and temperature.

Kivela et al., (2000); Kivela, Inbakaran, et al., (1999); Kivela, Reece, et al., (1999) conducted three researches to develop a scale for SQ in restaurants. Authors published the results of the process in three different articles. Authors prepared theoretical background in the first part, in the second part they implemented scale development process and in the third part, they used the scale to measure SQ in Hong Kong restaurants. Authors used the Delphi technique and conducted three semi-structured face-to-face interviews to develop the instrument.

The first section of the questionnaire asks participants the expectations and importance of the attributes when the participants decide to dine in the restaurant. In the second section the same attributes used for measuring if the restaurant meets with expectations of participants. The instrument involves 28 restaurant attributes measured on a weight matrix scale ranging from 1 to 5 (E part: Low E. to High E.; I part Not I. to Very I.; EM part: Not ME to Has ME) listed under five factors. (1. food factors; 2. service factors; 3. ambiance factors; 4. convenience factors; and 5 a restaurant that offers). With the three parts (two sections) of the instrument authors firstly measure Expectations'' (E), ``Importance'' (I), ``Expectations met'' (EM) and then pre-dining perceptions ± ``PrDp'' (ExI) and post-dining perceptions ± ``PoDp'' (EMxI) are calculated.

In the restaurant service quality literature an important contribution is GRSERV scale which was organized for green restaurants. Chen et al., (2015) used qualitative and quantitative procedures to develop, and test reliability of Green Restaurant Service Quality scale (GRSERV). As Chen et al., (2015) used in their study, a green restaurant refers to one that offers a selection of green food items using locally grown or certified established food, as well as one that implements green practices such as a recycling program, energy and water efficiency, and solid waste reduction. Authors' criticism for past scales was the failure to propose a scale applicable to assets SQ in green restaurants.

Researchers used the DINESERV scale as the basis to develop the GRSERV. There are 28 items in GRSERV under 7 dimensions namely tangible, reliability, responsiveness, assurance, empathy, environmental- oriented services, and food quality. GRSERV brings two new dimensions apart from DINESERV to measure SQ. Items of DINESERV revised for GRSERV due to the service characteristics and green practices of green restaurants.

Tan et al., (2014) developed a new scale (CFFRSERV=Chinese Fast food restaurants service quality scale) for measuring quality of services in fast food restaurants' by modifying DINESERV scale. This new scale included twenty-eight items under six dimensions namely; tangibles, cleanliness, food quality, responsiveness, reliability & assurance, and empathy. Authors' criticism for DINESERV instrument is the cultural differences and they stated that it was developed based on the American cultural elements. The generalizability of DINESERV to other cultures so countries is questionable and CFFRSERV with the Chinese context can measure SQ effectively in Chinese fast-food restaurants.

Determinants of Customer Satisfaction and Customer Loyalty for Restaurants

Examining the studies in the literature, it is generally observed that the dimensions of satisfaction are food, atmosphere, service, and social factors (friendship, social dependency, etc.). Similarly, the dimensions of loyalty are discussed in two dimensions as behavioral intentions and customer share of visits. However, behavioral intentions embody the re-visiting intention, positive word of mouth advertising, and recommendation.

Table 2 Determinants of satisfaction and loyalty

Publication	Determinants (Dependent Variable)	Satisfaction/Loyalty (Independent Variable)
Weiss et al. (2004)	Food quality, Service quality, Atmosphere, and Innovation	Satisfaction
Ryu & Han (2011)	Environmental factors, Disconfirmation (Positive-Neutral-Negative)	Satisfaction and Revisit
Liu & Jang (2009)	Environmental factors, Perceived value, Emotional Responses	Revisit
Han et al. (2009)	Satisfaction and Consumption Feelings	Loyalty
Antun et al. (2010)	Social bonds	Satisfaction and Revisit
Sulek & Hensley (2004)	Food, Atmosphere, and Fairness of wait	Loyalty
Han et al. (2009)	Switching barriers, Emotions	Satisfaction and Revisit
Kim et al. (2010)	Switching cost (Procedural, Social and Lost benefit), Emotions	Satisfaction and Customer share of visits
Han et al. (2009)	Brand preference, Internal drive for variety-seeking, Diversity in alternatives	Loyalty
Kivela et al. (1999a) (1999b)	Importance attached	Satisfaction

Source: own elaboration from literature.

When Tab. 2 is analyzed from a generic perspective, it is seen in each study that the researchers put forward particular determinants of satisfaction and loyalty. To address them in an integrated framework, the determinants of satisfaction can be listed as follows: socio-demographic variables, environmental factors, perceived value (hedonic and utilitarian values), the fairness of wait time, consumption feelings, interaction with service personnel and interaction with other customers. On the other hand, the determinants of loyalty are listed as perceived value, switching costs, attractiveness of alternatives, internal drive for variety-seeking, and atmosphere.

According to Oliver, (1980) customer satisfaction is an outcome resulting from customers' comparing their expectations of service and the perceived performance of the product. On the other hand, loyalty is defined as the image of revisit intention or the action of revisiting or not visiting. Furthermore, the customer share of visits is also considered within the scope of loyalty.

Customer loyalty and customer satisfaction are two parallel issues in the literature. Loyalty is the result of a consumer's constant satisfaction with a product to which s/he attaches importance. Customer loyalty provides an opportunity for businesses to re-sell and brings stability to the market. Market stability is a condition created by satisfied customers (Marangoz & Akyıldız, 2007:200)

In order to better assess customer satisfaction, we need to understand the disconfirmation model. In this context, customers purchase a product with an expectation of the product performance when used. The expected result creates satisfaction. What underlies the satisfaction is the comparison between the expectations about a specific product or service and the actual performance of the product or service in question. Perceived performance may satisfy, go beyond or fall short of the expectations. As a result of the process, it may elevate or reduce the re-purchase intentions on the product or service.

In brief, while positive disconfirmation arises when the performance of a product or service exceeds the expectations, negative disconfirmation emerges in the opposite case. In case that expectations and performance are equal, neutral disconfirmation, which is a positive confirmation, occurs.

Almost in every study on customer satisfaction in restaurants, the possibility to predict the re-purchase action is primarily associated with the dimension of food quality. It is argued that the food quality is the most important determinant factor in ensuring customer loyalty. Similarly, one of the important factors to evaluate customer satisfaction in restaurant enterprises is service quality. Also, atmosphere is another important factor regarding the revisits by repeat customers. Atmosphere includes decoration, music, lighting, and so on. In conclusion, food and drink quality, service quality and atmosphere are the main factors affecting customer satisfaction.

According to the results of Weiss et al., (2004)'s study, it is seen that the matters from which customers experienced the highest satisfaction were, respectively, hygiene of the restaurant, effective service and food quality whereas a new dining experience brought along the lowest level of satisfaction. In the study carried out in theme restaurants, it was observed that innovation was less effective than the other determinants of satisfaction. Restaurant managers and business owners should focus on other dimensions rather than the innovation dimension only. It was concluded that innovation did not play an important role in loyalty whereas the food quality and atmosphere had remarkable effects.

Although there exist numerous studies in the literature on what the expectation of restaurant customers are, the results are inadequate since the subject has been examined from very limited perspectives. Hence, commonly accepted factors on satisfaction and loyalty could not be put forward. However, the underlying cause is the challenging nature of the dining experience (Antun et al. 2010).

In the study by Weiss et al., (2004) quality of restaurants, food quality, and atmosphere were discussed; however, social aspects of dining experience were ignored to a great extent. Dining experience in restaurants satisfies the social needs of customers. In the study by (Rosenbaum, 2006), it was discovered that friendship and social bonds of customers had a positive effect on the re-purchase and loyalty. Individuals will prefer the same restaurant on the condition that they have a social network and friendships there. The social dependency tendency originates from homophily (tendency towards similar ones).

Restaurants must find out the actual expectations of customers to satisfy and motive them to revisit. Not only the food, service, and atmosphere quality but also the social aspects of dining experience should be explored and taken into notice. In literature, it is quite difficult to explain these three constructs. The subject of food is about the presentation of food. Food quality, on the other hand, can be considered within the scope of food safety and the fact that it pleases the customer. Nevertheless, in the light of this definition, unhealthiness of food can be discussed as a different construct.

The quality of the restaurant atmosphere embodies a multidimensional structure. These dimensions are the atmosphere of dining places, comfort of the decoration, lighting, hygiene, temperature, scent, and music. The restaurant atmosphere includes social components, as well. Within a social framework, social dependency is related to intrinsic feelings and it guides individual emotions, ideas, and behaviors. Individuals develop social dependency emotions in interaction with family, partners, acquaintances, strangers, community, and society (Antun et al. 2010).

Homophily (the concept of similarity) facilitates the functioning of social dependency. It depends on the idea that the perception of an individual is similar to the perception of another individual. In the context of the perceived similarity; if specific attributes such as value, belief, education, and social status are similar in similar reciprocal periods, a tendency to similarities is observed. Measurement factors of perceived similarity are attitude, history, ethics, and appearance. In the scope of the measurements on attitude, it is seen that social class, economic status, and position are in the background of what type of individuals think and behave similarly. Most people act collectively and maintain this behavior for a long time. Their behaviors affect each other. They are affected more by the collective behaviors and attitudes, compared to the behavior and attitudes they perform on their own (Antun et al. 2010).

The service is consumed in a wide variety of ways. The hedonistic aspect of consumer behavior is based on consumption experience and reflects the need for entertainment and emotional value. Utilitarian consumption by nature is task-related, or functional (Ryu & Han, 2011).

The physical environment is an important determinant of customer satisfaction and revisit. Customers may enjoy the dining experience for a longer time if they are affected by the atmosphere (Liu & Jang, 2009; Ryu & Han, 2011). They do it consciously or non-consciously. Food, service, a satisfying physical environment, for instance, a renovated interior design and décor, pleasant music, dim light, a unique color plan, pleasant scent, a spacious layout, a pleasant table setting, and an attractive service employee affect customer satisfaction and loyalty significantly.

The physical environment has a strong influence on hedonistic services. It is observed that different parts of the physical environment are perceived differently by the first comers and repeaters, and it is observed that there are no studies in the literature that discuss the importance of such difference (Ryu & Han, 2011).

The Mehrabian Russell model, on the other hand, is one of the most powerful models used to explain the impact of physical environment on human behavior. Physical environment can affect an individual's emotional expressions (Liu & Jang, 2009). Satisfaction is considered as a cognitive expression. However, a clear cognitive, namely, the logical approach is insufficient, and for a better understanding of the term, satisfaction should be examined based on emotional elements and within the context of physical environment. In order to understand customer satisfaction in luxurious restaurant enterprises, an emotional perspective should be adopted, and it should be realized that customer responses mostly result from emotional and hedonist consumption.

Many studies such as (Enrique Bigné, Mattila, & Andreu, 2008; Patterson, 2007; Pizam & Milman, 1993; Wirtz & Bateson, 1999) conclude that disconfirmation affects customer satisfaction and customer loyalty (Ryu & Han, 2011). Similarly, Loureiro, (2010) indicate in their study that satisfaction is an important determinant of loyalty. It has been observed that positive disconfirmation affects customer satisfaction and loyalty positively, and it is generally argued in the literature that satisfied customers maintain their loyalty to the enterprise.

Perceived disconfirmation affects customer satisfaction and customer loyalty. Positive disconfirmation is a strong determinant of customer loyalty. Disconfirmation is important for both first comers and repeaters. Factors that affect satisfaction can be listed as atmosphere, wait time, hedonistic feelings, service encounter, emotions, food-related personality traits (neophobia, brand preference, etc.). It is seen that positive and negative emotions affect the revisit intentions of customers after the dining experience. Positive emotions are important for the recognition of perceived value (Liu & Jang, 2009).

Atmosphere has tangible and intangible features. Bitner discussed atmosphere in 3 dimensions, which are environmental conditions (lighting, temperature, music, and scent), place layout, and functionality (Liu & Jang, 2009). Atmospheric factors do affect customers' positive and negative emotions.

Emotional response is effective in behavioral intentions. In many studies, positive emotional responses were found to be the most important determinant of behavioral intention. Pleasant and stimulant effects affect behavioral intention significantly. Negative words of mouth have also an impact on behavioral intention. Accordingly, anger, disappointment, regret, and negative word of mouth may alter the decision (Liu & Jang, 2009).

In literature, perceived value is defined as a critical construct to develop a long-term relationship with the customer. Similarly, in another definition, perceived value is described as an outcome of perceived benefit and sacrifice resulting from the cognitive comparison. If the customers believe that the product or service is worth the money spent, they feel satisfied and intend to revisit the place. While perceived value has a direct effect on behavioral intention, it affects satisfaction indirectly. It was found that perceived value plays a mediating role in emotions and behavioral intention, and it has an important effect (Liu & Jang, 2009).

According to Han et al. (2009), the major determinants affecting the revisiting intention of customers are satisfaction and consumption emotion. Multiple dimensions of emotions are used to explain customer behaviors. On the other hand, consumption emotions are not similar to emotional responses. Consumption emotion is less severe, more specific, and narrower in its scope. Satisfaction plays a mediating role between consumption emotions and the revisit intention.

Switching barriers are the factors that prevent customers from leaving when they think of switching the restaurants. Switching costs have positive and negative forms. While a good relationship with the service provider is a positive switching barrier, no alternative place is the negative switching barrier (Han, Back, & Barrett, 2009).

Unsatisfied customers do not always change the restaurants because the switching cost is an important restrictive factor. Switching costs are very high. Lack of alternative places and high competition may lead the customer to stay in the restaurant. Han et al. (2009) put forward 4 switching barriers. 2 of them are positive and 2 of them are negative switching barriers.

1) Preference (Personal preference of food/menu)

2) Switching price (value in cash)

3) Relational benefits (interest benefits, social and private behavioral benefit)

4) Lack of alternatives

It is seen that social switching costs, lost benefits costs, procedural costs, and intrinsic inertia have a direct effect on customer share of visits (Kim et al. 2010). Enterprises that succeed in understanding the re-purchase intentions of customers will survive. Switching costs should be under control, and enterprises should develop their market strategies accordingly. According to Kim et al., (2010) there are 3 types of switching costs: Procedural costs (time, effort, difficulty, adaptation cost), social switching costs (breaking up the friendship with a service provider), benefit cost (special treatment).

Intrinsic inertia is the state of inner laziness, lack of energy, and taking no action. Another potential intrinsic factor related to customers is customer dependency and perceived brand heterogeneousness. Customers prefer one brand rather than many brands and avoid confusion (Kim et al., 2010).

According to Oh, (2000), there is a strong relationship between customer satisfaction and loyalty. The relationship between satisfaction and loyalty grows even stronger when low switching costs take over a mediating role.

Han et al., (2009) have concluded that various components of consumption emotions affect customer satisfaction; that satisfaction has a mediating effect on emotional factors in the context of the revisit intention, and that low switching barriers have a stronger effect than high switching barriers on the relationship between satisfaction and the revisit intention.

According to Liu & Jang, (2009)'s study, disconfirmation directly affects satisfaction and loyalty. According to Kivela et al., (2000), customers in high-end restaurants feel satisfied as much as they are given importance. A high level of satisfaction in line with the importance attached to restaurant customers brings along the revisit intention.

CONCLUSION

Theoretical implications in our study are as follows: 1) There are mediating factors between satisfaction and loyalty. 2) There is a strong relationship between expectancy disconfirmation and satisfaction. 3) Disconfirmation plays a mediating role between satisfaction and loyalty. 4) It is seen that satisfaction is a determinant of behavioral intentions. 5) Switching costs play a mitigating role between satisfaction and revisit.

Contribution of the current study for practitioners will be ensured as a result of the development of recommendations regarding the factors to be taken into consideration by restaurant managers in order to improve customer satisfaction and loyalty. Implications put forward by the current study in accordance with the findings in the literature are important for restaurant managers and professionals.

Today, the food and beverage industry, as in all industries, is affected by the rapid change and competition in the national and international markets. The intense competition among the restaurant enterprises has rendered inevitable to establish much stronger relationships with customers in order to survive in the market and increase the market share. Restaurants which are aware of this situation should try to increase the number of activities aiming at customer satisfaction which is of vital importance for marketing activities, and they should do their best to assure loyal customers.

In the studies aimed at measuring the service quality in restaurant enterprises, food quality has always been an important dimension. The long-lasting survival of restaurant enterprises is closely related to the ability to well-know about the customers and their changing demands and to satisfy them, accordingly. In the food and beverage industry, restaurants have to increase the quality to gain a competitive advantage. To increase quality is possible to the extent you measure it. The necessity of the measurement of the service quality in restaurant enterprises has become an undeniable fact.

Due to the importance of SQ for the restaurant sector, it has been examined in many researches and many tools have been developed to measure. As a result of this research, which performs a critical review of the instruments, it has been revealed that the SERVQUAL instrument is the basis for many of them. Due to the differentiating features of restaurants from other service businesses, researches need to develop new scales to measure SQ correctly in restaurants. In addition, different service quality scales have been developed for different types of restaurants.

In the future researches, different SQ instruments can be developed for restaurants. Changes occurring in the industry and businesses seem to be the most important reason for this need. It is also inevitable to modify currents ones for different cultures and different types of restaurants. Digitalization in restaurant services (e.g. online reservations, mobile application menus, fast food order screens) changes the content of the service provided, and also factors such as epidemic diseases (Covid-19, SARS, MERS, etc.) will change the dimensions SQ in the restaurants.

