

## EXAMINING THE DEMAND RELATIONSHIPS OF BETWEEN RELIGIOUS TOURISM AND EXAMPLE OF URBAN ATTRACTIONS IN THE GYŐR-PANNONHALMA TOURIST AREA

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**Citation:** Darabos, F., Kőmíves, C., Çinar, K., & Lebrun, A.M. (2024). EXAMINING THE DEMAND RELATIONSHIPS OF BETWEEN RELIGIOUS TOURISM AND EXAMPLE OF URBAN ATTRACTIONS IN THE GYŐR-PANNONHALMA TOURIST AREA. *Geojournal of Tourism and Geosites*, 57(4spl), 2114–2122. <https://doi.org/10.30892/gtg.574spl25-1378>

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**Abstract:** This study examines the sacred places of Győr-Moson-Sopron County (Western Hungary), focusing on people's attitudes towards them. Pannonhalma is part of the world heritage, the Győr Cathedral, and the five church festivals (Roman Catholic, Jewish, Reformed, Lutheran, Greek Oriental) held in the city are important places of worship. The aim of the study was to analyse the scope of religious tourism in the World Heritage Site and to examine the demographics of the demand for urban religious centres. Primary research was conducted with a quantitative (questionnaire) survey between 10th September 2023 and 30th October 2023. The sample of 666 persons is not representative, respondents were chosen with arbitrary sampling. Data were processed using the SPSS 23 statistical program package which contains cross-table analysis, in addition to the descriptive statistical analyses. The most important finding of the study is that travel propensity is determined by the importance and familiarity of urban landmarks, and significance can be found here. Respondents' age, educational attainment and gender also show significant differences in terms of the attractiveness of visiting attractions (distance from their residence). The research investigated the demand for Roman Catholic, Jewish, Reformed, Evangelical and Greek Orthodox religious attractions in Győr and the Pannonhalma Benedictine Abbey, a World Heritage Site, according to local specificity. There is significant evidence of a regional pull effect of the World Heritage status of the built heritage site. The city churches and their associated events are most popular with the elderly, women and those with higher education.

**Keywords:** church, Hungarian, religion, touristic attractions, world heritage

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### INTRODUCTION

Religion, based on the belief in one or more supernatural beings, has always played an important role in people's lives. They can call them God, Allah, or Buddha, they pray to them (people of faith) when they are in trouble, they ask them for help, among other things, so that they have a bountiful harvest and get to heaven after their earthly life. Historic and cultural built heritage is an important attraction for cities, generating profits and having a significant impact on their economic development. The cultural tourism system is based on familiarising tourists with the history, culture, customs, cultural and religious richness of the destination. Of the six main types of historical and cultural resources, the 4th is religious resources: interest in religion, visits to cultic buildings, pilgrimage sites, and knowledge of religious customs, traditions, rituals, and ceremonies (Ismagilova et al., 2015). However, sacred objects are especially revered objects, natural and cultural heritage, secular and cultural architecture, mausoleums, and places associated with historical and political events that have lasting value in the memory of the people of Kazakhstan and act as a symbol of national unity and revival (Uaisova et al., 2024). In addition to its positive economic impact, religious tourism can also contribute to the promotion of a destination (Sánchez et al., 2017, Kouchi et al., 2018). In our research, we investigate the motivations related to religious memories in an urban approach in a Hungarian county. In Tsai's (2021) research, religious tourism is presented as an important part of the history of tourism development, based on different demand motives. Rinschede (1992) also points out that religious destinations are the oldest attractions in the world. One of the main subjects of our study is the monastery of St Benedict in Pannonhalma, founded in 996. The building itself has been a historic bastion of Christianity for 1028 years.

The other city landmark, the Romanesque apse of the Cathedral of the Blessed Virgin Mary in Győr, dates back to the 11th century. A special concentration is represented by the fusion of Roman Catholic, Jewish, Reformed, Evangelical, and Greek-

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Eastern religious centers in Győr. National governments have a huge role in legislation through their regulations setting the framework conditions. Tourism professionals also have a role to play in contributing to the cultural and spiritual enrichment of tourists and in providing the conditions for them to practice their religion while travelling (Kundi, 2023). In our research, we wanted to find out how tourists' demand shows significant correlations with their visits to religious attractions and events in the city. There is significant evidence of a regional pull effect of the World Heritage status of the built heritage site. The city churches and their associated events are most popular with the elderly, women and those with higher education.

