

TINÓDI SEBESTYÉN GRAMMAR SCHOOL AND
SECONDARY TECHNICAL SCHOOL OF TOURISM AND
CATERING

A YOUNG FESTIVAL...

the Nádasdy Historical Festival of Sárvár



Place and date:

Sárvár, STG, 09 September 2011.

Consultant teacher:

Mrs Veronika Martos Grodvalt

Written by:

Bettina Károlyi, Dorina Lónai, Csilla Fülöp, Vivien Gyuricza

Contents

Introduction	3
1. Historical festivals	4
1.1. The historical festivals in Hungary	4
1.2. Our region, the West-Transdanubian historical festivals.....	4
2. The Nádasdy Historical Festival in Sárvár.....	6
2.1. A general introduction to Sarvar and its tourism.....	6
2.2. Festivals in the life of Sárvár.....	7
2.3 The historical background of the Nádasdy Historical Festival	8
2.4. The driving force of the festival: the introduction of the Nádasdy Historical Preservation Association	9
2.5. The analysis of the Nádasdy Historical Festival and its significance in tourism	10
2.5.1. The festival in the public life of Sárvár.....	10
2.5.2. Attendance at the festival	11
2.5.3. The description of the festival programmes and their analysis.....	12
2.5.4. An interview with hotel managers in Sárvár about the effect of the Festivals	14
2.5.5. The image of the Festival	15
2.5.6. The supporters and the financial status of the Festival.....	16
2.6. The Future of the Nádasdy Historical Festival.....	17
2.6.1. The future image of the Festival	17
2.6.2. SWOT Analysis.....	18
2.7 Engagement in the life of the Festival 2011	20
Conclusion, experience, summary of our study	23
1. Appendix – Questionnaire.....	24
2. Appendix – Diagrams.....	26
Webography	28

Introduction

If there wasn't a Nádasy Historical Festival it should certainly be made. The Ferenc Nádasy Historical Preservation Banderium's members founded the Festival in 2009 as their own initiative, which in spite of its tender age has already achieved great popularity. This year the Festival was organised for the third occasion, and it grew to be a three-day-long event. With its colourful programmes and interesting performers the Festival fascinates guests both from Hungary's different regions and from abroad.

In our essay we would like to introduce the antecedents of the festival, the organizers, the participants and the programmes. We placed emphasis on presenting why this event is popular and what the organizers' ideas are concerning the festival next year.

1. Historical festivals

1.1. The historical festivals in Hungary

In the past 15 and 20 years (in line with the international trends) the festivals have become more and more popular in Hungary. According to the Hungarian Festivals Association's definition: festivals are events that aim to offer the public a valuable, qualitative, entertaining and educational free time community experience of an extremely high standard. Festivals have a key role in conveying such genres and ethnic cultures that otherwise the public would not be interested in. A festival strengthens the sense of community in a local community, moreover it develops co-operation and teamwork, but a well organised festival may represent an outstanding brand value.

Festivals are grouped on the basis of their most important aspect, that is the theme of the festival. The historical festivals can be classified as events related to historical locations. (Tourism bulletin XIIIth year 3rd issue)

1.2. Our region, the West-Transdanubian historical festivals

In our region, namely in West-Transdanubia plenty of festivals are organised every year. One of the most famous ones is the Savaria Carnival, which takes place in Szombathely. This is the greatest period-costume historical event in Central-Europe, wherein the visitor can take an active part in the programmes.



During the Savaria Carnival some local people take part in the parade as well

The costume parade is the most famous attraction in the Carnival, where from year to year more than hundred military tradition-keepers and people in costumes parade along the streets. In the marketplace of Szombathely craftspeople and various vendors sell their products not only on Saturday and Sunday but on each day of the Carnival.

A small town's history can be seen in a festival in Kőszeg, where Kőszeg's Siege-days are organised. This festival revives the medieval fighting of Szulejmán I, a Turkish emperor and Miklós Jurisics, the captain of the castle.

A city called Győr gives home to two interesting events. In the baroque wedding a lucky couple can get married in a 17th century style. The other event revives the battle in Győr. The rumbling of cannons, the charge of the horse troops and the defenders' fights enchant the battlefield into a live history lesson. Children either small or big are welcome to play games, do activities and arts and crafts.

2. The Nádasdy Historical Festival in Sárvár

2.1. A general introduction to Sarvar and its tourism

Sárvár is a small historical town in West-Transdanubia, which lies on the banks of the River Rába. Sárvár was many times in focus of attention during the stormy events of history. This is especially true for the 16th and 17th centuries, when the Nádasdy family rose and made it possible to do economic, political and cultural activities for one and a half centuries. The Nádasdy castle, where these activities were pursued, is still the symbol of Sárvár.

