

Role of historical elements in the slogans and
logos used by Hungarian places in tourism
promotion

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A., Introduction

I. Importance of slogans and logos

II. Aim of this presentation

1. to give a general picture

2. to highlight the differences

III. Structure of this presentation

1. presentation of general characteristics of slogans and logos

2. analysis of historical aspects

IV. Materials

1. “Utazás” Tourism Exhibition 2014 + homepages

2. a total of 137 slogans and 66 logos

B., General characteristics of slogans and logos

I. Analyses of slogans

1. most important methods

a., location of the place

(e.g. Zamárdi – The heart of Balaton)

b., unique attribute

(e.g. Sátoraljaújhely – The capital of Aszú vine)

2. differences between places

a., location:

settlements (35.9%) ↔ larger units (15.7%)

b., specific attractive force:

settlements (47.5%) ↔ larger units (35.7%)

c., settlements – geographical names

Table 1 The occurrence of geographical names in the slogans of settlements of different sizes (%)

population size	percentage of all settlements	percentage of slogans including geographical names
below 10,000	37.9	52.9
10,000 to 25,000	34.7	35.3
over 25,000	27.4	4.2

II. Analysis of logos - the occurrence of different elements

Table 2: The occurrence of elements used in logos in case of different levels of territorial units (in %) (values above 100% are due to the fact that a logo may contain more than one element)

	settlements	units larger than settlements	average
water	50.0	43.5	47.8
Sun	27.3	23.3	32.8
buildings	38.6	13.0	29.9
fauna and flora	22.7	39.1	28.4
terrain	11.4	30.4	17.9
heart	15.9	17.4	16.4



Figure 1 The tourism slogan and logo of Gyenesdiás
(Resort Village of the West Balaton Region)

III. Supportive nature of slogans and logos



Figure 2 The slogan and logo of Zamárdi
(The Heart of Lake Balaton)

C., The role of historical elements in slogans and logos

I. The examination of historical settlements

1. Criteria of historical settlements

(the number of inhabitants exceeds 10 000 and the number of historical monuments per one thousand inhabitants is higher than one, or there are at least 30 historical monuments on the settlement regardless the number of inhabitants)

+

during the research the slogans and logos referring to the cultural character were also regarded historical

2. the use of historical elements

a., slogans (30 → 14: Pécs – The city of culture)

b., logos (15 → 12)

c., slogans and logos (13 → 7)



Figure 3 Logo of Gyula

(the castle appearing on the logo is the only remaining brick castle in Central Europe)



Figure 4 Slogan and logo of Veszprém
(The City of Queen's – the crown of queens can be
pieced together from the squares)

II. The characteristics of historical slogans and logos
(during the research the slogans and logos referring to
the cultural character were also regarded historical)

1. slogans (24)

a., differences between settlements and larger units

b., most important expression

- person: a concrete person or an ethnic group

(Sárospatak – The Rákóczi's city.

Hajdúböszörmény – The capital of the Hayduks)

- culture (Szentendre – The city of Arts)

2. logos (23 – 34.3%)

a., differences between settlements and larger units

(43.2% ↔ 17.4%)

b., most important elements (churches, castles)



Figure 5 The logo of Szeged



Figure 6 The logo of Sümeg

D., Conclusion

- The settlements which can be regarded historical rely on their historical traditions much more intensively when creating their logos than in the case of creating their slogans.
- In the case of the logos the emphasis on the historical character of a given place may be much more often observed than in the case of the slogans, and in the case of both marketing elements the settlements are more likely to use these types of tools than larger units.
- In the case of the slogans mainly the reference to a person can be observed; while in the case of the logos, the role of the castles and churches are the most accentuated.