SURVEY OF THE TOURIST ATTRACTION OF THE CITY OF HAJDÚSZOBOSZLÓ

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Abstract: *The research presents the tourist attraction of the city of Hajdúszoboszló and the development of tourism within the city. We also made a comparison with the national tourist data in the case of Hajdúszoboszló. The study of the topic is topical, as tourism has undergone tremendous changes not only nationally but also globally in the last two years as a result of the global pandemic epidemic. At the end of the research, the pandemic situation had weakened, but its direct and indirect effects were still felt to a small extent in tourism. That is why we have reviewed the overall development of tourism in the world and in Europe in recent times. We also reviewed the essential features of domestic tourism. We have also summarized in detail the measures aimed at alleviating the sector's downturns and facilitating the boom in tourism. For these reasons, we examined the factors influencing the holiday in Hajdúszoboszló among the guests (holiday) staying in the city in the framework of our own questionnaire survey. How the guests planned to spend their vacation, which city attractions and locations are the biggest attraction for them in Hajdúszoboszló.*
The aggregate results of the survey are compared with a similar recent survey by the Tourinform office. The Tourinform survey was more widely conducted (due to financial factors). The survey from the Tourinfo office is representative. The conclusions drawn from the results of the two studies adequately show the development of tourism in the city.

Keywords: *tourism, survey, Hajdúszoboszló, matrix*

JEL Classification: Z32, L83

1. Generally

Tourism is a global driving force for national economies, providing a significant source of revenue for both people and the country. According to the definition of tourism, people make a change of location for different purposes than their usual way of life (regardless of its duration or travel purposes). The definition includes the fact that the organizational conditions created to meet the necessary needs are fulfilled by different (specialized) service providers (Michalkó, 2012).
This sector allows the population to relax in a different environment than usual. In addition, the industry provides other entertainment and relaxation opportunities for people that they cannot access under other platforms. Of course, in 2021 and

2022, this sector was hugely affected worldwide by the pandemic epidemic (Orava-Várhelyi, 2020).
At the end of 2019, a pandemic broke out in the Chinese city of Wuhan. It quickly grew to be worldwide. The epidemic has brought many changes to people’s lives that they have not encountered before (for example: curfew, mandatory mask wearing, adherence to various shopping time limits, restrictions on leaving and traveling, etc.). Due to restrictions, the tourism and other service sectors have been completely paralyzed. To offset the restrictions, until the epidemic eased, governments sought to take various economic protection measures. With the measures, the government wanted to ease the lost wages of workers and entrepreneurs in the sector.
In order to alleviate and prevent the economic difficulties caused by the coronavirus epidemic, the Hungarian government has introduced several measures to alleviate the burden on economic operators. Between March and June 2020, the government granted a contribution rebate to actors in the most affected sectors (such as tourism, entertainment, various sports services, and the hospitality industry). The contribution rebate meant that all employees present in all affected sectors had to pay only the health insurance contribution (the amount was HUF 7,710). The government waived all other mandatory contributions during this period (Vargha et al., 2021).
The contribution rebate was later extended and between November 2020 and April 2021, employees were also exempted from paying the above-mentioned public charges. At the same time, from July 1, 2020, the rate of social contribution tax was reduced from 17 and a half percent to 15.5 percent. For March and June 2020, the government also provided incentives for small businesses to pay the tax. Employees using the KATA tax form were allowed to pay their tax arrears accumulated before March 1, 2020, after the end of the emergency, in equal monthly installments of 10 months after the end of the emergency. All employees using the KATA tax form (small business) who were in this method of payment in February 2021 were not required to pay itemized taxes for March and April of the current year (I2).
Between 1 March 2020 and 30 June 2020, employers in the sector did not have to pay a tourism development contribution. This benefit is provided by the government until the end of the emergency. They were also exempted from paying the tourist tax between 2 April 2020 and 31 December 2020 (I2).

1.1. Introduction - Development of tourism in the world

Tourism is currently a sector recovering from a difficult period that, according to the United Nations World Tourism Organization (known as UNWTO), is beyond the hardest and worst revenue-producing years in its history. According to statistics, international travel due to the coronavirus epidemic was approximately 75 percent lower in 2020 than in the previous year (I1). This number represents a travel number of approximately one billion people. Previous crises have never seen such a sharp decline (for example, in the year of the economic crisis (2009), only a 4.3 per cent decline was realized). The biggest loss due to the Covid epidemic was in Asia (hence the epidemic). Asia has seen a decline of about 84% in the number of trips, which is roughly 300 million passengers. For European travel, this decrease is around 71% (approximately 500 million passengers in the area) (I1).

