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The Power of Flowers: Hungarian Tourism through Indonesian Lens

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Abstract. Flowers are a part of tourist attractions. The existence of gardens and flowers in a tourist spot affects the perception of visitors. This research aims to determine the perceptions and impressions of tourists from Indonesia who have visited Hungary. Data obtained from online surveys through the Whatsapp group of Indonesian students. Furthermore, the data obtained processed and counted to find out the tendency of the flowers impression to visitor. The data obtained shows that flowers have an influence on impressions for visitors in Hungary. Flowers impression correlates versus selfie activity, willingness to referral and attention to flower's colour with lower than the given p-value of 0.05. They are 0.002 for selfie, 0.020 for willingness to referral, and 0.01 for colour intention respectively.

1. Introduction

Tourism is known as an interesting activity for many people in and worldwide grew 4% in 2019 to reach 1.5 billion arrivals (overnight visitors) globally [1]. Tourists have a certain interest in a tourist attraction in another place that will create a distinct impression when visiting. Likewise with the tourist destinations visited. Destination managers or stake holders create various efforts to make a positive impression for visitors. Apart from the uniqueness of nature, culture and various historical heritages, it turns out that flowers are one of the main attractions for visitors. Some countries even make flowers one of the main attractions to bring in visitors.

Japan even makes flowers for all to see as a tourist attraction. Analysis from Kansai University considered almost 63 million visitor travel to and within Japan to see the Sakura flower, worth around \$ 2.7 billion for the activities [2]. The state of Western Australia through the Morawa District has made the area a flower city for branding and positioning. People line the street at Toowoomba Carnival of Flowers in Australia as hundreds of flower lined up their way through the city center, decorated fruit and vegetables are on display and will be available for sale too. In New Zealand there is garden festival called Nelmac Garden Marlborough and has been reported as main festival. Garden tour, workshops that related with garden-themed and social events has been held to celebrate spring season using the area of Marlborough. The visitor has chance to learn and sharpen their skills and deeper understanding about gardening from the experts. The Westland Flower Parade in Netherland is being held every year showing all that the city has. Hundreds of decorated boats with flowers which grown locally looks gorgeous. The parade took for three full days. Boats that contain flower, vegetables and plants sail the region over and over. Each day visitors enjoy this distinctive event, everyone will get the opportunity to see the parade because its sail overlay a different spot of The Westland. Hundreds of thousands visitor has been attracted each year for this event. In the Kenton



village, United Kingdom, there is Toby's Garden Festival. The visitor can buy flowers, plants, trees and shrubs, interesting and unusual plants from award-winning nurseries. They also sell Chelsea Gold Medal winners flowers, the competition of flower in Chelsea Flower Show. All the nurseries growers are offering their genuine highest quality plants dedicated to the visitor and buyer. Located on 32 hectares of land in the Netherlands, known as the Garden of Europe, the Keukenhof ("Kitchen garden") is considered one of the most beautiful spring gardens in the world. Inside there are 30 flower shows, hundreds of works of art and 7 gardens that inspire visitors. They are beautiful tulips, daffodils and hyacinths blooming at the same time. This flower garden attracts millions of tourists every year.

Folie'Flore in France is a unique garden show that many gardens notably made for this event. The flower enthusiasts and photographers gather in a place full of flowers to delight of. In South East Asia there is Singapore Garden Festival. In Russia, Moscow Flower Show is also known as Moscow International Festival of Gardens and Flowers become the largest annual event on scale of venue, attracting thousands of visitors, some of the them are top professionals from other Europa and the United States of America. In Debrecen, Hungary there is the day of the Flower Carnival. The event was organized since 1966. It was pulling visitors from over the country and internationally. In North Sulawesi, Indonesia there is Tomohon International Flower Festival (TIFF). The highlight of the TIFF event was a flower parade attended by dozens of decorative vehicles from all over Indonesia and several friendly countries. Various events related to flowers around the globe prove that flowers have an attraction to attract visitors.