## LITERATURE REVIEW

The oldest type of tourism according to the motivations of travellers (recreational, cultural, social, sport, economic, political) is religious tourism (Rinschede, 1992). According to Raj et al. (2015), religious tourism is based on spiritual location and related services that tourists visit for both secular and religious reasons. Particularly important in this respect are the urban churches studied and the Benedictine Abbey of Pannonhalma. Examples of religious travel and tourism include pilgrimages, retreats, conferences, seminars and festivals (Stausberg, 2012). In the case of Győr, the 5 churches and the cultural program organised around the four religions attract religious tourism. Most of the previous studies on religious tourism by Olsen (2010) have focused on monotheistic societies. The present research follows this line of research, based on the examples above. For some visitors, the site serves as a religious pilgrimage (cultural or nostalgic), while for others it is simply tourism (adventurous or cultural) (Ebadi, 2014). Every religious tourist wants to have an experience that is linked to a visit to a religious site. The experience may be related to gaining spiritual benefits, learning something, or fulfilling an obligation (Packer, 2008; Bond et al., 2015; Chang et al., 2020). Mazumdar and Mazumdar (1993) found a strong link between religion and place attachment. They argue that place can be part of religion, but religion helps to create attachment to place. The religious monuments of the Hungarian cities studied, Győr and Pannonhalma, reinforce the patriotism of the local population. Some authors emphasise the role of volunteering in improving the quality of life in local communities, through fraternity and empathy (Kabil al., 2023).

Religious tourists are motivated in two ways. The push motivation refers to the intrinsic forces within the traveller that motivate him to travel; the pull factors refer to the characteristics of the destination that attract the traveller (Crompton, 1979). Travel motivations become directly influenced by believers' intimate and emergent performances not only of places but also of religion itself; the meaning of places being based on lived experiences of doing religion and interacting with the sacred, as exemplified in vows and visions (Terziodu et al., 2018). The latter category includes media elements that communicate religious tourism (Dann, 1977). With this in mind, we have examined the role of external attractiveness in the visitation of religious centers. We believe that we need to distinguish between religious tourists and tourists visiting religious sites. According to Hyde and Harman (2011), religious tourists see their trip to a sacred place as an extension of their religious self. Our findings are supported by research by several authors. With the development of modern tourism, the group of visitors motivated by religious sites has expanded to include tourists driven by more secular motivations, including cultural, educational and recreational interests (Amaro et al., 2018; Liro, 2020; Wang et al., 2020; Tsai, 2021). The development process is generating more and more visitors, so our research focuses on visitors' motivations for sustainable development. This finding is supported by the research findings of several authors. As a result of this growing interest, many churches have lost their essence and original mission, which would have been their main attraction (Mansfield, 2008, Rishi et al., 2010). Other researchers point to additional sustainability concerns; overcrowding is thus an obvious problem in the management of religious sites (Shackley, 2006; Woodward, 2004). Iliev's (2020) research confirms that religious tourism is undergoing a transformation and that new concepts and identities have contributed to the renewal of religious tourism. Religious tourism refers to travel undertaken with the primary aim of visiting sacred or spiritual destinations, participating in religious activities, or seeking deeper spiritual experiences (Kim et al., 2019). Other authors have used qualitative research to analyse how to increase resilience in religious tourism building in South Africa after COVID-19 (Mzobe and Nyikana, 2024).

## MATERIALS AND METHODS

Data for this survey was collected between 10 September 2023 and 30 October 2023. A mixed methodology survey was used and the electronic questionnaire (Google form) was shared on social media platforms. Paper questionnaires were produced, but people preferred the electronic form. The study examines the sacred sites of Győr-Moson-Sopron County (West Hungary), with a special focus on people's attitudes towards them. Pannonhalma as a World Heritage Site, the Győr Cathedral, and the churches of the five feasts (Roman Catholic, Jewish, Reformed, Evangelical, Greek Orthodox) are important places of worship. The chosen research approach consisted of a survey in which participants were recruited by random selection. In addition to collecting demographic and educational data, the survey focused on 4 key areas. The questionnaire consisted of 28 scaled questions (7 questions were demographic (age, gender, education, place of residence), 20 questions were 4-point Likert scale, 10 questions were 5-point Likert scale, where 1 means strongly disagree and 5 strongly agree), 7 questions were 4-point Likert scales, where 1 meant I would not visit at all 4 I would always visit if I could, and 4 were open-ended questions, such as which cultural or natural heritage site is most important to you. The Likert scale output (7 points) was used because it gave more sophisticated results. The methods used in this study are appropriate and reliable for answering the research questions, since in a cross tabulation analysis you can examine the relationship between two or more variables, ordinary or nominal. The most commonly used method is the Pearson  $\chi^2$  Chi-square statistic, which measures the significance level of two variables; and whether there is a statistical relationship between the two variables. The Chi-square is sensitive to the number of items as there is a linear relationship between the two, i.e. the result may be biased if the number of items is small as it does not indicate a relationship between variables, but may show a significant result as the number of items

increases. In the case of nominal scales, the strength of the correlation can be assessed using, for example, Cramer-V or Lambda indices, while for ordinal scales Kendall tau-b/c or Gamma can be used (Sajtos and Mitev, 2007). The study analysed a number of dependent variables (age group, gender, education), such as whether there is a detectable difference between religious events in towns and villages and whether age and education affect participation in religious events. Analysis of Variance (ANalysis Of Variance=ANOVA) is an explanatory model, a method of analysis that examines the effect of one or more independent variables on one or more dependent variables (Sajtos and Mitev, 2007). The data were processed using the IBM SPSS 25.0 statistical software package, with descriptive statistical analysis, number/percentage analysis. The study seeks answers to the questions of whether there is a difference in the demographic factors (gender, age group, education level) of the respondents in terms of their participation in church events. The following hypotheses were formulated:

**H1:** There is no significant difference between participants' willingness to travel (from their place of residence) and their visit to Pannonhalma Abbey

**H2:** Middle-aged people are most interested in the five church festivals in Győr

**H3:** No significant difference between women and men in participation in the five church festivals in Győr

**H4:** No significant difference between respondents' educational attainment and participation in the five church festivals in Győr

**H5:** Religious attractions are more popular with older people in Csorna

The data were processed using the IBM SPSS 25.0 statistical software package, in which descriptive statistical analysis and frequency/distribution/mode analysis were performed. As shown in the flowchart in Figure 1 below, the research was structured as follows: the outline of the topic was followed by a literature review, in which a literature review and analysis of previous research was carried out to define the research area and context. Practical background: here the practical aspects of the research are discussed, followed by a resources section which sets out the key research questions that need to be answered. This is followed by a presentation of the aims of the research, which defines the direction and scope of the research to be carried out, on which the hypotheses can be built: here the assumptions or predictions that can be made on the basis of the research and which can be tested later are formulated.

The methodology section describes the research design and methods used, including the type of questionnaire used. This is followed by an analysis of the data collected and a presentation of the results. At the end of the research, a summary of the results and conclusions is presented, demonstrating the contribution of the research to the topic. Table 1 shows that of the 8 dependent variables, the World Heritage site (Pannonhalma) has the highest mean of 3.13, i.e. respondents would visit this religious site the most. The lowest mean is related to the search for Jesus on Kunsziget (2.00), meaning that people would least visit this as a possible alternative. The peak value is negative for all metric variables, which means that the distribution is flatter than normal. The most frequent value is 3, which means that people who fill in the questionnaire visit the websites once. The only exception is the search for Jesus on Kunsziget, where the most common value is 1, meaning that respondents would not visit it at all. The process of secondary and primary research is illustrated in Figure 1. The table shows that of the 8 dependent variables, the World Heritage site (Pannonhalma) has the highest mean of 3.13, meaning that respondents would visit this religious site the most. The lowest mean is the search for Jesus on the Isle of Man (2.00), meaning that people would visit this only as a possible alternative. Peakedness is negative for all metric variables, meaning that the distribution is flatter than normal. The most frequently occurring value is 3, meaning that people who filled in the questionnaire would visit the sites once. The one exception is the search for Jesus on Kunsziget, where the most frequent value is 1, meaning that respondents would not visit this place at all. The reliability (freedom from random error) and internal consistency of the questionnaire were tested using the Cronbach's alpha index shown in Table 2 and Table 3. This procedure measures all the possible combinations of all the questions in the questionnaire, with values between 0 and 1. The closer they are to 1, the more reliable they are. If the value of the indicator is between 0.9 and 1, it is considered excellent, between 0.8 and 0.9 good, between 0.7 and 0.8 acceptable, between 0.6 and 0.7 questionable, between 0.5 and 0.6 poor, below 0.5 unacceptable (Sajtos and Mitev, 2017).

