

## **A Case Study on Village Bikal – the first Theme park of Hungary**

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### **Abstract**

Based on the definition of UNESCO, the term cultural heritage includes several main categories of heritage. In my article, I introduce a good example for the presence of tourism in the combination of intangible cultural heritage, built heritage and natural heritage in Hungary. I also examine the harmonization between heritage maintenance and guests' expectations at Hungary's first theme park opened in the village of Bikal. The goal of the thematic adventure park is to preserve and show the medieval life of Hungary in a unique way: with the contribution of craftsmen, actors, battle-hardened horsemen,-archers, and trained falconers. The theme park is located in the cultural landscape of the Castle hotel, a real built heritage that evokes the atmosphere of the 19th century neo-classicist castle. Bikal's natural environment the Mecsek Hills for excursions and vineyards and hot spring sources for wellness purposes.

*Keywords: Cultural Heritage, Cultural Landscape, Adventure Park, Hot spring*

### **1. Introduction**

The hospitality and tourism industries are the largest and the most dynamically growing industry groupings in the world.

According to the World Tourism Organization (UNWTO),” Europe, the world’s most visited regional destination, recorded a robust 5% increase in international tourist arrivals, the highest across all regions and a notable result for a rather mature region. Asia and the Pacific, the Americas and the Middle East all enjoyed 4% growth, while limited data available for Africa points to an estimated 5% decrease in the number of international tourists.” (UNWTO Press Release) International arrivals expected to reach over 1.6 billion by 2020.

David Scowsill, President and CEO of the World Travel and Tourism Council says “Travel & Tourism’s impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and

entrepreneurialism for the workforce and protecting heritage and cultural values.” (David Scowsill, WTTC)

On the other hand, tourism has serious negative impacts on the environment, e.g.: pollution from large scale traveler movement, using mass transportation; littering around heritage sites, graffiti on man-made attractions, etc. (Table 1: Environmental Impacts)

Table 1: Environmental impacts

Sources: <http://www.sustainabletourism.net/> World Resources Institute Reefs at Risk, 2013, WTO, 2000, & 2002, UNWTO, 2015, NCDC, 2015, [www.risingtide.co.uk](http://www.risingtide.co.uk), 2004, UN, 2003, Gov't of Canada, 2005, Tourism Concern, 2011, Green Car Reports, 2014, Science Museum, 2010

Although the Bellagio hotel in Las Vegas recycles its water – it still uses 12 million litres of water per year in a water scarce region
Buying local could achieve a 4-5% reduction in GHG emissions due to large sources of CO2 and non CO2 emissions during the production of food.
The average Canadian household used 326 liters of water per day.a village of 700 in a developing country uses an average of 500 litres of water per month AND a luxury hotel room guest uses 1800 litres of water per person per night...
The average person in the UK uses approximately 150 litres of water per day – 3 times that of a local village in Asia
A species of animal or plant life disappears at a rate of one every three minutes
70% of marine mammals are threatened
The Western world (with 17% of the worlds’ population) currently consumes 52% of total global energy.
1 acre of trees absorbes 2. 6tonnes of CO2 per year
More than 80% of the worlds coral reefs are at risk. Nearly 2/3 of Caribbean reefs are in jeopardy
2015 was the warmest year by margin on record
Seawater is expected to rise 70 cm in the next 10 years
By 2050 climate change could have directly led to the extinction of 30% of species, the death of 90% of coral reefs and the loss of half the Amazon rainforest.
Since 1970 a third of the natural world has been destroyed by human activity. Almost 2/3 are degraded by human activity

Half the world's population lives in urban areas and this figure is expected to increase. In Latin America and the Caribbean, 76% of the population live in urban areas.
10% of the worlds coral reefs are in the Caribbean – most under threat
35% of mangroves have been destroyed
The number of cars on the road surpassed 1 billion in 2010. Today it is 1.2 billion
A European uses 14x more energy than someone living in India
For every 1 degree rise in temperature above 34 degrees Celsius, yields of rice, maize and wheat in tropical areas could drop by 10%
Every day we dump 90 million tons of carbon pollution into our atmosphere.
Although 70% of the earth's surface is water, only 3% is potable.

