

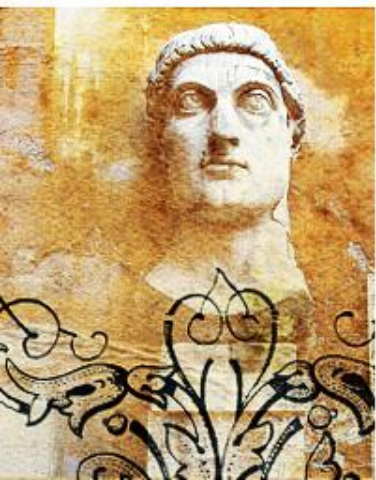
The Role of Budapest's Roman Heritage in Urban Tourism Development

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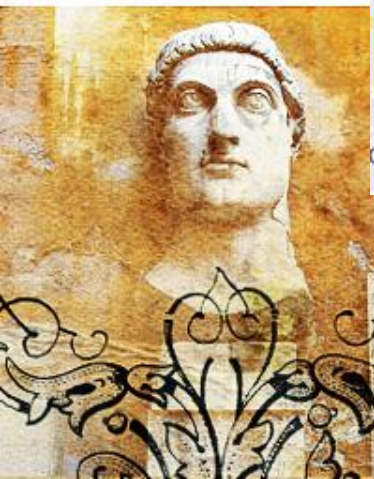


Background

- TOURiBOOST project - Reorienting tourism education with digital, social and intercultural competences to support local stakeholders tackle strategic innovation in heritage tourism 2018-1-TR01-KA203-058344
 - Hungarian geolocations: Roman heritage sites in Budapest
- The Hungarian Limes Project – „Frontiers of the Roman Empire – Ripa Pannonica in Hungary” World Heritage tentative site (2016-2017)
 - Interpretation & visitor management

