

# *The tourism analysis of the Felsőbüki-Great Castle in Sitke*



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# **1. Preface**

We are students of an elective course Travel & Tourism at Tinodi Grammar School in Sárvár, Hungary. Last year we decided to test our abilities and participate in the Aldo Papone Found's competition announced by the Foundation for School Development. The theme of our work is the description of the historical sights of a small village called Sitke, which is situated near our home town Sárvár. Although our town also has a lot of sights, the history of which have already been studied and published in several forms, that is why we would like to present the Castle of Sitke and the Chapel. The annually organized rock festival 'Concert for the Chapel' attracts both foreign and home tourists, but the two buildings historical monuments are only known superficially. We have discovered some exploitable opportunities in the area of tourism and we focus on the possible ways to realize them.

We gathered a lot of new information during our survey. We hope that our essay can contribute to the improvement of tourism in Sitke, and the organizers of this event as well as the owner of the Castle will make use of it.

## **2. The castle and the chapel of Sitke**

### **2.1. The location of Sitke and the Castle**

Sitke is in the Trans-Danubian region of Hungary, Europe. It is a small village in Vas County. If you arrive from Austria, you should follow the following route: Wien (A3) – Kópháza border (84) – Sárvár. The village is about seven kilometres away from Sárvár. There is a regular bus service between the village and Sárvár. If you are fond of riding a bicycle, the road to Sitke is not too busy, although there is not a bicycle path between the two settlements. It is quite easy to reach Sitke from Slovenia, too: Lendva – Rédic border – Lenti (75) – Zalaegerszeg (74) – Vasvár (8) – Jánosháza, then take the northern turn into the direction of the main road No.84 to the village of Hegyközség, Sárvár, from here six kilometres towards east (Supplement No.1). For guests from Croatia the following route is recommended: Hodos – Letenye border (7) – Nagykanizsa (7) – Zalaegerszeg (74) – Vasvár (8) – Jánosháza, from here the same as given above. From our capital city, Budapest the settlement can be approached on the Budapest – Székesfehérvár (M7) – Veszprém (8) – Jánosháza route, or use the Budapest – Győr (M1) – Sárvár (84) – Sitke route. The Castle and the Chapel can be found in the western part of the village. A signpost indicates them along the road as you arrive from the direction of Sárvár.

## **2.2. The castle of the Felsőbüki-Nagy family and the Calvary Chapel**

The modern village was united from Nagy- and Kis-Sitke under the name of Sitke in 1948. It was first mentioned by documents in 1251. In the neighbourhood of the village Roman ruins were found, which indicates the prehistoric age of the settlement.

The Felsőbüki-Nagy Castle stands on the former territory of Kis-Sitke. It was built in baroque style around 1730. The ornate gate of the castle was built into the retaining wall. The blazon of Sándor Nagy of Felsőbük, which is still in a very good condition, can be seen on the doorpost. According to a book about blazons by Siebmacher the family got its blazon in 1616. Under the blazon you can read the following inscription: N. 1851 S. The year (1851) on the doorpost coincides with the time of the Castle's last refurbishment and the two letters are the initials of the rebuilder's name. Under the stone crown of the gate there is a small separate Gothic gate. Its slots are covered with artistic wrought iron-gates. It seems quite probable that the Castle won its modern shape as a result of several extensions and rebuilding procedures as the building is articulated by building-remains and its ground-plan is fractioned due to the repeated changes. There must have been a mansion on the present territory of the baroque building.

The Castle was built at the beginning of the 1730s and it was rebuilt in romantic style in 1851. In fact, it can only be seen on the aerial photograph how articulated the building is. (Supplement No.2) The photograph also shows that the construction and extension took place in several steps. A very good example of it is the annexe attached to the southern side-wing, where there may have been a stucco-ornamented chapel upstairs. Entering the Castle we arrive at a small parlour, from which a staircase leads to the rooms upstairs, but there is a parlour on the left and right as well. Downstairs the voluminous vaultarches supported by the main-vaultarch are especially remarkable. The building has an extremely stable effect.

The cellar system of the Castle is also worth mentioning. The floors of the cellars are not on the same level. There is a deep cellar directly north to the main entrance (perhaps it was the cellar of the mansion), then there is a much higher floored cellar, which we can enter from the court-yard through a double-winged door, descending on a mild slope. Today the cellars are connected. The latter is surprisingly big considering its dimensions. Its main explanation may be that the rich wine yield of Hercseg-hill was stored here.

To the history of the Castle the present owner, Ferenc Kovács added some interesting facts based on a book entitled 'Families of Hungary' written by Iván Nagy. We can learn from it how the Castle went into the possession of the Felsőbüki-Nagy family.