In 1968 Sárvár became a town, which was the turning point of our modern history, giving chance to urbanization. The last two decades gave a new momentum to Sárvár's development with the promise of new civil life. The citizens' ability, talent, hard work and love of the town made it possible to build a new Sárvár, which is one of the citadels of the Hungarian and the international spa and wellness tourism.



The Nádasdy Castle in Sárvár

The building of the Nádasdy castle is a significant element of the town not only from a historical aspect. Situated in the heart of Sárvár, the castle is part of the national heritage with the gate tower and its domed bridge stretching across the moat. It houses the Museum and it is also the cultural and community centre of the town. In the middle of the main

square of Sárvár there is a playful fountain, which represents the close relationship between the town and water.

Heading right from the castle we can see the castle park in the moat where there are many old sycamores accompanying the walkers to the entrance of the Arboretum. In spite of its simple entrance, it covers about 10 acres of conservation area, which has a great history. Here there are more than hundred special species of plants providing a pleasant time for the visitors, who can spend hours in the arboretum.

Depending on the weather the Boating lake offers opportunities for recreation, where different kinds of sports like fishing or horse riding are possible, too.

2.2. Festivals in the life of Sárvár

The town awaits visitors with a lot of significant programmes. The organised events are usually held in the castle's inner court.



Basque Country's performance at the Folklore Festival

The 15-year-old international folk dance festival also takes place in the castle's court. The nearly one-week-long event's peak is the gala performance on the 20th of August, on the day of our public holiday. The most spectacular event is the parade of the participant countries in their folk costumes along the main street.

In addition, the castle houses regular programmes, for example the international brass festivals, the international cavalryman meetings and also poem-song meetings. The

Simon-Júdás Fair closes the season in late autumn, where there are about 500 vendors and a huge whirl of fair.

2.3 The historical background of the Nádasdy Historical Festival

The eponyms of the Nádasdy Historical Festival used to live in Sárvár between 1534 and 1671, which was one of the most splendid periods of the town. Sárvár was one of the battlements of the Renaissance culture in our country, which can be proved none the less by the fact that the first printed book in Hungarian, the New Testament was published here. The Nádasdy family held significant positions in the history of the country. Sárvár was an important fortress at the frontier against the Turkish invasion.



The statue of Ferenc Nádasdy, the 'Black Captain'

The Nádasdy family are said to have flourished the Hungarian culture in Sárvár. In addition, they took significant military and political roles in the history of the country.

The Nádasdy Festival is based on its 16th and 17th century historical past.

Sárvár is proud of the heritage of the Nádasdy family. One of the schools was named after Tamás Nádasdy and the museum is called Ferenc Nádasdy Museum. Furthermore, inns, guesthouses and street names commemorate the wealthy, patriotic nobleman.

2.4. The driving force of the festival: the introduction of the Nádasy Historical Preservation Association

The Nádasy Historical Preservation Association emerged from a circle of friends, with the firm intention to liven up the town with a historical festival. The idea struck them in 2008. They say it was so obvious to organise a historical festival in Sárvár because of both the castle and the colourful history. The Association was founded in March 2009 after a lengthy planning and organisation and it started to organise and advertise the Nádasy Historical Festival almost at once.

In the same year the Ferenc Nádasy Historical Preservation Banderium was also founded separated from the Association. Its primary goal was to publicize the Nádasy Festival in several history preservation events throughout the country. The initiative proved to be good, but the original reason for the foundation did not become the main attraction. However, it provides a great opportunity to make contacts with the participants from different cities or countries. Consequently, new historical preservation groups will visit the Sárvár Festival.

The Banderium has been invited to all festivals in the region dating back to 16th and 17th century history.



Ferenc Nádasy Historical Preservation Banderium

Nowadays there are 14 permanent members in the Banderium, but anyone can join who feels like preserving history or relaxing with a circle of friends. The members of the Banderium acquire how to use guns from ancient times. Obviously, it requires constant practice, which they actually do at weekends. Women who do not like such powerful games do the cooking or some work around the camp instead.

It is indispensable to have traditional costumes and equipment of the period, which they either make themselves or have them made. The two historians in the Banderium control the quality of clothes. To understand the era the members surf on the internet, read books or watch films together as well as visit the local Ferenc Nádasdy Museum regularly.