In order to ensure customer satisfaction, enterprises should identify the customer expectations accurately, develop the products and services in line with customer expectations, investigate how customers perceive the products and services, and endeavor to have the customers perceive the organizational image positively. Furthermore, customer satisfaction on its own may be insufficient in today's competitive environment. As a matter of fact, enterprises can grow by way of retaining their customers and gaining new customers. The key for the success in restaurants is to design the restaurants in line with customers' expectations of social and physical environment, which will drive them to revisit the enterprise. However, it should be kept in mind that the revisit behavior is not always driven by satisfaction. Unsatisfied customers may revisit, as well.

Consequently, the level of customer loyalty is increased by customer satisfaction. Increased customer loyalty brings along an increase in sales, personnel satisfaction, reduced costs, and incorporation of customers into marketing and production processes.

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Original scientific paper

ECO-ENTREPRENEURS ORGANIZATIONAL ATTITUDE TOWARDS SUSTAINABLE COMMUNITY ECOTOURISM DEVELOPMENT

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Abstract

Ecotourism is one of the most popular sectors in the modern tourism industry. Eco-entrepreneurship is a recent development in entrepreneurial society. These two sectors together attempt to solve the environmental and socio-economic problems. This paper analyzes eco-entrepreneurs organizational factors for community ecotourism development in the case of Kabani community ecotourism organization. The study comprised of both secondary and primary data. For primary data, the author conducted a field study research with community members of a small-scale eco-entrepreneurial organization, Kabani Community Tourism between October to December 2017. For secondary data, the author engaged in an extensive literature review process to identify eco-entrepreneurship research conducted in the tourism industry. Quantitative primary data were collected through questionnaires among 56 local communities employed by Kabani ecotourism organization. The well-known classified technique, Principle Component Analysis has been performed to find the factors of eco-entrepreneurship organization for local communities development. These factors are named as a social, economic, and environmental development factors. Findings show that local communities see eco-entrepreneur organizational factors socio-economic, environmental and local communities age and environmental educational awareness programmes influence the development of ecotourism.

Key words: Ecotourism, Sustainability, Destination development, Eco entrepreneurship, Community development.

INTRODUCTION

Entrepreneurs have been classified based upon their motivation towards their business model within their sector of interest. This type of entrepreneurship varies by location and propose of the business (Yaşar and Cemile, 2018). In recent years, countries are increasingly concerned about Environmental awareness programmes and this awareness activates given increasingly influenced by entrepreneurs (Tol, 2018). This type of entrepreneurs referred to as green or eco-entrepreneurs. Mostly Eco entrepreneurship has emerged as a topic, and it has become an increasingly popular field of tourism research since the late 1990s. Eco-entrepreneurs are small scale business sectors of the tourism industry, and their main motivation for the business is to protect the environment and sustain the economic well-being of local communities. Eco entrepreneurs not only fulfill the economic goals of local communities but also solve the environmental problems (Lordkipanidze et al. 2005; Dean & McMullen. 2007; Buzinde et al. 2017).

The concept of environmentally responsible entrepreneurial business activities is a relatively new approach in the tourism sector. However, there have been a small number of organizations, and business communities familiar with this concept. Academically, this term was first introduced in 1990. The concept of eco-entrepreneurship is a combination of two words eco (environmental) and entrepreneurship, which implies the creation of an innovative organization that supplies environmentally friendly products or services (Schaper, 2002). Ecotourism is one of the fastest-growing sectors in tourism industry with annual 5% growth rate (TIES, 2019), Ecotourism, and eco- entrepreneurship both sectors having the same policies of environmental protection and improving the socio-economic conditions of local communities in a sustainable way. Unfortunately, there is insufficient research done in the field of eco-entrepreneurs maintaining ecotourism destinations.

This paper aims to identify the key factors of eco-entrepreneurs for development of ecotourism. The paper looks at research based on the conservative environmental approach in the framework of eco-entrepreneurship and their process of developing a tourist destination. This research focuses on the eco-entrepreneur's business model for creating sustainability in a tourist destination. Kabani ecotourism was selected as the case study. The essential elements of this paper include business strategies used by the Kabani organization to deal with the local communities' social, economic, and environmental challenges.

BACKGROUND

The tourism industry has attained significant growth in the recent past, And the need to assess its contribution to larger sustainable development discourse has gained momentum. Tourism as an industry accounts for about 10 percent of the total global GDP (Hirotsune, 2011). According to the United Nations World Tourism Organization (UNWTO, 2019), international tourism arrivals are growing 5% in 2018 to reach 1.4 billion marks. It is further estimated that by 2030 international tourist arrivals will grow 1.8 billion tourists. Especially, ecotourism within the larger tourism industry has witnessed the fastest growth with an annual growth rate of 5 percent worldwide (TIES). This has been promoted by the national government initiating policies in support of ecotourism (Das, 2011). The reason for the growth and policy emphasis on ecotourism should be credited to its growing popularity in international discourse of achieving sustainable development. Ecotourism addresses the environmental concern that many sustainable development debates talk about. Ecotourism had become quite evident in both policy and practices since 1994, especially when the commission on sustainable development of United Nations organization incorporated the approach of 'sustainable nature-based tourism' (Das, 2011).

There is a growing trend that eco entrepreneurship, which traditionally aims to address economic and environmental problems, has now started to investigate tourism as a potential area in order to enhance local potential (Tetzschner & Herlau, 2003). Schumpeterian theory and ecological modernization theory provide the theoretical view of eco entrepreneurship. According to (Schumpeter, 1942; Hajer, 1995; Mol, 1996), entrepreneurs are innovators, and they give society a modern way of addressing the problem. In the 1990s, authors began examining and discussing the term environmental entrepreneurship. This kind of entrepreneurs is motivated by the economic growth of a tourist destination, as well as by the protection of the environment (Tillery & Young, 2009). Eco-entrepreneurs seek to take business ventures which involve environmental and economic risks. The outcomes of these ventures are never predictable, but there is a higher possibility of failure in eco-friendly business than in a standard business venture (Dees, 2017). The success of an eco-entrepreneurs business relies on the enterpreneurs' ability to develop sustainable solutions to environmental issues. Social science scholars argue that modernization and globalization focused entrepreneurs act to avoid societal problems by instead focusing on strictly business issues (Tillery & Young, 2009; Mol, 1996). These entrepreneurs enact the best solutions to their business problems, but this does not always take the environment, or even social issues, into consideration. According to (The Sustainable Mobility Report 2002) by WBCSD the earth's human population is expected to increase by half (50%) by 2050, and with that increase comes the need for more consumption. Eco-entrepreneurs are tasked with finding better solutions to the consumption of natural resources to ensure that they are enough to fulfil the needs of current and future generations (McEwen, 2013). Both ecotourism and eco-entrepreneurship are recent additions to their respective fields. These two sectors are capable of solving social, economic, and environmental problems, especially those related to nature, tourism and local economies, and sustainable development. Anecdotal evidence shows that ecotourism and eco-entrepreneurship have been successful in these areas. However, there has not been enough research carried out in these areas. Particularly lacking is the research of a larger scope, to assess various eco-entrepreneurs organizational factors involvement for enhancing local community participation for sustainable ecotourism development.

The concept of eco-entrepreneurship in ecotourism

The International Ecotourism Society (TIES) defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people and involves interpretation and education" (TIES, 2015). Ecotourism is about uniting the environment, communities, and sustainable travel. An eco-tourist spends more time and money in travel than any other type of tourist (Scheyvens, 1999). Ecotourism has emerged as one of the key areas of involvement for eco-entrepreneurs as they focus on changing the industry in order for nature, tourists, and communities to benefit equally from the practices (Shaper, 2002). Eco-entrepreneurs aim to address unsolved environmental problems, and they work to achieve their dual-purpose, which includes both social and financial, and environmental value creation (Shaper, 2002). The practice of social entrepreneurship broadly encompasses a business model that non-profit entities adopt while addressing social issues. Through this process, eco-enterprises rely heavily on market-based approaches and income generation activities (Lehner, 2011). It is understood that neither non-profit organizations, which lack sufficient resources and skills, nor the industry that is investor-owned, which aims at generating profits alone, would be able to address these environmental issues unless institutions shift their focus (Dees, 2017).

In the early 1990s authors such as (Bennett, 1991; Berle,1991; Blue, 1990), coined terms such as 'green entrepreneur', environmental entrepreneur', and 'eco-entrepreneur,' which has been shortened to just 'ecopreneur'. The mid-1990s the ecopreneur concept being more closely examined by (Anderson & Leal, 1997; Andersen, 1998; Keogh and Polonsky, 1998; Hostager et al., 1998; Adeoti, 2000; Larson, 2000; Kyrö, 2001). Their works served to form the basis of the modern conception of eco-entrepreneurship. The recent innovation of this research include works by (Walley & Taylor, 2002; Schaltegger, 2002; Pastakia, 2002; Seelos & Mair, 2005; Cohen & Winn, 2007; Dean & McMullen, 2007). The field of academic papers on eco-entrepreneurship is still growing, though one of the most influential papers is by (Schaper, 2002) which discusses emulating the eco-entrepreneurs way of solving environmental issues in a sustainable manner. Proper practice of eco-entrepreneurship means that every product, service, organization or technology must simultaneously address an environmental issue and allow for sustainable economic growth and development (York et al. 2016).

Practicing eco-entrepreneurship does not demand the creation of a brand-new venture. Finding an innovative way of managing existing organizations in order to enhance social wealth is a form of eco-entrepreneurship (Zahra et al. 2009). Eco entrepreneurship may be exercised by a person, or a group of persons having some kind of environmental value that is attained through their actions (Schaper, 2002). The creation of pro-environmental value may refer to attaining 'environmental protection, social mobility, the reduction of environmental exclusion, social innovation leading to social and environmental sustainability and even societal transformation' (Hill et al., 2010). This brings us a holistic understanding of the perpetual intentions and the range of activities that these hybrid organizations undertake. It is to be understood from the discussion that the main concern for eco-entrepreneurship is to address the problems of both environment and communities.

Eco-entrepreneurship and community development

When it comes to ecotourism, Richards and Hall, (2003) opinion is that communities are one of the basic reasons for tourists to travel to experience their way of life as well as to learn how communities shape the natural landscape. Hence, it is necessary to consider communities while undertaking any planning related to the development of tourist destinations. Thus, both ecotourism and eco entrepreneurship operate in a similar fashion when it comes to addressing the needs of the communities and requiring their participation in the decision-making process.

The participation of rural communities in ecotourism industry has been a focus in its development since 30 years. Stone & Stone, (2011); Richards and Hall, (2003) believe that active local participation in decision-making is some benefits to make local communities well-being economically. However, this has difficult to practice in many very developing countries because of various Cultural barriers. Community participation is, moreover, advocated for environmental reasons as well as for more sustainable development (Van Rooyen, 2004). Unless local communities are empowered and participate fully in decision-making and ownership of tourism development activities, tourism will not affect their values and will less likely generate sustainable outcomes (Ansari et al. 2012).

According to Stronza (2007), community participation in ecotourism development the way for the implementation of principles of sustainable tourism development and creates better opportunities for local communities to gain more benefits from tourism developments taking place in their rural areas. Moreover, those benefits need not always be financial. Often the intangible benefit of skills development, increased confidence, growing trust, and ownership of the destination may be of greater value to the community and environmental conservation (Ansari et al. 2012).

According to Tosun (2000), "community participation in ecotourism destination development is a unique type, involves a shift in power from those who have had major decision-making to those who traditionally have not had such a role in maintaining the organizational maintenance. One of the basic principles of ecotourism is that it should be both economically viable for business entrepreneurs and should provide good well-being to the local communities. The profitability conditions of ecotourism are to develop ecotourism as so to decrease the costs of ecotourism to the host community and environment Stronza (2007).

Perhaps the most efficient opportunity to local communities is through employment in and income from the ecotourism industry itself. Besides employment, other benefits of ecotourism include diversification of the local economy, increases in local markets of agriculture and local products, and improved accessibility of the destination. According to Tosun (2000), local communities can become involved in various ecotourism destination development and in getting knowledge about environmental sustainability.

It is clearly understood from the above discussion that there are many advantages to incorporate local involvement in ecotourism development. According to Ansari et al. (2012) community involvement provides a better understanding of environmental situation between attractors and service businesses, promises greater community through avoiding social, environmental and economic problems, moreover reduces entrepreneurs failures by assuring environmental and community acceptance of ecotourism and assists in obtaining needed human and financial resources. (Van Rooyen, 2004)

Sustainable ecotourism development

The concept of Sustainability has become increasingly important to tourism scholars. Debates about how the sector engages with the concept are unclear inextricably linking to sustainable development. Tilley & Young (2009), have suggested that sustainable tourism incorporates most of the key features of sustainable development. During the late 19th century, the sustainable development approach to tourism development was advanced by several authors (Butler, (1991); Garcia-Ruiz et al., (1996); Hall, (1998)). Most authors agreed that the concept of sustainable tourism development is effective for tourism development with environmental and social responsibility. 'Its aim is to meet the needs of the present tourists and host regions while protecting and enhancing environmental, social, and economic values for the future'. Sustainable tourism development leads to entrepreneurial action of all resources in such a way that it can fulfil economic, social, and environmental needs while fulfilling the cultural integrity, essential ecological processes, biological diversity, and life support systems Hall, (1998). As a result, the concept of sustainability has become a mediating term between economic and political differences between the environmental and development lobbies, a bridge between the fundamentally opposed paradigms of eco and anthropocentrism (Wearing & Neil,1999).

According to TIES Goals of sustainability are outlined as:

- To improve greater awareness and understanding of the significant contributions. that ecotourism can make to the environment and the economy,
- To promote equity in development of destination,
- To improve the quality of life of the Local community,
- To provide a high quality of experience for the visitor, and to maintain the quality of the environment on which the foregoing objectives depend.

ABOUT CASE STUDY SITE

Thrikkaipetta is a picturesque village associated with the Kabani ecotourism society in the hilly district of Wayanad, in north Kerala. Being in the middle of hills, and located at a moderate altitude, climate in this village is pleasant throughout the year. With Manikkunnu hills and endless paddy fields as backdrop, this place calms your mind with its many shades of green. Thrikkaipetta is well known for its spiritual tourism, rich folklore, and numerous art and craft units. This place is also an ornithologist's paradise with more than 140 winged beauties. You can find a wide variety of plant cultivations and spice plantations here including pepper, coffee, tea, cardamom, nutmeg, areca nut, etc.

Kabani Eco Tour manages a host families network, which has really a positive impact on many villagers' lives. Tourism revenues are shared between service providers (guides, taxi drivers, etc.), administrators, and a village development fund monitored by a village committee. Moreover, this organization collaborates with a local organization called Uravu Eco Links to provide better service to tourists as well as local communities. This organization chose to focus on ecotourism because of the region's large potential tourism market. In addition, two other development projects were adopted: organic agriculture and renewable energy. The presence of this organization was used to introduce and experiment with market-based mechanisms as alternative means for promoting economic development and conservation in this economically impoverished, but biologically rich region of Wayanad wildlife sanctuary.

Figure1 Location of the Kabani ecotourism organization study area.

Source: Tourism ministry of Indian, Kerala tourism.

A Unique and Balanced Combination of Opposing and Proposing Sides of Kabani

The opposition to Kabani is seeking political change in the current paradigm of development in ecotourism. A regulatory framework to oversee sustainable tourism is important and demands changes in the current environmental policy. The interests of small and community tourism players are often neglected in existing policies and it is important for these policies to be altered to protect those interests. Kabani has successfully intervened and lobbied for policy changes at various levels and helped local communities to protect their rights, as can be seen in the case of the post tsunami project empowerment of coastal communities in south India for tourism policy interventions. Kabani helped thousands of marginalized people in the coastal communities of Kerala and Tamil Nadu. There are 2,100 primary beneficiaries of the project along with 296,673 indirect beneficiaries. Kabani helped them to defend their rights by training and empowering the community to intervene in tourism policies and planning.

On the proposing side, Kabani leaves a positive impact on the lives of many families by facilitating community tourism in Indian villages. Through KABANI-Community tourism & Service, the company promotes homestays, which help local communities to earn additional income. It is especially important during times of crisis, such as the aftermath of the 2004 tsunami, as well as during crises in agriculture, where many farmers in Wayanad district had committed suicide due to declining prices and the impact of climate change on their crops. To diversify their livelihood options, farmers started their own homestays with training and marketing help from Kabani. This enabled them to sustain themselves and their agricultural activities.

METHODS

I adopted a quantitative research approach to achieve the objective of the paper. Highlighting the study on eco entrepreneurship organizational ecotourism communities development in Indian context. I selected Indian eco-entrepreneurship organization as a suitable setting because of three reasons: First one India has the highest number of entrepreneurs activities in different business sectors described by Asoka foundation (Kummitha and Majumdar,2015). Second, there is a significant growing demand in ecotourism destinations among domestic and international tourist in India (Das and Chatterjee, 2015). Thirdly there is lack of eco entrepreneurship organizational initiative in India due to lack of awareness about entrepreneurs business activities (Intellecap,2012). I initially searched eco entrepreneurship organizations for ecotourism development as part of my Doctoral research field work in India and found that there are 12 eco- entrepreneurship organizations who are having community development as their business approach. Among them, I chose kabnai community ecotourism organization as my case study for this paper.

Field work for this study was conducted in Kabani community ecotourism organization between October to December 2017. The aim was to identify the eco- entrepreneurship organizational components, which is helpful for local communities development in Kabani community entrepreneurship organization. The tool for the collection of data was divided into two parts: socio-economic demographics of local communities and Eco entrepreneurship support for tourism development. There are 15 variables used to determine the local community's perception of eco-entrepreneurship organizations were adapted from (Muresan et al. 2016). A 5 point Likert- type scale used during collection of data based on the following scale: 1- strongly disagree,2- disagree, 3- natural, 4- agree, 5- strongly agree. Data were collected from 56 local community members employed by Kabani ecotourism organization. The response rate was 100%, and in the end 54 questionnaires were validated.