In Indonesia, flowers are also an attraction for the community. Some places that rely on the bloom of flowers at certain seasons and times are always crowded with visitors. Indonesians as well as citizens of Asia and other parts of the globe have the same interest in the beauty of flowers. Associated with the tourism business which is the concern of countries for income, the attention of visitors to this flower needs to be deepened. Hungary is no exception, which makes tourism as one of the economic sectors and gives an impact for 6.5% of its GDP [3]. The 2017-2019 data shows an increasing trend of tourists from Asia [4]. The Asian visitors growth from 2017 to 2019 also got a raise around 19.85% [4]. The data showed an upward trend from year to year before the Covid-19 pandemic which halted almost all world travel. The diversity of the visitor's origin visiting a country is also important to avoid dependence on certain countries. Thus, they can have an impact on business stability. The diversification of the origin of the visitors is also good for maintaining the continuity of the tourism business throughout the year, especially in relation to changing seasons or certain situations in a country such as politics, elections or the holiday season. The economic prospects in the Asia Pacific region remain strong, and the this area continues to be the most dynamic region in the global economy [5]. Despite the International Monetary Fund (IMF) will lower its economic growth projections for countries in the Asia and Pacific region, however, this is partly back up by the provision of large stimulus packages to help the economies return that have occurred in several countries [6]. Countries in Emerging and Developing Asia also show positive GDP figures until 2019. In this case the perspective of visitors from Southeast Asia, especially Indonesia, is an important input for their assessment of Hungary's tourism condition. It is also essential to understand that Asia, in this case Southeast Asia (ASEAN +) is a region with economic growth reaching 4.8% in 2019 and is predicted to be 7.8% in 2021 [7]. Indonesia itself, after being projected to only grow 0.5% in 2020 later on 2021 is projected to increase its economic growth into 8.2% [7]. It is a huge number. Many new rich people have sprung up and also travelers who need new tourist destinations to visit. Moreover, the European Continent is an area that is considered special and has become one of the coveted destinations. This study aims to determine the perceptions and views of Indonesians who have visited or lived in Hungary about the existing of flowers and gardens within. We wanted to find out to what extent the existence of flowers and gardens in Hungary influenced the perception of a visit to this country. Furthermore, knowing the perception of the existence of flowers can then be used to determine the next development strategy in the tourism business. Especially for the Indonesian Southeast Asian tourist market and the surrounding visitor.

1.1. Literature Review

Flowers are one of the main aspects of tourist attractions. Singh [8] stated that the majority of visitors who come to the Valley of Flower National Park in Uttarakand, India are to see / explore at the beauty of the valley. The scenery of artistic plants and flowers nowadays has grown as a tourist spot, especially for recreational tourism activities for local residents [9]. Not like traditional tourism years ago, some new groups are getting concerns in the past years, nearly all of them connected to living and environment i.e.: Geotourism, Bird observation, animal hunting, Winery visiting, Ecotourism, Cruise sheep tour, Archaeological, visiting campus, Gastronomic, Volunteering, Religious activities tourism, flying hot air balloons, Ethnic tourism, Bike, Routing, Sports tourism, Health and Wellness tourism, and Garden tourism [10]. Speaking the leader, City of Brampton in Toronto Canada has become a famous in garden tourism product cultivation. Their website promote tagline is “destination gardens”. Brampton city also print and publish Floral Tour map as a self-guided for visitor (1,500 copies printed and distributed every year) and on their online website too. [11]. Despite the distinction between garden and flower in essence, flowers are the main draws of attention in the context of visitor attention. The attention in visiting gardens has escalated since the visitor is felt to be encouraged and integrated into atmosphere. The visitors also got new experiences, knowledge and learning, discoveries, and the sensation provided by garden. Furthermore, they will be feel included in the everyday life of the space [10]. Visitors said that Cemara Undang (*Casuarina equisetifolia*) plant as green landscape for better tourism sightseeing and culinary mostly activities in Samas Beach, Gua Cemara Beach and Parangtritis Beach located in Yogyakarta, Indonesia. green landscape is needed for these three coasts as favourite tourism destinations to beautify the beach and to assist culinary activities [12]. Hungary is the origin to over than 2,000 species of the flowering plant, and Debrecen City bring A flower carnival every year on 20th August so many of flower are not normally found at this place can be seen [13]. The World Tourism Organization / WTO also uses flowers as an indicator related to tourism activities [14]. Season of The wild flower classifies as one of Western Australia’s most irresistible and precious natural means, so thousands of visitors and scientists has been attracted [15]. Croatia with its Varazdin City creates flowers as one of the Characteristics of its destination accompanying a city of culture, baroque, certain baroque soul, and hospitality [16]. There is no faster method to increase senses of satisfaction than by smelling flowers particularly what you love. It can release hormones that generate and stimulate contentment remembrance of earlier joys [17]. Even the stinky aromatic corpse flower (*Amorphophallus titanum*) in Bogor Botanical Garden in Indonesia become as one of the favourite plants for visitors. Bogor Botanical Garden also draw many domestic tourists every years (Hotimah et al., 2015). In the Masai Mara National Reserve, Kenya the visitor gave positive feedback that nature interpretation actually supports conservation purpose [18]. When visitor touches flowers it will activates their body receptors and send information to the brain. Thus, it will enhance the sense of safety and joy because of the release the oxytocin hormone [17]. In Taichung City, Taiwan there are several trees and flowers on the bicycle path every both sides of its path and business districts are established close to the attraction. Local government’s tourism policies become as organizer, many flower exhibition are held at this area, creating sports tourism to the local economy [19]. Therefore the view of lovely flowers stimulates feeling reactions of joy, the centres of the pleasure are stimulated and the results enjoyment. [17]. Torrico, et.al [20] found positive prominent bidirectional effects among happiness and customer satisfaction and they are become determinants. In Kingsland, New Zealand tourist gets the feeling of an edgy and young, visitor also gets earthy suburb because a robust connexion among Kingsland and Eden Par [21]. The government of Morawa Western