Ferenc Felsőbüki-Nagy married Magdolna Krempezich in 1631, the former wife of Balthasar Sitkey. From this marriage descends István Nagy. He and his wife, Rebeka Tempa came to an agreement with Count Dániel Esterházy in Kismarton on the ninth of April, 1698. According to it Esterházy gave them the estate of Kis-Sitke and other properties, but István Nagy and his wife paid him money. (Iván Nagy, 1857). So the Felsőbüki-Nagy family received the estate of Kis-Sitke and the Castle from the Sitkey family. (Katafai, 2003)

Next to the Castle, at the foot of Hercseg-hill you can find the Calvary Chapel with two incomplete towers (Supplement No.3), which has become the symbol of Sitke. The Chapel was built by Sándor Felsőbüki-Nagy in neogothic style in 1871, on the territory of Kis-Sitke. The stations of the Cross can be seen in the counterfort around the church with two octagonal towers and in its front-structure. The condition of the Chapel was rather distressing at the end of the 1980s.

The Cultural and Sport Society for the Chapel was founded in 1986. They renovated the Calvary Chapel in 1989. Besides organizing some monumental cultural events they have initiated and financed a number of exhibitions and concerts for the last one and a half decades. With the help of the Ministry of National Cultural Heritage it was the Society for The Chapel that sponsored the pictures of the stations. In spring of 2000 the chapel was consecrated the chapel together with the station pictures on the millenary celebration of Sitke.

### **2.3. The tourism of the Castle**

The Kovács family got into connection with the ruinous building after reading about the Preservation Programme of Castles in County Vas in 1982. Then they became tenants, and after the change of the regime they became owners of the monument in 1996. The programme included the renovation of the Castle and the Chapel. At first the Castle was furnished in hotel style due to the lack of period furniture, but later the antique furnishing was restored.

They opened as a pension with 12 small rooms in 1983. At that time the neighbouring settlements did not have so much accommodation, so it was really easy to entice guests to the village. Sitke enjoyed a bustling transit trade towards Lake Balaton, and it became popular with groups of students, too. Full capacity was usual. The off-season period made it possible to redo and refurnish further rooms with antique furniture, which improved the standard of the Castle Inn.

The family considers it important to appear on professional websites and join the Castle Road Society. With the help of it more and more castles utilized for tourism can take part in the programmes by co-operating with each other. The website is a significant means of advertisement, because 60-70% of the guests look for information about the selected places in this way. The website also has to provide any background information which draws the attention of the target circle of tourists. For example, the Concert for the Chapel is such an event, enjoying great publicity. Rural events can be sold to town dwellers primarily, so most of the guests arrive from the capital Budapest, and the major cities Debrecen and Miskolc. It is an essential part of marketing to work up various packages which arouse the interest of tourists. 70% of them come with their families; consequently there is outstanding or even full capacity in summer or on family and national holidays.

The programme packages included the tasting of special meals, gift tickets to the Thermal- and Wellness bath in Sárvár, or visiting the medieval tournament in Sümeg. Besides, they offer sports and touring facilities, and occasionally there are daily discounts and price reductions, too.

In the Castle Inn there are 104 rooms, out of which 21 are chambers. (Supplements No.4-5) The rooms can be grouped in three categories on the basis of their services and dimensions. The staff consists of ten 10 officials working to guests' comfort: two cooks, two repairmen, one driver, two more officials and three waiters, who also work as receptionists. The Castle Inn has got a car park, inside and outside pools, a playground, a terrace suitable for barbecues, minigolf and badminton courts, a mini Zoo, a solarium, and a sauna. The assembly hall also entertains the guests with product exhibitions. There are wine-tasting trips organized in the hills nearby. The horse drawn mail coach and the minibus can be used by the guests. Upon request various other events are arranged; weddings are the most popular ones. There are some exotic plants such as eucalyptus on the huge territory of the Castle.

It would be a good idea to build a community or theatre hall with a restaurant for the village people, a pool for children, and the kitchen also needs redoing. Thanks to the cooks, a continuously growing menu awaits the guests, offering some traditional old dishes. However, the revenue of the Castle is not profitable. The travel agency owned by the family in Sárvár must help to cover the expenses. It is a well-known fact that a monument is more expensive than the income can ensure. The heating, the pool, the maintenance of the artificial stone and the roof-structure cost a fortune. To run the Castle Inn successfully it is inevitable to employ 10 people, who work as waiters, receptionists and cooks. The owner's wife is

responsible for cleaning the Castle Inn. The washing is done by a local person's company in Répcelak once a week. In the Castle Inn's life it is important how to obtain the necessary things which are indispensable for daily work. Nowadays after ordering the goods and provisions everything is transported to door, so the owners do not have to waste a lot of time on it. A local inhabitant is employed to look after the garden and carry out any maintenance work around the Castle. We hope by listing all this you could get a better picture of the Castle Inn's life, and it has become clear how work is arranged.