Descriptive statistics were used to analyze the socio- economic demographics profiles of local communities and to describe the local communities perception towards eco-entrepreneurs ecotourism development. Factor analysis was used to assess the factors structure of the variables. Principle component analysis (PCA) were conducted to identify the group of perception variable about eco entrepreneurship tourism development.

RESULTS AND DISCUSSION

Local communities Demographics

Local communities' demographics are presented in the table below. Based on the sample, there were more males (64.4%) than females (35.6%). The youngest community member was 19 years old and the oldest was 62 years. Within the age group, 17.1% belong to 15-25, and the age group 25- 40 consider as the largest age group within the local community with 40% of total sample. The 40-50 age group consider as second largest and had 26.7% of total respondents. Local communities with over 50 years consider as oldest represented 16.2% of the total sample. When it comes to education, most of the respondents complected from high school studies (43.3%), and 30% of the respondents are school leave graduation. The remaining 26.7% of respondents had no formal schooling indicating a lack of educational awareness in rural areas.

The annual household income levels reported are less than 500 Euro (30000 INR) (52.2%), 500–850 Euro (30000-60000 INR, 32.5%), and more than 1000 Euro (75000 INR, 15.5%), while the average family number is 3.7 members. It can be dedicated that the local communities were less educated, with a low annual income. The results can mainly attribute eco entrepreneurship organizations could not provide enough employment opportunities for local communities due to limited social resources. Literacy levels also pose another problem in local communities destination development.

Table 1 Characteristics of local communities

Variables	%
Gender	
Male	64.4
Female	35.6
Status	
Married	20
Single	78.9
others	1.1
Age	
15-25	17.1
25-40	40
40-50	26.7
>50	16.2
Education Qualification	
School	30
High School	43.3
Illiterate	26.7
Annual Household Income	
<30000 INR	52.2
30000-60000 INR	32.2
> 75000	15.5

Source: Author own creation based on primary data

Factors of eco-entrepreneurs for ecotourism community development

Principle factor analysis was conducted to assist the dimensionality of 15 variables. The KMO Bartlett's Test was also conducted to verify the normality and significance of the conducted analyses, and it was found to be significant at ($p<0.05$). Bartlett's Test of Sphericity (chi-square 88.043) The Kaiser-Meyer-Olkin (KMO) overall measure of sampling is 0.55, indicating that this data is suitable to use the principal component analysis.

Table 2 Pattern matrix for identifying eco-entrepreneurs factors

Variables	**Components**		
	Economic Development	Environmental Development	Social Development
This organization provide full time employment opportunity for local communities?	0.551		
I have economic attachment with this organization and it improved economic conditions of my family	0.712		
Initiate good projects to solve the socio- economic conditions of local communities and protect the environment	0.675		
Encourage local communities participation in planning and decision making process of destination development?	0.785		

Table 2 (continued)

Variables	Components		
	Economic Development	Environmental Development	Social Development
Encourage local talent, arts and crafts in communities	0.749		
Increased working opportunities during tourism seasonality for local communities	0.653		
I am willing to put all my efforts in this organization to make my place better ecotourism spot	0.659		
This organization will bring more development and more tourist to your areas	0.681		
Without Kabani organization your communities are able to handle socio- economic and environmental problem of the destination	0.537		
What is your perception about role of eco entrepreneurs organization programmes on sustainable development		0.665	
Encourage conservation of environmental and cultural resource of the destination?		0.770	
This Organization increases the support of conservation for natural resource and provide environmental education awareness to local communities		0.651	
This organization provide alternative approach to mass tourism without hurting the quality of destination?			0.731
This organization encourage to hosting ecofriendly events such as festivals			0.725
This organization promotes better infrastructural facilities that bring tourist to your area?			0.582

Source: Author own creation based on primary data

The first factor assigned for Economic development total variance represented 29.6%. The variables involved attributes related to local communities economic factors, such as encouraging local communities participation in planning and decision making process of destination development (0.785 Pattern Matrix), Encourages local talent arts and crafts in communities (0.749 Pattern Matrix), Economic attachment with the organization and its improvement of economic conditions of families (0.712 Pattern Matrix). The second factor was assigned for environmental development and it is represented 12.4% variance. The variables involve attributes related to environmental development of eco entrepreneurs sustainable development of the destination. This includes such as Encouraging conservation of environmental and cultural resource of the destination (0.770 Pattern Matrix), Local communities perception about role of eco entrepreneurship programmes for sustainable development (0.665 Pattern Matrix), Increasing the support of conservation for natural resource and provide environmental education awareness to local communities (0.651 Pattern Matrix). The third factor was assigned for social development and it is represented 9.63% variance. The variables attributes related to social development for destination, such as Provision of alternative approach to mass tourism without hurting the quality of destination (0.731 Pattern Matrix), Encouraging the to hosting of ecofriendly events such as festivals and (0.725 Pattern Matrix), promoting better infrastructural facilities to bring more tourists to your area (0.582). This result of the study is differing from other research, in that eco enterprises prioritizes community economic development and more environmental sustainability of the destination.

Table 3 Factor correlation Matrix

Factor Correlation Matrix	Correlation 1	Correlation 2	Correlation 3
Economic development Factor	1.000	0.226	0.108
Environmental development Factor	0.226	1.000	0.131
Social development	0.108	0.131	1.000

Source: Author own creation based on primary data

The results of simple correlation matrix analysis on the support for economic tourism development for local communities and support for environmental tourism development for environmental conservation and support of social development for social benefits, based on Table (). The economic development highest correlation factor matrix. 1 (1.000, P<1), environmental development highest correlation factor matrix 2 (1.000, p<1), and social development highest correlation factor matrix 3 (1.000, p<1) were significantly correlated with support of eco entrepreneurship organizations for sustainable community development.

CONCLUSION

The objectives of this paper were to examine the Eco entrepreneurship attitudes factors towards community development and their influence on sustainable tourism development. The results of the study indicate that local communities perceive eco-entrepreneurs factors positively. And they believe eco entrepreneurship organizations are actively engaged towards sustainable development of the destination. Environmental development factors are considered most important for sustainable development. The fact is that eco-entrepreneurs give importance to conservation for natural resources and provide environmental education awareness to local communities, on the one hand, and reduce the mass tourism destination in development on the other hand.

Eco entrepreneurs improve the quality of life of residents due to its effect on economic development of the area, which in turn to lead employment opportunities for local communities;

furthermore, communities benefit from alternative recreational activates and the improvement of the infrastructure of the destination.

Findings show that eco-entrepreneurs organizational impacts are positively encouraged by local communities. They see that tourism is an income-generating activity and increases well-being. Most importantly, the local population encourages sustainable tourism methods adopted by eco-entrepreneurs; at the same time, they are understanding the importance of decision making and managing the destination on a sustainability basis.

This study reveals the lack of residence environmental awareness toward sustainable tourism development in a rural area of India, especially the study site in Kerala. The Indian state of Kerala eco-entrepreneurs approaches are a new concept towards sustainable tourism development with RTI (Right to information act) initiative (Kerala ecotourism policy 2012), however due to this policy of sustainable development cannot be implemented on the entire state (Thimm, 2017). Over time lack of consistent and reliable information regarding local residents' attitudes towards sustainable rural development has negatively influenced the decision-making process regarding the sector's funding allocation. In the words of (Veron, 2011) the concept of sustainable development has not yet become a general cultural value in Kerala. Like anywhere else, people in Kerala tend to prioritize their own immediate economic and social benefits (Veron, 2011). The findings of this paper can be contributing to eco entrepreneurship organizational attributes improve the ecotourism development, such as changing the rural residents way of thinking about sustainable rural tourism development.

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Original scientific paper

INVESTIGATION OF MEDICAL- AND WELLNESS TOURISTS OF A HUNGARIAN SPA TO EXPLORE RELATIONSHIPS BETWEEN SERVICE QUALITY, CUSTOMER SATISFACTION AND LOYALTY

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Abstract

Good quality services mean an advantage in competition; they help to keep old guests and to receive new ones. For a provisional enterprise, guest satisfaction is not only an objective but also an effective marketing tool, knowing that the repeated purchases and recommendations of a satisfied, loyal customer can be very effective marketing methods. But does high quality of services and satisfaction really guarantee the loyalty of spa guests? In order to receive an answer to this, we have questioned 300 Hungarian guests of Hévíz Spa in the dimensions of service quality, satisfaction and loyalty. We have evaluated the replies of 164 medical guests and 117 wellness tourists separately. The positive relationship between quality and satisfaction has been confirmed both in case of medical- and wellness tourists. In the case of medical tourism, the significant positive relationship between the loyalty dimensions of willingness to return, recommendation willingness and positive word-advertising has also been proven. In the case of wellness tourists, however, satisfaction and loyalty relations are less obvious. Regression analysis draws our attention to the key role of pleasure and satisfaction dimension, directing spa services towards providing joyful experiences! According to this research, we can also determine, that measuring customer satisfaction is not enough, as other factors affecting the loyalty of medical- and wellness tourists also have to be explored.

INTRODUCTION

Service Quality

Lewis and Booms (1983) were among the first researchers to define service quality as a measure of correspondence between provided service and customer expectations. Among the several authors dealing with the subject, Kenesei and Kolos (2007) defines service quality as the difference between customer expectations and experience, where "the more customer experiences excess preliminary expectations, the higher is the perceived quality". Veres (2009), in the essential manual of service marketing, draws our attention that quality can only be generalized to a limited extent, as it is also influenced by subjective factors, has some immeasurable parameters, and differences can occur between the opinion about general service quality and about a specific occasion. Moreover, as Grönroos (1998) reminds us since, in the case of services, we talk about "process consumption", the perceived quality is constructed from the dimensions of technical quality and functional performance. The recipient perceives both quality dimensions. However, since sometimes technical quality cannot be discerned, functional performance, namely the way the given service is provided (kindness, speed, cooperation with the customer) has a high level of influence on the overall quality image. In case of services provided in the direct presence of the guest – like medical touristic services provided in spas – perceived quality is not only influenced by service results, but also by the whole of the service process (Al-Alak & EL-Refae, 2012). No wonder that in certain service areas, some enterprises emphasize this functional performance, thus gaining an advantage in competition with these unique characteristics that cannot be easily copied.

In tourism – similarly to other sectors – the stronger the competition is, the more the measuring and development of service quality are in focus (Škodová Parmová, Dvořáková Líšková, & Kain, 2018, Lőke, Kovács & Bacsi, 2018). Research of service quality has become an individual branch of marketing in the 1980s since professionals considered quality improvement as a key factor in gaining success. In the subject of service quality research, the studies of Parasuraman, Zeithaml, and Berry (1985) and the synoptic works of Brown et al. (1991) are some of the most well-known sources. In the course of investigating the factors influencing the level of perceived quality, Parasuraman, Zeithaml, and Malhotra (2005) have identified 10 factors, eight of these belonging to this previously discussed dimension defined as functional performance, thus reinforcing the relevance of this element. In the original and modified SERVQUAL method, used in a wide range of services – in the spheres of commerce, hygiene, education, tourism – the number of these quality factors was reduced to five (1. reliability, 2. security, 3. tangibility, 4. helpfulness, 5. empathy). In order to measure service quality, recipients have to evaluate 22 statements linked to the above mentioned five factors, on a Likert scale.

Satisfaction

„Satisfaction reflects the customers' comparative judgements about perceived performance of the product according to their respective experiences." (Kotler & Keller, 2012). In other words, how much does it satisfy customer expectations? Does it fill the recipient with satisfaction, or contrarily, does it cause disappointment? (Zeithaml, Berry, & Parasuraman, 1988; Fisk, Brown,

& Bitner, 1993; Kotler & Keller, 2012) And if it exceeds expectations, the customer will be excessively satisfied, or in another way, the recipient is going to be happy. Thus, in general, satisfaction is the joy or disappointment created as a result of expected and received services.

From the investigations of Anderson, Fornell, & Lehmann (1994), Cronin & Taylor (1992) we know, that the higher the recipients perceive service quality, the more satisfied they will be, however, "it is not about an objective quality, but about quality perceived by the customer, which of course can vary according to different consumers" (Simay, 2013:26). Satisfaction is an indicator of the consumer-oriented nature of the enterprise. Thus its systematic measurement is necessary. No wonder that a large number of empirical researches have been directed towards service quality-customer satisfaction-willingness to repurchase relations (Cronin, Brady, & Hult, 2000; Tian-Cole, Crompton, & Willson, 2002; Lee, Kim, & Sagas, 2011).

Customer satisfaction is not only a purpose for a foresighted enterprise, but also an effective marketing instrument, since by the help of the internet, the positive or on the contrary, the negative reputation of the company can spread around quickly (Kotler & Keller, 2012). Nowadays, customers became active proclaimers of their opinion by the help of internet. The recipients share their experiences on the World Wide Web, and the question is not that a certain complaint is well-founded or not, but instead "How much damage can a dissatisfied customer cause?" On the other hand, how much profit can be gained by the positive verbal advertisements of satisfied customers? Verbal advertisement, "word-of-mouth (WOM) always had an important role in the sharing of experiences about the purchase of a product or a service" (Nagy et al. 2015), and today's e-WOM (electronic-word-of-mouth) reaching out to remarkably wide audiences also have several forms, among which blogs are especially popular in the sphere of tourism. Due to their intangible nature, the purchase of services is more risky than buying physical products, and it is hard to get to know them beforehand – for a real judgement, experience is needed – so it is especially true that customers try to gain knowledge from the experiences of others. Owing to modern technical development, the internet offers new online alternatives of face-to-face relationships, which can be "double-edged weapons", so a service provider has to pay proper attention to these (Kaya, 2018). "WOM can be positive or negative. Positive WOM may include making recommendations about a product or service, and informing others of the quality of an offer." (Kumar, Pozza, & Ganesh, 2013:251). Word of mouth usually has more credit – as it reports about respective experiences – and thus it is more effective than traditional forms of advertisement (Csordás, Markos-Kujbus, & Ásványi, 2018).

Unfortunately however, positive word of mouth spreads with less efficiency than negative opinions. According to this, a token of the long-term subsistence of an enterprise is the satisfied customer, enforcing the positive reputation of the company.

Loyalty

We can perceive loyalty as some kind of commitment, faithfulness, and fidelity. „Faithful and satisfied customers are instruments of income production for the enterprise" (Anderson, Fornell, & Lehmann, 1994:63). An especially satisfied customer makes purchases more often, is less price-sensitive, pays less attention to concurrent offers, can be served more easily on the grounds of the existing relationship than a new customer, can suggest new ideas for development and can spread positive news about the company (Zeithaml, 2000; Kotler & Keller, 2012). The correlation between satisfaction and loyalty, however, is not proportional. Although there is an existing quality-satisfaction-loyalty correlation, satisfaction still does not necessarily result in customer loyalty. Oliver (1999) and Hetesi (2002) warn us about how far satisfaction-loyalty correlations are from being unambiguous in the light of several researches. Satisfaction does not necessarily result in loyalty, and even a dissatisfied client can be loyal. According to the behaviour of customers, Jones and Sasser (1995) distinguished loyalist, defector, mercenary and hostage types (Tab. 1).

Table 1 Individual Customer Satisfaction, Loyalty, and Behavior

	Satisfaction	Loyalty	Behavior
Loyalist/Apostle	high	high	staying and supportive
Defector/Terrorist	low to medium	low to medium	leaving or having left and unhappy
Mercenary	high	low to medium	coming and going; low commitment
Hostage	low to medium	high	unable to switch; trapped

Source: Jones and Sasser (1995)

Hetesi (2003) in his synthetic work deploys both studies substantiating significant positive quality-satisfaction-loyalty relations (Grönholdt, Martensen, & Kristensen, 2000; Martensen, Grönholdt, & Kristensen, 2000), and research results, where extensive satisfaction is not consorted by loyalty (Jones & Sasser, 1995; Reicheld & Sasser, 1990; Reicheld, 1996; Vollmer et al., 2000). Due to its direct effects on profitability, the investigation of the correlations between customer contentment and loyalty is important for every leader. The significance of the subject is proven by the vast number of researches conducted about contentment-loyalty correlations, not only in the area of tourism (Canny, 2013, Khan, Yusoff, & Kakar, 2017), but also in casinos, (Bilgihan, Mandanoglu, & Ricci, 2016), preferential retail trade (Powers, Jack, & Choi, 2019), financial sector (Trif, 2013), and insurance companies (Picón, Castro, & Roldán, 2014).

The distinction between earned and purchased loyalty is also emphasized by Edvardsson et al. (2000): loyalty can be earned by good quality and by delivering values. Purchased loyalty however, results in short-term repurchase by sales promotions (coupons, discounts), which are used by the recipients, but upon finding a more favourable offer they turn over to it. Thus, purchased loyalty does not last long, however, still can be used for the outplacement of other competitors (Cheverton, 2005).

OBJECTIVES AND METHODS

As a primary method of investigation, I have chosen the method of structured direct survey of descriptive researches, as this method provides the opportunity to ask several questions at the place of requisition of services (in our case among the guests of Hévíz Spa, located in Hungary). The survey was conducted between 27 February and 31 March 2017. The survey sample was divided to two parts: 50% was surveyed in the Pool Bath and 50% in the Thermal Lake, questioning altogether 300 customers – patients and guests. The questionnaires were administered by 13 interviewers – university students specialised in tourism studies. The survey contained: questions about three satisfaction- (E1-E3) and four loyalty dimensions (L1-L4) (Tab. 2), and also a version of SERVQUAL questionnaire developed for measuring service quality by Parasuraman, Zeithaml, & Malhotra (2005) adapted to spa services (Lőke, Kovács, & Bacsi, 2018). Each of these questions had to be answered on a five-stage Likert scale. The survey included questions concerning the motivations and the demographical characteristics of the respondent.