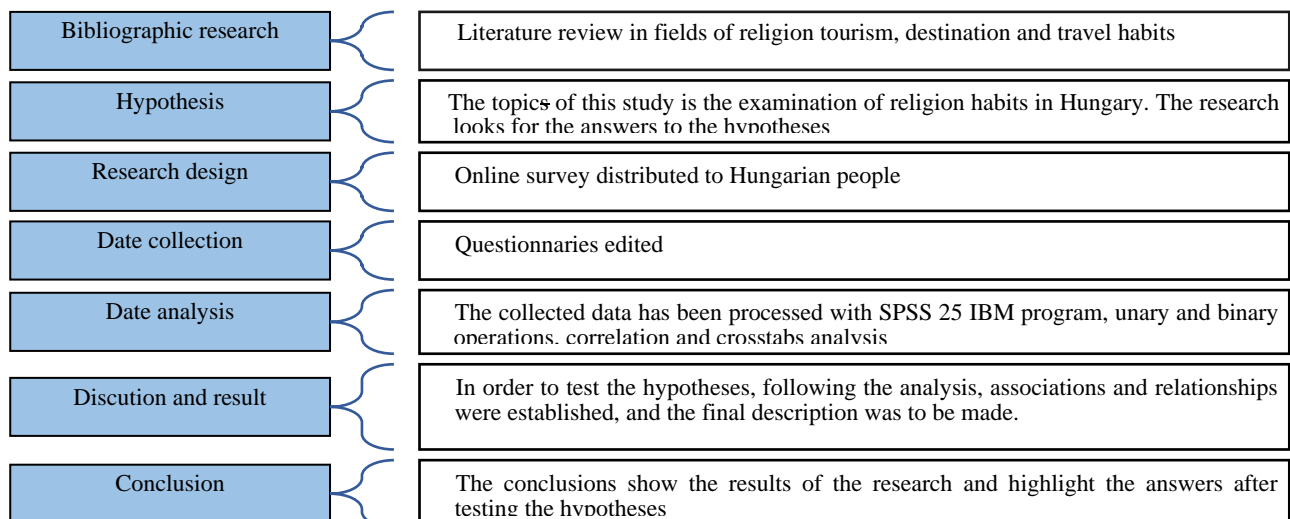


Figure 1. Flow chart of the paper (Source: authors' own editing 2024)

Table 1. Descriptive statistics (Source: SPSS analysis results of the research team 2024)

		Variables							
		Visiting the Five Temples festival in Győr	Visiting Kunsziget. Search for Jesus	Visiting the cathedral at Győr	Visiting Carmelita church at Győr	Visiting Benedictine Abbey at Pannonhalma	Visiting Premonstratensian Abbey at Csorna	Visiting the Roman Catholic Parish Church of Szany	Visiting the holy cross (Italian) chapel "Szent Kereszt" in Mosonmagyaróvár
N	Valid	666	666	666	666	666	666	666	666
	Missing	0	0	0	0	0	0	0	0
Mean		2.41	<b>2.00</b>	2.49	2.44	<b>3.13</b>	2.44	2.20	2.29
Median		3.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00
Mode		3	1	3	3	3	3	3	3
Std. Deviation		.897	.918	.925	.909	.809	.860	.886	.894
Variance		.804	.844	.855	.827	.654	.740	.785	.800
Skewness		-.152	.341	-.181	-.184	-.881	-.263	-.008	-.065
Std. Error of Skewness		.095	.095	.095	.095	.095	.095	.095	.095
Kurtosis		-.850	-1.057	-.849	-.858	.564	-.725	-1.075	-.967
Std. Error of Kurtosis		.189	.189	.189	.189	.189	.189	.189	.189
Range		3	3	3	3	3	3	3	3

Table 2. Reliability Statistics (Source: SPSS analysis results of the research team 2024)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.890	7

Table 3. Item-Total Statistics (Source: SPSS analysis results of the research team 2024)

	Cronbach's Alpha if Item Deleted
To visit Benedictine Abbey at Pannonhalma	.904
To visit Kunsziget. Search for Jesus	.881
To visit Premonstratensian Abbey in Csorna	.876
To visit the Five Temples festival in Győr	.875
To visit the holy cross (Italian) chapel "Szent Kereszt" in Mosonmagyaróvár	.870
To visit the cathedral in Győr	.864
To visit Carmelita church in Győr	.862

Table 4. Descriptive (Source: SPSS analysis results of the research team 2024)

	N	Mean	Std. Deviation	Std. Error	95% confidence interval for mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Under 20 km					2.47	2.79			
Between 21-50 km	288	2.77	.983	.058	2.65	2.88	1	4	
Over 50 km	211	2.79	1.007	.069	2.65	2.93	1	4	
Total	662	2.74	1.000	.039	2.67	2.82	1	4	
Model	Fixed Effects		.999	.039	2.67	2.82			
	Random Effects			.045	2.55	2.94			.002

**RESULTS**

In their research, Carvache-Franco et al. (2024) segmented people's motivations and goals for religious events. Based on this, the study analysed the demographic data of respondents such as gender, age and education level.

**H1:** There is no significant difference between participants' willingness to travel (from their place of residence) and visit Pannonhalma Abbey. This hypothesis will be analyzed by cross-tabulation analysis. The chi-squared test is 0.011 (Table 5), which is below the 5% allowed. H1 is rejected with 95% confidence that there is a demonstrable difference between a visit to the UNESCO World Heritage Site of Pannonhalma Benedictine Abbey and the willingness to travel of participants. It is clear from the table that people are willing to travel up to 50 km to visit Pannonhalma Abbey (Table 4 and Figure 2).