Despite these effects, tourism is still a constantly evolving sector. Tourism accounts for about one-fifth of world GDP, providing livelihoods and jobs for about 250 million people. Trendy changes can also be observed in tourism. The importance of European tourism is still huge, but the trend is steadily declining. At the same time, there is a growing interest in tourism opportunities in Asia and the Ocean. Looking at the various tourist routes worldwide, we find that domestic travel accounts for about 90% of all travel. Travel abroad accounted for 10 per cent.
Tourism has been a driving force in various economic developments for decades. Of course, it played a leading role in the areas where the settlement has some natural endowments, there are local sights, there are various notable events in the settlement, there are festivals in the city, and so on. The special urban features make these cities attractive. Tourists like to travel to a named city, tourists are willing to spend their holidays here and buy services in the city (for the purpose of spending money). Years ago, tourism was negatively affected by natural disasters or war or disorder in the area. From 2021, the coronavirus epidemic will also have a negative effect on tourism (I2).
Examining the data of the world, it can be stated that there is a worldwide expansion in tourism in terms of the willingness to travel today. As their incomes increase, tourists will be able to enjoy better and more affordable services in terms of value for money. Distant destinations will also be easily accessible to tourists. Nowadays, more and more travel services are being introduced (especially in the field of air travel), making it cheaper to get anywhere in the world. Previously, visiting another continent was only available at high prices. Today, these opportunities have expanded and tourists have less and less access to travel (Michalkó, 2022)).

1.2. Introduction - Tourism in Europe

Europe is currently the world's leading tourist destination. Europe has a significant role to play in ensuring that the economic growth of countries with attractive tourist destinations (but less developed ones) does not lag far behind other countries. Europe has the potential to create many job-creating investments. Europe provides a livelihood for people in many areas where people would not otherwise be able to find a job. This does not reduce the burden on the state because no assistance is needed. The country generates tax revenue instead of aid (Figure 1). The development of tourism is unbroken, it has not lost its momentum even during the major economic crises (I3).
In 2016, one in ten businesses (non-financial businesses) was involved in tourism in Europe. Nearly two and a half million businesses in tourism have provided employment to approximately 14 million people in recent years (I4).
According to the United Nations Tourism Agency in 2015, Europe was the main destination for international travel. Europe accounted for 51.2% of global travel (607.2 million passengers). The development rate of European tourism (+ 4.6%) was in line with the world average. Central and Eastern Europe showed an increase of 5.1% compared to previous years. In Northern Europe the growth rate was 6.5%, and in Southern Europe the growth rate was 4.8% (I4).
Examining international tourism revenues, Europe accounts for 35.7 percent of world tourism (about $ 451 billion). Western Europe has been the most popular

travel destination for decades, with 42 percent of tourists heading to the continent. This represented about 190 million passengers (I9).
All forms of European tourism aim to develop the tourism sector (sustainability of its services) and, of course, to ensure quality. To this end, many innovations will be implemented that will help these added values improve the competitiveness of the sector. Efforts are now not only aimed at serving general needs, but also at market gaps such as ecotourism, meeting the needs of older generations or making a tourist destination accessible to the widest possible audience (I9) (Table 1).

Country / Region	**Contribution of the travel and tourism sector to GDP (%)**
Mexico	15.5%
Spain	14.3%
Italy	13.0%
Turkey	11.3%
China	11.3%
Australia	10.8%
Saudi Arabia	9.5%
Germany	9.1%
United Kingdom	9.0%
United States	8.6%

Table 1: The contribution of tourism to the GDP of each country
Source: Portfólió, 2020, I9

Continuous improvements take into account not only quality aspects, but also the implementation of other services that reduce the degree of seasonality. These services allow you to maintain continuous operation. The development of a given area enables not only the tourism sector, but also the development of other industrial and service sectors related to the area (the agriculture of the area also plays a significant role in supplying the people visiting the given place, it also serves as a base for local gastronomic attractions, which are also a tourist attraction). The development of tourism also parallels the activity of the construction industry. The availability of individual sites, the provision of accommodation and the architectural needs of the provision of various services provide employment opportunities for workers in this sector (I9).

