City and Company Reputation from the Tourism Point of View

Cities of the 21st century compete for inhabitants, tourists, investors and companies. In this competition image and good reputation of a city, and their conscious framing, have become one of the main challenges. The economy of the dynamically developing city Győr (Hungary) is based on the automobile industry, which underwent several system changes and now is based on the important international company with headquarters in Győr since 1993 – Audi Hungaria Motor Kft (AHM). The author of the paper analyses what is the effect of AHM on the reputation of the city and its tourism. The research is based on the questionnaire of the main stakeholders of the city Győr.

Keywords: reputation, stakeholder, headquarter, impact assessment, tourism.

Introduction

Since there is a race for customers on the market of consumer goods, cities of the 21st century compete for inhabitants, tourists, investors and international companies. In this competition, a huge scale of city marketing tools are available, therefore, the image and good reputation of the city, and their conscious framing, are treated as one of the main means in the field of battle. The economy of the dynamically developing city Győr has experienced several system changes: it transformed from a commercial city to an industrial one, and nowadays it has transited to a dynamically developing centre.

Today Győr is the sixth biggest city in Hungary with more than 130 000 inhabitants. It is in the centre of the Kisalföld region and the county seat of Győr-Moson-Sopron County. It is an episcopal seat, a city with rich history. Győr is the third city by the number of monuments present in Hungary, as well as it is a home of the women handball team, named Győri Audi ETO KC, which is the Champions League winner. These are undoubted facts about the
city that characterize its present situation, when in the second decade of the year 2000 it started its rise with the odd slogan “Future is being built in Győr!” The economy of the dynamically developing city is based – after several model changes – on the car manufacturing industry. The core of this industry is the company Audi Hungaria Motor Kft. (AHM), which is accompanied by organically related suppliers – the other important part of the industry. Therefore, no wonder that the present of the city and its economic prosperity is visible not only in economic index numbers, but in the image of the city as well as the identity of its inhabitants (Jakab, 2014a). The blooming economical background has positive effect on unemployment rates that are converging to zero and on the fully booked accommodation facilities during weekdays. However, on the other hand, it generates the growing need for new, qualified workforce and on weekends as well as in periods of lower business intensity – the demand for leisure tourists. To attract young, high-educated inhabitants, the strong reputation of the AHM should appear in the city’s reputation. However, are there any tourists willing to visit a destination with a strong industrial reputation? In order to attract leisure tourists, how should the city balance being the third richest settlement of monuments in Hungary and the Hungarian citadel of car manufacturing?

Nowadays in Hungary cities are more and more focusing on managing their reputation but, one will not find another city like Győr that is working so closely with its stakeholders in order to build and maintain a more positive reputation.

The object of the research is the reputation of the biggest investor of the city, i.e. AHM, and the city itself through the stakeholders’ image as reputation building constituents.

Research methods: literature analysis, existing data and statistics (secondary) analysis, primary data research by semi-structured interviews.

The aim of the research was to find out the answer to the main question: What kind of effect has the dynamically developing car manufacture (AHM) – headquartered in Győr and led by the German premium category company – on the reputation, image and tourism branch of the city of Győr?

The tasks of the research:
1. To interpret the main reputation definitions of a company and a city, and research methods.
2. To survey tourism representatives of various Hungarian destinations about the city of Győr and its tourism performance.
3. To assume the opinions about the city-AHM-cooperation and draw conclusions in order to successfully form the reputation of the city from a tourist point of view.

The research has practical value – it allows evaluating the current reputation of Győr and AHM, highlights the fields of importance within it and draws suggestions for further steps of cooperation. Since this scientific topic hasn’t been thoroughly researched in Hungary so far, it has theoretical significance as well.
Reputation definitions and measurement methods

Corporate reputation and how we can measure it

According to Péter Szeles – former president of the Hungarian Public Relations Association – in many people’s view, reputation is equal to publicity, brand value or even image. In various non-academic writings, these academic categories are often interchanged or used for the same phenomenon. Reputation is influenced by the actions of the company and it is formed about the company itself among its stakeholders (Szeles, 2010), i.e. it is the combination of opinions and impressions of various people in general (Roper, Fill, 2012).

In this interpretation, corporate reputation that is based on the impression and opinion of stakeholders, can be interpreted similarly as the reputation of a city. However, it is a broader category than a product’s reputation, because not only the customers of a company belong to its stakeholders, but, inter alia, suppliers, competitors, partners from the education, public sector as well (Roper, Fill, 2012). Charles Fombrun (professor at the New York University and president of the Reputation Institute) defines the conception of the corporate reputation as „a general imagination, made up by the voters of a company, furthermore the clear perception of that, how much the facilities of a company can meet the expectations of its stakeholders” (Fombrun, 1996).