Australia improved Town Centre presentation and amenity will be created until 2028 to impress and build attractive and inviting town, which may in turn, encourage more future residents, and entice visitors and commuters to extend their stay which district focusing in flower [22]. Moreover, for managers should be understood that happiness is obviously something that reach beyond notions of contentment and can moderate the connection among satisfaction and loyalty [23]. Even the National Graveyard in Budapest, Hungary did not give any image to the “dark nature” of graveyards, so the finding can be rightfully drop down that city cemeteries made an extra value for city breakers, which were rather than linked with death or misery when they have beautiful park [24]. Understanding the perceptions of tourists, especially those coming from Indonesia, is important in the tourism development strategy. In the area of cross-cultural study, culture or nationality is a specific factor which shows elements which includes values, perceptions, beliefs, motivations and behaviours. In other meaning, visitors and their attributes can be identified on the basis of citizenship [25]. Furthermore, when visitors see a tourism destination, they make a psychological image of the place, making a mental map of it. So, tourists enjoys not only place but also the image of a city/ destination as well [26].

2. Data and Methods

This research presents a quantitative analysis using descriptive statistics using the survey for its primary data collection through online survey. This study used quantitative research approach to facilitate the testing of assumption which states that there is a relationship between flowers and tourism in Hungary. The steps are divided into several stages. First, we did an elaboration of previous research and news related to tourism activities and destination image impression about flower and garden. Furthermore, we assume that the garden and flowers appears can be judged by visitors impressions, in this case among Indonesian student visitor. Students illustrate that education correlates with awareness in traveling [18]. More ever, we determine the questions given in the survey form. The respondents are Indonesian student that have visited or stayed in Hungary. We conducted purposive sampling to fulfil special criteria in accordance with the research objectives and representative value. Student which infiltrate the tourist destination consider the place attractive and worth to be approached [27]. We have surveyed the opinions of 54 Indonesian students from several demographics who have been and are living in Hungary. The survey conducted from October 5-7, 2020 by WhatsApp messenger. The respondents are scattered in various regions in Hungary and in general it can be ascertained that all respondents have visited the capital city Budapest. Participants were screened based on their age (17 years of age or older), length of stay in Hungary, and their intention to flowers (or garden) during their trip. We obtained their opinion through an online survey using Google Form. The survey uses Bahasa Indonesia Language in order to make it easier to understand and reduce the effect of misinterpretation of various existing sentences. We then present these findings in English in this report without changing their real meaning. There are 10 questions that we asked through the survey. The answers are collected automatically in our Google Drive in the form of MS Excel files. The collected data is then processed using IBM SPSS version 22 to help determine its margin of validity and reliability. Furthermore, from the results of the opinion obtained, it will be described and the conclusions drawn.

3. Result and Discussion

This research uses quantitative descriptive analysis combined with an explanatory interpretation. The data obtained will be read and displayed. Therefore, quantitatively, at the same time, insight is given to help describe the research findings. We used IBM's SPSS

version 22 software to help an just to add quantitative preview. The validity test results can be seen in table 1 below.