2.5. The analysis of the Nádasdy Historical Festival and its significance in tourism

2.5.1. The festival in the public life of Sárvár

The Nádasdy Historical Festival exceeds from the other festivals in Sárvár because it emphasizes the historical traditions of the town. Even if it has only been organised three times it plays an important part in Sárvár summer programmes. More and more tourists visit the festival every year, that is why the local government is glad to support it. It can be proved by the fact that Sárvár public figures were wearing costumes of the period and walking in the procession in the main street. These fascinating costumes were hired from the local Technical School by the organizers.



The Mayor of Sárvár in the procession

The members of the Nádasy Historical Preservation Association are civilians who would be happy to welcome volunteers with similar interests to assist in planning and organising the festival. Additionally, the Banderium also recruits members who are interested in traditions. Every year the members of the local drama society help enthusiastically dressed up as pageboys wandering around the city giving information to tourists.

In conclusion, it can be stated that local people know and love the festival. Hundreds of people contribute to the success of the event with their own means.

2.5.2. Attendance at the festival

When we made an interview with Viktor Takács, the vice-chairman of the Nádasy Historical Preservation Association it became clear to us that during the first year in 2009 mainly Sárvár people attended the festival because it was a new event in the cultural life of the city. This is what he said about the experience of the successive years:

‘During the second year Sárvár people attended the festival similarly to the first one. However, additional Hungarian and foreign guests preferred spending their time in the wellness spa during the day because of the high heat. They came along to our festival in the evening, but unfortunately bad weather spoilt the event then. This year we experienced just the opposite. There were a great many foreigners, especially German speaking people. In sum, a lot of foreigners attended the festival in spite of the unfriendly weather. In short, I think each year was different, but none of the groups had been determining among visitors.’

We made a survey on the acknowledgement and the popularity of the festival among local people. Our survey was not representative. Our questionnaire was filled in by 81 persons. More than 50% of them belonged to white collar workers, 25% were secondary school students. There were university and primary school students as well as a few pensioners among the interviewees.

We wondered how many local people knew about the festival, how they got informed about it and what kind of programmes they attended. See questionnaires and graphs made of the data of the survey in the appendix.

The rest of the interviewees (95%) has heard of the Nádasdy Historical Festival, however only 53% of them has taken part in the event. The vast majority confirmed that they had a good time, but 20% did not enjoy it completely. Those who visited the festival once became regular visitors and supported the event further on.

2.5.3. The description of the festival programmes and their analysis

The first festival was a two-day event. Since then it has been extended with one more day, the Báthory Feast on Friday evening. The structure of the programmes has changed a lot, for example high standard concerts were held on Sunday evening, but the late time did not appeal to many people. After the successful concert given by Csik band in 2009, (they are fairly popular in Hungary) the band was invited to Sárvár again in 2011. This time they played on Saturday evening. The popularity of the musicians attracted a lot of people to the castle court, there were huge crowds in front of the stage at the beginning of the concert. Consequently, the highlight of the festival was the second day with the concerts and the traditional dance ball.

Due to the historical background of the festival the programmes included exhibitions of arms, costumes of the period and a 16th century battle for the public to admire. Hollóének Hungarica, which plays medieval Hungarian music takes part in the festival every year as well as invites people to dance. Those who are interested can take the opportunity to taste goodies like leg of frog.



The concert of Csik band in 2011

The Lajos Soltis Theatre Company gives fascinating performances every year.

The organisers do not forget about families with children, since every year some children programmes are organised, for example kids can play at the Witch Apprentice School or see the Sárvár Treasure puppet show by Paprika Jancsi Theatre.

It was the second time in 2011 that the Báthory Feast was organized. In the event delicious dishes on wooden plates with fancy names were served for customers who needed to miss much cutlery. The atmosphere was made pleasant with live orchestra music and traditional folk dancers who invited the well fed guests to dance with them.

Those who did not long for watching shows could participate actively in programmes like archery and gunfire shooting.

It was especially women who were impressed by fashion show costumes of the period, which were made and worn by the local Technical School. Several vendors sold their goods at the foot of the castle which was also appealing for ladies.



The siege

When asked what kind of people they would like to address, Viktor Takács said:
„From 9 to 99 everyone. Practically, most of our programmes are free, so everyone can visit them not depending on their income. However, as for bands we cannot afford to invite singers from talent shows. This year there was a large number of history preservation groups present.

Now the programmes for children went also well. The Witch Apprentice School and several handicraft workshops were popular, although we will have a lot to improve in the latter. The men mostly preferred the siege scene and the ladies in the harem. As a matter of fact, I can tell you that anyone who can stand high temperatures and heavy rains can enjoy the festival.”