1.3. Introduction - Development of tourism in Hungary

Tourism contributes to Hungary's economic performance in a large volume. Hungary provides employment opportunities for many people. According to statistics, the share of tourism in the economy is 6.8% of GDP. Taking into account the results of the added and associated sectors directly related to tourism, this value is 10.7% of GDP. The number of people working in the tourism sectors is 430 thousand. 10.0% of the vacancies are provided directly by tourism in Hungary. Taking into account both direct and indirect effects, the number of posts filled is as high as 13.2% (I5).

The continuous development of the sector is evidenced by the steady upward trend in the sector's performance since 2010. 2018 was the best marketing year. The trend was broken by the coronavirus epidemic. After the epidemic, the industry will hopefully return to its original level. We still have to wait for the recovery. According to official figures, about 12.6 million people used the services provided by accommodation in 2018. This figure represents an increase of more than 58% compared to 2010. Its distribution shows an increase (57% increase in the number of domestic guests, 59% increase in the number of foreign guests). This increase resulted in a HUF 301 billion increase in sales (more than 85 percent in hotels) (I5). The hospitality sector generated HUF 121 billion in revenue. Related tourism services generated HUF 88.5 billion. The 6.7 million domestic guests spent 130% more on accommodation than in previous years. For foreign guests, the rate is 133%. Numerically, this means 5.9 million people (I5).
The number of domestic accommodation establishments in the summer of 2018 was 3,477 (98,577 rooms), with 344,689 beds. Room capacity utilization averaged 51.4%. Hotel occupancy was 61.3% (I5).
In order to achieve continuous development, the government established the Hungarian Tourism Agency in 2016. The aim of the operation of the Hungarian Tourism Agency is to make more efficient use of the tourism opportunities provided by the country and to promote the development of its infrastructure and the quality of services. In this way, the Hungarian Tourism Agency intends to improve the competitiveness of the sector and indirectly contribute to the growth of the country's GDP (I6).
Tasks:
- coordination of tourism developments, taking into account related laws
- building and expanding marketing
communication activity
- developing, building and maintaining an image
- professional management
tourism innovation
- preparation of situation analyzes
- Elaboration and coordination of Hungary's participation in world exhibitions
- research, analysis of incoming data
- completion of training tasks (I6)

2. Research, results

2.1 Presentation of the test method

To explore the research topic, we compared two questionnaire surveys. We wanted to explore the awareness and acceptance of Hajdúszoboszló by conducting two questionnaire surveys. The first questionnaire was prepared by us and the second by the TOURINFORM Office. In our research material, we compare these two surveys. The aim of the two surveys is to assess the tourism opportunities and activities of the city of Hajdúszoboszló. What is the opinion of the tourists coming from Hajdúszoboszló and what services do the tourists visiting here use? about what they think of the city and how it would all turn out if we ceased operations.

3. RESULTS

3.1 SWOT analysis of Hajdúszoboszló

Based on the SWOT analysis, it can be stated that the strengths and opportunities of Hajdúszoboszló lie best in tourism and services based on thermal water. The city has a colorful historical past and traditions that should be emphasized. Among the weaknesses and dangers, we would like to highlight mainly the seasonal and weather-dependent services, and the fact that the events in the town are mostly limited to spa services and some local events. In our opinion, a more diverse range of programs may involve the creation of new opportunities.
Strengths: nationally and internationally known spa town, the city has high quality thermal and medicinal water, the capacity of the spa and spa is very high, the range of wellness hotels, popular festivals, events, modernized sports events, cycling network, complex medical tourism offer, regional the proximity of the airport (Debrecen) and the city can provide little space for the highly educated workforce.
Weaknesses: lack of parking facilities, one-stop-shop (tourism), disproportionate distribution of supply within the city, seasonal and weather-dependent services, predominance of small businesses, significant emigration of qualified, qualified young people, and little natural and architectural attractions in the settlement.
Opportunities: expansion of the tertiary sector (services), increase of the demand for paid health tourism, strengthening of domestic and foreign competition, development of quality spas, reduction of inconsistent development plans, developments based on territorial conditions and existing values, and creation of a stable clientele.
Threats: the weaker performance of the dominant economic sector (tourism), the discrepancy between the range of supply and the needs of the target group, the stratification of the current target group (aging, declining foreign visitors) and the declining population.