Table 1. Correlation

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	Total
x1	Pearson Correlation	1	-.047	.342*	-.037	-.028	-.202	.066	.027	.066	-.189	.217
	Sig. (2-tailed)		.734	.011	.793	.843	.142	.633	.846	.633	.171	.116
x2	Pearson Correlation	-.047	1	.042	.141	.027	-.173	-.093	-.082	.066	.070	.436**
	Sig. (2-tailed)		.734	.762	.310	.846	.210	.505	.554	.637	.617	.001
x3	Pearson Correlation	.342*	.042	1	.197	-.042	.014	.286*	.053	.006	-.148	.433**
	Sig. (2-tailed)		.011	.762	.154	.761	.920	.036	.701	.964	.286	.001
x4	Pearson Correlation	-.037	.141	.197	1	.126	.431**	.316*	.278*	.149	.028	.605**
	Sig. (2-tailed)		.793	.310	.154	.362	.001	.020	.042	.283	.843	.000
x5	Pearson Correlation	-.028	.027	-.042	.126	1	.131	.004	.223	.004	.119	.312*
	Sig. (2-tailed)		.843	.846	.761	.362	.345	.977	.106	.977	.392	.022
x6	Pearson Correlation	-.202	-.173	.014	.431**	.131	1	.375**	.053	.196	.005	.277*
	Sig. (2-tailed)		.142	.210	.920	.001	.345	.005	.701	.155	.972	.043
x7	Pearson Correlation	.066	-.093	.286*	.316*	.004	.375**	1	.068	-.112	.061	.374**
	Sig. (2-tailed)		.633	.505	.036	.020	.977	.005	.624	.421	.660	.005
x8	Pearson Correlation	.027	-.082	.053	.278*	.223	.053	.068	1	.038	.026	.591**
	Sig. (2-tailed)		.846	.554	.701	.042	.106	.701	.624	.782	.851	.000
x9	Pearson Correlation	.066	.066	.006	.149	.004	.196	-.112	.038	1	-.096	.270*
	Sig. (2-tailed)		.633	.637	.964	.283	.977	.155	.421	.782	.489	.048
x10	Pearson Correlation	-.189	.070	-.148	.028	.119	.005	.061	.026	-.096	1	.174
	Sig. (2-tailed)		.171	.617	.286	.843	.392	.972	.660	.851	.489	.208
Total	Pearson Correlation	.217	.436**	.433**	.605**	.312*	.277*	.374**	.591**	.270*	.174	1
	Sig. (2-tailed)		.116	.001	.001	.000	.022	.043	.005	.000	.048	.208

*, Correlation is significant at the 0.05 level (2-tailed). (Source: own editing, 2020)

**, Correlation is significant at the 0.01 level (2-tailed).

In table 1, all the variables in questions x1 to x9 show values above the threshold of the r-table or Table of Pearson's critical values with the number of respondents $df = n-2$. In this case the r-table at $df = 52$ is 0.2681 at the 5% significance level. It shows that the questionnaires are valid. Question number 10 (x10) shows the value 0.174 so we decided not to use it in the reliability test. Moreover, establishing the statistical significance of a correlation by see that all critical values corresponding to the Pearson's r-table are greater the estimated r-table [28]. Another suggestion guidelines provided by Cohen that Pearson's correlation coefficients not far from 0.24 and 0.36 would have a medium effect in establishing the strength of a correlation [29]. Furthermore, we calculated the overall reliability of the questionnaire and obtained the figures as in Table 2 below.

Table 2. Alpha

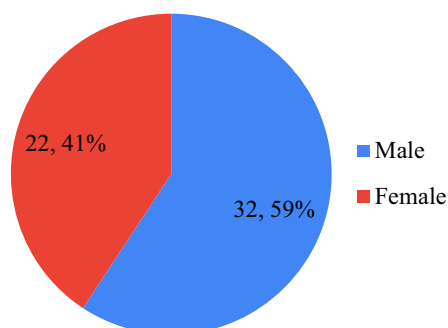
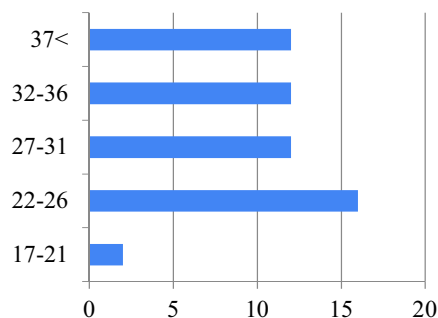
Reliability Statistics	
Cronbach's Alpha	N of Items
.294	9