2.5.4. An interview with hotel managers in Sárvár about the effect of the Festivals

We have enquired about the profits in several hotels and pension houses of Sárvár as a consequence of the Festival. Most places had more bookings, moreover the hotels gave an opportunity for the guests to purchase the entrance ticket to the Nádasdy Festival together with their booking.

The Tinódi Fogadó is a family-run inn with 15 rooms. During the Festival it was fully booked. There were several guests who booked their accommodation just because of the Festival. Along with their booking they were offered an entrance ticket to the Festival or a ticket to the Báthory feast, where the gastronomic part was organised by the Tinódi Restaurant. The three-star Wolf Hotel was 100% occupied by guests in the summer period. The hotel did not make any special offers for the Festival, however we observed that 2-3 guests arrived specifically for the Festival.

The four-star Vital-med Hotel can be found right next to the Sárvár Wellness Spa. During the summer holiday it was also fully occupied. For the weekend of the Festival 15 people arrived, who had been invited by the hotel manager.

In the Hotel Viktória about 80% of the rooms were occupied during the summer, which means that only 1 or 2 rooms were free out of the 29. During the Nádasdy Historical Festival 6 rooms were booked because of the event in Sárvár. The hotel offered entrance tickets for the Festival, which were required by 5 rooms.

The first four-star hotel in Sárvár was the Hotel Danubius with 136 double bedrooms. A Festival package was offered to the guests, which was required by only 8 rooms, that is 16 people.

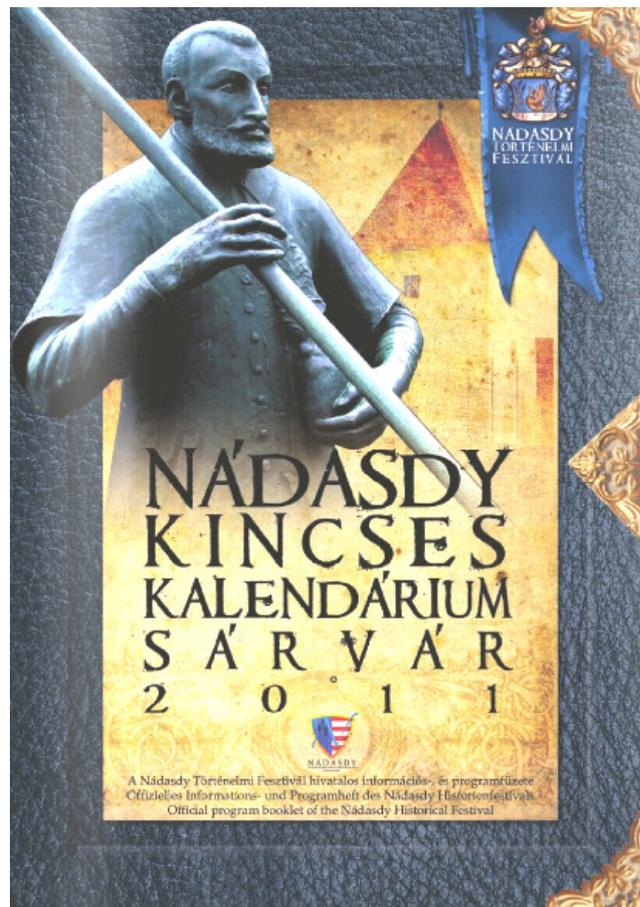
All in all, it can be said that although there were some tourists who arrived in Sárvár directly for the Festival, the rate of bookings was not so significant. Where there was a

possibility of an entrance ticket for the event beside the accommodation, more bookings arrived. Consequently hotels also have a role in popularizing the Festival.

2.5.5. *The image of the Festival*

The Festival and the banderium have been running a webpage since the first year to provide information for those who surf the net. This page is of course available by a direct link from the homepage of Sárvár connecting the tourism of the town and the Festival. The vice-president of the Association, who is operating the webpage, expressed the following opinion about it:

„We have had a webpage since the very beginning, which is showing a high number of visitors by leaps and bounds around the time of the Festival, then after the event this rate is falling in a great degree of course. This is how it works. We have succeeded with the webpage. There is a lot of energy devoted to it and to the so called search optimization. The Festival is on the Internet and people are aware of it.”



The Festival issue

The organisers of the Festival want to address both the young and the old generations so they try to express an image that suggests vitality, youth and persistent values.

The programme guide, which looks similar to the webpage in design, popularizes all the important participants of tourism in Sárvár besides introducing the detailed schedule of the Festival.

The people of Sárvár and its region were provided information about the event in the local newspapers. According to our survey most people in Sárvár got information about the Festival from newspapers.