Table 2 Investigated quality-satisfaction-loyalty dimensions in the survey

<table>
<tr><th colspan="2" rowspan="2">Survey Question</th><th colspan="5">Verbalized 5-stage Likert scale values</th></tr>
<tr><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th></tr>
<tr><td>Quality</td><td>SERVQUAL questions adapted to a spa. Please evaluate how do you consider the performance of the Hévíz Spa in the range of the given quality characteristics!</td><td>bad</td><td>suffice</td><td>mediocre</td><td>good</td><td>very good</td></tr>
<tr><td rowspan="3">Satisfaction</td><td>E1. How much do you agree that your preliminary expectations towards the service provider are fulfilled?</td><td rowspan="2">absolutely disagree</td><td rowspan="2">rather disagree</td><td rowspan="2">both agree and disagree</td><td rowspan="2">mostly agree</td><td rowspan="2">completely agree</td></tr>
<tr><td>E2. How much do you agree that the time spent at the Hévíz Spa was a pleasure [2] to you?</td></tr>
<tr><td>E3. According to overall impressions, how satisfied are you with the Spa?</td><td>very dissatisfied</td><td>mildly dissatisfied</td><td>I consider it sufficient</td><td>I consider it good</td><td>Excellent</td></tr>
<tr><td rowspan="4">Loyalty</td><td>L1. What is the possibility of a return to the spa or the medical lake of Hévíz Spa?</td><td rowspan="4">very unlikely</td><td rowspan="4">probably won’t</td><td rowspan="4">maybe, but not sure</td><td rowspan="4">probably</td><td rowspan="4">very probably</td></tr>
<tr><td>L2. What is the possibility of recommending Hévíz Spa to your friends or family?</td></tr>
<tr><td>L3. What is the possibility of reporting positively to others about Hévíz Spa?</td></tr>
<tr><td>L4. What is the possibility of complaining to others if you’d have problems with the services?</td></tr>
</table>

Source: Author’s own results

Evaluation was done by SPSS 22. statistical program. For analysis, I used simple descriptive statistics, frequency distributions, while the correlational investigation of data series was done by correlation-calculation and regression analysis (with forward method). As a preliminary examination for correlation calculation, I have verified with the help of boxplot whether there are any salient data. For the evaluation, the works of Sajtos and Mitev (2007), Hofmeister Tóth, Simon, & Sajtos (2003) and Malhotra (2002) were also used.

Introduction of the research sample and the dual clientele of the Spa

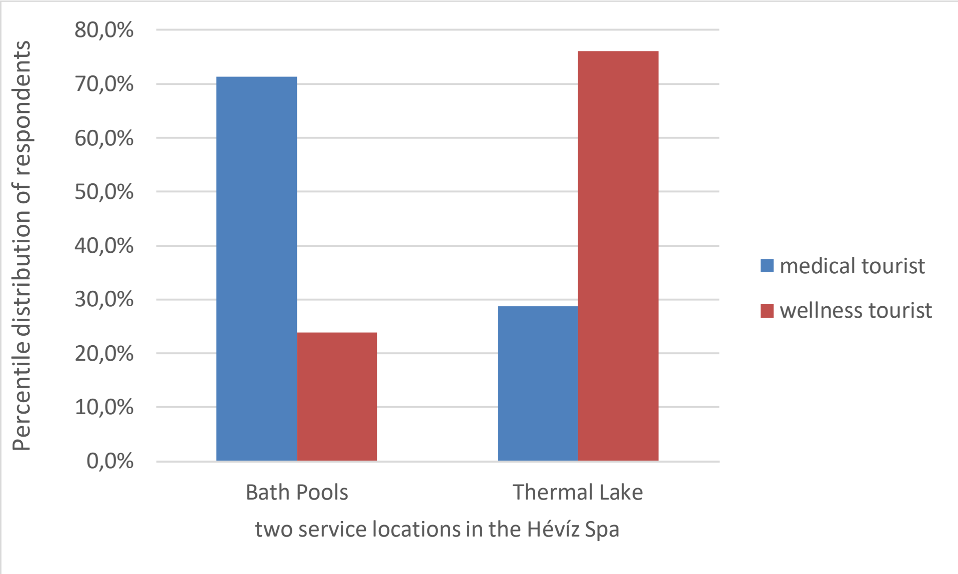
The location of the investigation, Hévíz Spa and St. Andrews Rheumatic Hospital has a dual clientele since it was founded in 1952. The medicinal water prescribed for musculoskeletal and rheumatic diseases has contributed to the healing or to the easing of the symptoms of many patients (Bacsi & Kovács, 2016). However, apart from medicinal tourists, the 4 hectares of worthily unique thermal water of the Thermal Lake at Hévíz, whose water temperature can be as high as 38° in the summer and is never below 22° in the winter is also favoured by people

[2] Pleasure: Positive experience, a form of satisfaction consorted by pleasant mood, and good general feelings

with no illnesses. The establishment not only provides bathing in the thermal water of Hévíz Lake, but also in the 7 pools of the Thermal Baths.

The survey included questions concerning motivation. After the exclusion of the 19 respondents having both medical- and wellness motivations (5 in the Thermal Baths, and 14 at the Thermal-Lake), the analysis of 281 questionnaires at the two locations resulted in the following clientele proportions: at the Bath Pools, 71.3% of respondents were medical tourists, while at the Hévíz Thermal Lake 76.1% were wellness tourists. (Fig. 1).

Figure 1 Distribution of medical- and wellness guests at the two service locations (Bath Pools and Thermal Lake)



Source: Author's own results

Altogether, 58.4% (164 people) of the visitors of Hévíz Spa are medical tourists struggling with illness, and 41.6% (117 people) are wellness tourists, who visited the spa complex for prevention purposes, experience or just for active swimming activities. Further on, I present the outcomes of the quality, satisfaction, and loyalty investigations performed on this medical and wellness tourist clientele.

In case of medical- and wellness tourists, the research tries to find the answers to the following hypotheses:

H1: Service quality perceived by the clients has a positive correlation with guest satisfaction.

H2: Guest satisfaction has a positive correlation with the willingness to return.

H_3: Satisfaction and recommendation willingness are positively correlated.

H_4: Guest satisfaction and positive word of mouth have a positive correlation.

H_5: Guest satisfaction and negative word of mouth have a negative correlation.

RESULTS

Quality-Satisfaction analysis

In the course of empirical research, quality was measured by SERVQUAL questions adapted to a spa. Guest satisfaction was enquired in three dimensions (E1, E2, E3). For the testing of quality-satisfaction correlations known for specialized literature, both in case medical- and wellness tourists I have compared the average of the replies given to SERVQUAL quality questions by each respondent to the replies concerning the dimension of satisfaction, all of which have been asked on a 5-stage Likert-scale. In case of all of the variables, correlation calculations resulted in an outcome significant on 0.01 level, which shows a medium strength, positive relationship between the quality and satisfaction opinions of both medical- and wellness tourists (Tab. 3). In case of wellness tourists, Pearson's correlation coefficient is 0.559 concerning *satisfaction based on overall impressions* (E3), 0.486 when asked about whether the *time spent in the spa caused pleasure* (E2), and 0.412 concerning the satisfaction dimension of *fulfilment of preliminary expectations* (E1). In case of medical tourists, Pearson's correlation coefficients are higher (0.510-0.724), confirming an even closer relationship between quality and satisfaction. Pearson's correlation values testify about medium strength relationships concerning preliminary expectations (E1) and pleasure (E2), while the 0.724 Pearson's correlational value of satisfaction based on overall impressions shows a strong relationship. Thus, H_1 hypothesis is confirmed both in case of medical- and wellness clientele, as those ranking quality performance of the provider higher are also more satisfied, confirming a positive relationship that is already quite well-known from the works of Cronin & Taylor (1992), and Anderson, Fornell, & Lehmann (1994).

Table 3 Pearson's correlational coefficients of the investigation of relations between quality and satisfaction

Pearson's correlational coefficient with two-sided trial	**Performance average of service quality factors, as a variable**	
	Medical tourist	**Wellness tourist**
E1. How much do you agree that your preliminary expectations towards the service provider are fulfilled?	0.560**	0.412**
E2. How much do you agree that the time spent at the Hévíz Spa was a pleasure to you?	0.510**	0.486**
E3. According to overall impressions, how satisfied are you with the Spa?	0.724**	0.559**

**: significant value at 1%

Source: Author's own results

Empirical examination of satisfaction and loyalty

The survey question concerning H_2 hypothesis, testing willingness to return was *"How much is the possibility of your return to Hévíz Spa?"* (L1), which I have compared with three satisfaction dimensions.

The correlational coefficients (0.365-0.524) of **medical tourists** confirmed a medium positive connection (Tab. 4) on the significance level of 1%. The strongest connection with medical tourists' willingness to return was shown in case of a joyful stay at Hévíz (correlational coefficient 0.524).

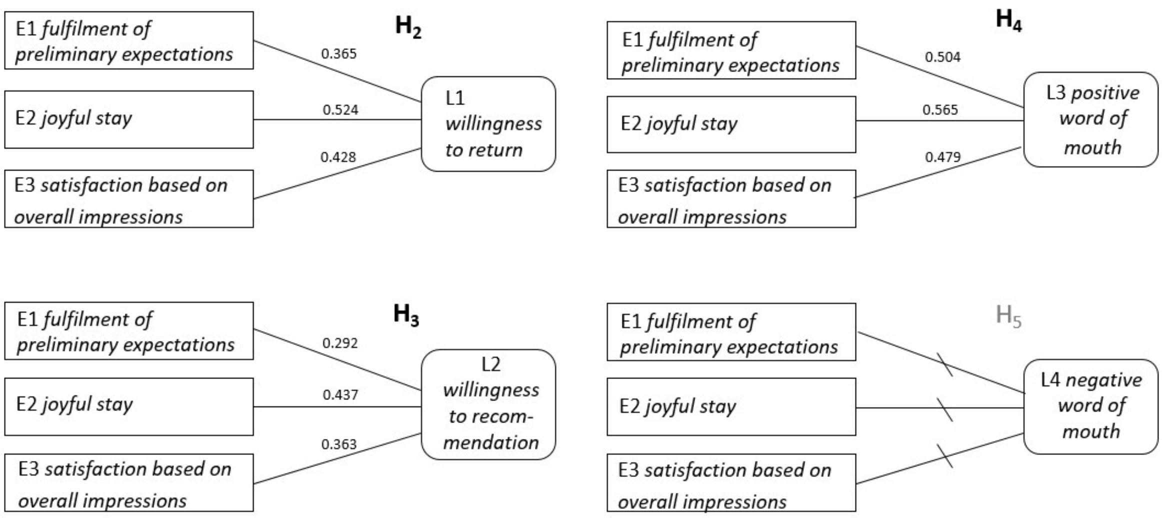
Table 4 Pearson's correlational coefficients of the relations between satisfaction and loyalty variables

Pearson's correlational coefficient with two-sided trial	E1. How much do you agree that your preliminary expectations towards the service provider are fulfilled?		E2. How much do you agree that the time spent at the Hévíz Spa was a pleasure to you?		E3. According to overall impressions, how satisfied are you with the Spa?	
	Medical	Wellness	Medical	Wellness	Medical	Wellness
	tourist		tourist		tourist	
L1. What is the possibility of a return to the spa or the medical lake of Hévíz Spa?	0.365**	0.159	0.524**	0.584**	0.428**	0.257**
L2. What is the possibility of recommending Hévíz Spa to your friends or family?	0.292**	0.146	0.437**	0.636**	0.363**	0.248**
L3. What is the possibility of reporting positively to others about Hévíz Spa?	0.504**	0.248**	0.565**	0.636**	0.479**	0.340**
L4. What is the possibility of complaining to others if you'd have problems with the services?	0.011	0.034	-0.070	-0.004	-0.037	-0.027

Source: Author's own results

Thus, concerning medical tourists H_2 hypothesis has been confirmed, in their case, there is a positive relation between satisfaction and willingness to return. As further aspects of loyalty, I have examined whether satisfaction increases recommendation and positive word of mouth, and also the possible level of client complaints upon experiencing problems. The questions included in the survey were: *"What is the possibility of recommending Hévíz Spa to your friends* *or family?"*, *"What is the possibility of reporting positively to others about Hévíz Spa?"* The issue of negative word of mouth was important for me, because word of mouth is not necessarily positive. The question concerning negative word of mouth, "What is the possibility of complaining to others if you'd have problems with the services?" (L4) has not shown significant relationship with any other factors (Tab. 4), thus it is dismissed. In case of the metric variables of *recommendation of the spa for friends and family* (L2) and *positive word of mouth* (L3) – even by e-WOM towards a wide community – in case of medical tourists there is a relationship with satisfaction dimensions, being significant at level 0.01. Pearson's correlational coefficient confirms a positive and medium strength relationship at each of the cases (Tab. 4). In the light of the above facts, in case of medical tourists I accept H_3 and H_4 hypotheses confirmed, concerning relationships between satisfaction and recommendations, as well as concerning satisfaction and positive word of mouth (Fig. 2).

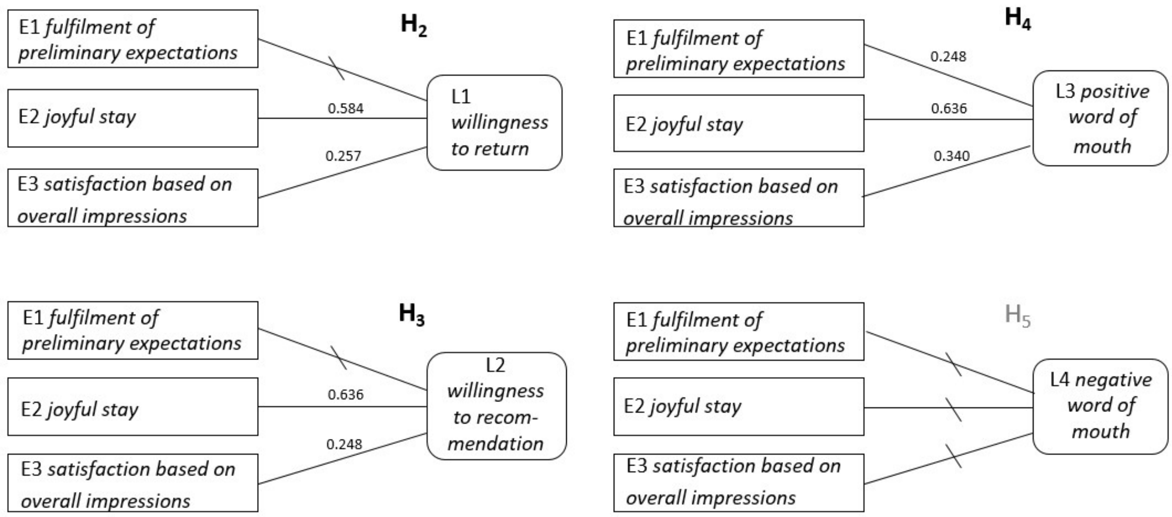
Figure 2 Synoptic figure about the outcomes of satisfaction and loyalty relation investigations of medical tourists



Source: Author's own results

In case of wellness tourists – similarly to medical tourists – 1% significant correlation with all three satisfaction dimensions was only confirmed concerning *positive word of mouth* (L3) loyalty factor (Tab. 4). Pearson's correlational coefficients inform us about medium strength positive relationships. According to this, H_4 hypothesis between satisfaction and positive word of mouth was confirmed in case of wellness tourists. Amongst them, L3 loyalty factor also shows the strongest connection with *a joyful stay at Hévíz* (E2), even exceeding the 0.565 relation strength of medical tourists with its 0.636 correlation value. In this aspect, wellness tourists confirm an even stronger relationship between satisfaction resulting in a delightful mood and pleasant overall feelings, and the willingness to tell others positively about the spa. However, in case of wellness tourists, concerning *willingness to return* (L1) and *willingness to recommend* (L2), satisfaction-loyalty correlations are not as obvious as for medical tourists, since statistically proven relations only stand for two satisfaction dimensions (Tab. 4) These two are *joyful stay* (E2) and *satisfaction based on overall impressions* (E3), where correlational coefficient values between 0.248-0.636 confirm a medium strength positive relationship. Thus, concerning wellness tourists, H_2 and H_3 hypotheses are only partially confirmed (Fig. 3). In case of wellness tourists of the spa, *fulfilment of preliminary expectations* (E1) satisfaction dimension is neither related to *willingness to return*, nor to *willingness to recommend* loyalty factors. Similarly to medical tourists, negative word of mouth has not shown significant relationship with any satisfaction factors.

Figure 3 Synoptic figure about the outcomes of satisfaction and loyalty relation investigations of wellness tourists



Source: Author's own results

In order to identify the factors affecting the loyalty of the dual clientele of the spa, I have used regression analysis to examine the effects of variables upon consumer loyalty. In case of medical tourists, a multi-variable linear regression model was constructed for all three loyalty factors. Joyful stay at Hévíz has a significant influence, complemented by satisfaction based on overall impressions being the other variable having a significant effect – although only with 5% level concerning willingness to recommend (Tab. 5).