On the basis of these facts it can be said that similarly to the other castles of County Vas the exploitation of the Castle Inn is 30% on a yearly average. It means that more than 10 million of annual turnover for Sitke.

## **2.4. The concert for the Chapel**

If Sitke – then the Chapel

If the Chapel – then the Concert

If the concert – then Fecó Balázs

It all started with a promise which nobody thought seriously at that time: '... and we will restore the Chapel, too', said the new tenants of the Castle in 1984. The first step was done in spring of 1986: a big open air rock concert was held. The enthusiasm of the „Innkeeper Kovács” had a great effect on Ferenc Vida, the leader of the rock group called Lord in Szombathely and on Ferenc Balázs, the leader of the popular Hungarian band called Korál. On 6 September, 1986 the number of the rock music fans present in the afternoon grew from 4-600 to 2000 by the evening, and 2 years later 14,000 people listened to and sang the second open air performance of the highly successful rock opera 'István, the King'. The success was tremendous although it took place during the last days of the Socialist regime. To make the audience understand the atmosphere and the effect, the chief organizer of the festival called it small Hungarian Woodstock.

During the years the agreement has been made that the foundation does not risk the money required for the renovation of the chapel, so they do not use it to organize the events. Consequently the renovation cannot be endangered by the chance of a failure. The Society for the Chapel operates according to severe rules and they only allot the money to the development of the village and the Chapel. Among the last twenty years' events there were

better and weaker ones, there was cheering as well as booing on the field in front of the Chapel. Only one thing works well continually – the foundation.

At the beginning of the renovation the Chapel was overgrown with weeds, there were bushes everywhere. By now, however, it has regained its old shine. Among the first singers Gyula Bill Deák, the Kormorán, the Korál and the Lord appeared on the stage. Most of them took part in the Jubille festival in 2006. In honor of the Jubilee festival Gábor Kozma and Sándor Benkő published a book entitled ‘Sitke forever’, in which we can read about the history of the events from the beginnings to the present days. (Supplement No.5)

### **3. Tourism analysis**

#### **3.1. Marketing, promotion**

##### **Brochure**

The Castle Inn’s brochure is neatly designed; it meets the requirements in terms of dimension and harmony. The photos present the rooms of the castle and the most important sights of the surrounding area. The brochure gives information about the history and main attributes of the castle in three languages. It also contains a map, on which you can see the most important roads and towns. The accessibilities of the Castle Inn can be found in two places. However, it contains neither information about the capacity of the hotel and its rooms nor the prices and services. (The single and double rooms, the out- and inside pools and other services should be mentioned.)

##### **Website**

Although the Castle already has a website which gives sufficient information, it is not updated regularly. We are convinced that the current one should be replaced with a more attractive one to help promote itself. The present one has an inappropriate address, and guests can find it with difficulty. There are a lot of free places on the net where you can create a website easily. At present the Castle Inn can be found in direct and indirect ways on some other websites:

- [www.sarvarfurdo/sarvartours.hu](http://www.sarvarfurdo/sarvartours.hu)
- [www.sarvar.hu](http://www.sarvar.hu)
- [www.kastelyhotel.hu](http://www.kastelyhotel.hu)

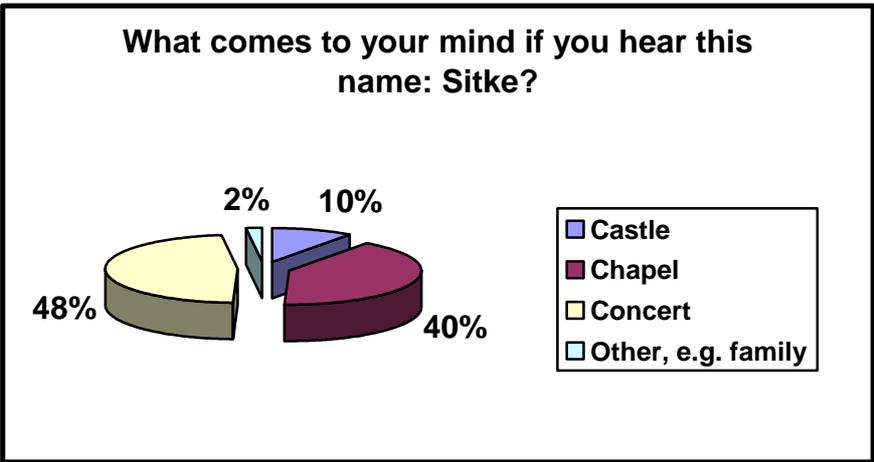
The last one only mentions the Castle Inn. However, it would be important to appear on this website, too as it is a fairly special and famous website. The