3.2 Comparison of the questionnaire and the official survey

Using the method of the questionnaire survey, we managed to fill in our own questionnaire with the help of the guests (and the population) visiting the city, as well as those interested, in which we surveyed the habits of the guests arriving in Hajdúszoboszló. The results of the survey were compared with the results of a study conducted by the Tourinform Office. By analyzing the differences between the two, we would like to show the value and possible reasons for the answers to the questionnaires. The number of people interviewed approached 1,000. The survey of the Tourinform Office was prepared before the tourist season in order to give Hajdúszoboszló a comprehensive picture of the tourist opinions about the city, the needs of the tourists and the habits that can better serve the tourists. Another purpose of the survey was to provide information and feedback on the effectiveness of ads. With ads, the city’s main goal is to attract even more visitors to the city. Depending on the display interface and the length of time the ads are

published, the costs vary widely. Advertising on a flyer costs a few thousand to ten thousand forints, a television advertisement costs many millions of forints.
Another important result of our study is that the enterprises operating in the city, the enterprises dealing with tourism and hospitality get an insight into the quality and popularity of the services they provide. Based on the opinions of the tourists in the questionnaire, we get information about the direction of the services needed at the given company.

3.3 Comparing the results of my own survey with that of a tourist office

Based on the gender analysis, the percentage differences are not high (9.4% for women and 12.4% for men). In both surveys, women are included in more than two-thirds (one-third of men). The willingness to fill shifts in the direction of female participants. The willingness of men to participate in this direction is higher only in the topics that concern them. In terms of ages, a comparison of the results is shown in Table 2, where the differences are also illustrated in percentages.

Age group	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Under 18 years	5.0%	0.1%	4.9%
Between 18-25 years	16.0%	1.4%	14.6%
Between 26-35 years	23.0%	4.6%	18.4%
Between 36-45 years	21.0%	14.3%	6.7%
46-55 years	11.0%	23.2%	- 12.2%
Between 56-65 years	19.0%	26.7%	- 7.7%
Over 65 years	5.0%	29.7%	- 24.6%

Table 2: Comparison of age from the results of the two surveys
Source: own editing

These differences are, of course, only a benchmark. The number of respondents and the scope of distribution of the questionnaires are different. In our application form, there were significantly more juveniles (5%) than in the survey of the Tourinform Office (only 0.1% at the Tourinform Office). In general, the higher the age, the more people are within categories in both surveys. In our own study, the younger age group was largely involved. The difference is also small between the ages of 36-45 and 56-65 (6.7% and 7.7%, respectively). In our own study, a higher proportion of those between the ages of 18 and 25 (14.6%) and those between the ages of 25 and 35 had a difference of 18.4%.
Another striking difference is that the proportion of people over the age of 65 among the participants in the Tourinform survey is much higher (24.6%) than in our study. In our view, this discrepancy is due to the fact that the Tourinform survey was much more widespread and the higher number of respondents was obviously more than 65 years old. In general, it can be stated that our survey was completed among the younger age group, while the questionnaire compiled by the office was completed by a larger number of older people.
The differences between the examinations of educational attainment are illustrated in Table 3. Based on the results of the questionnaire, we get an answer to the level of education of the respondents.

Type of education	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Elementary School	7%	3.7%	3.3%
High school / graduation	35%	46.5%	- 11.5%
Skilled worker / vocational school	25%	27.1%	- 2.1%
Other	5%	1%	4%
College / University	28%	21.8%	6.2%

Table 3: Comparison of educational attainment
Source: own editing

Among those with educational attainment, those with primary education, vocational education and other education had the lowest variation rates. Those with tertiary education are only 6.2% apart between the two surveys. High school and high school graduates show a difference of 11.5% in favor of the Tourinform Office (this is due to a higher turnout).
In our own survey, the majority were those with intellectual occupations. According to a survey by the Tourinform Office, retirees were in the majority (Table 4).