Last year during the Festival there was a wooden 'Info-Hut' where tourists could get information. This year this 'Info-Hut' in front of the castle provided information about all the local events during the whole summer.

2.5.6. The supporters and the financial status of the Festival

Fortunately, the Nádasdy Historical Festival has lots of supporters such as the Tinódi Inn, the Hotel Park Inn, the Hotel Spirit (Sárvár's only five-star hotel) and other local pension houses. The local media can also be listed among the sponsors: Láthatatlan (Invisible) Sárvár, vaskarika.hu, our county's newspaper, Vas Népe and alon.hu. There are not only companies who help but also individuals. They do some work like transporting or give hay stacks or wooden materials to help the high standard of the event. The organisers are pleased to get such help, however, they say that they cannot tell János Csík, a famous Hungarian violinist of a popular folk music group that 'Here is a piece of wood as your payment!' This means that money is needed for some things.

The Festival is not for free of charge because of the organising and running expenses. Without money there would not be a Festival organised year after year. However, an entrance ticket needs to be bought only after 4 pm. for the castle inner court programmes. There are a lot of attractions that take place outside the castle which are free. Tickets are only to be bought for the concerts and for the performances of the invited performers.

The price of the ticket is increasing year after year: in 2010 a Friday cost 700 HUF (~2€) and a Saturday and a Sunday cost 1100 HUF (~4€) each. In 2011 the price increased. On the first day guests had to pay 1000 HUF (~3€), on Saturday it was 2000 HUF (~7€).

Admission was free for children under 8 and there was a reduction for people with a Sárvár Card.

2.6. The Future of the Nádasdy Historical Festival

2.6.1. *The future image of the Festival*

The Nádasdy Historical Festival has been organised for the third time this year so it can be regarded really young, it has not matured yet. The programmes are more or less outlined but there are new ones every year. In the second year they tried the Báthory Feast, which turned out to be such a great success that this year it became the starting programme of the Festival. More changes like stretching the programmes to more days are not yet planned by the organisers because they are not free to work on this event on weekdays, they all earn their living from something else. Moreover, the local people would not be able to join the events on weekdays either.



Viktor Takács, the vice-president of the Association

Our report clearly shows that the greatest critics of the organisers are themselves and their own families. Moreover, they are looking forward to comments on various social portals. So far there have been a lot of positive feedbacks, there are just a few exceptions, who say they did not like the festival. The reason for this may be that people do not like to

express their negative opinions or we hope that they are basically satisfied and they do not want to offend or discourage the organisers by some tiny bad experiences. The plans for the future include expanding the range of programmes on the small stage. Furthermore, the management would like to have a bigger fair with more vendors to make it more attractive for the visitors.

Viktor seems optimistic, he talks cheerfully about the numerous new tasks for the future. There is a lot to do, a lot to discuss and there is space for growth and development. Our small town is extremely popular among tourists so they hope to have the satisfactory number of audience and there will be possibilities for further improvements. As for the visitors, in return for their money, they can take part in a Festival of high standards and fly back in time to the 16th and 17th centuries.

2.6.2. SWOT Analysis

SWOT S(trengths) W(eaknesses) O(pportunities) T(hreats) is translated into Hungarian as GYELV Gy(engeségek) E(rősségek) L(ehetőségek) V(eszélyek). The four-letter acronym highlights the essence of the analysis, the goal of which is to explore the market potentials of a particular organisation in order to contribute to the formulation of the marketing strategy. We would like to make a survey on the Nádasdy Historical Festival by these four factors.

As for strengths, one is that the Nádasdy Association of History Preservation has a large number of members and the group members are enthusiastic about the organisation of the festival and take part in every stage. Besides, there are historians in the association with knowledge of whom the event can be made more authentic since they help find out the battle plan as well as the costume of the Banderium.

Besides the association members a lot of Sárvár residents are committed to the cause of the festival. There are numerous bands, groups and individuals in the city who are able to assist in the smooth organisation of the festival.

Ever year the members of the local drama society dress up as pageboys wandering the streets of the city sometimes on foot or on carriages to attract the tourists to the castle, and they also help at the procession, the wedding scene and the witchcraft trial.

Both announcers and ladies and gentlemen models on the fashion show wear the fascinating authentic costumes sewn by the local Technical School students.

There are two local bands. one is the Konkoly band, whose program contains Hungarian poems composed in music and the other is the Regős band, which plays Hungarian folk music.. Both suit the atmosphere of the festival completely well.

Apart from the local bands, some widely known Hungarian figures have become regular visitors of the festival. These performers are capable to attract a great number of visitors to the event.