Table 5 Regression analysis results of medical tourists for the loyalty dimensions of willingness to return, willingness to recommend and positive word of mouth

Independent variable	Beta	Sig.	r^2	SEE
	L1 willing to return			
E2 The time spent at Hévíz Spa caused pleasure	0.413	0.000	0.306	0.5001
E3 How satisfied are you with the spa, based on your overall impressions?	0.210	0.009		
	L2 willing to recommend			
E2 The time spent at Hévíz Spa caused pleasure	0.340	0.000	0.215	0.4090
E3 How satisfied are you with the spa, based on your overall impressions?	0.184	0.030		
	L3 would tell positively			
E2 The time spent at Hévíz Spa caused pleasure	0.433	0.000	0.364	0.4310
E3 How satisfied are you with the spa, based on your overall impressions?	0.251	0.001		

Source: Author's own results

The relatively low (between 0.215-0.364) determination coefficient (r^2) marks at each of the three cases that further non-investigated factors can also influence dependent variable. Beta values show importance, which suggests that a joyful stay at Hévíz has a more (than 1.5 times) authoritative effect than satisfaction of overall impressions. All of this is consistent with the opinions of Zeithaml (2000), Kenesei and Kolos (2007), who suggest that in order to keep competitive advantage it is not enough if a service provider pursues customer satisfaction, but clients also have to experience pleasure while being impressed with a positive service performance exceeding their expectations until the emotional state of fascination!

In case of **wellness tourists**, in all of the three cases, a single-variable model was constructed, suggesting that the pleasure indicators of the time spent at Hévíz Spa has the most significant effect (Tab. 6) on the investigated loyalty factors.

Table 6 Regression analysis results of wellness tourists for the loyalty dimensions of willingness to return, willingness to recommend and positive word of mouth

Independent variable	Beta	Sig.	r^2	SEE
	L1 willing to return			
E2 The time spent at Hévíz Spa caused pleasure	0.584	0.000	0.341	0.5551
	L2 willing to recommend			
E2 The time spent at Hévíz Spa caused pleasure	0.636	0.000	0.405	0.5143
	L3 would tell positively			
E2 The time spent at Hévíz Spa caused pleasure	0.636	0.000	0.404	0.5314

Source: Author's own results

When compared to medical tourist, the models of wellness tourists call forth higher determination coefficients. Determination coefficients at the regression models of *recommendation* (L2) and *positive word of mouth* (L3) are $r^2=0.404-0.405$, which signifies that 40% of the regression relations can be explained by the *joyful stay at Hévíz* satisfaction dimension.

CONCLUSIONS AND SUGGESTIONS

Although quality is a subjective judgement of values (Veres, 2009), **the positive relationship between quality and satisfaction, well known from vocational literature** (Cronin & Taylor, 1992; Anderson, Fornell, & Lehmann, 1994) **is also confirmed by this present research concerning both medical- and wellness tourists.**

My other purpose was to explore satisfaction-loyalty relations among the medical- and wellness tourists of the spa, which, according to specialized literature, are of not so obvious nature. On one hand, loyalty is faithfulness, thus I have examined willingness to return. Loyal clients are committed to the provider; thus they return, producing more profit in the future, and beyond that they can help to get potential new guests; that is why I formulated the separate question in the survey *"What is the possibility of recommending Hévíz Spa to your friends or family?"* Another positive increment of loyal guests that they spread good news about the provider, which is an important and credible source of information especially in case of otherwise risky intangible services, as consumers primarily lean on their previous experiences as well as the opinions of their friends and relatives. Beyond previous face to face relations, by the help of internet a new alternative has opened up in informational society: e-WOM – blogging, sharing – which can reach out to wide audiences. That is why I included the question *"What is the possibility of reporting positively to other about Hévíz Spa?"* in the survey.

In case of medical tourists, the positive relationship concerning the loyalty dimensions of satisfaction, willingness to return, willingness to recommend, and positive word of mouth has been confirmed. Surprisingly – not only concerning wellness tourist, but medical tourists too – in case of all three factors of loyalty, **joyful stay at Hévíz, namely the satisfaction dimension of "pleasure" had the highest level of correlation.**

In case of wellness tourists, the fulfilment of preliminary expectations satisfaction dimension is only related to positive word of mouth loyalty factor. The rest of satisfaction-loyalty correlations are similar to the ones seen in case of medical tourists. Concerning wellness tourists, all there investigated loyalty factors have the closest correlation with a *joyful stay at Hévíz*, their correlational values even exceeding the ones seen at medical tourists. In this regard, in case of wellness tourists, the correlation between satisfaction resulting in delightful mood with good overall feelings and loyalty is even stronger. This is consistent with the conception of wellness itself, as the expression "wellness" is an artificial word formulated by Dunn (1959) by the unification of the expressions "well-being" and "wholeness". In wellness tourism people holistically pursue the harmonic state of body-spirit-soul (Dunn 1961), which is best covered by a joyful stay satisfaction dimension.

Propitious recommendation willingness and positive word of mouth of a satisfied clientele is highly beneficial. However, word of mouth can also be negative, that is why I considered important to include the question *"What is the possibility of complaining to others if you'd have problems with the services?"* in the questionnaire. Negative word of mouth can be very deteriorative, and usually negative news also spread faster than positive. It would have been a good news to the provider if in the dimensions of satisfaction and negative word of mouth a reverse relationship would have been confirmed with a negative correlational value. However, in this present research, there is no proof of statistical relationship between satisfaction and negative word of mouth concerning neither medical-, nor wellness tourists. Further research of this issue of negative word of mouth could be expedient, by creating several sub-questions aiming to find out whether people would only complain to others even in a form of e-WOM, or would they let the provider know about their complaints, thus creating an opportunity to fix the given shortcomings. In this latter case the service provider would have the chance to correct the issue, as from Veres (2009) we already know that complaints are created when the clients are dissatisfied, no matter whether they give voice to their discontent or not.

Upon investigating the factors affecting the loyalty of medical- and wellness tourists with regression analysis, in consistence with the outcomes of Zeithaml (2000), Kenesei and Kolos (2007), **the significance of pleasure and a joyful stay has been confirmed.** According to the multi-variable model of medical tourists, the variable of pleasure (joyful stay) is more authoritative to loyalty than contentment with overall impressions. On the other hand, in case of wellness tourists, a single-variable model was constructed, suggesting that the satisfaction dimension of pleasure can explain 40% of recommendation and positive word of mouth regression relationships and 36% of willingness to return. This is consistent with the opinion of several researchers (Zeithaml, 2000; Kenesei & Kolos, 2007, Lőke, 2019), who suggest that pursuing guest satisfaction is not enough to gain advantage in competition, but clients also have to experience pleasure while being impressed with a positive service performance exceeding their expectations until the emotional state of fascination. There is a known definition of satisfaction determining it as the pleasure or disappointment created as the resultant of the expected and experienced services (Kotler & Keller, 2012). No wonder that today the purpose of providers goes beyond satisfaction in pursue of providing a joyful experience. The spa also has to pursue this, as healing, regeneration and recreation in a delightful atmosphere is more efficient!

The relatively low (0.215-0.405) determination coefficients of the regression models of medical and wellness tourists signify that beyond the examined independent variables there can be other factors – untouched by this present research – affecting the dependant variables of loyalty, which in our case are willingness to return, willingness to recommend, and positive word of mouth. Thus, it would be expedient to continue this research in order to explore these other factors affecting the loyalty of spa guests.

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Original scientific paper

FOOD INTOLERANCE AND CUSTOMER BEHAVIOR SPECIFICS AS A LIMITING FACTOR FOR TRAVELLING

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Abstract

Background: A wide range of food allergies is now more or less commonplace in many people. The number of people with these food restrictions has increased several over recent decades. When making purchases, these consumers ask and require non-standard and specific types of food. There are some limitations and risks associated with eating food while travelling. The specific food allergy, in this case, is gluten intolerance, which is used to show the behaviour of consumers in restaurants. Aim: The study aimed to identify the factors influencing the purchases of gluten-free foods, and to propose ways to tailor services in restaurants to the target group of consumers. There is a gap in the research in this area, and consumer behaviour and their preferences in public food establishments have not been determined. Method: Consumer behaviour by people with gluten intolerance and the availability of food following the principles of a gluten-free diet in the foodservice sector was studied using comprehensive comparative research combined with quantitative and qualitative research using individual interviews. The data was collected from October 2016 until June 2017. A total of 1,611 patients with coeliac disease were addressed. The availability of gluten-free meals (the availability of dining) in the public food service network was examined through a field survey from February to April 2017 in three types of foodservice units. A total of 370 food operations were visited. Results: The survey revealed very urgent demand from consumers (those suffering coeliac disease) to expand the range of meals in the foodservice units. In spite of the growing number of consumers who need a gluten-free diet, this situation is not sufficiently addressed by most restaurants.

Keywords: consumer, food, behaviour, food allergy, hospitality, travelling, coeliac disease, gluten-free

INTRODUCTION

Data on the incidence of food allergies and intolerances indicate that 12-20% of people across the world believe they are allergic or intolerant to a food ingredient (Hlavatá, 2016).

Travelling people with food intolerance brings many specific problems and requirements.

Food allergy limits millions of potential travellers from participating in regular travel and tourism activities. The results of the study (Dano et al., 2015) show that food allergies prevent 14% of respondents from travelling, 49% are anxious, and 46% fear food allergies. 67% of passengers expressed difficulties in food intake in restaurants. The diet must consist of suitable products, and it is often difficult to secure and store them while travelling. Coeliacs have been found significantly restricted in several specific areas of life, such as physical health, social, psychological and catering, i.e., the need for gluten-free food, catering and travelling (Lee & Newman 2003; Sverker et al., 2005; Sverker et al. 2009; Ilkóová, 2008). Food plays a central role in tourism (Schiefert & Matteucci, 2018). Food is the subject of various types of tourism products and is a common theme in marketing by businesses and destination authorities (Henderson, 2009). There are even tourists who take experience with food consumption as a primary objective of travelling. This phenomenon is also called "culinary tourism" (Long, 1998).

THEORETICAL BACKGROUND

Celiac disease, which affects a variety of aspects of life, is one of the major intolerances that occur. The work is, therefore, focused on coeliac disease. Coeliac disease is an autoimmune genetic disorder. This means that after gluten is consumed, the body has an immune reaction that damages the body itself. Although attempts are being made to find appropriate medication, there is currently no adequate drug for coeliac disease. The only option is to avoid eating gluten, which is the trigger for undesirable body reactions. This can only be achieved by a lifelong adherence to a gluten-free diet.

On the one hand, faithful compliance with this diet improves the quality of life, as physical difficulties usually disappear very quickly. On the other hand, the patient's diet is limited in many ways. Eating in restaurants is one of these limitations, as it still presents a problem for coeliac sufferers. The lack of interest in coeliac sufferers in restaurants is probably still due to the low awareness of this disease and the failure to see the potential in addressing this group of consumers. However, restaurants could use the creation of a menu for coeliac sufferers as a way to expand their consumer base. Approximately 10,000 people who have been diagnosed with coeliac disease live in the Czech Republic. Estimates suggest that the real number is closer to 100,000-150,000. Due to advances in medical knowledge in this area, the number of diagnosed individuals continues to increase. At the same time, there are not many restaurants that can offer their consumers dishes that meet the principles of a gluten-free diet.

Coeliac disease, also known as coeliac sprue or gluten enteropathy, is an autoimmune disorder. The disease has many clinical manifestations, from severe malabsorption to minimally symptomatic or non-symptomatic presentation (Lebwohl, Sanders, & Green, 2018). In these patients, the ingestion of gluten proteins from cereals such as wheat, barley, and rye causes damage to the mucus lining of the small intestine, with potentially serious consequences (Reale et al., 2017). The resulting antibodies then damage the mucus lining of the small intestine

(Kohout & Pavlíčková, 2010). The mucus lining is gradually smoothed, preventing the intestine from properly absorbing protein, fat, vitamins, and other important nutrients (Červenková, 2006). In this situation, the body is incapable of functioning correctly. A whole range of unpleasant symptoms including stomach pain, diarrhoea or constipation appear (Kohout & Pavlíčková, 2006),

Coeliac disease is a life-long illness. Currently, there is no permanent cure. However, it can be quite successfully suppressed by life-long adherence to a gluten-free diet. Most patients with coeliac disease are predominantly satisfied once they go on a gluten-free diet (Faye et al., 2018). Nevertheless, a life-long gluten-free diet can still be a major limitation in the normal life of many patients. Estimates of coeliac disease are based on the long-term study of patients and their relatives, the incidence of associated, especially autoimmune diseases, and, recently, even screening studies (Hes, 2014). Gender differences are minimal in the case of coeliac disease (Jansson-Knodell et al., 2018). The greatest damage to the mucus lining of the intestines is caused by wheat or the gliadin it contains, followed by rye (secalin), barley (hordein) and, the least toxic, the avenin in oats (Tessmer, 2003).

Coeliac is a disease that interferes with many aspects of life and brings many constraints. Gluten-free dieting entails lifestyle changes (Moore, 2017), especially eating and travelling (Lee & Newman, 2003) and the social dimension of life (de Lorenzo et al., 2012). In addition to the need to carefully study food labels, a gluten-free diet has other pitfalls. These include, for example, the availability and diversity of the gluten-free product range, which is still very limited despite the rapidly growing nature of the market (Gao, Marlene, & Chaiya, 2017). Another disadvantage is the high price of gluten-free products. Although the line of gluten-free products has improved, their price remains high (Jamieson & Gougeon, 2017). A gluten-free diet is, therefore, always associated with higher costs (Fry, Madden, & Fallaize, 2018). The survey of gluten-free products on the Czech and Slovak markets shows that the price of these foods is two- to eight-times higher (Regnerová & Hes, 2013). This finding is confirmed by other studies showing that the price of gluten-free products is in the order of tens to hundreds of percent higher compared to their conventional equivalents (Panagiotou & Kontogianni, 2017).

A gluten-free diet can complicate eating away from home. The quality of the provided food is of key importance in the case of coeliac disease (Leiss, 2017). Besides that, the offer of gluten-free dishes is often quite limited, a factor particularly problematic in school and factory canteens, which can pose a significant limitation in the everyday life of coeliac patients compared to healthy individuals (Frič & Mengerová, 2008). Children suffering from this disease can face social exclusion as a result of their different dietary needs (Olsson et al., 2008). The insufficient level of gluten-free alternatives in restaurants is still evident despite efforts to offer healthier food options (Jun, Kang, & Arendt, 2014). The influence of healthy food on the restaurant business remains somewhat underappreciated (Kim et al., 2013). Food preparation is also crucial for a gluten-free diet. Simply omitting contaminated ingredients during cooking is not sufficient. The kitchen staff should at least be trained at a basic level, which is also confirmed by the research of Towers and Pratten (2003) – in connection with food allergies, those involved in the preparation and serving of food must be provided with more information. Yet, despite these limitations, restaurants represent an important place in terms of social contact (Thomas, Ghiselli, & Almanza, 2011), and coeliac patients should not be forced to omit them from their lives. Understanding dilemmas, which individuals with a food intolerance face when travelling can provide tourist destinations with the necessary information so they may design their products to meet the needs of this ever-increasing market (Derham, Frost, & Melsen, 2012).

Food allergy knowledge, attitudes, and practice have already been studied. Generally, most restaurants could easily meet food-allergic customers' special requests (Radke et al., 2016). Unmeed (2012) delt with guidelines for travelers, to get them ready and help them prevent the contact with food they are allergic or sensitive to. On the other hand, Radke et al. (2016) found out the restaurant staff members are sometimes not able to recognize specific ingredients as an allergen. According to these authors, managers, and staff sometimes believe that someone with a food allergy can safely consume a small amount of that allergen.

A positive attitude to the food intolerant guests is an important part of services quality perception. Good perception of services quality of a restaurant is an important factor of perception of an accommodation establishment (Švec, Navrátil, Pícha, and White Baravalle Gilliam, 2012, Bihamta, Jayashree, Rezaei, Okumus, & Rahimi, 2017), a hotel resort (Murgado, 2013) or a tourist destination (Popovic, Delibasic, & Ognjanovic, 2018).

DATA AND METHODS

The consumer preferences of persons with gluten intolerance and offers of dishes complying with the principles of a gluten-free diet public food establishments (mapping the preferences of a specific group of consumers with a gluten-free diet in connection with the examination of selected factors that are the main determinants of their demand and decision-making when purchasing food services), including the impact of coeliac disease on the life of patients, were determined to employ comprehensive comparative study with a combination of quantitative and qualitative research using individual interviews.

Data collection

Consumer preferences were explored using quantitative research methods. Individuals included in the study had to meet two criteria: they had to be 15 years of age or older and diagnosed with coeliac disease. People who adhere to a gluten-free diet voluntarily were not included in the study, as the needs of coeliac patients differ from those who choose not to eat gluten on their own. As there is not a database of coeliac patients in the Czech Republic, the respondents were addressed with the help of coeliac associations or organizations. Even a base of e-mail addresses was available, or the collaborative entities placed the link to the electronic questionnaire within their web pages. The age was chosen to allow the respondent to decide on participation on their own (not their parents) and to ensure that they have some experience eating in public food service facilities. The data was collected from October 2016 until June 2017. A total of 1,611 patients with coeliac disease were addressed; 48 individuals had to be excluded because their surveys were incomplete or inaccurate (Tab. 1).

Table 1 The sociodemographic characteristics of respondents

Variable	category	absolute (number of persons)	relative (%)
gender	female	1,113	71.21
	male	450	28.79
age	under 20 years	261	16.70
	20-40 years	985	63.02
	41-60 years	267	17.08
	61-80 years	50	3.20
highest education level completed	elementary school	161	10.30
	secondary school	833	53.29
	higher vocational school	24	1.54
	university	545	34.87
economic standing	I'm studying	582	37.24
	I'm working	871	55.73
	retired	62	3.97
	other	48	3.07

Three research questions were established for the study:

Is the current level of gluten-free dishes in restaurants sufficient in terms of the breadth and depth of the assortment?