Position	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Entrepreneur	8.46%	4.5%	3.96%
Senior position	6.15%	2.9%	3.25%
Intellectual employed	40.7%	15.8%	24.9%
Manual worker	12.3%	24.5%	- 12.2%
Pensioner	16.15%	43.6%	- 27.45%
Pupil / student	9.23%	1%	8.23%
On „GYED” / „GYES”	1.53%	2%	- 0.47%
Job seeker	3.84%	2.3%	1.54%
Other	1.53%	3.4%	- 1.87%

Table 4: Distribution of occupations within the two surveys
Source: own editing

The difference between the retirees is the highest (27.45%) in favor of the Tourinform Office. The higher rate is due to the higher proportion of retirees surveyed by the Tourinform Office. The proportion of the employed is 24.9% in our own survey, and the proportion of manual workers is over 10%. For all other categories, the value of deviations was lower than this.
The share was 3.96% for entrepreneurs, 3.25% for management positions, 1.54% for jobseekers and 1.8% for other occupations. The smallest difference was for the “GYED” and “GYES” headcount (0.41%).
The two surveys showed how much respondents are willing to spend on travel on an annual basis. The two questionnaires gave slightly but different intervals for the

amounts (but the differences are not significant). Age and the resulting employment and earnings conditions have obviously led to a different propensity to travel. The most obvious difference can be found in the category below HUF 50,000, which was a uniform response option for both questionnaires. There was a 54.6% discrepancy in the results of our survey. This discrepancy determined how often people travel on holiday every year and what accommodation the tourist books (what program option they prefer). In the other value categories, the intervals differed in bands of HUF 50,000. The results show a slight overlap in our survey compared to the Tourinform office. Due to the overlap, the comparison of responses is only relative (interpretation is only possible in order of magnitude). It is clear that the Tourinform survey shows a higher percentage of the amounts spent on higher travel in all cases. The higher number of tourists interviewed by the Tourinfom Office can explain the development of the results. In the case of income, the two surveys contain different value categories. The Tourinform Office questionnaire used three categories (below average: 28.7%; average: 68.0%; above average: 3.3%). In our opinion, these have resulted in quite subjective responses, as in neither case is there a limit to the range within which each category ranges.
We also indicated a value amount in our own questionnaire. This made it easier for tourists to interpret our questionnaire (the results obtained can also be better interpreted). In general, the proportion of fillers rises exponentially to the highest category, where again a lower value can be observed.
The two surveys also examined respondents 'willingness to travel (both abroad and domestically). The frequency of travel propensity is shown in Table 5.

Frequency	**My survey**		**Tourinform Office Survey**		**Deviation (Compared to my own survey)**	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Several times a year	6.15%	5.92%	57.2%	4.5%	- 51.05%	1.42%
Once a year	44.61%	41.69%	33.7%	19.1%	10.91%	22.59%
Every 2 to 3 years	29.23%	32.3%	5.4%	13.6%	23.83%	18.7%
Less often	20.1%	20.09%	3.7%	62.8%	16.3%	-42.71%

Table 5: Comparison of willingness to travel
Source: own editing

According to our own survey, almost half of the respondents take part in domestic travel once a year, and travel to Hungary several times a year is not significant. According to our own survey, almost half of the respondents take part in a trip abroad once a year, and traveling abroad several times a year is not significant here either. In the case of both domestic and foreign travel, 30% of respondents indicated 2-3 occasions per year. According to a survey by the Tourinform Office, nearly half of those surveyed travel to the country several times a year. According to a survey by the Tourinform Office, the vast majority of respondents rarely travel abroad. In our opinion, this difference may be due to the fact that the younger age group participated in our questionnaires in a higher proportion than the older age group. Students' work or income conditions do not allow them to travel multiple times a year. The salary of older workers already allows for better participation in excursions. In the two surveys, foreign travel now shows a difference of only 1.42 percent. Of course, the presence of a coronavirus epidemic should also be taken into account when evaluating the two surveys (the various restrictions imposed by the corona virus should also be taken into account). The different results can also be explained by different age and income conditions. Younger respondents are more likely to be able to visit different destinations every two to three years. Only a small proportion of those surveyed by Tourinform prefer this travel frequency. This is also supported by the results of the less common category for domestic travel, where we find 16.3% more markings in favor of our survey. For trips abroad, the difference is 42.72% in favor of the Tourinform Office.