Another strength includes that the local residents have possessed a Sárvár Card since the opening of the new wellness spa, which is the way how the city supports its inhabitants. Those who own a card are entitled to a discount at the festival (admittance costs HUF 1500 instead of HUF 2000 on Saturday).

As far as weaknesses are concerned, the Sárvár Card could also be considered a disadvantage since only local people and card holders can be granted a discount. Those who live 5 to 15 km from the city have to pay a full amount. Probably, more visitors will attend the festival if people from nearby villages are given a certain discount. On the other hand, the price of food and drinks available on the spot is rather high, which is also a negative thing.

Furthermore, the organisers of the festival are not experts but most of them are enthusiastic patriots who work for fun in their own free time. They have little time left on organising events because they are otherwise engaged.

The opportunities consist of the long historic past of the town around which the events are grouped and the organisers make a very good use of it. Practically, the choice of the period was obvious since the city flourished in the 16th and 17th centuries thanks to the Nádasdy family.

The site of the festival provides a fascinating setting to recall the historic past. The closed courtyard, the battlement system where market sellers put up their tents, the spacious, shadowy Castle Park and the wide bridge leading to the castle form a common unit, still separate different places.

Recalling historical past among the remains of the ancient walls provides a nicer scene than in the middle of a field. We can imagine this way that we take the same steps as the infamous lady of the period Elizabeth Báthory used to take, or we can remember those heroic lives lost on the present site of the Castle Park.

The strong position of Sárvár as a popular tourist destination can contribute to the success of the festival as we have already highlighted that bookings in local hotels and

various accommodation types excelled during the whole summer period. It should not be difficult to attract tourists to the festival with exciting programmes and proper advertising.

The city has always supported the festival but further engagement of the locals may increase the popularity of the event. There might be several kindergartens, schools, teachers who can contribute more to the recall of the battles and to the organisation of playful competitions.

As for threats, the current economic crisis does not help the life of festivals that recall past events, history and games. Due to bad circumstances fewer people tend to spend on culture and entertainment. To exemplify this, during the festival visitors can hire authentic costumes but only some do it referring to financial problems. In fact, it might be a good opportunity for civilians mainly from Sárvár or from other places to be closely involved in the event. It is traditional that festival goers wear a toga and shop windows are decorated in Roman style at the nearby Savaria Carnival. It is true that sewing a toga is a lot easier than making a Renaissance robe at home.

A history preservation event attempts to find the delicate balance between the world of reality and imagination. Historical periods, facts and half truths are combined to prove their significance. The colourful whirlwind might easily turn into a village fair comedy.

We can also consider it as a threat when it comes to an open air event. The programmes are exposed to the hazards of the weather. If the weather is hot, tourists prefer visiting the spa. None feels like walking under scorching sun in a holiday resort when they can paddle in refreshing water. On the other hand, summer showers or a sudden front will not do any good to the festival attendance either. This year visitors encountered rainy weather, consequently the rest of the programmes were cancelled. The most enthusiastic fans observed the procession and the battle under their umbrellas, while the soldiers were fighting heroically against the flood of the Turks and the heavy rainfall.

2.7 Engagement in the life of the Festival 2011

Our team has also participated in publicising the Nádasdy Historical Festival since we had the opportunity to spend our summer practice in a so-called 'Info-Hut'. The little wooden cabin stood in front of Nádasdy Castle and served as an information centre. It was placed there to advertise the festival last year but tourists could find information about all Sárvár events this year. There were volunteers, mainly students, working in the Hut. Plenty of brochures were available about the festival itself for passers-by, for instance the Nádasdy

Treasure Calendar, brochures, a variety of leaflets and posters, even our T-shirts promoted the festival. Two colourful flags on both sides of the Hut publicised the event.

We made an 8-hour video recording on the Info-Hut, which was cut into a 3-minute film to reflect the atmosphere of the festival.



Dorina Lónai and Csilla Fülöp in the Info-Hut



Our team: Csilla Fülöp, Dorina Lónai, Mrs Veronika Martos Grodvalt, Vivien Gyuricza, Bettina Károlyi

One of the authors of the project is also the founder of the Banderium. This is what she said about how she became one of the founders in the Preservation Association as young as 17 years old. 'I am Csilla Fülöp and I started to contribute to the work of the Nádasdy Historical Festival as a member of the Ma' mint' 'Ti drama society in 2009. We wore pageboy costumes and played the role of town criers in order to draw both locals' and tourists' attention to enter the castle and participate in a short time travel. The Banderium was founded in winter that year and I was one of the founders. Why did I join the association? The answer is simple: I would have liked to stand at the other end of the cannons. During the years the Banderium has become a circle of close friends, our performances have a relaxed atmosphere which is a crucial factor for me. Consequently, I presented the life of ancient Hungarians in authentic costumes with my friends at the Nádasdy Festivals of 2010 and 2011.'