What are the possibilities for coeliac patients when eating away from home?

How do coeliac sufferers behave when eating in restaurants, and what are their preferences?

Part of the survey was conducted in electronic form using the CAWI method (Computer Assisted Web Interviewing) mode, while some respondents were surveyed personally. The electronic questionnaires were created using the Google Docs application. Subsequently, sixteen representatives operating websites with a coeliac theme were asked to place a link of the survey on their website. The places were mostly the websites of clubs and associations of coeliac patients for different regions and websites that deal with the issue either from a medical or culinary point of view. Of the sixteen representatives addressed, seven participated in the survey. The printed questionnaires were placed in several selected restaurants, where they were presented to consumers with coeliac disease.

The availability of gluten-free dishes (the availability of dining) in the public food service network was examined by means of qualitative research/structured interviews – using a field survey from February to April 2017 in three types of foodservice units defined as:

- fast food establishments,
- restaurants with the wait staff,
- closed (semi-closed) forms of public food service (school canteen, company canteen, etc.).

The essence of the survey was the assessment of the situation on the Czech market, the dining possibilities, and food availability for consumers with a gluten-free diet in foodservice units in the Czech Republic.

Restaurants were visited in 77 settlements of urban, rural and non-residential parts. We have used convenience sampling to choose the settlements – according to the radius of actions of interviewers. The availability of meals for people on gluten-free diets was determined through individual interviews in 370 establishments. A random selection of restaurants within the 77 settlements created a sample of restaurants to determine the availability of dishes suitable for a gluten-free diet. The availability of food for individuals with a gluten-free diet was determined through inspections of menu contents (including information on potential allergens) and interviews with employees. Of the total of 370 facilities, 89 fast food establishments (24%), 207 restaurants (56%), and 74 closed dining facilities (20%) were visited (Tab. 2).

Table 2 Structure of foodservice facilities

type of food service facility	absolute number	(%)
fast food establishment	89	24
restaurants with wait staff	207	56
closed forms of dining	74	20

Data analysis

The relationship between the obtained data was tested using a test of the correlation of qualitative characteristics in association and contingency tables. For testing correlation, two hypotheses, null H0, and alternative H1 were always established. The zero hypothesis is based on the assumption that there is no link between the variables, while the alternative hypothesis assumes the opposite. The data were then arranged in association or contingency tables, depending on the number of variations of the examined characteristics. A chi-squared test was used to calculate all correlations.

The equation for the calculation of the chi-squared test in the association table:

$$\chi^2 = \frac{n(ad - bc)^2}{(a + b)(a + c)(b + d)(c + d)}$$ (Hindl, Hronová & Seger, 2007)

The equation for the calculation of the chi-squared test in the contingency table:

$$\chi^2 = \Sigma\Sigma \frac{(n_{ij} - n_{oj})^2}{n_{oj}}$$ (Pecáková, 2008)

The resulting chi-squared value of the test was compared to the critical value obtained from the statistical tables., a significance level of α = 0.05 was used to determine the critical value. This means that the correlation is demonstrated with a 95% probability. The null hypothesis is rejected, and the alternative hypothesis accepted when the calculated test value is greater to the critical value. In this case, the strength of the correlation is also determined. In the case of the association table, the calculation of the association coefficient V is used, while in the case of the contingency table, the Pearson contingency coefficient C is used.

Coefficient of association:

$$V = \frac{ad - bc}{\sqrt{(a + b)(a + c)(b + d)(c + d)}}$$ (Řezanková, 2007)

Pearson's contingency coefficient:

$$C = \sqrt{\frac{\chi^2}{\chi^2 + n}}$$ (Řezanková, 2007)

The result of the calculations is a number with values in the interval <0;1>, which is interpreted in written form. In order to accurately interpret the dependency that was found in the contingency tables, the sign diagram of deviations is applied.
The SAS 9.4 statistical programme was used for the statistical processing of correlations of qualitative characteristics.
Answers from the structured questionnaires were aggregated and analysed be means of thematic analysis.

RESULTS

Preferences of people with gluten-free diets when dining out

Eating away from home may pose a considerable health risk for coeliac sufferers. A common problem with out-of-home food services in the case of coeliac disease is the limited choice of suitable meals. The most common reasons, why people with coeliac disease do not visit restaurants or, other food establishments are as follows: mistrust; financial difficulty; limited assortment; a small variation in offered dishes; the lack of gluten-free restaurants; the unwillingness of staff; fear of cross-contamination; non-compliance with hygiene principles; uneducated staff; unsuitable meals for coeliac patients; insufficient information on ingredients and a high degree of health risk. A major shortcoming in public food service in the case of coeliac disease is the very narrow range of offered meals. Mostly, all types of foodservice establishments (except for specialised restaurants) offer coeliac patients only naturally gluten-free foods. The vast majority of coeliac patients (80.25%) consider the range of gluten-free dishes offered in restaurants to be inadequate. For this reason, most coeliac sufferers (90.85%) would welcome an increase in the supply of gluten-free meals in restaurants and other types of hospitality establishments with respect to better accessibility near their homes. Coeliac patients prefer specialised restaurants both with wait staff and self-service restaurants.

The majority of coeliac patients only rarely eat out during their lifetime. Only one out of four consumers reports eating in restaurants every day or every other day. The correlation between the intensity of searches for gluten-free meals in food service establishments and selected variables is shown in Tab. 3.

Table 3 Correlation between the intensity of searches for gluten-free meals in food service establishments and selected variables

variable	χ^2	P-value	Cramer's V	correlation	strength of correlation
gender	5.2401	0.1550	0.1090	no	
age	27.1475	0.0074	0.1432	yes	weak
education	11.8074	0.2244	0.0945	no	

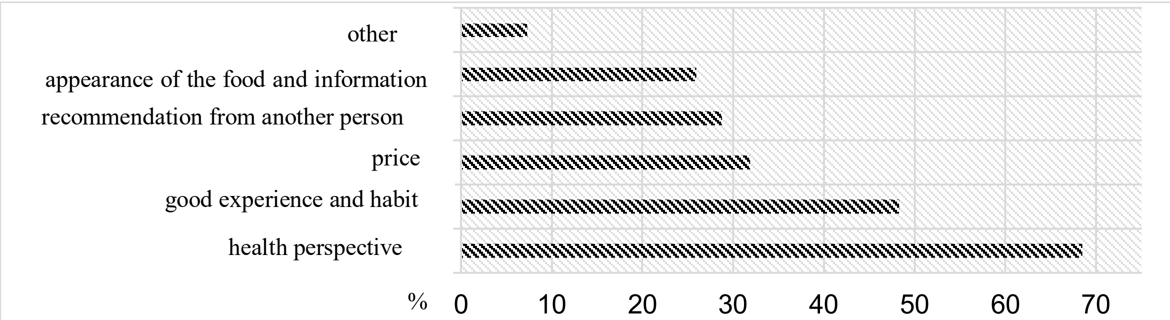
A statistically significant correlation was not demonstrated in the case of the relationship between gender and frequency of eating out in foodservice establishments. The frequency of searching for places to eat is not influenced by gender. A statistically significant relationship was demonstrated between the age of consumers – coeliac patients and the frequency of eating out at foodservice establishments since the value $p = 0.0074$, in this case, is lower than the chosen significance level $\alpha = 0.05$. In terms of the strength of the correlation, the connection is weak. This means that age and the economic activity of the given person are directly related to the intensity of use of the services of restaurant establishments. Persons aged 20-40 years, i.e., people of working age (74.61%), clearly eat out at restaurants most frequently. Younger (under 20 years) and persons older than 60 years of age mainly eat in a different way.

We have found a statistically significant relationship between selected criteria and the frequency of eating out at a hospitality establishment. The criteria – such as the freshness and quality of food; price level; the assortment of gluten-free food; the waiting staff; opening hours –influence the willingness to go out for eating when required to keep a gluten-free diet, then. The strength of the correlation is weak. It is possible to say that the range of the menu and the freshness and quality of the offered food have a positive effect on the frequency of eating out at restaurants. In terms of restaurant establishment menus, persons with this specific diet plan very often perceive the limited menu as a major shortcoming, which also lacks variety and is almost identical in all food service establishments. The low variability of dishes on the menu is similar even in the case of closed establishments.

A visit to a particular type of food service establishment depends on various criteria. The null hypothesis assumes, in this case, that the critical factors for eating out at a food service establishment are not, e.g., freshness and quality of food, assortment, etc. The results of the conducted $\chi 2$ test show that the null hypothesis can be rejected. Thus, consumers decide on whether or not to use the services of a food establishment primarily based on the listed criteria. The strength of the correlation is relatively high when judged by the contingency coefficient. However, because this coefficient is influenced by the contingency table that has been created, it is preferable to assess the intensity of correlation using Cramer's V, which does not take into account the size of the evaluated table. According to this coefficient, the correlation can be evaluated as weak.

Important aspects of choosing a particular food from the available offer of the foodservice facility, according to which coeliac patients most commonly make buying decisions, are the health aspects and their impacts on the body, and previous good experience (Fig 1).

Figure 1 Perspective for choosing dishes in a food service facility (%)



A strong correlation (Tab. 3) was statistically demonstrated in the case of monitoring the impact of selected criteria (significance for the body in the case of coeliac disease; the importance of improving the quality of life for coeliac patients; good experience and habit; recommendations from others; the appearance of gluten-free food and information from the waiting staff). Those criteria are decisive when buying specific gluten-free meals in terms of the type of food service establishment. Individuals whose purchasing decisions prioritise the health aspects of their disease, good experience with the given dining establishment, and the importance of improving the quality of life prefer the restaurant type of foodservice establishment with wait staff over other types of facilities.

Based on the χ^2 test, individuals whose purchasing decisions prioritise the health aspects of their disease, good experience with the given dining establishment and the importance for improving the quality of life prefer the restaurant type of hospitality establishment with wait staff over other types of facilities (Table 4). The decisive factor, in this case, is the ingredients in the given dish (61.36%), good personal experience (57.28%), or a recommendation from another person (25.29%).

Table 4 Correlation between quality assessment of gluten-free food and selected variables

variable	χ^2	P-value	Cramer's V	correlation	strength of correlation
gender	44.5404	0.1554	0.2154	no	
age	451.0787	<.0001	0.3427	yes	medium
education	203.6399	0.1093	0.2060	no	
economic standing	237.7714	0.0025	0.2226	yes	weak

The impact of discounts and special offers when buying gluten-free meals on the selection of the type of foodservice establishment for coeliac patients was confirmed by the $\chi\chi^2$ test ($p = 0.0003 < \alpha = 0.05$). The strength of the correlation can be evaluated as weak (Cramer's V = 0.2480) to moderate (contingency coefficient C = 0.3947). Discounts are of great importance for 21.31% of coeliac patients and are only partially important for one-fifth of them. Therefore, discounts and special offers are an important criterion in selecting a particular food service establishment for the majority of individuals in this specific group of consumers.

The clear majority of coeliac patients consider their economic costs for eating a gluten-free diet, i.e., the price of gluten-free foods in relation to the total food expenditures, to be high (79.81%). This shows, among other things, the financial burden of this particular disease. Since excluding foods containing gluten is basically the only way to reduce sufficiently the effects of this disease, the price of gluten-free foods and ready-to-eat gluten-free meals can significantly limit the possibilities for eating out among people with coeliac disease.

The availability of food for consumers with gluten intolerance in the network of public food service establishments

A field survey was conducted to supplement information on the possibilities of eating out for coeliac sufferers in the Czech Republic. This survey mapped the availability and offer of food for consumers with gluten intolerance in three types of operating units: fast-food restaurants, full-service restaurants with the wait staff, and enclosed facilities (e.g., school and employee canteens). The availability of food for individuals with a gluten-free diet was determined through inspections of menu contents (including information on potential allergens) and interviews with employees.

No gluten-free dishes were available on the menus of fast-food establishments, and it was necessary to ask the wait staff for information and recommendations as to what food would be suitable for a gluten-free diet. The term coeliac disease and its meaning were not known in many of the visited fast food establishments. In many restaurant-type establishments with the wait staff, guests can choose at least one dish from the daily menu that is suitable for a gluten-free diet. Sometimes a combination of other dishes is available to get such a menu, or some of the offered dishes containing gluten can be prepared as gluten-free. If a restaurant with the wait staff is located in an area with low frequency or small movement of the population, usually one or two hot dishes with soup (not necessarily gluten-free) or a made-to-order dish or cold dish are offered. Those dishes are generally served with a bakery product containing gluten.

In all surveyed establishments, where dishes are cooked and served, the staff was mostly friendly and helpful to diners/coeliac sufferers and willing to give advice and combine ready-made dishes to make them suitable for people with coeliac disease.

DISCUSSION

Increasing interest in health leads to an increase in demand for products that have a positive impact on health (Puhakka, Valve, & Sinkkonen, 2017). Although the supply of food suitable for a gluten-free diet and its availability has greatly improved (Fry et al., 2018), the offer in foodservice establishments remains inadequate. Less affordable, not enough meals at a higher price, is a problem even in the case of school meals, as confirmed (Estevez and Araya, 2016). Eating out is part of social life for people, and people who have the coeliac disease should not be forced to forego this activity because of their health restrictions. Eating meals in restaurants, therefore, has a significant social dimension. A common reason for refusing to visit restaurants is the high health risk faced by coeliac patients. This fact is very limiting for travelling of this segment of tourists. As the food intolerance is rather a growing phenomenon, we can expect an increasing importance of this segment in tourism. To satisfy their needs would be crucial.

The health aspect is an important aspect of food demand (Zoll et al., 2017). Some changes are needed to eliminate the fears of coeliac sufferers from eating out – a gluten-free diet is the main treatment strategy (Altamimi, 2017). The vast majority of coeliac patients would welcome an increase in the offer of gluten-free meals in restaurants and other types of foodservice establishments, including in their neighbourhood. Persons with this specific diet very often perceive the limited menu in restaurants as a major shortcoming; moreover, the offer also lacks variety and is almost identical in all food service establishments. The majority of coeliac patients look for information on the internet about the offered food before visiting a restaurant/food service facility. Information on gluten-free meals should, therefore, be announced in advance on their website (weekly menu) so that the consumer/coeliac patient can decide on their daily meals. Providing information is often considered an important role in consumer decision making (Bellotti & Panzone, 2015).

Because the combination of a "normal" restaurant with a complementary offer of gluten-free meals raises a very high risk of cross-contamination with gluten (Rostami et al., 2017) and hence the risk of health complications, specialised establishments should be established instead. New foodservice facilities intended exclusively for this type of diet could be combined with an offer for other food allergies.

In the case of public food services for gluten-intolerant consumers, operators should focus on restaurants with the wait staff, as coeliac patients prefer such restaurants. The majority of consumers prefer restaurants with the waiting staff. A statistically significant correlation between gender and the type of foodservice facility frequented most by coeliac patients for eating out was also demonstrated. We can also say that the size of the assortment, freshness and the quality of the offered foods have a positive impact on the visitation rates of restaurants. A statistically significant correlation was proven in the case of the influence of following selected criteria (freshness and quality of food, price, assortment of gluten-free dishes, service, restaurant hours) on the frequency in searching for a gluten-free diet in food service establishments).

Restaurants should focus on consumers in the 20-40 age group and tailor the restaurant's offer to their preferences. Age and the related economic activity of the person is directly linked to the intensity of use of the services of restaurant establishments. Persons aged 20-40 years, i.e., people of working age, clearly eat out at restaurants most frequently. The specific options for gluten-free meals should be appropriately presented to these consumers. Based on established correlations, it is advisable to publish information for coeliac patients predominantly in electronic form (expert websites, patient discussions).

There is a need to improve the training and education of those involved in the gluten-free diet (Zarkadas et al., 2013). It is important to educate food service staff on the basic principles of a gluten-free diet and the basic principles of avoiding gluten-protein contamination in food preparation. Dietary counselling is generally very important in the case of coeliac patients, as presented in Leiss (2017). Even in this case, education needn't be only about a gluten-free diet and could also cover other widespread food allergies. Education in the field of food safety is essential (Gkana & Nychas, 2017). When a coeliac patient visits a restaurant, staff willingness, and providing sufficient information on the ingredients and preparation of the dish are also important.

The gluten-free diet is associated with higher costs of buying food (Castillo & Rivas, 2008) Discounts and special offers are therefore an important criterion in selecting a food service establishment for almost three-quarters of individuals in this specific group of consumers. Restaurant consumers can be motivated to visit more frequently by special price offers, given that the survey showed a direct link between the frequency of eating out and the importance of discounts. Special price offers can attract interest among a large group of consumers while also attracting new consumers. Therefore, food service establishments should also use this tool and work with the price of gluten-free dishes. If consumers are satisfied with the quality of the food, they can become regular and loyal consumers.

CONCLUSION

The biggest drawback in the impact of celiac disease is the fundamental change in eating habits and the associated limitations in different areas of life. These limitations are very significantly linked to public catering and, consequently, to travelling away from home. Gluten-free foods are generally less affordable and more expensive than regular foods (Lee et al., 2007). This situation has a negative impact on the quality of life of patients with celiac disease (Estevez et al., 2016) The survey revealed very urgent demand from consumers/coeliac patients to expand the assortment of meals in foodservice establishment because often they must resign themselves to a plain piece of meat with a potato or vegetable salad. For example, they would also welcome (even at a higher price), gluten-free dumplings, pasta, pancakes, fruit dumplings, desserts, cakes, pizza, potato pancakes, breaded cauliflower, broccoli, mushrooms, soups, and traditional Czech dishes, including beer.