Source: own editing, 2020

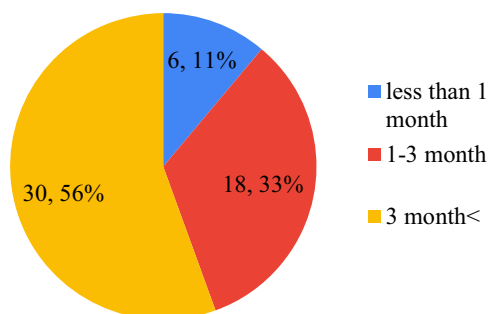
The overall alpha value of the questionnaire is 0.294 which means it is greater than Pearson's r-table of 0.2681. So it can be said that the results are reliable. More ever, the findings of the survey can be described as follows:

3.1. Respondents Characteristics

Out of the 54 respondents known to consist of 32 male and 22 female. The respondents taken from WhatsApp groups which are membered student members from Indonesia. The age distribution of respondents relatively evenly started from the age of 17 years to over 37 years old. These conditions can be seen more clearly in Figure 1 and 2 below.

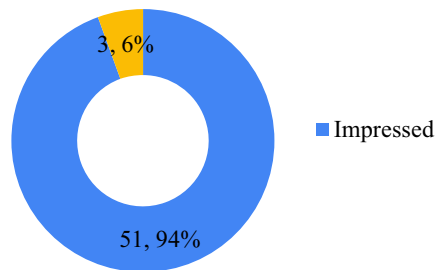
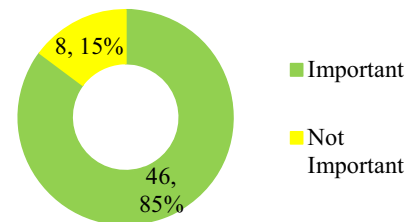
**Figure 1.** Gender**Figure 2.** Age Range

We also asked how long they had stayed in Hungary to ensure that in general the respondents really knew the conditions about flowers and gardens as ornament of beauty. The length of time they stayed in Hungary can be seen in graphic 3 below.

**Figure 3.** Length of Stay

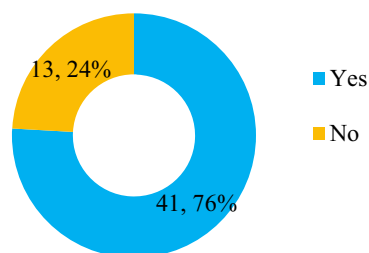
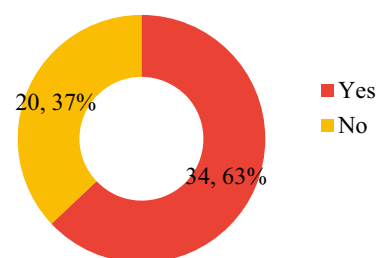
3.2. Flower Impression & Importance

We found the existence of flowers that were intentionally planted by the government or by private bodies by the respondents. We asked the respondents if they were impressed and considered the existence of flowers importance. The first impression in natural screening is very important in building the tourism sector [21]. If the visitors have the higher positive impression they tend to more likely choose the attraction and conduct tourism activities [30]. The existence of various flower plants in Hungary around public and private areas (on the side of the road, in the park, on the fence, in front of the house/ shop, etc.) and how it bring a good and pleasant impression to Indonesian visitors. The internal communication is one of the main processes to create of value furthermore value creation perspective [24]. The majority of respondents indicated that flowers stand an important impression when they visited Hungary. Although Hungary has many tourist destinations that are considered phenomenal and various tourist attractions that are often promoted by various parties, we are trying to find out whether the existence of flowers is still considered impressed and considered important by visitors. From the answers given, it can be seen that the existence of flowers in Hungary is still has found and considered important. This data can be seen in Graphics 4 and 5 below.

