

FOLK-ART as tourist attraction in Hungary

Folklore art is a unique element of the Hungarian tourist product. The originality and the variety of different art forms provide a special experience for the tourists and a powerful promotional tool for national marketing. DEMAND AND SUPPLY OF FOLK ART OBJECTS Handicraft folklore products are often sold on the spot where they are manufactured (in the workshop, in the settlement), but the geographically concentrated nature of tourist demand in Hungary would make this kind of distribution unviable. Open-air markets organized on holidays or together with special events in the main tourist centers ...

Date: 2007-01-29

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-folk-art-as-tourist-attraction-in-hungary-article63>