current website is not too friendlier in its colours; they ought to be more vibrant and vivid to catch to eye of the viewer. Furthermore we would develop the website’s layout to be more userfriendly and convey all necessary information more easily to potential visitors. Finally we created a new feature called a ‘Virtual Walk’, allowing visitors to get a better picture of the castle by being able to look behind the scences.

We created a new website based on our ideas (Supplement No.7). We showed the owners our plan and they liked it.

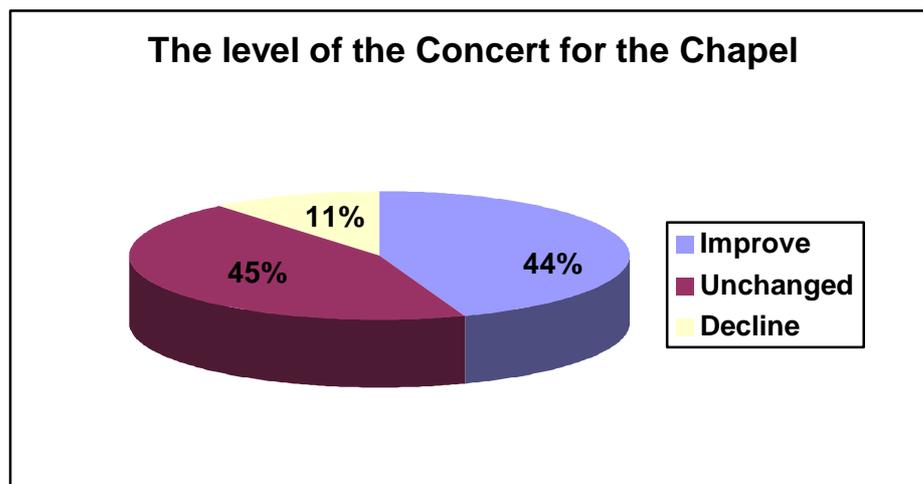
### 3.2. Compiling a questionnaire and its evaluation

We wanted to know the visitors’ opinion about the Chapel, the Castle Inn and the rock concert in Sitke. We therefore made a questionnaires consisting of ten questions in Hungarian (Supplement No.8). We distributed 100 of them among the guests of the thermal bath and the tourists of Sárvár. 48% of the interviewed were men and 52% were women. There were young and elderly people alike: 58% of them were between the age of 16 and 40, and the remaining 42% were between 41 and 68. 65% of the people had already been to Sitke, 25% had not been but heard about it, and 10% had never heard about the village. Participant were given 4 options to choose from when asked “what do you think of first when you hear the name Sitke. The questionnaire yielded the following results:



Those who had already been to Sitke usually visited the Chapel, too. They were attracted by curiosity. They claimed unanimously that the building had been restored beautifully, and its sight was impressive. Apart from those who had never heard about Sitke, nearly everybody had heard about the rock festival held in summers. To the seventh question we offered five options. The question was: ‘Have you ever taken part in the concert mentioned above?’ There

were only seven people who said, ‘Yes, I want to take part in the festival next year again.’ Only fifteen people chose the ‘Yes’ answer, which may suggest that they would not want to visit the concert again. There were thirteen people who had never been to the concert but would gladly visit it. And there were some people (12) who did not really like this musical style. Those who visit this festival regularly said that the standard is improving. The next diagram illustrates the standard of the concert:



Finally, our last question was: ‘Would you like to spend a night in the Castle Inn?’ The majority said yes, because they like such kinds of accommodation. But some of them would rather rent a room in Sárvár because they know it better. We were extremely happy that so many people filled in our questionnaire, contributing to the higher standard of our essay. The opinions about the rock festival are mostly positive. We hope that the concert will be great success this year as well.

### **3.3. An interview with Ferenc Kovács, M.P., the owner of the Castle Inn**

We made an interview with Ferenc Kovács, who is the owner of the Castle Inn. We asked him about the past, the present and his future plans.