**Figure 4.** Flower Impression**Figure 5.** Flower Importance

3.3. Photo & Referral Intention

Furthermore, we wanted to find out if flowers really were an object of interest for visitors. The activities of taking selfies, sharing with friends and family in the attractions spot and hear experiences from others that they love is part of tourist's interest [31]. Selfie-taking through photography has been used by tourist as intention of their need in tourist destination [32]. The desire of visitors to take pictures with flower objects backgrounds or those containing floral elements is known from the respondents' answers. We also got information that flowers are one of the things that the relatives of visitors are told about with their relatives when they stay in Hungary. These conditions can be seen in figures 6 and 7 below.

**Figure 6.** Photo Intention**Figure 7.** Referee Intention

3.4. Most Impressive Flower

We also want to know the impressions of the various flower species planted that visitors have encountered. The image of destination should include both common and unique attributes and can interfere visitor satisfaction and subsequent future behaviours [33]. We argue that colour can be identically as unique attributes. As the names and species of flowers are not easily recognizable by visitors, we seek their impressions attribute is the flower's colours which visitors will remember the most. We group the colours into three major groups colours that are often found in Hungary, in public and private spots. These colours are dominant red (red, pink, orange, and the like), pale dominant (white, yellow, or other pale or soft colours), Dark (blue, purple, and the like), and a mix of various colours in one spot. The opinion of visitors on the impression of its colours can be seen in graphic 8 below.

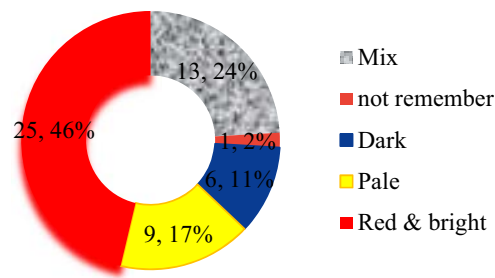


Figure 8. Colour Intention

3.5. *Enough or more flowers?*

Despite flowers in Hungary in general have made a positive impression on visitors, they are still considered insufficient. Participation in tourism influences the perception of satisfaction with life, to the extent to which the individual's pre-trip expectations are met and their needs are satisfied by the tourist services available in the visited destination [23]. Visitors still think that the flowers in Hungary, especially those in public areas, need to be added. This can be seen from the opinion depicted in graphic 9 below.

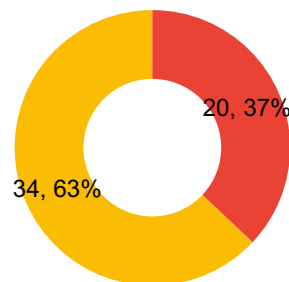


Figure 9. Flower Adequacy

3.6. *Summarize*

Using Spearman correlation, as shown in Table 3 below, we found indicators that there are relationship between some variables. Flowers impression correlates versus selfie activity, willingness to referral and attention to flower's colour with lower than the given p-value of 0.05 (Table 3 below). They are 0.002 for selfie, 0.020 for willingness to referral, and 0.01 for colour intention respectively.

Table 3. Chi-square test (n=54)

	Value Asymp. Sig.	Asymp. Sig. (2-sided)
Pearson Chi-square for Impression and gender	.072 ^a	.788
Pearson Chi-square for Impression and age range	4.368 ^a	.359
Pearson Chi-square for Impression and length of stay	2.541 ^a	.281
Pearson Chi-square for Impression and Importance	.863 ^a	.353
Pearson Chi-square for Impression and selfie	10.018 ^a	.002
Pearson Chi-square for Impression and referral	5.400 ^a	.020
Pearson Chi-square for Impression and colors	19.466 ^a	.001
Pearson Chi-square for Impression and adequacy	1.196 ^a	.274
Pearson Chi-square for Impression vs. Indonesia's	.041 ^a	.839

Source: own editing, 2020

The results show that there are no significant differences between genders, age, length of stay, importance, flower adequacy or compare to homeland's tourism destination.

Based on the majority of respondents' opinions, Flowers (and gardens) have become an impressive element in the frame of tourist destination attractions. Although it is not the main attraction for visitors to Hungary, flowers empirically make a good impression on majorities of Indonesian student. Selfie-taking at tourist spots became visitor's concern. Their willingness to tell about Hungary and concern about favourite flower's colour can be consider as good sign for Hungary tourism development in the future strategy.

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