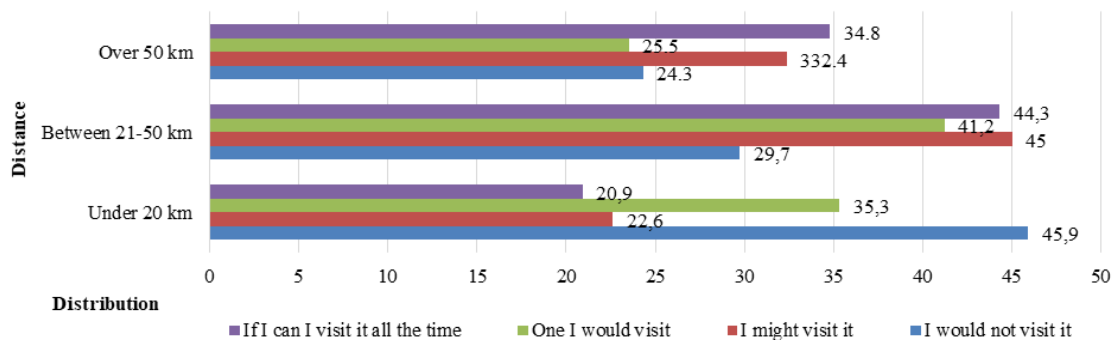


Figure 2. Testing of the propensity to travel to the Benedictine Abbey at Pannonhalma (%) N = 662 (SPSS analysis results of the research team 2024)

Table 5. Chi-Square Tests regarding respondents' willingness to travel (Source: SPSS analysis results of the research team 2024)

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.503 <sup>a</sup>	6	.011
Likelihood Ratio	15.206	6	.019
Linear-by-Linear Association	2.177	1	.140
N of Valid Cases	662		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 9.11.

Table 6. Test results for the hypothesis regarding visiting the five Temples festival at Győr (Source: SPSS analysis results of the research team 2024)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Youngsters between 16-39 years	491	2.31	.891	.040	2.23	2.39	1	4	
Middle-aged (between 40-59 years)	153	2.63	.834	.067	2.49	2.76	1	4	
Elderly (over 60 years)	22	3.05	.950	.203	2.62	3.47	1	4	
Total	666	2.41	.897	.035	2.34	2.48	1	4	
Model	Fixed Effects		.880	.034	2.34	2.47			
	Random Effects			.211	1.50	3.32			.073

Table 7. Significance of the ANOVA analysis of the results for the hypothesis regarding visiting the five Temples festival at Győr (Source: SPSS analysis results of the research team 2024)

To visit the Five Temples festival at Győr					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.064	2	10.532	13.594	.000
Within Groups	513.664	663	.775		
Total	534.728	665			

Table 8. Chi-Square Tests regarding gender and participation in the five Temples festival at Győr (Source: SPSS analysis results of the research team 2024)

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.652 <sup>a</sup>	3	.000
Likelihood Ratio	18.637	3	.000
Linear-by-Linear Association	2.854	1	.091
N of Valid Cases	666		

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 20.11.

**H2:** Middle-aged people are mostly more interested in the five church festivals at Győr

This hypothesis was tested by ANOVA test. The significance level can be read from the ANOVA table .000 (Table 7). The older age group has the highest average (3.05), followed by the middle age group (average 2.63), and then the younger age group with an average of 2.31 (Table 6). Therefore, this hypothesis can be rejected, and it can be concluded that older people are the most interested in this event.

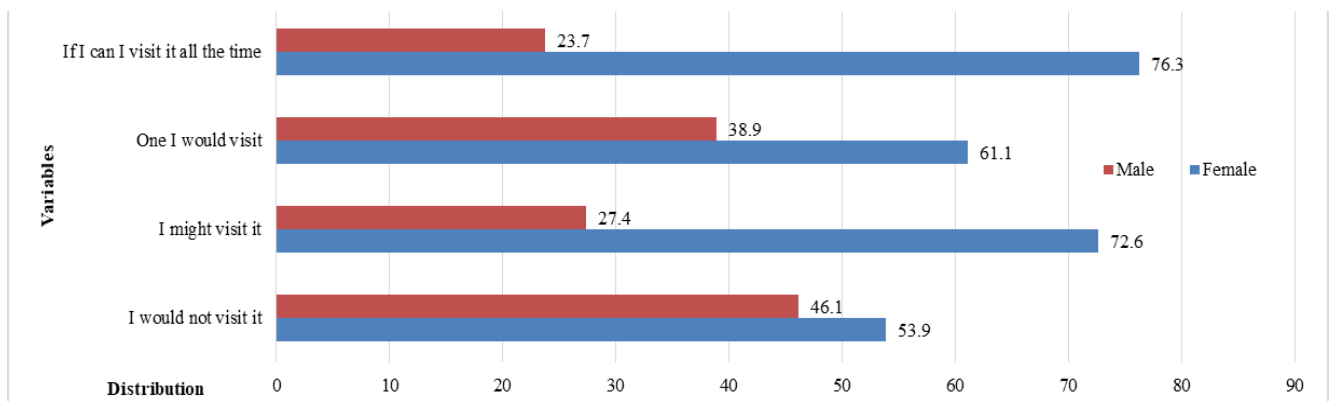


Figure 3. Analysis of the role of gender regarding the willingness to visit the five church festivals at Győr (%). N= 666 (Source: SPSS analysis results of the research team 2024)

**H3:** There is no significant difference between women and men in their participation in the five church festivals at Győr

The hypothesis was also cross-tabulated. The significance level of the Chi-square is 0.000, as shown in Table 8. Figure 3 shows the frequency of attendance at five church festivals by women and men. Hypothesis H3, that there is no detectable gender difference in participation in the five church festivals, can be rejected. The average for women is higher than for men, the former 2.32 and the latter 2.20 (Table 9).