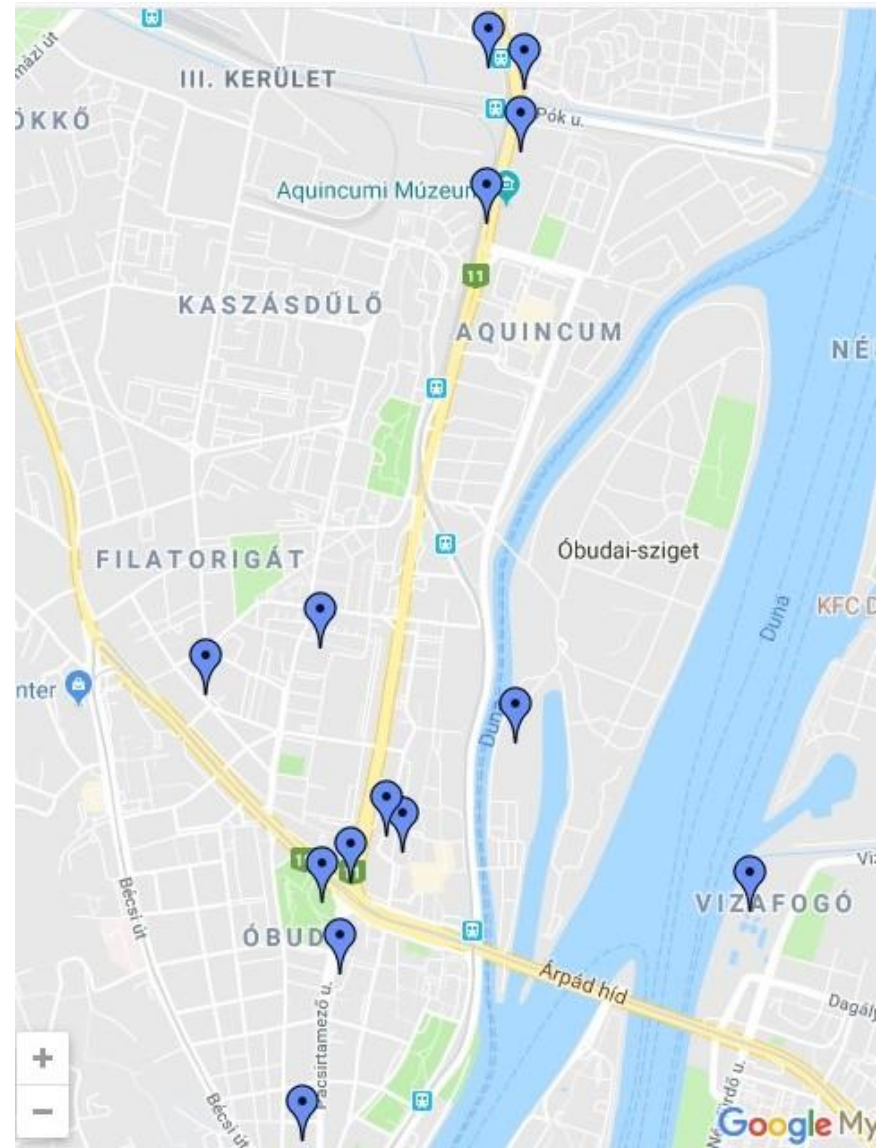


Roman heritage in Budapest



Budapest

District III,
Budapest



Roman heritage in Budapest

1. Inner-city Parish Church of Our Lady
2. Március 15 Square (Contra-Aquincum)
3. Civil Town Amphitheatre
4. Aquincum Museum and Archaeological Park
5. Roman Bath Museum – Thermae Maiores
 - *Hercules Villa*
 - *Military Town Amphitheatre*
 - *National Museum - Lapidarium*
 - *Northern, southern & eastern gates of the legionary fortress*
 - *Roman aqueduct*
 - *Cella Trichora*
 - *Campona and Albertfalva forts*















Pek-Snack
sztrápezák

NON-STOP

KÁVÉ • ÉDESSÉGI

Pek-Snack
Helyi
sztrápezák 150
mogyorós 170
Pezsa szelet 200



← Miklós utca
Kórház utca

A B
F G
H

▶ Óbuda, Bogdáni út
▶ Aquincum
▶ Békásmegyér



Vörösvá
Kiscelli
Pacsirtam

☺ ☺ ☺







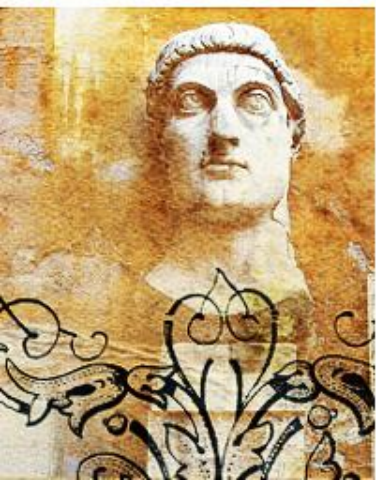
Role of Roman heritage in urban tourism in Budapest

- Top 10 attractions by Budapest Festival and Tourism Centre - *Not included*
- LP Top sights in Budapest - *Not included*
- VisitBudapest.travel – „An Insider’s guide”
 - First time visitor’s top 10 - *Not included*
 - Top 10 off the beaten path - *Not included*
 - Top 10 for history buffs - **8. Aquincum**
- TripAdvisor
 - Aquincum - **#64** of 561 things to do in Budapest
 - Március 15 Square – **#146**
 - Ruins of Contra-Aquincum - **#446**



Research methods

- TOURiBOOST stakeholder survey (n=15)
 - Significance and value of selected sites in urban heritage tourism
 - Contribution to place identity
 - Accessibility and competitiveness of sites
- Stakeholder meeting – content analysis
 - National and local authorities
 - Representatives of selected sites
 - Tour guides
 - Cultural tourism experts
- Observation with participation of students
 - Interpretation and visitor management
 - Awareness building, experience creation