- *How did your family come into the possession of the Felsőbüki-Nagy Castle?*
- The Council County Vas of announced a competition in 1982, and we entered it. The competitor’s condition was to renovate both the Castle and the Chapel belonging to it. Until 1996 we only rented it, and we bought it that year.

- *As we entered the building, we immediately noticed the faithful furniture. Are these pieces genuine?*
- When we started renting the castle, it was totally empty. First we bought scrapped beds and tables from other hotels, and then we tried to replace them with antique ones. Nowadays there is faithful furniture in every room, except for the bathrooms. And it is in true harmony with the age of the Castle.
- *When and how did you open the hostel?*
- We opened it in May, 1983 with twelve small rooms as a pansion. At that time we could not complain about our achievement, we used our full capacity. In summer holidaymakers travelling to Lake Balaton visited us, but in other seasons students were welcome. Meanwhile we have carried out serious extensions, so now there are twenty-one rooms in the Castle Inn. The standard of our services has been improving ever since.
- *How do you attract tourists?*
- There was a higher demand for similar kind of accommodation 5-6 years ago. Now we are trying to co-operate with other castle inns, help and strengthen each other and work more efficiency. This is the reason why we have joined the organization of Castle Roads. We offer programmes to our guests in co-operation with the thermal bath of Sárvár, the fortress of Sümeg and the airport of Tokorcs. Our visitors can relax, do some sports and have fun as well. (We have a swimmingpool, a badminton field, a grill place and so on.)
- *What are your plans for the future?*
- We would like to widen the choice of services, of course. We have given place to wedding parties so far, but in the future we would like to become the scene of the official wedding ceremonies as well. We would also like to create a path for the just-married couples. They can plant a tree here, and then they can return and remember the happy day.

### **3.4. The SWOT analysis of Sitke**

We wanted to learn Sitke better so we made a public opinionpoll (Supplement No.9). We only distributed 25 questionnaires among 17-52 year-old people, but they were enough to have a good grip of the situation. We asked about the advantages and disadvantages of the

village, and the effect of Sárvár. We asked the residents' opinions of the rock festival in Sitke and we wanted to know what they thought about the future development. All of them were really kind and helpful. We made a chart from the answers (Supplement No.10). On the basis of the survey and our experience we drew the following conclusions about the village:

### **Strengths:**

Strengths of Sitke as viewed by the inhabitants. Most of them think that the best points about the village are its quiet, restful and beautiful environment along with people's solidarity. We can also mention the nice and friendly atmosphere we could experience when we were there. The closeness of Sarvar and Austria were also found among the answers. The rock festival in summer definitely also has a positive effect on tourism. Let alone the rubbish and some annoying people, most of the inhabitants' support the festival as lots of home tourists and more and more foreign visitors arrive to take part in this concert. So tourism is prospering and the village has become famous internationally. We must mention the scene of the concert on the nice green area at the foot of the Chapel. It ensures the atmosphere, which cannot be compared to that of a hall or a tent. We should not forget about the target of the festival. From the income the present state of the Chapel can be maintained so that future generations may also take delight in it. There is a skittle-alley which is really popular among the young. Lots of people from the neighbouring settlements also visit it. To preserve traditions plays a significant role in the village people's lives: the zither ensemble and the handicraft club set a good example.

### **Weaknesses:**

The weakest points are the lack of workplaces, the rare coach service and the streets of bad state of repair. There are not enough entertainment facilities for the youth and it is a big problem that the primary school has been closed. In addition, there are lots of drawbacks in terms of marketing: it was quite difficult to find the Castle Inn's website on the Internet. Moreover, the website is outdated and contains some false information. Ferenc Kovács, the owner told us there had already been misunderstandings between guests and hosts. Although Sitke has a website, unfortunately it needs thorough updating, too. We are going to write about in details later. On regards the open air concert we have to remark the problem of the weather. Of course, it takes place in summer (at the end of August), and heavy rains are not very typical at that time, but a sudden storm may ruin the festival easily.

**Opportunities:**

Most people believe that the development of Sitke is impossible without trying to keep the young in the village. So the local authorities are keen on organizing sports and other entertainment programmes. A lot of people said that further cultural events would be **much** appreciated. The inhabitants of the village find it really important to protect the monuments, which attract most of the visitors. A wider range of services would impress possible guests. Ferenc Kovács has some ideas such as building a petanque-field in the basement or establishing a wine-cellar. All this should appear in the Castle Inn's brochure. We also have some ideas how to attract tourists here. As we see it, the opportunities of the wine growing region are not fully exploited. With the union of the wine-cellar a so called Wine Day or a Vintage party could be organized. There are excellent possibilities in equestrian tourism, too. The musical and handicraft organizations in the village could also attract a lot of people here with a folk art fair. Others would be glad to have a fishing pond.