Table 9. Response to the question: did you visit the five Temples festival at Győr (Source: SPSS analysis results of the research team 2024)

I visited five Temples festival at Győr									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Female	439	2.32	.860	.041	2.24	2.40	1	4	
Male	227	2.20	.899	.060	2.09	2.32	1	4	
Total	666	2.28	.875	.034	2.22	2.35	1	4	
Model	Fixed Effects		.874	.034	2.22	2.35			
	Random Effects			.061	1.50	3.06			.005

**H4:** There is no significant difference between respondents' educational attainment and participation in the five church festivals at Győr.

This hypothesis was also analyzed using ANOVA. The result is significant, i.e. there is a detectable difference between the attitudes of people with different levels of education. The average of those with tertiary education is the highest (2.69), followed by those with secondary education (average 2.38) and the lowest for those with primary education (2.15), which means that they prefer not to participate in this religious event (Table 10). Since ANOVA is significant, i.e. H0 can be rejected.

Table 10. Results of the investigation whether education plays a role in the willingness to visit the five-temples festival at Győr (Source: SPSS analysis results of the research team 2024)

To visit the Five Temples festival at Győr									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Higher education	143	2.69	.875	.073	2.54	2.83	1	4	
Secondary	410	2.38	.885	.044	2.29	2.47	1	4	
Primer	113	2.15	.879	.083	1.99	2.31	1	4	
Total	666	2.41	.897	.035	2.34	2.48	1	4	
Model	Fixed Effects		.882	.034	2.34	2.47			
	Random Effects			.151	1.76	3.06			.047

Table 11. Results of the ANOVA analysis regarding the relationship between age and willingness to visit the five temples festival in Győr would be visited (Source: SPSS analysis results of the research team 2024)

To visit the Five Temples festival at Győr					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.803	2	9.401	12.081	.000
Within Groups	515.926	663	.778		
Total	534.728	665			

**H5:** In the city of Csorna religious attractions are more popular among older people

The hypothesis was tested using a cross-tabulation. According to the data in Table 12, the probability associated with the Chi-square 24.104 p=0.000 (the significance level is .000). The H5 hypothesis that age groups have different perceptions of religious events in the city can be accepted. The mean for those over 40 years of age is 2.63, while the mean for those not young is 2.38 (Table 13). The age of the group and their willingness to visit the Premonstratensian Abbey of Csorna is illustrated in Figure 4.

Table 12. Chi-Square Tests regarding the influence of age on the popularity of the city of Csorna as a religious attraction (Source: SPSS analysis results of the research team 2024)

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.104 <sup>a</sup>	3	.000
Likelihood Ratio	25.742	3	.000
Linear-by-Linear Association	10.725	1	.001
N of Valid Cases	661		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 13.19.

Table13. Results of the age-related question about having visited the Premonstratensian Abbey at Csorna (Source: SPSS analysis results of the research team 2024)

visited Premonstratensian Abbey at Csorna									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Not youngsters	490	2.38	.899	.041	2.30	2.46	1	4	
Over 40 years	171	2.63	.702	.054	2.53	2.74	1	4	
Total	661	2.45	.859	.033	2.38	2.51	1	4	
Model	Fixed Effects		.853	.033	2.38	2.51			
	Random Effects			.136	.71	4.18			.028

