

Heritage Industry

1) Beginning of the walk- the advantages and drawbacks of cultural tourism (47.504102, 19.027285)

Welcome to the Buda Castle, our pride on the top of Budapest. While you'll be passing by its streets and buildings, you'll face historical sights, museums, restaurants and souvenir shops, everything you would associate when being a tourist. However, have you ever imagined that all those phenomena can be explained from another viewpoint? Yes, everything around you is dealt with by international political economics. How? Through cultural tourism. During this walk you'll be presented all the important places and things in the Buda Castle but boosted with information you would never receive during a sightseeing tour. So, are you ready?

To begin with, what do you think, what are the advantages and the drawbacks of cultural tourism?

2) What makes cultural tourism? (47.502132, 19.029575)

What cultural tourism really is? Mainly the kind of tourism that aims cultural experience and prefers cultural entertainment instead of the beach or wellness services. Fine arts, buildings and architecture, handicrafts, gastronomy as well as nature, landscape, tradition, fashion and education are all understood as types of cultural heritage and therefore could mean destinations for cultural tourism.

Nevertheless, for example a beautiful castle on its pure own will definitely not boost any kind interest. Therefore, if a country, a town, anyone decides to set up a cultural sight, at first place careful planning is needed. Moreover, the sight, product should be developed and needed to face preservation as well, since the owners cannot afford reconstructions every second year. It is evident, that if the product is ready, a marketing and management body must be formed to control the issues around the sight. And last but not least, without sufficient understanding and community involvement the whole project is useless.

3. The advantages and disadvantages of cultural tourism (47.500627, 19.032236)

Not surprisingly, as every innovation, cultural tourism also faces just as many supporters as critics, while one says it inspires the young generation to deepen in history, other mentions that heritage as a whole is only a Disneyfies version of history.

Cultural heritage evidently can be seen as a non-traditional view of the past that besides being valuable, is enjoyable as well. Just imagine how much more interesting to understand the history of Hungary in the 16th century in a museum than to do the same from dry history books. Furthermore, while participating in economic development, cultural heritage is the main chance for rehabilitation and reconstruction

However, despite its undoubtedly huge popularity and utility the negatives are more numerous according to scientists. Besides meaning a physical threat- only think of the statues broken by selfie-sticks-, the artifacts value could decrease as well when they are considered to be only tools for entertainment or development. In addition, the damage on the society cannot be avoid

as well. On one hand, communities often have unrealistic expectations, they believe that a single innovation could change their life. On the other hand, it can backfire in the deformation of social values or in the high prices for housing- near a sight for instance.

4. National Gallery- museumification (47.496039, 19.039997)

Now, please approach the National Gallery, the Historical Museum or the Hospital in the Rock. The Gallery's and the Historical Museum's rooms used to serve as rooms and places belong to the Castle itself. However today instead of seeing the old furniture around, you can wonder among magnificent and meaningful objects and paintings. Furthermore, if we have the example of the Hospital in the Rock, it was really a hospital for example during the second world war. Can you imagine working or being treated in a place like this? Moreover, check the offer of the museum shops. You may not only find albums and books about the exhibitions, but objects- such as glasses case or dish pad decorated with one of the pieces of art you could see in the museum. Isn't it unusual a bit? And what is the connection between the reused buildings and the souvenirs? Well, it is the fact that they ceased to be meaningful only on their own. That's what is called museumification, when a building, a painting, an artefact is transformed into an idealized representation and re-definition of itself. So a glasses case or an apron therefor is no longer only a simple use toll but an expression of art and also a way of identity expression. On the other hand, pieces of arts are redefined as well since while representing artistic values, they tend to become elements of our ordinary life.

5. UNESCO- world heritage (47.497126, 19.038924)

We believe you're aware of the fact that you're walking among the walls of the most iconic castle in Hungary,, the Buda Castle, but do you know what this place is actually inhabited? Yes, families have been living there since the very beginning, they formed its history while it formed them as well. Therefor they give vivid atmosphere to the place, instead of the feeling of being old-school and dusty.