The results of the field survey in selected types of foodservice units showed unevenness in the offer of meals for consumers with a gluten-free diet. The situation in the Czech market from this point of view is not satisfactory. Despite the growing number of consumers who need a gluten-free diet (Gao et al., 2017), this situation is not sufficiently addressed by most restaurants. The reason may be a lack of knowledge on the issue, but also the economic situation in the foodservice industry or insufficient training of staff (in schools).

Consumers who have a problem with the consumption of foods containing gluten represent an increasingly important consumer segment for manufacturers and distributors with gluten-free food. However, an integral part of their quality of life (Meyer & Rosenblum, 2018) is the possibility to choose gluten-free foods, and especially gluten-free meals included on the menu of restaurants. Limited opportunities for gluten-free meals appear to be a widespread public health problem (Cataldo and Montalto, 2007). Coeliac patients can motivate restaurant operators to specialise in the offer of gluten-free and dietary meals. It is necessary to proceed with society-wide responsibility towards the population group, which is still growing, by creating the same conditions for the quality food options enjoyed by others. Destination managers are to provide some guidance or training the hospitality staff as they are obviously aware not enough, and their knowledge and willingness will probably do to improve the situation and satisfaction of travellers and tourists with coeliac disease or any other food intolerance (food allergy).

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Original scientific paper

HOLIDAYS TO THE HELLS OF EARTH – TAKING RISK AS A DARK TOURIST?

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Abstract

More and more tourists have visited places linked to mortality, catastrophes, or distressing events that led to the increased popularity of the niche market called dark tourism. Dark tourism cannot be considered as a new phenomenon; however, the interest in destinations associated with death is undoubtedly soaring. In the recent years, especially as a consequence of the considerably huge power of (social) media, dark tourism has gained more attention again, not only of the tourists but also of the academic researchers. Most of the time, ethical and moral issues are mentioned concerning dark tourism, but the risks threatening dark travelers are also crucial and important. The role of tourism safety and security perspective has got more interest and importance due to the terror attacks, or natural disasters that took place in the last decades. In spite of the disasters, tourists are willing to take a risk – as far as they are aware of them, and visit dangerous places. This paper aims to figure out the relationship between risk perception and dark tourism by combining and linking the relevant theories together, and exploring tourists' attitudes towards dark tourism and different travel risks based on a Hungarian sample.

Keywords: risk perception, tourism safety and security, dark tourism

INTRODUCTION

In spite of the fact that the number of unexpected events like natural catastrophes or terror attacks has increased in the past decades, world tourism has still shown continuous expansion (UNWTO, 2019). Shocks and crises becoming more frequent have brought several changes in the tourism sector; tourism safety and security issues get into the spotlight and grab the attention both of the supply and the demand side of the industry. Not only the tourism organisations, but also service providers put more emphasis on prevention and risk management.

Catastrophes can also bring about significant changes in the travel decision-making process of tourists. It can happen to popular tourist destinations with high prestige that tourists completely turn away from them.

The sense of tourists' risk perception has become more refined, often excessively sensitive due to the unpredictable time and location of tourism disasters. Judging the degree of the real risk is quite difficult for the people since media often exaggerates the facts or simply gives incomplete information to the public. The image of tourist destinations suffered from catastrophes usually decline, which results in decreasing tourist arrivals and tourism receipts.

Numerous tourists belong to the group of risk-averse or neutral people, who keep off risky places. However, there is a niche segment of them who does seek for destinations having a dark chapter in their past. Some of the motivations could be curiosity, commemoration, educational purpose, or simply the search for risk and danger (Cohen, 2011; Yoshida, Bui, & Lee2016). Surprisingly, this ‘dark’ market is continuously expanding; the stunning view and landscapes, cultural and historical attractions are not satisfying the tourists’ needs and wants anymore. Battlefields, scenes of earthquakes, crimes, or nuclear disasters are becoming more and more fashionable destinations. This phenomenon or trend started flourishing, primarily, due to the high media presence of these places on video and image sharing platforms, as well as, in online TV shows, series. Consumer behaviour is influenced by media far more vigorously than ever before.

Several blogs, news have dealt with the phenomenon of dark or catastrophe tourism, and even businesses have recognized the market potential hidden earlier. Travel agencies, hotels prefer to promote their services with contents linked to horrifying disasters. Ethical and moral issues may arise from the side of service providers and dark tourists, too.

Academic studies (Stone & Sharpley, 2013; Stebbins, Rohek, & Sullivan, 2006; Rucinska, 2016) also focus on the immoral side of dark tourism and the deviant behaviour of tourists. However, a catastrophe tourist does not equal to a deviant person. Independently from deviance, a catastrophe tourist might take a higher risk; therefore, its personal safety is more exposed to danger.

Dark tourism has been studied from different approaches (e.g., type of the place, motivations, type of the experience) so far (Light, 2017). However, tourism safety and security perspective of dark tourism was not construed before, so this study attempts to conceptualize the linkage between tourism safety and dark tourism. On the one hand, the theoretical overview of dark tourism and tourism safety will give the frame of the paper; on the other hand, the results of empirical research conducted with 206 Hungarian people will prove the importance and actuality of the two main research fields and their connections. The quantitative survey seeks to explore the attitude of tourists towards visiting death-related destinations and their risk perception in travel decision, generally.

THEORETICAL BACKGROUND

Terminology of dark tourism

Why do people like travelling to places strongly related to death and sadness? Should tourists feel ashamed about this? How weird is it that, as a result of TV shows (e.g., Chernobyl by HBO, Dark Tourist by Netflix), masses of people flock to the scenes of disasters? That is strange or not, to be shamed or not, catastrophe tourism is flourishing, far more people put these destinations on their bucket list.

Dark tourism is not a new phenomenon, after all. According to Stone (2005), it is 'an old concept in the new world' (Farmaki, 2013). The Roman gladiatorial games, the public execution of Louis XVI, or visits to the battlefield of Waterloo are all early evidence of the fact that people have been interested in sites of deaths (Stone & Sharpley, 2008, Seaton, 1999). Visiting destinations related to the scenes of wars of atrocities actually belong to heritage tourism in a broader context. Dark tourism can be interpreted in a complex way; its understanding is still quite limited because of the different interpretations and perspectives deriving from various motivators and socio-cultural factors (Stone, 2005).

The relationship between death and tourism was already in focus of studies, for instance, in a heritage tourism perspective (Uzell, 1992; Rojek, 1993; Tunbridge, & Asworth's, 1996; Dann, 1994; Prentice, 1993). Rojek (1993) defined the term 'blackspots' or 'grave tourism' (including pilgrimage sites like cemeteries) being fundamentally different from disaster sites and disaster tourism. Later, the concept was clarified further, 'nostalgic' and 'sensation' sites were identified (Rojek, 1997). Foley and Lennon (1996:198) coined first the term 'dark tourism' such as 'the presentation and consumption of real and commodified death and disaster sites'. In parallel, Seaton (1996) labelled the phenomenon as thanatourism. The real difference between the two terms still remains unclear; they are used interchangeably. Regarding the media presence, thanatourism has got less negative associations than dark tourism has got (Friedrich & Johnston, 2013). Blom (2000) highlights the importance of tourist experience concerning dark tourism. The author associated the new term 'morbid tourism' with sudden violent death.

Different terms (e.g., dark tourism, disaster tourism, thanatourism) and perspectives are used for the activities linked to deaths and disasters; various theory concepts have been born in this research field. The main concepts are summed up in Tab. 1.

Table 1 Concepts related to dark tourism

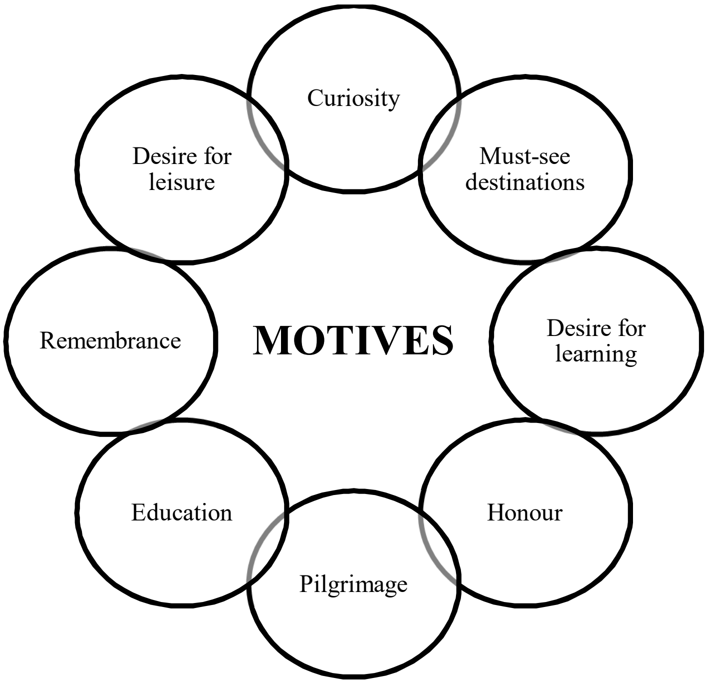
Concept (term)	Definition	Author(s)
Black spot, grief tourism	Focus on the commercial development of grave sites and sites in which celebrities or lots of people have met with sudden and violent deaths (e.g. highways).	Rojek (1993:136)
Dark tourism	Tourism to sites associated with death, disaster and tragedy in the 20th century for the purposes of remembrance, education or entertainment.	Lennon and Foley (1997:155)
Thanatourism	Travel to sites to encounter actually or symbolically with death (violent death).	Seaton (1996)
Dark tourism	Visit to places 'associated with death, suffering and the seemingly macabre'	Stone (2006:146)
Morbid tourism	Tourism focusing on sudden violent death, and which quickly attracts large numbers of people, attraction focused artificial morbidity-related tourism.	Blom (2000:32)

Source: own compilation

As the summary table presents, the terms have changed over the years. Yet, all approaches put death into the centre of the concept. Due to the complexity and the diversity of this niche market in the contemporary tourism landscape, it is quite hard to find the sharp distinctions between disaster tourism and dark tourism.

Different tourist motivations also contribute to the broad interpretation of the phenomenon. In the travel decision-making process, push and pull factors play an important role. Push factors actually those internal drivers, which motivate people to travel. Socio-psychological, cultural motives, personality, past experiences, memories have influences on people's decisions. Pull factors try to grab the attention of potential tourists and attract them to the destination. (Crompton, 1979). Understanding dark tourists' travel motivations have never been easy, although many exploratory researches have dealt with them. Light (2017) carried out a broad qualitative research summarizing the related studies so far (Fig. 1).

Figure 1 Main motives for dark tourism



Source: own compilation based on Light (2017)

According to previous studies, the push factors – e.g., desire to learn, explore or honour – were dominating, however, push factors – especially the power of social media and online documentaries– attract more dark tourists than ever before. Nobody has thought that a movie series had such a huge impact on the tourism market by enlivening dark tourism. The constant social-media usage (Instagram, Facebook) can significantly alter the travel trends, too. By this media wave, both the private users and the service providers joined the circulation to promote the dark side of tourism.

Brief insights into dark sites and relates services

Touristic sites attract thousands of visitors worldwide. One of the most important attractions are museums displaying tragic events and their victims: e.g., Murambi Museum in Ruanda, the places of massacres in Cambodia or the International Slavery Museum in Liverpool, the Memorial and Museum Auschwitz-Birkenau Former German Nazi Concentration and Extermination Camp. Besides these museums, different tours into the slums of cities (Dharavi, Mexico City, Rio de Janeiro), and the cemeteries of cities (e.g., Pere-Lachaise cemetery in Paris) are also offered by service providers. (Remenyik & Dávid, 2014). The „dark offer“ has also reached the hotel industry: in Sarajevo in the War Hostel, guests can witness the feelings and memories of the former Jugoslavian war; with no electricity, running water; but there is war breakfast (Hostelworld, 2020). In 2013 Booking.com had a Halloween campaign with the title „Stay if you dare“ offering haunted hotels (Turizmus Online, 2013).

According to Seaton, the sacralization of „dark places“ has a process: as first step tourism tumbles on the site; then the place becomes a kind of sanctuary, it is enhanced, and finally, it is sacralized (Remenyik & Dávid, 2014). The sacralization of dark tourism sites in Hungary has not happened yet (Tilkovszky, 1998). In Hungary, dark tourism is still in its infancy; some touristic enterprises have already recognized the market potential on a domestic level. For instance, in the forests of Pilis and Visegrád (Fig. 2), there are many memorial sites related to bloody murders or fatal accidents from history (Tenczer, 2019). In Hungary, rather the term ‘catastrophe tourism’ is in the public eye, which encompasses both dark and disaster tourism.

There are some museums falling into this category, and also some touristic service providers, who have an offer on this field. Most dark tourism sites in Hungary are located in the capital, in Budapest.

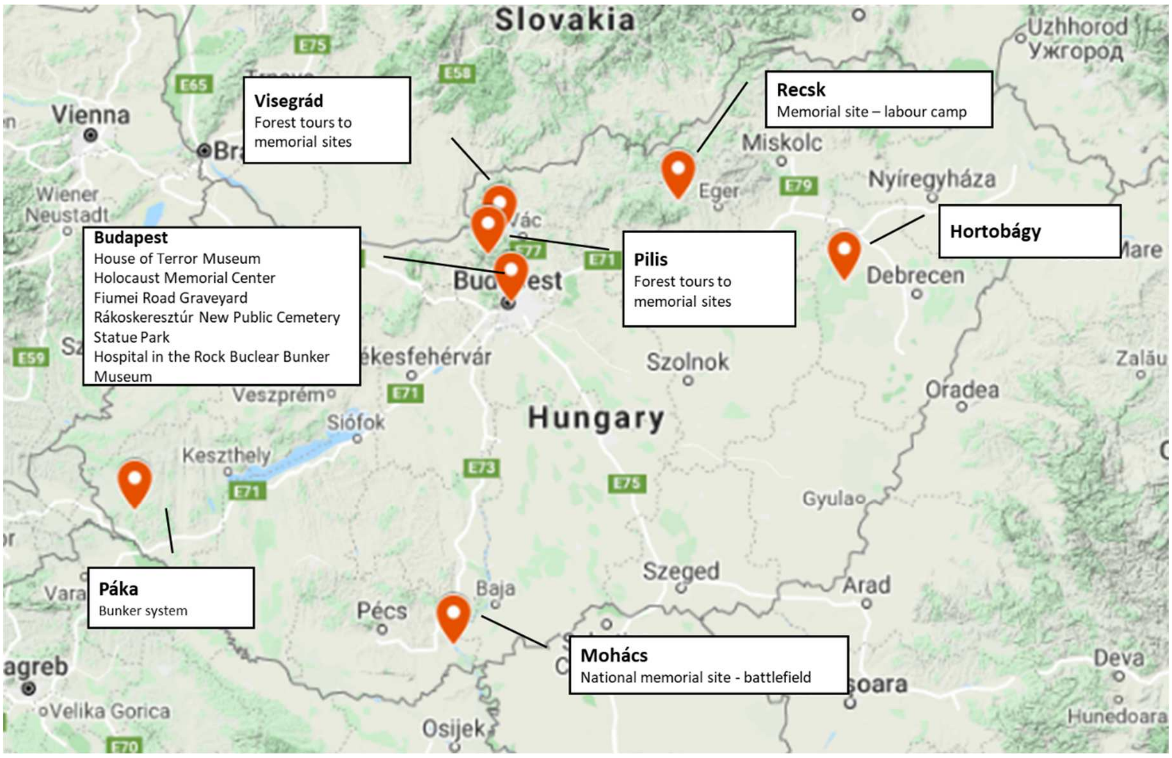
The Holocaust Memorial Center - linked to the Páva Street Synagogue - offers special permanent and periodic exhibitions, even museum pedagogical programs for the purpose of education (Holokauszt Emlékközpont).

The House of Terror Museum „is a monument to the memory of those held captive, tortured, and killed in the building“, where can also be a symbol of terror of the fascist and the communist regime as well (Terror Háza Múzeum).

In the Fimei Road Graveyard, the most famous and respected members of the former Hungarian society were buried: politicians, artists, musicians, poets, writers. Furthermore, most tombstones have an art historical value as well. There are thematic, guided walks in the cemetery with the following titles: e.g., Women, muses, fates; the most famous gypsy primates; artists‘ plot; inventors and engineers (Fiumei úti sírkert).

In the countryside, the number of dark tourism sites is even more limited. The Recsk National Memorial Site stands as a memory of the forced labour camp established by the communist totalitarian regime. In Mohács, a national memorial site was set up on the place where the Hungarian troops have lost their battle against the invading Ottoman troops in 1526, and more thousands of soldiers have died in 1.5 hour (Mohácsi Nemzeti Emlékhely). On the western part of Hungary, in Páka a 630 km long Cold War bunker system was revealed, which once stretched from the Austrian to the Romanian border (Murarégió Turisztikai Portál).