According to our survey, more people should take part in the festival organisation. In fact, 1 out of 80 interviewees answered yes to the question whether he/she contributes to the festival events.



Still life in straw

Conclusion, experience, summary of our study

The organisation of the festival proved to be a brilliant idea. It offers new opportunities for tourists visiting Sárvár to enjoy themselves by recalling the city's historical and cultural traditions. The large variety of summer programmes in Sárvár encourages city leaders to cooperate since decisions on tourism have been less organized and made randomly before. The operations of the Info-Hut and commonly published brochures are good examples of the change.

While compiling the essay we got closer to the historical past of the city as well as we got an insight into the operation of the festival. While sitting in the Info-Hut or being the member of the History Preservation Association we had the opportunity to be directly engaged in the life of the festival and gained experience in tourism. We were actively involved in the festival, which seemed much help in performing our duty. We were closely connected with the organizers, we lived up the colours, the atmosphere and the brief history of the events both as Sárvár residents and participants of the events.

The Sárvár Nádasdy Festival is still a relatively young festival even it has already been organised 3 times. Each and every festival provides new experience for organizers. The scenario of the festival is not a cast iron rule, it is being shaped, new initiatives come about year by year, such as the Info-Hut, the night feast. The festival encourages both the locals and tourism experts to cooperate with each other.

The youthful drive of the organizers, which wins all the obstacles and rain, guarantees that the festival will shape, twist, change, boil, that is it will live and grow in the years to come.

1. Appendix – Questionnaire

Questionnaire The Nádasdy Historical Festival

Thank you in advance for devoting some minutes for filling in our questionnaire.
You are helping us to prepare our competition.
Our survey is anonymous, of course.

Please underline your answers.

1. Gender: Male Female

2. Please underline which age group you belong to.

- Primary school student
- Secondary school student
- University/ College student
- Employee
- Pensioner



3. Your occupation:

- Student
- White collar worker
- Blue collar worker
- Entrepreneur
- Unemployed

4. Have you heard of the Nádasdy Historical Festival that is held in Sárvár?

- Yes No

If your answer is „No” please move on to question 11.

5. From what source did you hear of the event?

- Spoken source
- Newspaper advertisement
- Web advertisement

Other

6. Have you taken part in the event?

- Yes No

If your answer is „No” please move on to question 11.

7. How many times have you taken part?

- once twice

8. How did you like the programmes of the Festival?

Had a great time

Had a neutral feeling

Did not really have a good time

Did not have a good time

9. Please name some programmes that you particularly liked.

.....
.....

10. Is there anything you would change about the Festival?

.....
.....

11. Would you take part in the Festival (again)?

Yes

No

12. In case you would not visit the Festival, why not?

.....
.....

13. Would you like to take part in the preparation process of the Festival?

I am taking part

no

yes

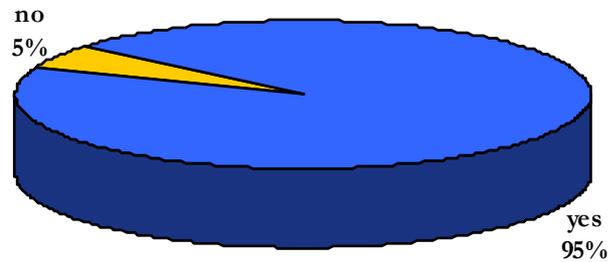
Thank you for your answers.

Have a nice day!

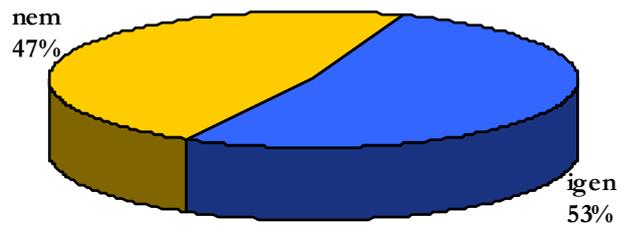
The Travelling and Tourism Group of Tinódi Sebestyén Secondary School

2. Appendix – Diagrams

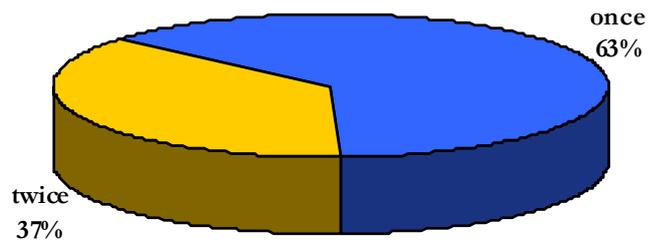
How many times have you taken part in festival?