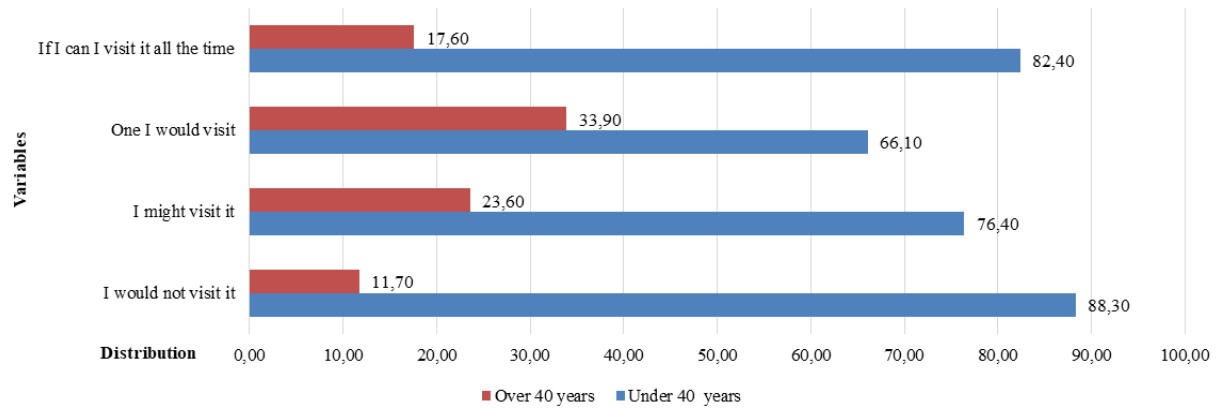


Figure 4. Analysis of the group ages and their willingness to visit the Premonstratensian Abbey at Csorna (%). N = 661 (Source: authors' own editing 2024)

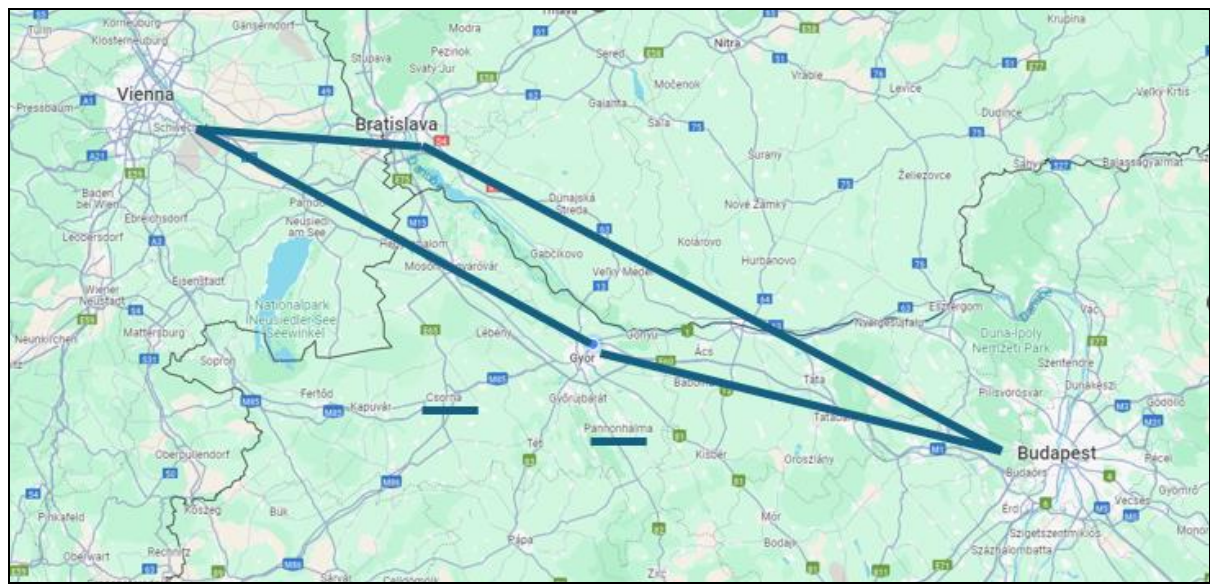


Figure 5. Investigating the “Golden Triangle” (Source: authors' editing 2024 based on [https://www.google.com/maps/@47.6695171,17.5762849,12z?entry=tu&g\\_ep=EgoyMDI0MTAwMi4xIKXMDS0ASAFQAw%3D%3D](https://www.google.com/maps/@47.6695171,17.5762849,12z?entry=tu&g_ep=EgoyMDI0MTAwMi4xIKXMDS0ASAFQAw%3D%3D))

Due to its location, Győr plays an important role in the tourism of the macro-region, being halfway between Vienna and Budapest, 80 km from Bratislava, and 22 km from Pannonhalma, as shown in Figure 5. The natural, cultural, and architectural attractions of the area mean that accessibility, infrastructure, and superstructure development, combined with regional cooperation, can create the conditions for growth in the region. Some authors have explored the different dimensions of the visitor experience in tourist destinations. Their research has focused on aesthetics, social effects, cognitive experience, introspective experience, hedonic effects, spiritual experience, transformative experience, relational experience and educational experience (Doering, 1999; Masberg and Silverman, 1996; Packer and Ballantyne, 2016).

Doering (1999) examined museums, social, material and cognitive introspective experiences. She did not address the role of churches as built heritage. Masberg and Silverman (1996) analyzed the perspectives of college students' visitors to the heritage sites they visited but did not discuss demographics or gender. In their research, Amaro et al. (2018) examined the role of gender and found that women are more motivated than men in terms of spiritual aspects and experiences. Their findings on the educational attainment of pilgrims, that participation is not related to qualifications, were not supported. The intention to visit urban attractions depends on the level of education. Sacerdote and Glaeser, 2001; Voas and McAndrew, 2012 showed that more educated people are less religious. Their research, however, involved a pilgrimage to several sites at once.