**Threats:**

During our study we considered the dangers. Just like in many other Hungarian villages the signs of the inhabitants' ageing are apparent. The prices of the building sites are higher and higher, so the young want to leave the village. The closeness of Sárvár is not only an advantage but also a danger. However, most of the interview people can only see the positive aspects of Sárvár, for example: jobs, shopping and entertainment facilities, etc. Ferenc Kovács, the owner of the Castle Inn, is convinced it is disadvantageous to the inn. Lots of people prefer renting a room in the town, so Sárvár is a rival of Sitke in this respect. Some false information on the Internet may trick people, which makes a bad impression.

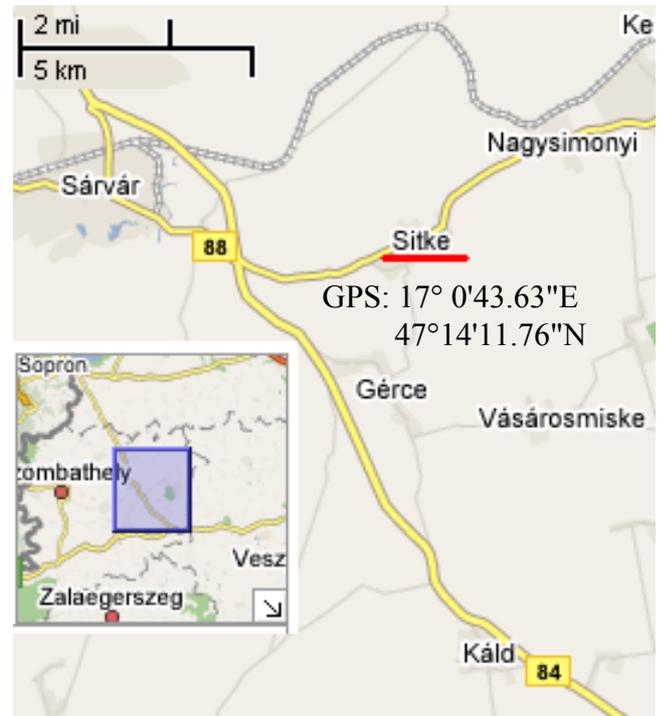
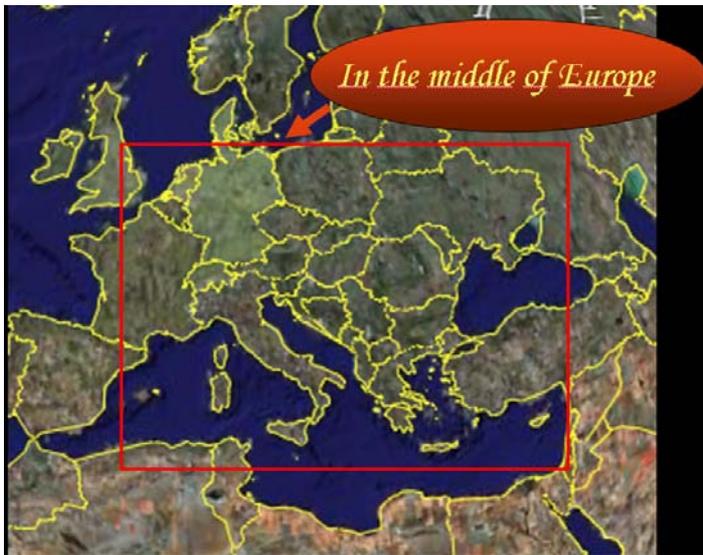
## 4. Summary

Vas County is really abounded in historical relics, which is essential in tourism. There are many public institutions are operated in castles, but unfortunately there are a lot of castles which are devoted to destruction. The authorities of the affected villages have do not have money for the faithful refurbishment of old buildings and the Monument Protection has also forgotten about them. Fortunately, some investors have seen possibilities in these relics and have saved them for the future generations. The Felsőbüki-Nagy Castle presented by us or the Maróthy Mansion in Zsédeny are good examples of prospering enterprises in the field of tourism. In this region there is the Castle-Road Association, which operates successfully and the Castle Inn of Sitke also a member.

We hope we could highlight how important it is to save our historical monuments. To expend them by tourism is equally important for the inhabitants of settlements, tourists and owners. The tourism of Sitke has a lot of hidden oportunties. More effective advertising and further development may remedy the possible deficiencies. The co-operation in case of the castle serves as a model, which is Ferenc Kovács' and his family's merit. The chapel has regained its beauty and there is life again in the Castle of the Felsőbüki-Nagy family. We showed Mr. Kovács our work and we shared our ideas and thoughts with him. We hope they will help to improve turism in Sitke. We are thankful to him and all the inhabitants.

