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| **COUNTRY: HUNGARY** | |  |
| **SECTOR: TOURISM** | | **BY NUMBERS**  **(IMPORTANCE OF THE SECTOR)** |
| **HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND** | **INTERNATIONAL** |  |
| Tourism plays an important role in Hungary’s economy similarly to other European countries. Annually 4,1 million domestic and 3.5 million international visitors choose the country as a destination. According to statistics, in 2011 13.6 million international tourists visited Hungary, and this figure was 2 percent higher than in 2010. The number of visitors with non-touristic motivation reached 28 million, the majority of which (15 million) was transit passanger, and another 10 million arrived for shopping. In terms of economy, statistically the tourism sector refers to accommodation and catering (without institutional feeding); including the performance of other enterprises working in the field of tourism (such as travel agencies) we receive the direct tourism sector. Finally, the figures of the direct and indirect tourism sectors are made up by including the performances of the supplying sector as well.  The consumption of foreign visitors in Hungary in 2004 summed up 822 billion forints, with 596 billion forints of touristic consumption. Besides, the Hungarian population spent 385 billion forints on touristic services, as a result of which the income of tourism reached 1000 billion forints. The GDP of the whole tourism sector was 877 billion forints, which makes for 5% of the Hungarian GDP. Considering the multiplicative effect the tourism sector contributes to the country’s GDP with 8,5 %.  In 2004, the number of employees in this sector was 398 000, 8,9% of all employees. As a result of multiplication, every eighth employee worked in the field of tourism.  According to statistics, in 2005 the number of guest nights per 1000 residents was the highest in the Balatonfüred microregion (44901) and the lowest in the Sarkad, Jánoshalma and Mezőcsát microregions (practically 0). |  |
|  | **RELATED FIELDS** | **USEFUL LINKS** |
| Hotel sector    Catering sector | **http://neta.itthon.hu/szakmai-oldalak/letoltesek/turizmus-magyarorszagon** |
| **SUBFIELDS** |
| All other national economy field. |
| **RELATED SUBFIELDS** |
| All other subsector of national economy field. |
| **COUNTRY: HUNGARY SECTOR: TOURISM** | | |
| **SECONDARY LEVEL** | **BACCHELOR LEVEL** | **MASTER LEVEL** |
| Travel guide | Economist in Tourism and Catering | Economist in Tourism and Management |
| Tour operator |  | Teacher of Economics (Tourism and Catering) |
| Matricula |  | **BEYOND THE MASTER LEVEL** |
|  |  | Economist Assistant in Tourism and Catering Specialized in Tourism |
| **COUNTRY: HUNGARY** | |  |
| **SECTOR: HOSPITALITY & HOTEL MANAGEMENT** | | **BY NUMBERS**  **(IMPORTANCE OF THE SECTOR)** |
| **HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND** | **INTERNATIONAL CONTEXT** |  |
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| The analysis of the Hungarian Association of Hotels (MSZÉSZ) points out that in 2015 the contribution of the tourism sector to the Hungarian GDP was 9,4%, the number of its employees was 338 000, the foreign currency income was 4,81 billion euros, the growth was 8,9 % compared to that of 2014. The balance of foreign currency income and expenditure was 3,16 billion euros.  In 2015 in the Travel and Tourism Competitiveness Index of 141 countries, made by the World Economic Forum Hungary was ranked 41th, which is a throwback from rank 39 in 2013.  According to the survey of ICCA in 2015 Hungary was came 36th-37th. while Budapest was at the 19th-20th place, which is lower than in the previous year. Among our competitiors, Austria (rank 14), Poland (rank 21) and the Czech Republic (rank25) outranked Hungary, Budapest was preceded by Vienna (rank 4) and Prague (rank 11). Other statistics show that as for bookings and REVPAR-index hotels of Budapest came 14th in 2015, which is one place better than in 2014. As for net average room rates, Budapest was 26th, just like in the previous year. All in all, Hungary and Budapest are considered to be cheap destinations.  The prospects for Hungarian tourism are positive. Its development may be enhanced by the following factors:   * new infrastructural developments * grand international events eg. Bocuse d’Or * improvements of baths and spas * the revolution of Hungarian gastronomy * new developmental startegy of tourism   Our main market is still Europe and the European Union and a moderate increase is expected. From Asia (China, South Korea, Israel) even more increase in the number of visitors is hoped for due to the new direct flights. |  |
|  | **RELATED FIELDS** | **USEFUL LINKS** |
| Tourism sector | **http://turizmusonline.hu/belfold/cikk/a\_hazai\_**  **szallodaipar\_idei\_kilatasai\_\_lassabb\_forgalomnovekedes\_varhato** |
| **SUBFIELDS** |
| All other national economy field. |
| **RELATED SUBFIELDS** |
| All other subsector of national economy field. |
| **COUNTRY: HUNGARY SECTOR: HOSPITALITY & HOTEL MANAGEMENT** | | |
| **SECONDARY LEVEL** | **BACCHELOR LEVEL** | **MASTER LEVEL** |
| Chef | Economist in Tourism and Catering | Teacher of Economics (Tourism and Catering) |
| Pastry chef | Vocational Instructor in Business | Economist in Tourism and Management |
| Waiter |  |  |
| Matricula |  |  |
| Catering manager |  |  |
|  |  | **BEYOND THE MASTER LEVEL** |
|  |  | Economist Assistant in Tourism and Catering Specialized in Catering |