This aptness actually meets the concept of the UNESCO Recommendation on the Historic Urban Landscape from 2011, since the Castle has been part of the UNESCO World Heritage List since 1987. According to the strategy, governments are called upon to work on the recognition, integration and therefor conservation of heritage sites such as our noble Castle. The government of the Castle is luckily interested in preserving the place's grace from which the tourist investment is coming from, they could create its brand as well while they serve the better understanding of the Caste, of its cultural, economic and social values.

6. "Turul" statue- redefining the fashion (47.497421, 19.038779)

How much do you know the traditional Hungarian costumes? Well, if you don't, check them out in one of the souvenir shops. If you don't happen to find one that suits you, it's for sure that all the dolls are definitely wearing them. The typical outfit for women is a white, maybe a bit coloured shirt, and a really colorful and flower-decorated heavy skirt, with plenty of underskirt,

while for men is more simple, a white shirt, black trousers, black boots and a hat. What do you think about that, and how different it is from your countries traditional dresses?

Needless to say, we Hungarians don't wear this kind of fancy dresses anymore, until recently those motives and style were almost unknown and unworn. However, innovators such as designers, fashion designers and innovators recognised the possibility in folklore and traditions, and they created the Budapest Fashion Week where designers who implement the traditional motives in their products are presented and supported. Therefore the endeavour of preserving our values and the strive for innovation and profit met, new values and at the end of the day, new fashion was born.

7. Dísz square- globalization (47.498999, 19.036576)

If you look around where you're wondering, you may see a surprising new phenomenon rushing around the streets, namely the auto rickshaws, or maybe in its most common name, the tuktuks. They are one of the newest and really popular way of sightseeing, they're electrical so polluting-free and not noisy at all. But how did this small carrying vehicle from India ended up on the streets of Budapest- and other big cities all around the world?

Well, it's the result of the often-mentioned globalization where a project that is successful at one part of the globe can easily take root just on the opposite side of the world. How? The unlimited possibilities provided by Internet, the acceleration of transportation and the inconceivable amount of information have overruled the obstacles such as distance or differences in languages. Anything that happens thousands of kilometres away from us may reach us in seconds, let it be breaking news or innovations.

What do you think, could globalization lead to world-wide acceptance of all the unique cultures or on the contrary it will wash away cultural diversity?

8. Fisherman's Bastion- use of the Danube (47.502332, 19.034487)

So now, as you have arrived to the Fisherman's Bastion, that was built around 100 years ago, please have a look on our beautiful river, the Danube with its numerous boats and ships. Can you imagine that for long centuries it was used mainly for trade-transportation and there was nothing to do with passengers and tourists? While its market-booster role was already recognised by the Romans and of course by the later ages- great example for that is the old building of our university that used to be the main custom house- it was not before the 19th century that the passenger transportation had begun. This moment and action is linked to the person who is still called to be The greatest Hungarian, István Széchenyi, also the builder of the Chain Bridge that you can also see on the left.

On the contrary what we have just mentioned there, by today this process has fundamentally changed to its opposite. While trade-transportation found new, faster and cheaper ways, passenger transportation and mainly tourism replaces it totally. River boats are arriving from Austria and Germany offering the experience of living on the water for a longer period of time while being given the chance to get to know new towns and cities. Furthermore, companies with smaller boats are providing shorter sightseeing tours around Budapest and the nearby

towns. This occupation became so popular that even the transportation company of Budapest started its own one that you can use with your daily, weekly and monthly pass.

9. Memories of Hungary- imaginative geography (47.502481, 19.034440)

You may have passed by plenty of souvenir shops however now please enter the one that has the biggest reputation, the Memories of Hungary. What kind of products you may see? Dolls in Hungarian traditional dress, spices- mainly paprika in powder and entire ones-, Hungarian wine and palinka- consume them cautiously-, magnets with Hungarian landscapes on them, and so on.

Have you ever dared to imagine that the supply is not a random thing, it's not something that was inherited from our predecessor or not a tradition, but every single object is part of a big plan? It is carefully and wisely planned that what kind of picture, experience and feeling you bring home about Hungary. That's what we call imaginative history, the impression you create about our country by those products. Imaginative history considers those elements as tools of power or controlling. Well, that's nothing new so far since that is what behavioural geography believes as well, power controls others with tools. However, what is unique at this case is that it is constructed by culture so imagination and desire play the main role and not fear or interest.

10. Where are the tourists coming from? (47.502207, 19.033970)

Now, we would like to give you a small task. Please take out one of your earplugs, and listen, what languages do you hear, which nations are represented around you and what do you think which country beats the others in the race?

Well, according to the studies from 2017, it's evidently Russia, that gives more than the quarters of the tourists coming to Hungary. Actually, if we take into consideration our times spent together by them back between the end of the second world war and 1989, this fact should not surprise us. But who are the other competitors? Needless to say, wherever there is Russia, the USA should be just around the corner, and that's true in our case as well, the States have the second place. However, the other countries could be a surprise, such as the Republic of Korea, Japan, Portugal, India, Australia, Brazil, Israel, the Czech Republic and of course China- Hungary is utterly popular among the Chinese, maybe because of the growing amount of trade relations between the two countries. However, we're interested in your opinion, what do you think is behind those facts?

11. Hilton Budapest- standing nights in a city (47.502531, 19.033388)

Please stop by one of Budapest's most exclusive and luxurious hotel, by the Hilton Budapest that is located just on the top of the city and actually was built on the ruins of a Dominican monastery from the 13th century.

Of course the vast majority of the tourists don't spend nights in hotels like that, however, if we take into consideration the different types of tourism, we have to note that the best for the country is when people are not only travelling through us or jump over the border, but when they spend a few nights there. Fortunately, foreigners spent 6,6% more tourists spend 8,3% more nights in 2017 than before, so we can mark that this area of the market has been growing

dynamically. That phenomena boost our economy, we can finance new project on infrastructure, transportation from that, so it may result in more and more income and therefore more and more possibilities. What a great never-ending-circle, isn't it?

12. Cuisine tourism (47.503398, 19.032067)

We believe that by now you should be quite exhausted by walking so long, so what about a typical Hungarian lunch or dinner at one of the charming restaurants in the district? They all provide traditional Hungarian dishes, such as the well-known Goulash soup, the Hortobágy-style pancake, the stuffed cabbage or some fish from the above-mentioned Danube. Of course just as the French don't eat camembert everyday, we don't eat that kind of heavy, traditional food for every meals, however it's a custom to serve that kind on celebration, for example fish for Christmas.

It is interesting to add that those fancy tourist restaurants are sometimes overpriced for an average Hungarian worker, for instance the employee of the nearby museum would not be able to afford it. This phenomena was recognised by the restaurants and they started to offer their meals for the reservation price-the price that one can maximumly afford. Therefor for the locals it costs less, that could be a loss but it isn't since it still means a bigger revenu than if the locals didn't eat here. In the meantime tourists are still offered the same price, since they are willing to pay a bit more.

13. Overtourism (47.504533, 19.030334)

As you're approaching the end of our small walk, we believe you should have an impression on what Hungary really is, about our culture, fashion, cuisine and traditions, and you should have az insight about our beautiful and lively capital as well, Budapest. However, Hungary is not equal with Budapest, it's so much more behind the scenes, but of course as in every country, the capital is the most famous and well-known place. Why is it like this? Well, the recent studies showed that the direction of tourism and travels are mainly determined by the airports, where people can arrive, mainly since the boom of the low cost flights. Today for instance it's cheaper to get from London to Budapest, than to the English countryside- just think of the groups of stag parties in the ruin-pub area.

We have to highlight, that while we're happy to witness the crowd of people interested in us, we have to face its dangerous drawbacks as well, that's called overtourism. It means that the mass of irresponsible people could mean a danger to our sights and heritage, while it can also result in the moving-out of the inhabitants from specific quarters of Budapest. And, to be honest, wouldn't you prefer to walk in streets where you meet locals than tourists from your own country?

That is why we encourage you to get on a train and visit the countryside, get to know the real taste of being Hungarian. Just as some pieces of advice, we recommend you Hévíz and Hajdúszoboszló, both are popular among tourists who are fond of thermal baths, or head to the north if you're a nature lover.