Figure 2 Dark sites in Hungary



Source: own compilation (Google maps)

However, there are more and more alternative tours that show the dark features of a certain place. In Budapest, alternative service providers offer bunker tour in Csepel Factory, cellar tour in Kőbánya with memories from the 2nd World War (from Budapest Scenes). Tourists and also locals can walk on the tours and can hear „Bloody Tales from within the Castle Walls" (from Budapest Mysterium Tours), Crime and history in the Buda Castle – with Willie Slick tour, It is Rumored – Criminal histories in Budapest (from Imagine Budapest). (Tab. 2)

Table 2 Some examples of dark, alternative walking tours in Budapest

SERVICE PROVIDER	THE NAME OF THE ALTERNATIVE DARK WALKING TOUR
Budapest Scenes	Bunker Tour in Csepel Factory Cellar Tour in Kőbánya
Budapest Mysterium Tours	Bloody Tales from within the Castle Walls Labyrinth of Buda Castle
Imagine Budapest	Crime and history in the Buda Castle – with Willie Slick tour It is Rumored – Criminal histories in Budapest The Secrets of Depth: A Visit to an Underground Facility
Fiumei Road Graveyard	Walking tours in the cemetery: Women, Muses, Faits The Most Famous Gypsy Primates Artists' plot Iinventors and engineers

Source: Budapest Scenes, Budapest Mysterium Tours, Imagine Budapest, Fiumei Road Graveyard

Basics of tourism safety and security

11th September (9/11) has been a tragic and meaningful date for almost two decades. A terror attack, which brings back memories year by year, and which changed the tourism, fundamentally. Safety and security issues and measurements suddenly came into view and became extremely important. This also induced several academic pieces of research (Fall & Massey, 2005; Henderson, 2003; Massey, 2005; Péter, Németh, & Lelkóné, 2018; Péter et al., 2019) in the field of tourism safety and crisis management. Nevertheless, the focus initially was on terror attacks in association with tourism safety and security, but the interpretation cannot be limited only to these crises. Natural catastrophes (earthquakes, bushfires, hurricanes), epidemics (Ebola), cyber-attacks, food safety, crimes on cruise ships, local uprisings are some examples picked out from the numerous threats possibly occurring during travel. The wide range of topics affiliated with tourism safety and security proves the heterogeneous and diverse nature of the research field.

On the international level, the concept building of tourism safety and security theory has integrated different research fields, like for example risk management, consumer behaviour, risk perception, travel decision-making process, destination image or marketing communication. The theoretical concept of risk perception is the most correlated approach to tourism safety and security, and helped to ground the concept. Before 9/11 attack, the term 'perceived risk' had had the focus on time, money, satisfaction, and psychology, and by the horrible crisis, the emphasis was put on the physical risk. (Yang & Nair, 2014; Fuchs & Reichel, 2011).

In the travel-decision making process, the chance of risk plays a dominant role. Risks threatening tourists can be the followings (Mansfeld & Pizam, 2006; Breda & Costa, 2005; Karl & Schmude, 2017; Sönmez & Graefe, 1998, Fuchs & Reichel, 2011):

- Physical - health risk (e.g. infections due to polluted water or ski accident),
- Local safety (e.g. crimes, sexual assault)
- Time risk (e.g. travel was a waste of time),
- Financial risk (e.g. low level of value for money),
- Natural catastrophe – climate related risk (extreme weather conditions, earthquake),
- Political instability (e.g. uprisings, riots),
- Social risk (e.g. travel condemned by others),
- Psychological risk (e.g. lack of self-actualization by travel),
- Terrorism.

The risk types can threat independently from each other, but often occur at the same time.

Dark tourism from safety and security perspective – The Case of Chernobyl

The HBO Chernobyl show premiered in spring 2019 tells and dramatizes the story of the nuclear plant disaster in Chernobyl in April 1986, which has been considered as one of the most catastrophic man-made disasters in the history. Before the appearance of the show, Chernobyl did attract dark tourists, however symbolized rather the negative part of Ukraine's brand (Deerwester, 2019). But the time brought changes and made it the part of uniqueness of Ukraine and the brand equity.

Since the TV show started, the growing interest in Chernobyl and Pripyat has been enhanced. According to the predictions, the number of the tourist arrivals at the exclusion zone may be twice more than this year, and reach the 150,000 visitors (Deerwester, 2019).

According to the new trend, not only the tourists want to visit dark sites who did before, but also those people desire for dark tourism, who were just astonished by an Instagram photo or a TV series. The number of dark tourists has started to mushroom in the recent years, especially thanks to documentaries. Service providers (travel agencies, accommodations) all want to benefit from this market potential.

Tourists flow to the black spots, enjoy the adventure, the opportunity of exploration and mystery, and of course, they document everything on selfies or in video blogs. Nevertheless, is there anybody considering the real degree of danger and risk? Before a simple travel, people usually weigh up the pros and cons of a destination and the possibly occurring risk. Why did many tourists become less risk-sensitive than before? Maybe they do not think about the risks at all, because social media highlight the other appeals of dark tourism and neglect tourism safety and security issues.

During a Chernobyl tour, tourists are excited to wear protective clothes, to grab their own dosimeter to measure radioactivity, meanwhile they have no thoughts about the risks. Here are some of the rules what tourists have to meet during the guided tour (USA Today, 2019):

- tetanus vaccination before going to the zone,
- wearing protective-clothing,
- no food can be consumed,
- no touch on the objects, animals… etc.,
- on windy, dry days, wearing mask is proposed due to the dust containing radioactive particles.

The opinions about the safety of the destination differ, but the authors definitely think that the possible risks cannot be passed by. Regarding the theoretical background of tourism safety and security, the following types of risk can be associated with dark tourism (Tab. 3) based on the lessons learned from the Chernobyl case.

Table 3 The risk types strongly associated with dark tourism – based on the case of Chernobyl

Risk category	Example
Health	Radiation (through touch or inspiratory)
Physical	Surrounding equipment can cause physical injury (health related as well)
Psychological	Fear from radioactivity, fear from the prestige of being a dark tourist
Satisfaction	Desire for freedom during the tour, but many rules have to be met

Source: own compilation

The case of Chernobyl is one of the examples representing the actuality of the research field of tourism safety, referring to dark tourism.

DATA AND METHODS

The research problem of the paper is to find empirical proof of the relationship of the tourists' attitudes toward dark tourism and their general risk perception concerning travel. The following research questions were defined:

RQ1: How is the attitude of the Hungarian respondents towards visiting dark tourism places during their travels?

RQ2: Is there any influence of the risk perception (fear) on decision and attitude?

A quantitative survey was conducted with more than two hundred Hungarian people as a part of an omnibus research focusing on the tourists' consumer behavior in the field of tourism.

The questionnaire consisted of multiple answer questions and statements for evaluation on 5-point Likert-scale. The popularity and awareness of dark tourism among Hungarians were investigated by the attitude towards visiting places of natural catastrophes or historical places associated with death or mortality.

The questionnaire survey was carried out by the snowball sampling technique that resulted in a non-representative sample. This fact also can be regarded as one of the limitations of the research.

The research sample made up of 206 people participants. 74 percent of the respondents was female, 26 percent of them was male. 65 percent of them travels once or twice a year, 19 percent of them makes trip three or four times, and those, who travel more than four times per year, represent 15 percent of the sample. Only 2 percent of the respondents said that did not travel every year. (Tab. 4)

Table 4 Profile of the research sample

	n	%		n	%
Age			**Gender**		
18-25 years	94	45.60 %	female	153	74.35 %
26-35 years	32	15.00 %	male	53	25.7 %
36-45 years	45	21.80 %			
46-55 years	20	9.70 %	**Education**		
55-65 years	12	5.80 %	Primary school	6	2.9 %
> 65 years	4	1.90 %	Secondary school	133	64.6 %
			College/ university	64	31.1 %
Occupation			Postgraduate/ PhD	3	1.5 %
Student	71	34.50 %			
Entrepreneur	5	2.40 %	**Frequency of travel**		
Public sector employee	42	20.40 %	not every year	3	1.5 %
Private sector employee	82	39.80 %	1-2 times a year	133	64.6 %
Retired	4	1.90 %	3-4 times a year	39	18.9 %
Other	2	1.00 %	> 4 times a year	31	15 %

Source: own compilation

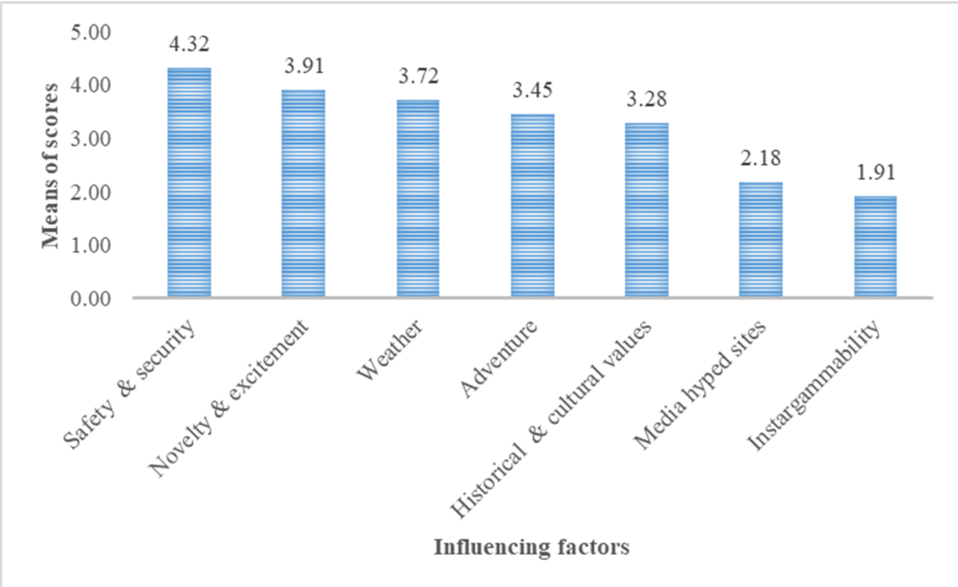
To reveal the basic characteristics of the sample, descriptive statistics such as frequency tables and cross tabs were used. The relationships between variables was analyzed based on ANOVA analysis run by SPSS IBM 22 software. For the purpose of visual illustration, bar charts were created.

RESULTS AND DISCUSSION

Based on the theoretical overview, we can conclude that dark tourism can pervade different tourism types and destinations. But, in most cases, dark tourists visit historical places (memorial sites, cemeteries, museums) and natural sights strongly connected to death and mortality. The analysis of the main motivation and most preferred tourism types by the respondents shows that the respondents travel most frequently from the following purposes: visiting friends and relatives, (avg. score = 3.60), visiting waterside holiday destinations (avg. score = 3.50), and taking sightseeing tours (avg. score = 3.27). The popularity of historical and cultural attractions (e.g., religious places, pilgrimage) has not been really attractive based on the sample, especially among respondents aged under 35, since approximately 90 percent of them never travel for this purpose.

Concerning the travel decision-making and destination choice of the survey participants, the factors playing a role in the choice, were also considered. In this case, only those factors are analyzed that can theoretically be linked to dark tourism such as novelty power, climate adventure factor, and so on (Fig. 3).

Figure 3 Importance of factors in travel decisions



Source: data created by the Authors

Fig 3 represents that safety and security of a destination are far more important for the respondents (average score is 4.32), while novelty and excitement are also crucial. In the decision-making process, based on the average score (3.45) of ‘adventure’ is rather important, like the historical and cultural values of a destination. By running the One-way ANOVA analysis and F probe, it turned out that there is a significant difference on 5 percent significance level between age groups in terms of the following variables: novelty ($p=0.004$), historical values ($p=0.009$) and Instagrammability ($p=0.000$). Fisher’s LSD analysis proves that the biggest gap is between age groups in terms of Instagrammability, hence all age groups’ means significantly differ ($p<0.05$) from the mean of the youngest (18-25) group.

Due to the power of social media platforms (e.g., Instagram or Facebook), dark tourism sites gain bigger popularity that has effects rather on younger generations. Instagram posts and photos often influence youngsters' behavior and consumer decision. Our research results can also justify this fact, since the proportion of the Instagram (85%) or Facebook (97%) users are the highest in the age group 18-25, followed by respondents aged 26-35 with 40 and 83%, respectively. The associations between the variables are significant in both cases (Instagram and Facebook usage), and the Cramer's V (V^{FB}=0.42 and V^{Inst}=0.59) means a substantially strong relationship between social media usage and age (groups).

Respondents all find safety and security issues quite important in their travel decision independently from age based on the average scores (Tab. 5).

Table 5 Means of the age groups concerning the importance of 'Safety and Security' in travel decision

Descriptives

Importance in travel decision_safety and security

	N	Mean	Std. Deviation	Std. Error	95 % Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	94	4.28	0.988	0.102	4.07	4.48	1	5
26-35	31	4.16	0.735	0.132	3.89	4.43	3	5
36-45	45	4.40	1.031	0.154	4.09	4.71	1	5
46-55	20	4.30	0.801	0.179	3.92	4.68	3	5
55-65	12	4.75	0.452	0.131	4.46	5.04	4	5
65+	4	4.25	0.957	0.490	2.73	5.77	3	5
Total	206	4.32	0.923	0.064	4.19	4.44	1	5

Source: data created by the Authors in SPSS

According to ANOVA analysis, the means of the different age buckets do not show any significant difference ($p=0.54 >0.05$). Considering the travels to dark sites that might be risky, only 13 percent of the people would travel to touristic sites being famous for natural catastrophes, 73 percent of them would avoid these destinations, as much as possible. The attitude toward places associated with death – independently from the fact that it is a memorial site – the proportion of those would almost totally avoid visiting there is similarly high – it is 78 percent. Those people who are interested in these dark places represent only 10 percent of the sample. There is 10-15 percent in both cases (catastrophe or terror attack sites), who can regard these travels in a neutral way. The attitude and willingness towards visiting dark places does not depend on the fact of how important the safety is during their trips based on ANOVA analyses (Tab. 6 and 7)

Table 6 ANOVA table for the attitude towards visiting places of natural catastrophes according to the importance of safety

ANOVA

natural catastrophes

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.437	4	0.859	1.655	0.162
Within Groups	104.311	201	0.519		
Total	107.748	205			

Source: data created by the Authors in SPSS

Table 7 ANOVA table for the attitude towards visiting places of terror attacks according to the importance of safety

ANOVA

terror attack

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.198	4	0.300	0.700	0.593
Within Groups	86.011	201	0.428		
Total	87.209	205			

Source: data created by the Authors in SPSS

Generally, the interest in making trips to places connected to catastrophes (natural disaster or terror at) is quite low (avg. score 1.95 and 1.79). However, the age group of 18-25 years is outstanding among the respondents. ANOVA analysis proves that the youngest age group with the highest attitudes score significantly differs from the older people. (Tab. 8)

Table 8 ANOVA table for the attitude towards visiting dark places according to age groups

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
visiting sites of natural catastrophes	Between Groups	55.496	5	11.099	9.998	0.000
	Within Groups	222.02	200	1.110		
	Total	277.515	205			
visiting sites of memorial sites of terror attacks, murders	Between Groups	44.099	5	8.820	7.115	0.000
	Within Groups	247.925	201	1.340		
	Total	292.024	205			

Source: data created by the Authors in SPSS

CONCLUSION

Understanding consumer behavior has never been easy for researchers. The motivation of dark tourists has already been studied in many perspectives. However, the investigation of the attitude of people (tourists) toward it is a new way of approaching the topic. Based on our sample, the popularity of and identification with dark tourism among the Hungarians are said to be low. Safety risks might have an effect on travel decisions; hence, the majority of the respondents find the consideration of safety and security quite important before travelling. However, the low popularity of dark tourism cannot be obviously deduced from the safety and security issues. ANOVA analysis does not prove the statistical relationship either. Therefore, more and deeper analyses are needed to reveal the causes of the low popularity of dark tourism. However, those tourists who visit these sites, maybe, they are simply not aware of the possible dangers of these dark sites. Therefore they do not associate these attractions with fear and risks. Ethical and moral questions can also arise, that can be connected to psychological and social risks, for instance. The power of social media and the degree of risk-taking, and the related consciousness and responsibility all raises many new questions.

SUMMARY

Although most people consider safety and security issues crucial, when making a holiday, there are also more and more tourists who are keen on dangerous adventures with a dark background. A growing number of tourists visit places linked to mortality, catastrophes, or distressing events that led to the increased popularity of this niche market.

Dark tourism cannot be considered as a new phenomenon; however, the interest in destinations associated with death is undoubtedly soaring. It can even be stated that on the international level, the market is booming: it serves the needs of a larger number of tourists year by year. The motivation drivers for dark tourism are not special; people choose dark sites from curiosity, desire for learning and understanding history, or just meet up with their friends.

In the recent years, especially as a consequence of the considerably huge power of (social) media, dark tourism has gained more attention again, not only of the tourists, but also of the academic researchers.

Dark places frequently appear on video and image sharing platforms, on online TV shows, series; and consumer behavior is influenced and manipulated by media much more, than ever before.

Most of the time, ethical and moral issues are mentioned concerning dark tourism, but the risks threatening dark travelers are also crucial and important. The role of tourism safety and security perspective has got more interest and importance due to the terror attacks or the natural disasters took place in last decades. In spite of the disasters, tourists are willing to take risk – as far as they are aware of them, and visit dangerous places. Dark tourism is not necessarily a leisure-typed travel, it has to be taken seriously by considering the potential risks, as well.

This paper aimed to figure out the relationship between risk perception and dark tourism by combining and linking the relevant theories together and exploring tourists' attitudes towards dark tourism and different travel risks based on a Hungarian sample.

The findings of our research show that safety and security issues are crucial factors when making travel decisions, which can determine the attitude towards "dark" destinations. Based on a Hungarian sample involving 206 respondents, the percentage of respondents who would travel to sites of natural catastrophes is extremely low, only 13%; meanwhile, 73% of them would definitely avoid these destinations. Similar results were detected regarding the places associated with death: 78% of the respondents reject taking these places as a possible holiday or excursion destination. The younger generation (between 18-25 years) shows more interest in these morbid, sometimes definitely dangerous places than older respondents according to

ANOVA analysis. However, there is no statistical relationship between the attitude of visiting dark sites and the importance of safety and security in the travel decision. Currently, it is obvious that dark tourism in Hungary is still in its infancy, and other causes have to be looked for in further researches.

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