Our study supports the findings of previous research; Gill et al (2019); Pande and Fangfang (2023). The physical environment is a major motivating factor for religious tourists. Pande and Fangfang (2023) investigated tourists' experiences at religious heritage sites related to Hinduism and Buddhism. In our research, we investigated the demand conditions for Roman Catholic, Jewish, Reformed, Evangelical, and Greek-Eastern religious attractions in Győr, according to the local specificity. Carvache-Franco et al., 2024 found that women were the most likely to participate in religious events. In terms of age groups, it was also found that passive religious tourists are over 40 years old and frequently attend religious events. We disagree with the findings of Hassan et al., 2022, who find that religious events are more likely to be attended by middle-aged men. An examination of the role of religious buildings and the distance to be covered in our study could be a missing element.

## CONCLUSION

The results of the study show that demographics only show significant gender differences at urban religious events,

with women averaging higher than men in all aspects. This supported the previous findings of Amaro et al. (2018). There is a significant difference between people living in cities and villages regarding religious events in the city (Győr and Pannonhalma), with city dwellers more likely to visit the cathedral in Győr and the Benedictine Abbey in Pannonhalma than people living in villages. In age groups, only Győr Cathedral visits differ significantly, with the highest average for the elderly (3.05), the middle-aged (2.77) and the young (2.38). The research focused on urban churches as built landmarks and examined the demographic and visitor context from an architectural and religious perspective. Respondents would travel longer distances, up to 50 km, to visit major attractions such as the Benedictine Abbey of Pannonhalma. This finding confirms the difference in attractiveness and visitation of World Heritage sites as religious attractions compared to other urban religious attractions. At the same time, other urban religious sites in the region are well connected to the Pannonhalma centre through their content and proximity.

The age-specific correlation with religious events was tested at the Győr Festival of the Five Churches. This event will offer 5 denominations of religiously oriented recreation in one place. At this point, a significant correlation can be found between people's older age and their willingness to participate in the event. The Premonstratensian Abbey of Csorna, a small urban religious attraction, and Győr's largest cathedral are also of most interest to the older age group. This significant correlation is also found between the increase in educational attainment and the willingness to participate in 5 church festivals. However, in order to preserve the traditional values of religious diversity, while maintaining the interest of the older population, efforts should be made to gradually sensitise younger age groups to the attractions.

The aforementioned festival is also considered more attractive to women and highly qualified people, which should be taken into account in marketing communications. At this point, it is worth mentioning the correlation between pilgrimages and education (Amaro et al., 2018), which shows that participation is completely independent of education. Sacerdote and Glaeser, 2001; Voas and McAndrew, 2012 also highlighted that the role of higher education is not important for pilgrimage participation. However, as exclusivity increases - Roman Catholic, Jewish, Reformed, Evangelical, Greek Eastern religious attractions all in one place at one event - the role of education will become more important in the context of increased participation. The research provides new findings on broadening the marketing of centres with World Heritage and religious functions. In the positioning of religious tourism, the offer of major churches in the vicinity of World Heritage Centres can be included in the marketing, in particular with regard to their exclusive programmes and their specific territorial concentration. The research does not include factor and cluster analysis due to the small number of dependent variables.

### Limitations

A limitation of the research was that it did not include an international comparative questionnaire survey and specificities of pilgrimage tourism. Although data collection encompassed the entirety of Hungary, the scope of this study was restricted to participants residing within Győr-Moson-Sopron County. Consequently, due to the lack of sample representativeness, certain pertinent stakeholders may not have been included in the data collection process. Another limitation of the research is the sample size of respondents. The next step of the research will be to assess the attitude of religious tourists towards other artefacts, frescoes, sculptures, cultural content, in addition to architectural objects, and the possibilities of clustering.

**Author Contributions:** Conceptualization, F.D. and CS.K.; methodology, K.Ç. and A.M.L.; software, CS.K.; validation, CS.K. and K.Ç.; formal analysis, F.D. and A.M.L.; investigation, CS.K., and F.D.; data curation, A.M.L., CS.K., K.Ç. and A.M.L.; writing - original draft preparation, F.D. and CS.K.; writing - review and editing, F.D., CS.K., K.TÇ. and A.M.L. visualization, K.Ç. and A.M.L.; supervision, F.D; project administration, CS.K., and F.D. All authors have read and agreed to the published version of the manuscript.

**Funding:** Not applicable.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The data presented in this study may be obtained on request from the corresponding author.

**Acknowledgements:** The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

**Conflicts of Interest:** The authors declare no conflict of interest.

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