## 5. Supplements

### 1. Supplement No.1: The location of Sitke



(Source: <http://maps.google.com/>)

### 2. Supplement No.2: An aerial photo of the Castle



(Source: [http://www.civertan.hu/legifoto/legifoto.php?page\\_level=569](http://www.civertan.hu/legifoto/legifoto.php?page_level=569))

### 3. Supplement No.3: The Calvary Chapel



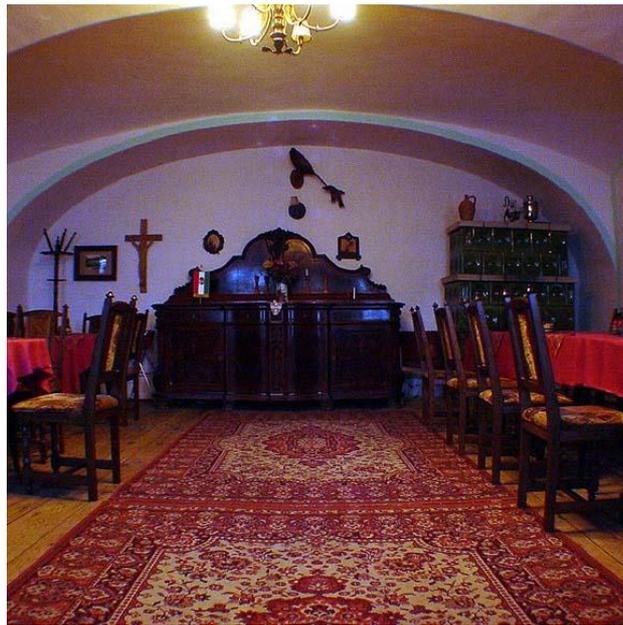
(Source: <http://www.sitke.lordinfo.hu/>)

### 4. Supplement No.4: A beautiful room of the Castle



(Source: [www.sitkeikastely.hu](http://www.sitkeikastely.hu))

**5. Supplement No.5: The parlour**



(Source: [www.sitkeikastely.hu](http://www.sitkeikastely.hu))

**6. Supplement No.6: The Concert for the Chapel**



(Source: <http://www.sitke.lordinfo.hu/>)

## 7. Supplement No.7: A website-plan

# Sitkei kastélyszálló







## Üdvözöljük a Sitkei kastélyszálló új honlapján!

- Galéria
- Programok
- Szolgáltatások
- Virtuális séta
- Történelem
- Árlista
- Térkép



Kapcsolat, elérhetőségeink:  
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 Tel./Fax: +36 95/442-163;  
 email:  
[www.sitkeikastelyszallo.hu](http://www.sitkeikastelyszallo.hu)





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### The old website

<ul style="list-style-type: none"> <li>bemutatók</li> <li>szolgáltatásaink</li> <li>szobák és árak</li> <li>szobafoglalás</li> <li>rendezvényszervezés</li> <li>aktuális ajánlataink</li> <li>kirándulások</li> <li>fotóalbum</li> <li>kapcsolat</li> </ul>	<h2 style="color: #8b4513;">Sitke és a Kastélyfogadó</h2> <p>Sitkét, ezt a kis nyugat-dunántúli települést az 1251-es oklevelekben találjuk meg először, de az itt található római kori leletek régebbi voltára utalnak. A Felsőbüki Nagy család kastélya, a község melletti domboldalon az 1730-as évek körül épült, eredetileg barokk elemekkel, melyet 1851-ben romantikus stílusban átalakítottak. Az átépítés miatt tört alaprajzú, északi oldalon konzolos erkély található. Bejárata előtt egy Krisztus szobor áll, melyet Felsőbüki Nagy Franciska állíttatott 1734-ben. Az államosítás után sokáig iskolaként működött, mígnem 1982-ben két vállalkozó szellemű család a kastélyprogram keretén belül vállalta, hogy felújítja.</p> <p>1983-tól üzemel, mint kastélyfogadó. Igazi családi hely, ahol a tulajdonosok régiséggyűjtési színdarabja a legkülönbözőbb meglepetéseket varázsolja a kastély vendégei elé. A csendes parkban elhelyezkedő fogadó életét különböző programok, lovastúrák teszik változatosabbá. Az ország egyik legszebb barokk templomában - mely néhány percre van a kastélytól - elmélyedhet gondolataiban minden vendég, aki Sitkére látogat. A közeli Sárvár, Bük termálfürdői az öneledt kikapcsolódást nyújtják, Bükön akár a golfolás rejtelmeibe is beleszállhatnak.</p>
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.. további képek



**8. Supplement No.8:** A questionnaire about the tourism of Sitke

**Questionnaire**

The Travel& Tourism group of Tinodi Grammar School is preparing a competition about the castle and the chapel of Sitke as well as the rock concert called ‘Concert for the Chapel’. We are asking for your helpful contribution to our work.

Thank you.

- 1. Have you ever been to Sitke, a village in County Vas? If yes, why?**
  - Yes, I have. ....
  - No, but I have heard about it.
  - No, and I have never heard about it
- 2. What comes to your mind first if you hear the name: Sitke?**

.....

.....
- 3. Have you visited the Chapel, which became the symbol of the village?**
  - No, because I have never been to Sitke.
  - No, but I have heard about it, and I know its story.
  - Yes, I have been to the Chapel.
- 4. If yes, what attracted you to come here? What is your opinion about the building?**

.....

.....
- 5. Have you ever heard about the ‘Concert for the Chapel’?**
  - Yes
  - No
- 6. Do you know the reason why the concert is organized every year?**

.....

.....
- 7. Have you ever taken part in the concert mentioned above?**
  - Yes
  - Yes, and I would like to take part in it in the future as well.
  - No, I have not heard about it.
  - No, but I would like to take part in it in the future.
  - No, because I don’t like rock music.
- 8. If you usually take part in this event, what do you think about its standard?**
  - It is improving.
  - It is stagnating.
  - It is declining.
- 9. If you were in the neighbourhood of Sitke, would you spend a night in the Castle Inn?**
  - Yes, of course. I like the atmosphere of the Castle Inn.
  - No, I would rather take a room in Sárvár. I don’t like this kind of accommodation, because

.....
- 10. Data:**
  - Sex: .....
  - Age: .....
  - Address: .....

**9. Supplement No.9:** A questionnaire to make the SWOT-analysis of Sitke

**Questionnaire**

The Travel& Tourism group of Tinodi Grammar School is preparing a competition about the castle and the chapel of Sitke as well as the rock concert called ‘Concert for the Chapel’. We are asking for your helpful contribution to our work.

Thank you.

- 1. **Your sex?**                      Male                                      Female
- 2. **Your age?**                      .....

**3. What are your favorite features of the village? What do you consider to be the best in Sitke?**

.....  
.....

**4. What do you consider to be the biggest problem of the village? What do you miss?**

.....  
.....

**5. What opportunities can you think of? What could the development of the village be based on?**

.....  
.....

**6. What is your opinion of the rock concert ‘Concert for the Chapel’? (effects, advantages and disadvantages, shortcomings, disturbing factors)**

.....  
.....  
.....

**7. Have you ever taken part in this event? If not, why?**

.....  
.....  
.....

**8. What ideas do you have to attract tourists to Sitke? (e.g. other events...)**

.....  
.....

**9. Is the neighbourhood of Sarvar an advantage or disadvantage? Please, give reasons.**

.....  
.....

**10. Supplement No.10:** The chart of the Swot-analysis of Sitke

<b>THE SWOT-ANALYSIS OF SITKE</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Beautiful, calm environment</li> <li>• Clean air, green areas</li> <li>• Peace</li> <li>• The neighbourhood of Sárvár and Celldömök</li> <li>• Nice, friendly people</li> <li>• Solidarity</li> <li>• Skittle-alley</li> <li>• Rock concert</li> <li>• Cultural organizations, ensembles e.g.: zither-ensemble</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of local workplaces</li> <li>• The lack of sewage system</li> <li>• Rare bus service</li> <li>• Rare health provision</li> <li>• Poor quality of roads</li> <li>• Ceasing of the school</li> <li>• Few entertainment facilities</li> <li>• Problems of the website</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Establishment of new workplaces</li> <li>• Cheap building sites</li> <li>• Cultural events</li> <li>• Wine tourism</li> <li>• Development of village tourism</li> <li>• Settlement of young people</li> <li>• Organization of amusement events</li> <li>• Equestrian tourism</li> <li>• Making further use of the closeness of Sárvár</li> <li>• Widening the services of the Castle Inn</li> <li>• Cooperation with organizations, other castle inns</li> </ul>	<ul style="list-style-type: none"> <li>• Ageing population</li> <li>• Transmigration</li> <li>• Unemployment</li> <li>• The closeness of Sárvár</li> <li>• Accommodation in Sárvár as competition</li> </ul>

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