Therefore it is equally important to inform visitors about the negative impacts of tourism, and do not let them to destroy the landscapes they came to see. A new philosophy, a new concept is needed. Sustainable tourism is the solution for this problem. What is sustainable tourism all about? UNWTO defines sustainable tourism as *"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"* (UNWTO definition of *Sustainable Tourism*). In the conceptual definition, UNWTO suggests, that sustainable tourism should optimize the usage of the environmental resources, respect the socio-cultural authenticity of host communities (conserve their built and living cultural heritage and traditional values), ensure long-term economic operations. (UNWTO, Making Tourism more sustainable). The tools of sustainable tourism management (e.g.: principles, guidelines, management practices) can help to protect, enrich, and enhance the natural and built environment.

## 2. Cultural and Heritage Tourism

There is a strong relationship between heritage and cultural tourism. Although many definitions include the two terms under one concept, in this chapter, I try to show distinctive differences between heritage and cultural tourism. According to Edgell "Heritage tourism, more than any other component of sustainable tourism, crosses the boundaries between the natural environment, cultural tourism, and rural tourism." (Edgell 2006)

The National Trust for Historic Preservation in the United States recognized the importance of education on the field of Heritage tourism, and created the Heritage Tourism Program. The Heritage Tourism Program defines heritage tourism as follows "Heritage Tourism is traveling to experience the places and activities that authentically represent the stories and people of the past." (National Trust for Historic Preservation). Emperors, popes, scientists have started to involve the theory of cultural heritage in the very early ages, like Theoderic the Great (AD 6th) encompassed the 7 wonders of the antique world and the beauty of Rome, Pius II in the Bull of Pius (1462) mentioned the conservation of the religious places; Charles XI of Sweden focused on the Antiquities Ordinance in 1666, etc., (ICOMOS)

In spite of the growth of the practical importance of cultural tourism, the scientists have attempted to define cultural tourism just in the year of 2002, in the frame of ICOMOS saying "The cultural and cultural-cognitive tourism actually is this form of tourism, which focuses on the cultural environment, which in turn may include cultural and historical sights of a destination or cultural-historical heritage, values and lifestyle of the local population, arts, crafts, traditions and customs of the local population. Furthermore, cultural and cognitive routes may include a visit or participation in cultural activities and events, visit museums, concerts, exhibitions, galleries, etc." (ICOMOS 2002). There is another definition for cultural tourism by the World Tourism Organization (Report WTO, 2012) as "trips, whose main or concomitant goal is visiting the sites and events whose cultural and historical value has turned them being a part of the cultural heritage of a community." This definition draws our attention to an important issue concerning the motivation of travelling. It points out that cultural tourism is not necessarily the principle motive of our journey but many times it is combined with other purpose of travelling (e.g.:business, holiday, etc.). The key factor in that definition is the concept of "cultural heritage" which includes intangible and tangible movable and immovable heritage as "a set of cultural values that are carriers of historical memory, national identity and have scientific or cultural value" (Cultural Heritage Act, Art. 2, para. 1)(Nature and Characteristics of the Cultural Tourism)

Nowadays, travellers want to gain rich experiences during their trip, learning, collecting new information apart from the basic "must see" sights, but they also want to enjoy shows, shopping, new, exciting programmes, virtual games, etc. It is time for the destination management organizations to see this change in demand, as a special opportunity for developing new tourism products that are also emphasizing their environment in the complexity of cultural landscapes. With complex tourism products, a destination can gain more visitors and ensure more job opportunities for local communities.

### 3. Case Study on Bikal

Article 2 of the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage – defines that "The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage."

The 1972 UNESCO WHC Operational Guidelines (first edition in 1977-78, later several times revised), contains the following specifications: With respect to cultural landscapes the Committee has furthermore adopted the following guidelines concerning their inclusion in the World Heritage List. Cultural landscapes represent the "combined works of nature and of man" designated in Article 1 of the Convention. (ICOMOS definitions) Both definitions stress the importance of the interaction between mankind and its natural environment. Each country has its own natural and man-made attractions thus Hungary is also very proud of their historical, cultural and natural values.

#### 3.1. Introduction – Hungary

Hungary is situated in central Europe, for more than 1100 years. There is diversity in its natural as well as its man-made attractions. Our key tourism products are cultural attractions, including the 8 World Heritage Sites, gastronomy with excellent food, wine and spirits, health&spa tourism with 1289 thermal springs, the largest Lake (Balaton) in Europe as well as significant business tourism. We have Europe's no.1 summer Youth Festival and club, there are 3518 churches, 103 calvarias, 73 synagogues to choose from. (Visit Hungary).

Travel & Tourism directly generated 237,500 jobs in 2014 (5.6% of total employment) and this is forecast to grow by 5.1% in 2015 to 249,500 (5.8% of total employment). This includes employment by hotels, travel agents, tour operators, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2025, Travel & Tourism will directly account for 318,000 jobs, an increase of 2.5% over the next ten years.(WTTC Hungary)

#### 3.2. The surroundings and location of Village Bikal

There are nine tourist regions in Hungary and each one provides the tourist with a various range of tourist products. The regions include: Northern Hungary, Lake Tisza, the Northern

Great Plain, the Southern Great Plain, Budapest and Central Danubian Region, Central Transdanubia, Western Transdanubia, Southern Transdanubia and Lake Balaton (Figure 1).



Diagram 1: Tourist Regions of Hungary, Source:  
<http://www.specialtours.hu/tours/biketours/HungarianCyclingTours.php>

”The tourist regions and the areas of competence were laid down by Decree 4/2000 (2 February) of the Ministry for Economic Affairs, which contains the definition of the current nine tourist regions in place of the previous eight regions. The areas of competence of these regions differ from the areas of competence of the existing units of public administration (e.g. county, minor statistical area, resort zone) and of the statistical-planning regions laid down by Act XXI of 1996.”(Visit Hungary) Bikal is situated in the Southern Transdanubian region, which consists of the counties of Baranya, Tolna and Somogy. The village is only 50 km away from the three county seats: Pécs, Szekszárd and Kaposvár. Southern Transdanubian region is often called the ”mediterranean island” of Hungary, offering wide range of nature and man-made attractions. E.g.: cultural heritages, thermal baths, horse riding, folk traditions, wine regions, etc. (Hungary tourist guide).

The region has two hilly areas, the Mecsek and the Villány hills, with their protected geological and botanical rarities. The Danube-Dráva National Park lies here as well and covers almost fifty thousand hectares with rich wildlife, between the two Rivers Danube and Dráva. The county seat of Baranya is Pécs, a 2000 year old town with special relics from the Roman times. Sopianae, predecessor of Pécs in the Roman era had its late Roman Paleochristian cemetery included in the UNESCO World Heritage list in the year 2000.

The wine culture of the region is also very significant, as there are three official wine regions (out of the 22): Szekszárd, Villány –Siklós, Mecsekalja.

The Southern Transdanubian neighbourhood can also boast of an important event which is the Busójárás. Busójárás is an annual Carnival in the town of Mohács, for six days in February. Inscribed in 2009 on the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity!(Busó)

### **3.3. The History of Bikal**

The village is situated at the foot of the Mecsek mountains in a valley of a small area called Hegyhát ("back of the mountain" or "behind the mountain"). It had 1100 inhabitants in 1990, now only 763. Its name comes from the beech forest grown above it: Bikal=bükk-al, meaning the "bottom of the beech (forest)". The village was first mentioned in a document in 1325. Its first known owner was János (John), the son of Péter Köblényi from the Szentemágocs family. (Bikal and the Puchner Castle)

### **3.4. The main tourist attractions of Bikal: Puchner Castle Hotel, Medieval Theme Park**

"Pursuant to Article 38 of Act LXIV of 2001 on the protection of cultural heritage, landmark protection should be provided for historical landscape that is culturally significant (for historic, monument, artistic, scientific, technical, etc. considerations), partially built in, and that is the results of the joint activities of people and nature, representing a topographically defined unit." (Éva Hajós-Tétényi)

The Puchner Castle Hotel and the Medieval Theme Park are next to each other, the owner of the Hotel runs the Theme Park. This case is a good example of the well used cultural landscape, because the castle is a real built heritage with authentic furniture (representing local tangible heritage), while the Theme Park covers the ideas of intangible heritage. Based on the guidelines for inventories of cultural heritage assets, first of all I introduce the history and the description of the Puchner Castles Hotel and Medieval Theme Park.

### **3.5. The History of Puchner Castle**

The Castle was built by the Puchner family in the 1840s in neo-classicist style. The main building got its current late historical style in 1898-1899. By the end of the World War I., the Puchner family lost its wealth. At the end of World War II., the castle was used as a headquarters for the Russian troops. Most rooms of the building got damaged. After the Soviet soldiers, the family could not restore the castle due to the lack of money. The

reform of agriculture has left only 100 acres land in the ownership of the Puchners and soon this had to be "voluntarily" offered to the state.

In 1949, the family had to leave the castle building. The very last landowner of Bikal lived the rest of his life in a peasant house in the village as an "enemy of the working class", a so-called "kulak" and worked as a wood loader and later as a night watchman. His sons and grandchildren still live in Bikal. Between 1950-1993, the building became the headquarters of the Bikal State Farm which was famous for its fishery, rabbit breeding and fruit growing. (Bikal and the Puchner Castle and Puchner Történelmi Morzsák)

### **3.6. The Puchner Castle Hotel**

Hella 91. Ltd. purchased the former Puchner estate from the Bikal State Cooperative in 1993 and started the renovation. In 1996 a 3-star castle hotel was opened with 17 rooms, a restaurant, an outdoor pool, a tennis court and a children's playground. In 1998, the bath house was built, with pools and 5 rooms with modern furniture. Completed with this service, the hotel has become a 4-star hotel from 1999.

In 2002, three, two-storey guest houses were established, with 24 modern rooms; a new sport centre, designed in the style of the knights' era, was developed, with a drink bar, two bowling greens, billiard and three squash courts. In addition to these services, a conference centre with a capacity of 400 persons was also opened in this year. In 2004, the interior spaces of the castle were renovated.

In 2005, the bath house was enlarged with a new unit in Moroccan style.

In 2007, the manor house, built in 18th century French style and having 31 rooms as well as the new reception building were constructed and the extension of the bath house was completed (an other extra 4 rooms, a bigger changing room, a bigger drink bar and also a VIP bath was added with the name of Harmony Island).

In 2012, another building with another style, the Palace was opened with 28 rooms, a separate bath facility and new restaurants (the Knights' Hall and the Hall of Muses). (Puchner Történelmi Morzsák). "The buliding – surrounded by an enormous park with a lake and ancient trees – was added to the Architectural Heritage List in 1979." (Település, Puchner Palace Hotel and Renaissance Theme Park)



### **3.7. The Medieval Theme Park of Bikal**

The Renaissance Theme Park, the first medieval Theme Park of Hungary was opened on the 1st of April in 2010. The goal of the thematic adventure park is to preserve and show the medieval life of Hungary in a unique way: with the contribution of craftsmen, actors, battle-hardened horsemen, archers and trained falconers.

While going back in time, children and adults of all ages will find the most exciting programs according to their interest from dawn to dusk. The Theme Park with its 7.5 hectares is divided into 5 larger parts: the Village, the Old Town, Main Square, Palace and Jousting Arena. The park's 35 buildings have workshops, shops, catering units and other places designed for trainings and group activities. From the main entrance visitors take the main road cutting through the village to explore the Theme Park.

The village's pottery, basket-weaver workshop, blacksmith forgery, animal farm, mill and traditional countryside tavern ("csárda") are also part of the one-day interactive tour. In the Old Town, 8 craftsmen and in the streets randomly appearing actors and animators present the atmosphere and everyday life of the medieval era. In the mornings and in the afternoons medieval performances await visitors at two venues – at the Bird Stage and the Jousting Arena. (Település, Puchner Palace Hotel and Renaissance Theme Park)

### **4. The SWOT analysis of the Hotel and the Theme Park**

It is important for each supplier in the tourism industry to gain clear picture about both internal and external environmental factors that affect their business operation. (Table2)

**Table 2: The SWOT analysis of the Puchner Castle Hotel and The Medieval Theme Park**  
 Source: based on the Regional Operative Programme of Southern Transdanubia, the Cultural Tourism Development Strategy and Own research

Internal	
Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Complex tourism product</li> <li>2. The operation of the Castle Hotel and the Renaissance Theme Park is in one hand</li> <li>3. All year open</li> <li>4. Provide services for different segments</li> <li>5. Same time enetainment and knowledge provider of traditions</li> <li>6. Location: rich in cultural heritages, natural attractions, arts, festivals, gastronomy, wine, spa</li> <li>7. High reputation of built heritage in the country (The Castle)</li> </ol>	<ol style="list-style-type: none"> <li>1. Accesibility</li> <li>2. Far from Budapest</li> <li>3. Bad infrastructure</li> <li>4. Lack of online marketing activity</li> <li>5. Short duration of stay</li> <li>6. Price-value ratio</li> </ol>
External	
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Development and efficient operation of the Tourism Destination Management system</li> <li>2. Development of the infrastucture by the support of the European Union</li> <li>3. New tourism product</li> <li>4. Join to a thematic route</li> <li>5. New segments</li> <li>6. Opening to new markets</li> <li>7. Online marketing development</li> </ol>	<ol style="list-style-type: none"> <li>1. Poor region</li> <li>2. Economic crisis</li> <li>3. Lack of coopertion (government, the tourism sector, places of attractions, sector of culture, owners, investors etc.)</li> <li>4. Lack of human resources</li> </ol>

#### 4.1. Strengths

The Renaissance Theme Park and the Puchner Castle Hotel provide complex tourism products for each segment and all year around. Families, friends, couples, schools, even companies can get what they are looking for. Among the wide range of services, we can find spa- and wellness facilities, entertainment shows, sport programmes, excursions, wine-tasting, etc. The spa and wellness department in the Puchner Castle Hotel has a French-style bath with "recognized mineral water" 29.4°C warm (rich in magnesium, calcium, fluorine and sodium bicarbonate), pools with different experience elements, jacuzzis, children's pool, relaxation beds, Finnish and infra sauna; an oriental-style Moroccan bath (special design of the world of one thousand and one nights) with counter-current pool, a deep diving pool and two Jacuzzis. (No noise of children here, as it can be used only by guests over 14.); a Palace bath with refreshment and regeneration for body and soul (free of children's noise); a VIP Bath (The island of Harmony) for couples; an outdoor pool during the summer; different types of massage and health preserving treatments. (Puchner Wellness Spa).

For families and children the Theme Park offers a wide range of unique quality programmes. The children can be prentices of craftsmen or pages, they can learn songs, dances and poems and become familiar with medieval instruments, virtues and customs.

There is a mini-zoo which is also popular with the children. In addition, there are different types of entertainment facilities, e.g.: a falconer's show, children's theatre and horse shows including the use the donkey carriage. (Puchner Baba-Gyermek barát).

The Conference Center of the hotel, is suitable for the MICE segment up to 400 persons. Its rooms can be divided into different sections (Pál Hall, Middle Hall and Hannibál Hall) and can be used separately or together, depending on the number of participants.

There are plenty of other optional programme opportunities inside and outside of the hotel putting all sorts of heritage qualities together with local attractions into practice, i.e. making visitors acquainted with them:

- bowling competition in the Sport Center,
- cosy night bathing in the French and Moroccan bath,
- spectacular bird show,
- knights' tournament in the jousting arena,
- renting of renaissance costumes from the tailor workshop in the Theme Park,
- a knights' dinner and exclusive photo shoot to take home as a souvenir of the stay;
- team building games (Let's Cook Together, Game à la Bikal, Become a 'Betyár' (Outlaw);

- bicycle tours in Bikal and the vicinity;
- canoeing: getting to know the canoe, boat and water sports at the lake next to Bikal;
- hiking during the night in Bikal and the vicinity;
- orienteering in the forests around Bikal;
- horse riding at the Theme Park and horse carriage tours in Bikal and the neighbourhood with or without a picnic basket.
- Tastings can be organised (wine, cognac, whisky, “pálinka”, cigar, chocolate).(Puchner Konferencia)

#### **4.2. Weaknesses**

Although the area of Bikal is rich in cultural and natural values, the infrastructure needs to be developed.

Many tourists are coming from the capital city of Budapest and unfortunately, getting to Bikal from Budapest is not easy either by car or by public transport. Those travelling by car will face bad road conditions and heavy traffic. On the other hand, those who are travelling by train or by bus have to calculate with long hours due to the lack of direct bus and train connections from Budapest to Bikal.

In this accelerated world, free time is a shortage, so on long weekends, people take advantage of wellness opportunities where the duration is a maximum of three nights, while those visiting the Theme Park spend just one day there.

The reason might also be searched in prices. If a family wants to visit the Theme Park, they should calculate with the costs of transportation, the entry tickets and the price of food and drinks not talking about a little gift for the children as an extra fee. It is a lot of money for an average Hungarian family for one day. The Theme Park should either decrease the entry fee, or create special packages for the visitors in order to gain this - very numerous - layer of society.

Another, unfortunately very widespread problem in Hungary is related to language knowledge. The website of the hotel is in Hungarian, English and German but that of the Theme Park is only in Hungarian. On the hotel's website, there is a link to the Theme Park in English and German saying that visitors can find more information about the Renaissance Park on the official website of the Theme Park whereas the website of the Theme Park is only in Hungarian.

The downloadable brochure appears only in Hungarian on the website of the Hotel. The two websites should be in harmony. Nowadays, guest reviews can play very important roles in a Hotels' and a Theme Park's life, therefore it is surprising that there is only 41 reviews on

Tripadvisor about this site. (Tripadvisor Review Puchner Cattle Hotel) and noone replied the comments from the management side. There is only one "thumb up" sign at each comment. It is also strange that the Renaissance Theme Park is not even on the Tripadvisor. There are many review sites nowadays but Tripadvisor is still number one on the market. The hotel should reply on the guest comments, because interactivity helps to increase the number of guests and create a good reputation for the hotel.

### **4.3. Opportunities**

For reaching the aim to generate more revenue, the hotel should search for new markets and segments out of the Hungarian border but before it, the management has to change their online marketing activity. It would also be worthwhile joining a thematic route in the region, which can be a new tourism product for Bikal and can bring in a new segment as well. Working closely on the European Union's tenders with the local Destination Management Organization could bring them financial support to improve the conditions of infrastructure. They should invest money and energy on digital marketing campaigns, direct the bookings to the hotel's website and spend less on the OTAs (Online Travel Agencies), optimize online presence at all touch points, use e-mail marketing and search engine advertising, not forgetting about the mobile applications and to focus on the consistency of information provision across all channels.

### **4.4. Threats**

Managing human resources in the hospitality industry shows unique challenges, including highly diverse employee backgrounds and roles, a constant focus on guest services, and organizational structures that often divert from generic corporate models. (David Hayes). Everyone agrees in the sector, that there is an urgent need to resolve this issue. In order to keep the quality level of tourism services in Hungary, we need good professional education; higher wages and salaries. This was the conclusion of the conference organized by the Hungarian Hospitality and Catering Employers Association in October 2015. (Szikora)

### **Summary**

The hospitality and tourism is the largest and the most dynamically growing industry in the world, nevertheless it can have serious negative impacts on the environment, e.g.: pollution by mass transportation; littering around heritage sites, graffiti on man-made attractions, etc. Therefore it is important to properly inform visitors how to behave and what to learn at a given site, whereas the hosts have to be prepared by measures to avoid the negative impacts of tourism and not let it damage, harm or destroy.

A new philosophy, a new concept is needed which is sustainable tourism. The tools of its management (e.g.: principles, guidelines, management practices) can help to protect, enrich and enhance the natural and built environment. In my article, I have introduced a good example for the presence of tourism in a given historic environment with the combination of intangible cultural heritage, built heritage and natural. The goal of the Renaissance Thematic Park is to preserve and show the medieval life of Hungary in a unique way: with the contribution of craftsmen, actors, battle-hardened horsemen,-archers, and trained falconers. It is located in the cultural landscape of the Castle hotel, a preserved and reconstructed built heritage which evokes the atmosphere of the 19th century neo-classicist life. Bikal's natural environment with the Mecsek Hills behind it for excursions, vineyards and hot spring sources for wellness purposes can increase tourism, if the hotel will develop their communication system in order to reach more and more layers of Hungarian and foreign tourists who are ready to enjoy and benefit from the traditional values.

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