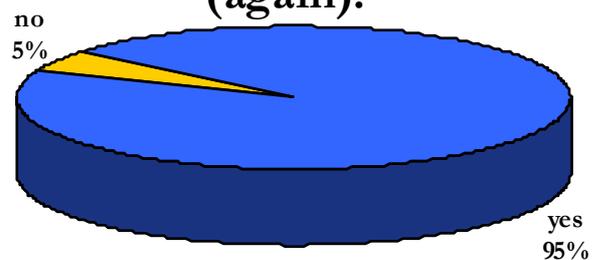
Would you take part in the Festival (again)?



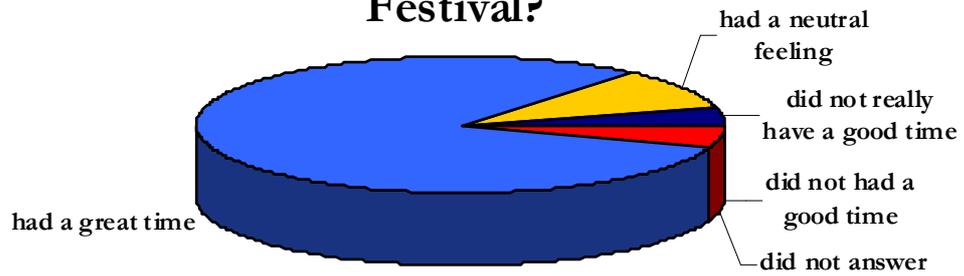
How many times have you taken part in the Festival?



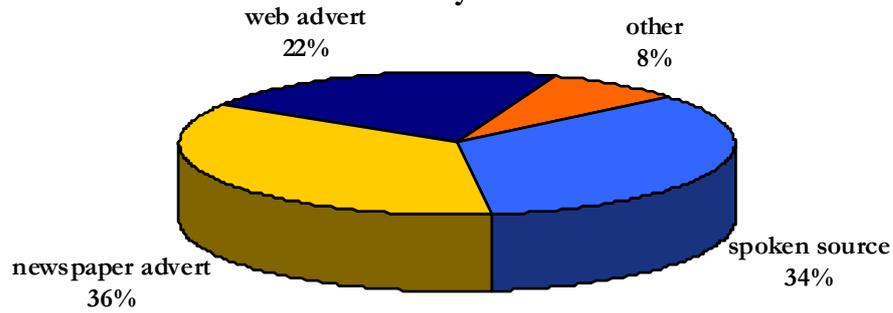
Would you take part in the Festival (again)?



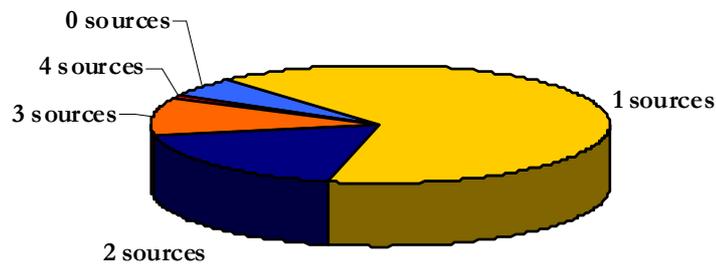
How did you like the programmes of the Festival?



From what source did you hear of the event?



How many sources were chosen?



Webography

<http://www.fesztivalszovetseg.hu>

<http://www.utazzitthon.hu/program.php?id=973>

<http://utazas.sk/thury-gyorgy-historias-napok>

<http://www.koszeg.hu/kultura/ostrom>

<http://www.savariakarneval.hu/main.php>

<http://culture.hu/main.php?folderID=959&articleID=286751&ctag=articlelist&iid=1>

http://gyor.varosom.hu/portal/program/229655/Barokk_Eskuvo

<http://www.utazzitthon.hu/gyori-csata.html>

<http://www.sarvar.hu/index.php?base=static&type=home>

<http://www.sarvar.hu/index.php?base=static&type=town>

<http://www.nadasdyfesztival.hu/>

<http://www.itthon.hu/szakmai-oldalak/turizmus-bulletin/piac-orszagtanulmany>

<http://www.vaskarika.hu>

<http://www.lathatatlansarvar.hu>

Our supporters:

