

A turizmus válságjelenségei

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Role of place attachment in Budapest within the scope of food tourism

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Introduction

This research aims to explore the impact of Hungarian street food on place attachment after the Covid19 pandemic in the case of Budapest, through tour guides' point of view. Destination branding has always been an important concept in tourism research area. According to Kasapi and Cela, since 1998 the first destination branding articles began to develop, interest in the concept of destination branding by scholars is still in the process of increasing and growing (Kasapi–Cela 2017). Nevertheless, destination branding can be defined as *an aspect of place branding in which the place entity under consideration is viewed from the perspective of tourists and the tourism industry* (Pereira–Correia–Schutz 2012). It is also important for destination marketing organizations to know how to deliver the unique values and attractions of a destination. Hence, every individual perceives a destination differently; thus delivering the effective message to the consumer is as important as creating a unique brand image. Experiences are also important as the brand image, which should not be ignored, since it affects the decision-making process. During decision making, visitors tend to consider their emotions towards a destination, as well as its functionality. As Ekinci argued, a destination is more likely to become successful if it provides emotional attachment to consumers (Ekinci 2003). That is why, in order to have a strong brand image, destination marketing organizations should be focusing on experiences and emotions. This is where the place attachment concept comes to the stage to help us understanding the emotional bond between people and places. But because of the Covid19 pandemic tourism-related travels have been suspended and other measures have been developed by the countries. These measures had essential influence on individual's social activities as well as traveling. After trying different protection measures, and seeing how coronavirus can spread easily among humans, people started to decrease the amount of daily contact with other people to also keep the virus away from one another. With this approach, a new term was entered into our lives: *Social Distancing*, which can be considered another safety measure to stay healthy and be away from the virus. After the second quarter of 2021, countries decided to lift the restrictions, but tourism-related behaviors started to change immediately. Tourists commenced to develop

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a new traveling pattern which considers the habits of worldwide pandemic. For example, the tourism industry in Budapest slowly shifted to open-air environments like street food trucks. Therefore, touristic behaviors changed after the destructive effects of the Covid19 pandemic. There is multiple research on the examination of place attachment in Asian countries, such as Tsai (2016), “Memorable Tourist Experiences and Place Attachment When Consuming Local Food”, and Tumanana and Lansangan (2012), “More than just a cuppa coffee: a multi-dimensional approach towards analyzing the factors that define place attachment”. But it is still questionable the analysis of place attachment through tourist experiences in Budapest, Hungary. This study will emphasize on how place attachment can be improved through Hungarian street food in Budapest with the focus of after-pandemic situation.

1. Defining the Concept of Place Attachment

The place attachment concept ties back to 1930s attachment theory (Chen et al. 2014); however, the study of humans and place relationship became popular in the early 1990s (Shang et al. 2020). The concept has been used in different research areas such as environmental psychology, human geography and tourism (Shang et al. 2020). Therefore, different definitions can be found in the literature based on the research area. Those definitions are shown in Table 1, to highlight the different perspectives of scholars.

Williams and Vaske explained place attachment as “a positive connection or bond between a person and a particular place” (Williams–Vaske 2003) which can be considered the most commonly used definition. It is an important concept that explains the relationship between people and a physical setting (Lee 2009) that also helps to understand the decisions of visitors (Dwyer et al. 2019). Place attachment can be created within time; therefore, it is crucial for us to understand how and what kind of interactions and experiences (Tumanana–Lansangan 2012) help to reinforce this bond.

Table 1 Existing Definitions of Place Attachment in the Literature

Definition of Place Attachment	Authors
<i>“an individual’s evaluation of a place”</i>	Schreyer–Jacob–White 1981 (Tsai 2016:538)
<i>“positively experienced bonds, that are developed over time from the behavioral, affective, and cognitive ties between individuals and/or groups and their socio-physical environment”</i>	Brown–Perkins 1992:279
<i>“the emotional involvement of an individual with a place and the sense of belonging to the place”</i>	Hummon 1992 (Tsai 2016:538)
<i>“individual emotions about the environment and the emotions symbolized by the environment”</i>	Williams et al. 1992 (Tsai 2016:538)
<i>“individuals’ identification with and evaluation of specific locations”</i>	Moore–Graefe 1994 (Tsai 2016:538)

Definition of Place Attachment	Authors
<i>“refers to the sense of emotional belongingness to an environment and the perceived connection with the environment”</i>	Bricker–Kerstetter 2000:254
<i>“positive connection or bond between a person and a particular place”</i>	Hidalgo–Hernandez 2001:274, Williams–Vaske 2003:831
<i>“the bond individuals share with specific places”</i>	Scannell–Gifford 2010:1
<i>“tourists’ emotional, functional, affective, and social attachments to tourist destinations and/or tourism products”</i>	Yuksel– Yuksel–Bilim 2010:275, Ramkissoon–Mavondo 2015:2593, Brown–Smith–Assaker 2016:169

2. Dimensions of Place Attachment

Over time, different dimensions were developed in the place attachment model; however, controversy exists in the literature when it comes to the classification of these dimensions. The most widely accepted model has two dimensions: place identity, and place dependence (Hidalgo–Hernandez 2001). Place identity represents the symbolic importance of a place, as it ties with an individual’s beliefs, emotions, thoughts and attitudes associated with the place (Proshansky et al. 1983). In other words, it interprets an individual’s self identity that projects onto the physical environment (Yuksel et al. 2010), (Lee–Shen 2013). Place dependence on the other hand, represents the irreplaceability and unique qualities of a place (Song et al. 2017), which refers to a functional attachment of a place (Chen et al. 2013), providing the features that can meet the visitors’ desired goals or activities during the visit (Tumanana–Langsangan 2012), (Williams–Vaske 2003). Compared to place identity, place dependence focuses on meeting physical needs, which could be in the form of food and drink, social activities, connections or friendship (Line et al. 2018).

Place identity and place dependence are considered the most accepted dual dimensions. However, later, affective attachment and social bonding were accepted as the third and fourth sub-dimensions, which focus more on the emotional side. The third sub-dimension, affective attachment (also known as the place affect) refers to the emotional bond between individuals and a place (Jorgensen–Stedman 2001). It was suggested by Relp that affective attachment grows over time and becomes deeper by new experiences (Chen et al. 2018). The fourth sub-dimension, social bonding, refers to social relationships between individuals, individuals and the community, and individuals and culture (Chen et al. 2013), (Kyle et al. 2005). In sum, these four dimensions are considered important to measure the effect and relationships between visitors and a destination.

Additionally, it was argued that it would not be appropriate to only search for these four dimensions, since all of them are considered time-dependent, which means they can be observed only after a certain time and can only be applicable for long-term visits (Chen et al. 2014). Therefore, two new dimensions were suggested which were more experience-focused and could be applied to short-term visitors as well, namely: place memory, and

place expectation. Place memory can be formed through meaningful experiences in a certain place, and as a result of these experiences, individuals can find themselves bonded to a particular place. Place expectation, on the other hand, can be formed after an individual perceives and processes information for an upcoming event or activity and further creates expectations about this place (Chen et al. 2014).

3. Place Attachment and the Connections with Food Experiences

In tourism literature, place attachment concept has been used differently. Existing studies have focused on the impact of place attachment on post-consumption behaviors like: word of mouth behaviors (Chen et al. 2018), destination brand loyalty (Liu et al. 2020), perceived similarity (Lee et al. 2020) or satisfaction (Zenker–Rütter 2014). The focus was on the dual dimensions (place identity and place dependence) in the majority of the studies (Gross–Brown 2008, Tsai 2016, Lee et al. 2020). There were studies where the researchers decided to analyze all four of the dimensions (Tumanana–Lansangan 2012, Liu et al. 2020), or six of the dimensions, including place memory and place expectation (Chen et al. 2018).

To narrow the focus, and highlight the research interest of the author, the effect of local food experiences on place attachment will be placed in the center of this research. The relationship among memorable tourist experiences for consuming local food, place attachment and behavioral intention was analyzed by Tsai as a case study conducted in Tainan, Taiwan (Tsai 2016), through an on-site questionnaire. The main focus was kept on the dual dimensions, place identity and place dependence, for the research. The main findings suggested that memorable tourism experiences and behavioral intentions of tourists can be influenced significantly and positively through consuming local food. Place identity might have a mediating effect on the relationship between memorable tourism experiences and behavioral intentions (Tsai 2016).

Another study conducted by Hsu and Scott aimed to examine the relationships between tourists' food experiences, place attachment, and destination image (Hsu–Scott 2020). An on-site questionnaire conducted in Macau confirmed that food experiences have an influential role in developing a positive destination image and emotional connection to the visited place (Hsu–Scott 2020).

In 2012, Tumanana and Lansangan conducted a research in the Philippines about coffee shops in the Greater Manila Area. They were curious to find out whether Filipinos, who frequently visit coffee shops and view coffee as more than just a product, but as an experience, could experience place attachment within the context of the physical, social, cultural and environmental dimensions (Tumanana–Lansangan 2012). The research was conducted in focus group discussions and interviews, which were followed by an on-site questionnaire. According to the analysis, it was concluded that the respondents' attachment to a place is physical and socially driven, and characterized these coffee shops as “third places” in their lives, with home being the first and the workplace as the second (Tumanana–Lansangan 2012).

Studies about festivals and food experiences in festivals exist in the literature as well in order to measure place attachment. A good example of this could be Culha's study, measuring the effect of festival quality on place attachment, and destination recommendation intentions through festival experience, festival satisfaction and festival quality (Culha 2020). The research was conducted during the Third International Olive Festival through an on-site questionnaire. It was concluded that, place attachment has a mediating role in the relationship between festival satisfaction and destination recommendation intention. Satisfaction of the experience significantly and directly influences visitors' attachment to the place, and satisfied festival visitors are likely to develop emotional attachment to a place and become loyal to that destination (Culha 2020).

4. Impacts of the Covid19 Pandemic on Tourism and Tourist Behaviors

The Covid19 pandemic has had devastating effects on different sectors, but it would not be wrong to say that the tourism sector suffered the most. The effects of the pandemic have taken the world by storm, as the tourism industry is strongly associated with more than 50 industries (Wen et al. 2021). Therefore, curfews and border closures have affected the airline, accommodation, food and beverage industries together with the tourism (Fusté-Forné–Michael 2021), which is also seen as an “unprecedented crisis” (Everingham–Chassagne 2020:556) due to its impact on the economy. The effects were expected to result in billions of dollars in losses, as many businesses in various destinations had to cease operations indefinitely (Wen et al. 2021).

In the recovery process from this pandemic, it was seen as an opportunity to reset (Everingham–Chassagne 2020) the tourism sector, where sustainability was the main concern. Especially by time, people started to focus more on the things that are really important to them (Everingham–Chassagne 2020) and different concepts that could provide recreational activities started to gain popularity: slow tourism (Wen et al. 2021), slow leisure (Breunig 2020), “Buen Vivir” (Good Living) (Everingham–Chassagne 2020), workcation and staycations (Tzanelli 2021). It is also expected that people will spend more time slowing down their activities (Benjamin et al. 2020). As a result of this, changes in behaviors and consumption patterns are expected to be seen (Williams et al. 2020, Wen et al. 2021). Hence the quality of activities will become more significant rather than the quantity (Wen et al. 2021).

5. Methodology

This research aims to explore the impact of Hungarian street food on place attachment after the Covid19 pandemic in the case of Budapest, through tour guides' point of view.

A qualitative methodology such as in-depth interviews with tour guides was used for this study. As it was indicated by Griffiee (2005) earlier, through interviews it is pos-

sible to gain more insights about a specific topic since it encourages the interviewees to speak freely (Griffiee 2005). During this process, place dependence dimension will be kept in the focus. As it addresses the functionality of a place, it is expected to understand whether there is any form of functional attachment built through food experiences.

In this research it was aimed to benefit from the unique opportunity of “Food Tours”. In this way, food tour guides, who are the main contact point for tourists, were interviewed. During these interviews, the purpose was to understand how local food experiences can enhance tourists’ attachment to Budapest. The interviews took place in 2021, while most of the Covid19-related restrictions are still in effect, so the concept of place attachment was explored through tour guides’ point of view.

5.1. SAMPLING

“Food Tours” identified as the main product based on a content analysis conducted on TripAdvisor.com. A purposive sampling method was adapted where the participants were selected from the list of “10 Best Food Tours” according to the reviews on TripAdvisor.com. Based on this list, key service providers, who could help to generate an overall understanding of street food consumption after the pandemic, were identified. All providers were contacted through an email to explain the purpose and to ask about their participation in the research. Later, they were contacted again, via phone to understand whether they are willing to participate. Additional communication was followed for the candidates who indicated their interest in participating. At the end, a total of 6 interviews were conducted with food tour guides who are working in Budapest. All tour guides are holding Hungarian nationality, 3 of the tour guides were working within a company, whereas the other 3 were self-employed. Additional information regarding the profiles of the interview participants is displayed below in Table 2.

5.2. PROFILE OF THE RESPONDENTS

Of the total 6 respondents, a high proportion were female (5) and all of them are holding Hungarian nationality with the age range between late 20s to early 50s. Half of the respondents (3) were working as self-employed whereas the other half (3) were working in a tour company.

Table 2 Profile of the Participants

No	Gender	Age	Interview conducted	Companies
BP-P1	F	Mid-50s	Phone interview	Budapest Day Trips
BP-P2	M	Late 20s	Phone interview	With Locals/Self-Employed
BP-P3	F	Mid-30s	Face-to-face interview	Budapest Wonderguides
BP-P4	F	Mid-30s	Questions answered via email	Budapest 101
BP-P5	F	Early 50s	Face-to-face interview	With Locals/Self-Employed
BP-P6	F	Early 40s	Phone interview	With Locals/Self-Employed

5.3. DATA GATHERING

Face-to-face interviews (n=2), phone interviews (n=3), and email interview (n=1) were carried out based on the tour guides' availability. A structured interview method was followed as the interview questions were predetermined. The implementation process started on 23rd May 2021 and ended on 16th August 2021. For this research, 6 interviews were conducted and each of them lasted between 30 to 45 minutes. Phone interviews were recorded while conducting and transcribed later. Face-to-face interviews were recorded through writing simultaneously.

5.4. DATA ANALYSIS

A thematic analysis was used to analyze the gathered data, the reason for choosing this method was to identify participants' experiences, views and opinions that will help to analyze the research question (Nowell et al. 2017). After conducting the interviews, the data analysis process started with transcribing the data, which was later followed by reading and getting familiar with the data until identifying the initial codes.

There was no software used during the coding, instead the author conducted the process manually using an inductive approach. Initial codes were determined (24) and the codes which were similar grouped together. These groups led to the development of themes (3), which were identified as; "*Covid19 effects*", "*Street food as a tourist attraction*" and "*Tourism in Budapest*". These themes will be discussed in the next section in detail.

During the preparation of the interview guideline, open ended questions were used to meet the requirements of a qualitative analysis. In addition to this, similar questions were asked to test the validity of the answers. Receiving similar answers to similar questions highlighted the accuracy and validity of the responses collected for this research. Specific questions were included to understand the reliability of the responses received, such as health concern. All participants were encouraged to speak and share their opinions to eliminate the researcher's bias during the interpretation process. Using negative (or deviant) cases within the analysis supported the reliability of the current research. Two different groups were used within the sample; tour guides who were working for a company and tour guides who were self-employed, which could serve for data triangulation where different groups were involved (Guion 2002). The data analysis was conducted by two different evaluators to strengthen the validity of the research. Interviews were conducted in a short period of time and transcribed immediately to eliminate misinterpretations that could be caused by time.

6. Findings of the study

The aim of the research was to explore the impact of Hungarian street food on place attachment after the Covid19 pandemic in case of Budapest, through food tour guides' point of view.

This research focused on a single traditional food, *lángos*, which was becoming popular among tourists until Covid19 emerged. *Lángos* particularly appealed to diverse

tourist groups by offering vegetarian or non-vegetarian options. It was promoted both as street food and in restaurants, appealing to different income levels.

Due to the Covid19 pandemic the tourism activities were suspended in Budapest, however once the tourism starts to revive Budapest is expected to become a popular destination again and promote lángos in the same way as it used to. Therefore, to highlight the importance of lángos to the Hungarian cuisine and how it might effect or reinforce tourists' attachment to Budapest, lángos and its importance; how Covid-19 pandemic impacted tourists and their behavior; how street food can become an attraction for tourists, and how it helps to build an attachment between tourists and Budapest; tourism in Budapest and other main attractions that serve to the place attachment concept elaborated in the below sections.

6.1. INSIGHTS FROM THE TOUR GUIDES ON LÁNGOS

Traditionally baked in ovens, lángos (also known as kemencés lángos or kenyérlángos) (Báti 2013, Teke 2016, Bán 2016) has taken shape over time and become a deep-fried flat bread. Especially from the 20th century, the deep-fried version has become a popular food and can be found at numerous food festivals inside and outside of Hungary, and at restaurants, street food markets, outdoor swimming pools, and beaches (Báti 2013).

Traditionally consumed with sour cream, garlic paste, and salt, this flat bread has become a more popular food among tourists (Teke 2016). It is sold with different toppings such as onions, meat or vegetables.

All tour guides knew about lángos by heart since they were born into this cuisine. Hence, they could pass the information that they already have about this food to the visitors easily. In fact, each tour guide referred to "Lake Balaton" when the meaning of lángos was asked to them, which was important because this food reminded them summertime and summer activities that they used to do. And they see lángos as a holiday food, which they could eat it next to the lake during a hot summer day.

6.2. COVID19 EFFECTS

Considering tourism behavior related to street food and eventual changes in such behavior, tour guides with a strong record in the industry were able to compare the current situation of tourism in summer 2021 with the pre-Covid19 period. The term "social distancing", which was a newcomer to our daily lives, evolved and was worth mentioning especially while talking about the changes in behavior. As governments introduced new measures to stop spreading the virus, social distancing was considered a crucial risk-averse action (Im et al. 2021) where its effectiveness was proved (Hsiang et al. 2020). Additionally, due to social distancing, tourists may prefer to be with other tourists they know rather than with strangers (Li et al. 2020b). The following comment reflect the importance and how people changed their behavior to adapt social distancing:

"They (tourists) like to keep distance, they think more about the tasting tours, they do not have trust that much anymore. They are more cau-

tious about where we go, what they taste during the tour and actually the whole situation” [BP-P6, female].

Social distancing and other measures were set to stop spreading the coronavirus, however these prevention policies led to psychological changes to some extent. According to a recent study by Williams et al. it was argued that the psychological and social impacts of these measures can be seen on a significant level (Williams et al. 2020). Another psychological effect can be seen in Li et al.’s study, which noted that tourists can change their attitudes and become more reserved or closed in general (Li et al. 2020b). These psychological impacts as well as the changes in tourist behavior was expressed by the following tour guide:

“They (tourists) are not as cheerful as before, so it is very difficult to actually get the same kind of feeling we used to have before, with the customers. They cannot be relaxed that much as before” [BP-P6, female].

The impacts of the pandemic can also be seen on a behavioral level as it was indicated by Li, Nguyen, and Coca-Stefaniak, pandemic could cause changes in tourist behavior such as: changing the means of transportation while traveling or changing travel patterns (Li et al. 2020a). The following comments presented the observed changes in tourist behavior:

“If we are talking about eating, I would say there are some changes but nothing major, like using hand sanitizer and being more careful of where they touch or washing hands” [BP-P2, male].

“Because of the pandemic people have become more flexible, during food tours we can just wonder around and have a seat on a bench and eat something, so they do not really care much about these very structured restaurants and waiting for a long time for food, people are more easy going” [BP-P2, male].

Tourism industry suffered economically throughout the pandemic, which started firstly with the border restrictions and followed by a decrease in the number of visitors. Different governmental measures were also introduced, which led many restaurants, coffees, and other businesses to stop working. Many small businesses went bankrupt as the tourist expenditures dropped significantly. The harmful effects of Covid19 to the tourism industry and businesses were expressed by several tour guides with the following comments:

“Compared to the last summer, the majority of the places were closed therefore I do not know how it will be for the tourism ... Due to the Covid19, many hidden gems of the city disappeared” [BP-P5, female].

“Due to Covid it has changed a lot and of course we have not really had so many food tours as before” [BP-P2, male].

“Because of Covid many places break down, we had many favorite places, little restaurants which are not touristic, local places with local people ... I cannot tell which one survived from the Covid and which one did not. Nobody knows. Most of them were really on the edge of bankruptcy last year” [BP-P1, female].

6.3. STREET FOOD AS A TOURIST ATTRACTION

Consuming local food or cuisine can help tourists to create positive and unforgettable memories in a destination as studied by Tsai (2016). In other words, food tourism enables tourists to create memorable experiences within a destination. Through local cuisine, tourists could learn about the local culture while interacting with them (Tsai 2016). Local cuisine could be enjoyed in various ways and not only in well-known restaurants but also through street food trucks and pavilions, which have been becoming more popular during the last years. Through street food, tourists could experience a wider variety of options from the local cuisine (Cifci et al. 2021), while interacting with the local community. In fact, the increasing popularity of street food indicated by the tour guides in the below statements:

“Street food is popular and maybe because of the pandemic as well, I got a feeling like people have become more flexible... Street food is growing in popularity in general” [BP-P2, male].

“Tourists always love street food...Places like Karaván are popular for younger people” [BP-P4, female].

“The popularity of street food increased big time” [BP-P6, female].

“They are not like restaurants, now they are more fashionable like food trucks, startup places, hipster culture and ruin bars. They want to try because it is popular, and it became the new normal. Like soups in cups or sausages. And it is fast, you do not need to eat in a restaurant only, it is cheap, it is local and more authentic” [BP-P3, female].

“If you take out the last 1,5 years, so many new places started to open, including international restaurants and the speciality places like Borsch, or there are wine and palinka focused places. If there is interest, I recommend them to the Borsch soup place” [BP-P5, female].

Beside its popularity, Sims indicated that through food, tourists could have the real authentic experiences in a destination (Sims 2009). Authenticity of the experiences might

trigger memorability and place attachment, which could be explained as the connection between an individual and a specific place (Williams–Vaske 2003). Through local food, tourists could become attached to a destination easily, as it was argued earlier local food considered as a major contributor to the overall tourism experience (Björk–Kauppinen-Räsänen 2019). Food consumption emotions can easily trigger memories; memories can be a mediator between the food consumption emotions and place attachment (Sthapit et al. 2017). Therefore, the importance of food-related experiences cannot be underestimated, and below statements indicated the importance of food related experiences during traveling:

“Food has always an effect, it covers everything, so it is unlikely not to like” [BP-P1, female].

“It is definitely a part of the experience so in a way yes it definitely adds to the whole experience of Hungary” [BP-P2, male].

“Food can help yes, and street food it is hard to mess with that. I think food adds to the whole visitor experience” [BP-P3, female].

6.4. TOURISM IN BUDAPEST

Budapest is considered as the heart of Central Europe, it is a gate for tourists who want to travel between Eastern and Western Europe. Therefore, it is a popular destination among visitors geographically as well as the unique offerings. The most important attractions as well as the hidden gems around the city highlight cultural, architectural, and natural heritage of Budapest that address different tourism types: cultural tourism, ecotourism, gastronomy tourism, wellness tourism etc. As it was indicated earlier Budapest plays an important role in tourism because of its cultural and historic heritage (Smith–Puczkó 2012). The wide range of offerings in Budapest were expressed through the below comments by the tour guides:

“Budapest can offer many things at the same time and the food is good, so you can go to the places that are very famous or you can try more local places” [BP-P5, female].

“There are many things that people do here, so many sights to see, so many activities to do” [BP-P2, male].

This wide range opportunities attract different tourists with unique interests and needs. For the ones who are interested in the gastronomy and cultural tourism, unique “Food Tours” might be attractive where tourists could learn about the food culture and Hungarian cuisine. These tours are organized by tour companies or self-employed tour guides who are willing to introduce the local specialties and hidden gems of the city to the tourists. If tourists want to have the local experiences and avoid visiting the touristic

spots including overpriced restaurants, these tours could provide the guidance in getting to know the food culture in a local way. Below comments highlight the opinions of tour guides about food pricing around the city:

“There are hidden gems in the city that I like where you can eat 7 course menus for 50 euros only, you do not have to spend thousands to try the Hungarian cuisine. Of course, if you have a lot of money then you can also go to the most famous restaurants around the city. But I do not want my tourists to spend unnecessary money, if they want to spend money there are so many places you can find, but why to spend extra?” [BP-P5, female].

“Christmas markets and similar events are okay selection-wise but way too overpriced, street food should not cost 15 euros, and it is not authentic if zero locals are eating there. That is why food tours are so great, you get to try the real deal!” [BP-P4, female].

Budapest welcomes tourists from different countries with special interests and needs, therefore it will not be correct to generalize the visitors as they all come from different backgrounds and cultures. However, to address their needs, tour guides are always willing to share their knowledge to help them to have a better and unique experience during their visit. Seeing and interacting with different tourists, helped tour guides to observe and make comparisons among different cultures, hence they could offer similar things for the tourists who are coming from a similar culture. In addition to this, tour guides are willing to learn about the tourists prior the tour to provide a more personalized program for their unique interests, such as including vegetarian dishes to the program for vegetarian tourists. Below comments highlight different tourist types and how tour guides address tourists' needs to make them satisfied:

“I think usually there are 2 types of visitors coming to the tour, the ones who only come to take this destination out from their list and the ones who have interest to learn about the culture. This is a paid service I offer, so if they have interest I can tell and explain them a lot” [BP-P5, female].

“They (tourists) are more confident now, they feel secure, safe in Budapest and it is more affordable than the Western countries, so they come. They arrange flights, hotels themselves but they still need a tour guide to show them around. For tourists who are coming from overseas, they want to spend more time to have experiences in different places and cultures, so they want guides” [BP-P3, female].

“Pre-Covid there were more and more overseas tourists who were not here to party but to get to know Central Europe” [BP-P4, female].

Limitations

Within this study, the sample was selected as “Food Tour Guides” who are working in Budapest and interact daily with tourists. However, considering the current situation with the Covid19 pandemic, their interaction decreased which could be explained with the decrease in number of tourists visiting Budapest. The sample size for this study was also affected by the Covid19 pandemic, some tour guides refused to participate in this study for not having any interaction with the tourists for the last 1.5 year. Therefore, the sample size remained as 6 participants in total.

Conclusion

This study offers an insight into how Hungarian street food can enhance place attachment especially after the Covid19 pandemic. After the analysis of related literature, the author of the present research conducted in-depth interviews with food tour guides located in Budapest. The goal of these interviews was to understand the behavioral context of tourists especially after the pandemic. It is shown through qualitative interviews that tour guides, who have daily interaction with tourists, could observe behavioral changes. After Covid19, tourism industry had a big lose because of the restrictions and these restrictions caused several harmful consequences such as, decreasing the tourist expenditures, losing value of local businesses. Beside these harmful consequences that Covid19 brought to the tourism industry, an increase was observed in the popularity of street food consumption in Budapest. Regarding to the results of above-mentioned interviews Budapest can address multiple tourism types and tourists who have different interests beside gastronomy and food tourism. As indicated by the tour guides, tourists become more flexible and easy-going after the pandemic and started prioritizing street food over restaurants. Tourists were not able to travel for a certain period, when the restrictions were lifted people started to search both Covid-free and fashionable places for food tourism. Food-related experiences could be an important contributor for tourists’ overall experience during their visit, especially in Budapest as the focus of the present research. Food tourism is a valuable touristic aspect since individuals can relate their feelings with experienced places. For that reason, this study has an essential result showing that with behavioral changes, related to Covid19 pandemic, affected tourists’ habits. Food-related experience can be memorable and be connected to specific cities or countries. These memorable experiences can create individual’s emotions to develop place attachment. Place attachment can be explained as a positive connection between a person and a particular place. According to the results of this research, Covid19 pandemic led tourists change behavioral patterns and created a significant difference of understanding between people-place relationships as described in place attachment.

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