Destination of travel	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Healing, treatment	2.60%	17.9%	-15.30%
Wellness, rest	17.30%	37.9%	-20.6%
Cultural programs	10.60%	8.6%	2.00%
Gastronomy	19.90%	6.5%	13.40%
Official way	1.30%	0.4%	0.90%
Festivals	27.00%	2.7%	24.60%
Relative. friend visit	7.90%	7.1%	0.80%
Active recreation	7,72%	18.2%	-10.48%
Other	5.38%	0.7%	4.68%

Table 6: Comparison of travel destinations
Source: own editing

The various programs preferred by the younger age group are, for example, festivals (27.0%), gastronomy (19.9%), wellness (17.3%) and cultural programs (10.6%) (Table 6). Visiting relatives and friends (7.9%) and active recreation (7.72%) play a smaller role. The various programs preferred by the older age group include wellness (37.9%), active recreation (18.2%), and medical treatment (17.9%). Cultural programs (8.6%), kinship visits (7.1%) and gastronomy (6.5%) play a smaller role. Based on both surveys, the official route and other categories play a minor role.

In the following, we compare the analysis of the popularity of advertisements about Hajdúszoboszló. The results are shown in Table 7.

How to advertise	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
TV advertisement	17.7%	19.3%	-1,6%
Facebook ad	29.7%	45.5%	-15,8%
Other online advertising	40.1%	17%	23,2%
Billboard	3.5%	5.7%	-2,2%
Printed flyer	6%	2.7%	2,8%
Newspaper ad	2.9%	6.9%	-4.0%
None of them	0.6%	3%	-2,4%

Table 7: The popularity of Hajdúszoboszló through advertisements
Source: own editing

According to our own survey, the proportion of other online ads (free) is the highest (marketplace free advertising, online advertising space ads, etc.). In contrast, according to a survey by the Tourinfom Office, Facebook’s paid ads reached the

highest share. In the case of both questionnaires, TV advertising and newspaper advertising play a medium role. The billboard and the printed flyer play a minor role. The results can be explained by the fact that, due to the epidemic, Internet-based advertising has taken precedence over the print media.
The question of whether the respondents have already visited Hajdúszoboszló is presented in Table 8.

Frequency of visits	**My survey**	**Tourinform Office Survey**	**Deviation (Compared to my own survey)**
Yes, several times	68%	68.5%	0.5%
Yes, once	9%	16.8%	7.8%
Yes, in transit	20%	4.6%	15.4%
Not yet	3%	10.1%	6.9%

Table 8: Frequency of visiting Hajdúszoboszló within the surveys
Source: own editing

Based on the results, it can be stated that more than two thirds of the respondents have visited Hajdúszoboszló several times. The difference between the two surveys is 0.5% here. The largest difference was in the case of the transit response, as the difference between the two questionnaires was 15.4 percentage points. Persons arriving in Hajdúszoboszló once showed a 7.8% difference based on the two questionnaires.
Among those who filled in the questionnaire, we surveyed what kind of accommodation tourists prefer to visit Hajdúszoboszló. Those who were not in Hajdúszoboszló, what kind of accommodation they would choose. The results are shown in Table 9.

Accommodation	**My survey**	**Tourinform Office Survey**	**Deviation (Compared to my own survey)**
Hotel	50%	51.6%	1.6%
Pension	20%	15.5%	4.5%
Camping	10%	1.5%	8.5%
Other	6%	2.2%	3.8%
Private accommodation	14%	29.2%	15.2%

Table 9: Comparison of preferred accommodations
Source: own editing

The smallest difference between the responses of the two questionnaires was for hotels (there was a difference of 1.6% between the results of the two surveys). In second place are the other categories with a difference of 3.8%. The third place is taken by boarding houses with a difference of 4.5%. The highest difference can be realized for campsites and private accommodation, where the difference is 8.5% and 15.2%, respectively. According to our own survey, campsites are used by 20% of the respondents (ie younger age groups), while private accommodation was the most popular among the respondents to the Tourinform Office questionnaire.
The questions of the social relations of the travelers and with whom the visitors spend their free time during the trips were also part of the survey. The results are shown in Table 10.