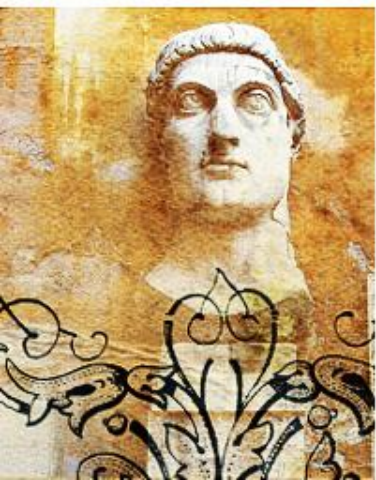


The distinctive identity of the TOURiBOOST project in Budapest

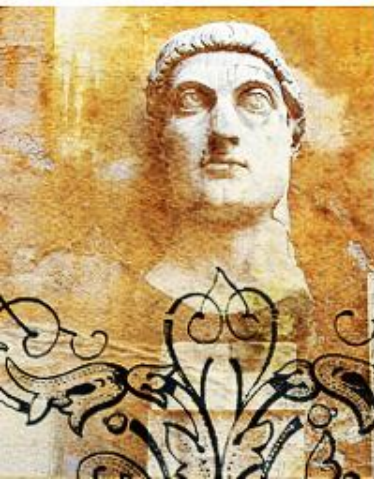
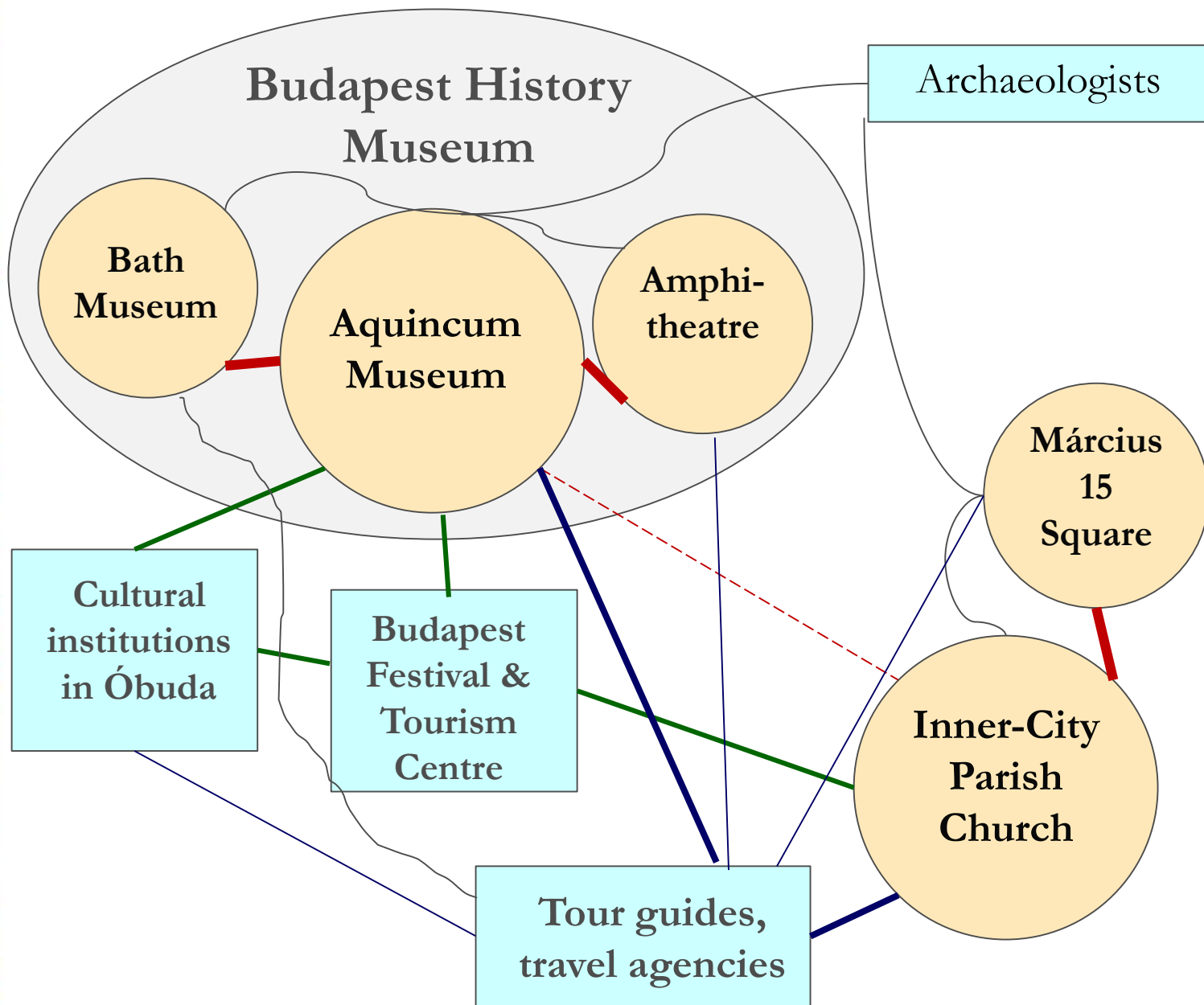


Perceived accessibility of Roman heritage sites in Budapest (%)

Aspect	Yes	No
Affordable	100	0
Easily accessible by transport	82	18
Available without restrictions	73	27
Available information, advanced use of ICT	55	45
Cognitively and mentally accessible	82	18
Emotionally accessible	82	18

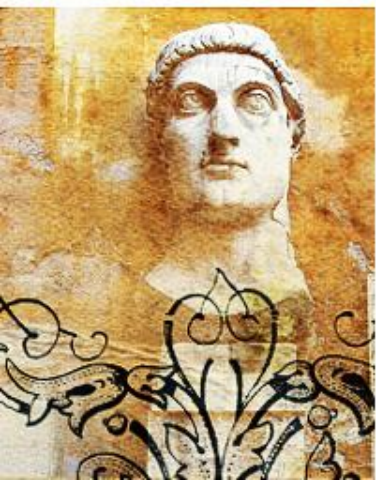



Current cooperation among stakeholders



Conclusions

- The TOURiBOOST project has the potential
 - To contribute to the diversity of the local tourist product
 - To stimulate and encourage co-operation among stakeholders representing the city's Roman heritage
- International experience can generate new business models based on
 - Customer insights
 - Proactive stakeholder engagement
 - Development of key experiences
- The project initiatives need to fit within the existing system of development plans





Thank you for your attention!
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