Companion on the trip	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Alone	9%	2.9%	6.1%
With my partner	30%	51.6%	21.6%
With family	45%	34.3%	10.7%
With friends	14%	10.4%	3.6%
Other	2%	0.8%	1.2%

Table 10: Comparison of preferred travel partners
Source: own editing

The biggest difference is in the category with my partner (the data show a difference of 21.6%). This is explained by the fact that the respondents to the Tourinform Office questionnaire were mostly adults who are already living (or can live) as a couple, or the older age group is already vacationing without children and with a couple (probably no children in this category or their children have flown out of the family nest). The vast majority of respondents to our questionnaire are young people before whom the issue of relationship is still unfolding.
The second significant difference is in the family category with 10.7 percent, where the number of respondents shifts in the direction of my own survey. According to the previous explanation, a large part of the younger age group cannot even afford an independent holiday due to their income, so in most cases young people travel with their families. The difference in the response rate alone was 6.1%. The respondents were from the younger age group in the case of our questionnaire, yet more people are taking the only trip. The explanation for this, in our opinion, is that probably some of those who come to festivals (parties and city events) come to the city alone and also leave the city after a short (a two-day) program. Traveling with friends showed a 3.6 percent difference, a negligible difference.
Examining the time spent during the holiday, we can find a very large variance in the comparison by analyzing the differences between the different categories. The results obtained are shown in Table 11.

Preferred programs	My survey	Tourinform Office Survey	Deviation (Compared to my own survey)
Hungarospa bath use	31.2%	27.1%	4.1%
Visiting restaurants	18.9%	12.5%	6.4%
Gastronomy	7.9%	10.6%	-2.7%
Local market	1.2%	8.1%	-6.9%
Concert visit	22.5%	4.2%	18.3%
City events	8%	12%	-4,3%
Sports program	3.6%	0.6%	3.0%
Museum visit	0.4%	5%	-4.6%
Sightseeing	1.6%	3%	-1.4%
Excursion to Debrecen	2%	8.2%	-5.8%
Excursion to Hortobágy	1.9%	8.6%	-6.7%
Other	0.7%	0.2%	0.5%

Table 11: Comparison of preferred programs
Source: own editing

Based on the results of our own survey, the most significant were the use of the Hungarospa spa, a concert visit and a visit to restaurants. Visiting the local markets, visiting the sports programs and visiting Hortobágy can be considered negligible. The survey of the Tourinform Office showed almost the same significance as the results obtained. The use of the Hungarospa spa, the visit to restaurants and the gastronomy cover almost half of the answers. Based on the results of the Tourinform Office, sightseeing, visiting the museum and watching sports programs are of minimal importance. Based on the answers to the completed questions, it can be stated that the attractiveness of Hajdúszoboszló, regardless of age, is given by the Hungarospa Bath and gastronomy (special restaurant offers of restaurants).
The analysis of the opinions formed about Hajdúszoboszló is presented in Table 11. The results reflect the wide variety of opinions that tourists have about their time here. Response categories were determined based on experience in our own questionnaire.

General opinion	**My survey**	**Tourinform Office Survey**	**Deviation (Compared to my own survey)**
Bustling	77.4%	68.7%	8.7%
Average	48.7%	37.3%	11.4%
Cheap	3.3%	4.2%	0.9%
Expensive	39.2%	62.7%	23.5%
Well groomed	18.8%	65.8%	47%
Boring	0.18%	5.9%	5.72%
Gray	1.52%	3.5%	1.98%
Poor quality	2.4%	2.2%	0.2%
Rustic	0.1%	2.3%	2.2%

Table 12: Comparison of opinions about Hajdúszoboszló
Source: own editing

4. In conclusion

It can be stated from our survey that Hajdúszoboszló has always been a popular tourist destination for tourists. Hajdúszoboszló has not lost its appeal over time. As a result of continuous development, it is becoming more and more popular in Hungary and abroad (more and more tourists are visiting).
The main attraction of Hajdúszoboszló is the city spa and the services built around it. The city offers a wide range of program opportunities for tourists, accessible to all ages and all walks of life, regardless of income. All tourists can find the right options for their calculations and budget (recreation, meals, accommodation, etc.)
The survey found that the city offers its services primarily to larger groups of friends and families. Visitors for official purposes can enjoy the same range of services as any other tourist. Due to the continuous growth, the number of visitors to the city results in a significant amount of economic income for the municipality (with the exception of the period given by the COVID epidemic). Unfortunately, due to the CORONA virus present in the last two years, the city also had a significant loss of revenue (in tourist traffic). Once the restrictions are lifted, it is hoped that all tourism services will return to pre-virus revenue.

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