The definition of C. Fombrun gives a good summary of various definitions of corporate reputation. According to this, corporate reputation is the collective representation of activities and outcomes of the company in the past, which describes the capability of the company to give its various stakeholders a valuable outcome. It measures the relative opinion about the company among the staff (internal) and the stakeholders (external).

As far as reputation is concerned, three categories are often distinguished: image, identity and brand. Image is a certain picture that individuals and members of the stakeholder groups have formed about a company. If it is positive, it is the basic condition of trust and good reputation. Corporate identity is interpreted in our study in the corporate context. While identity is formed by the company, image is formed by the community, stakeholders and the public. However, in the forming of image, the company can play only an indirect role. The development of positive image accordingly means a positive reputation. It is often used as a synonym of image. Therefore, it must be pointed out that the differentiation between image and reputation is necessary and useful, only if we take into consideration the fact that image can change fast, even by the effect of commercials, while more time and efforts are needed to build up the reputation both from an internal and external point of view (Konczosné, 2013).

Not only companies, but even countries, regions, cities, organisations and persons do their best for their good reputation (Konczosné, 2012). Thus, for example, in Győr, a special department of the Mayor’s Office, i.e. colleagues of the City Marketing and Event Management Department, deal with communication, PR activities and marketing of the city.

How can we measure the value of a company’s reputation? Which factors do we have to take into consideration? The
measurement of corporate reputation does not have a generally accepted and uniform method. Hereafter in the paper, there are given short demonstrations of the generally known methods, especially highlighting the one, which had been chosen for the study about Győr.

Until 1997 the reputation ranking “Most admired companies” of the Fortune magazine was the only reputation ranking which concentrated only on American companies (until 2008). The ranking (from zero to 10) was based on the evaluation of nine attributions regarding reputation.

Then in 1999 Charles Fombrun developed a method, the Reputation Quotient (RQ), which was the first complex method to measure reputation. Respondents were consumers, employees and investors, who rated companies on a 7-point Likert scale according to 20 characteristics in six dimensions.

The improved version of the RQ is the RepTrak Model and the Global Pulse Study, which were established by the Reputation Institute in 2006. The 23 most important indicators are assigned to seven basic motivators as a result of qualitative and quantitative research methods. RepTrak™ model highlights the connection between the emotional (feeling, esteem, trust, admire) and rational (product/service, innovation, workplace, governance, citizenship, leadership, performance) dimensions. The Reputation Institute has become the world’s leading reputation-based research advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997. The Reputation Institute’s RepTrak*Research is the world’s largest and highest quality normative reputation benchmark database.

City reputation and how we can measure it

City image and communication activities, as building blocks of reputation, focus on many target groups, stakeholders as well as investors. Yet questions regarding the headquarter choice of a company are very important for the town councillors, as they can create the supply and image of their city according to the preferences of big investor companies (Cséfalvay, 1994; Jakab, 2011). Another important stakeholder group is the inhabitants, who can gain their experiences, impressions regarding the city from a special point of view. They need a special approach different from the external stakeholders. To put it more simply, the main goal is to build up and strengthen local identity. The image of a city is assigned not only by its natural and built environment, monuments, cultural life, festivals, economy power, institutions, but mainly by its inhabitants who fill all these with content. Their satisfaction is important because a happy, harmonious city attract more likely tourists, as they take part in cultural, out-door activities better at a pleasurable destination. The third target group of the city marketing are tourists. The statistical data (Table 1) realized at the commercial accommodations can show the popularity of a given city as a tourist destination.

Summarizing, it is obvious that countries and cities, as in the case of companies, also have their own reputation, and this has the impact on their economies. Places with a good reputation welcome more tourists, increase exports, improve public diplomacy, attract FDI, foreign knowledge and talent. According to the above mentioned, the good reputation of
a city strongly correlates with an increase in the supportive behaviours shown towards the city, such as visiting the city, living or working in the city, or deciding to invest in the city (Reputation Institute, 2015).

City reputation can be measured in a similar way as the reputation of people or companies. This survey is based on the dimensions of the RepTrak model considering the possible expansion of the research. The models of the Reputation Institute are capable to measure not only corporate reputation, but the reputation of cities and countries as well. So they can ensure an adequate international base to set up a model of Győr in the future.

According to the RepTrak model, “the overall reputation of a city is an emotional perception constructed through direct experience, its own communication, the perspectives of third parties and generally accepted stereotypes” (Reputation Institute, 2015). In this method, three main dimensions explain reputation of a city: quality of life (appealing environment), quality of institutions (effective administration) and the level of development (advanced economy). 100 cities with the largest population, largest GDP and enjoying the highest amount of tourists were selected to be examined by the G8 countries’ general public using online interviews. Moreover, similar to the corporate model, the emotional reputation (City RepTrak®Pulse) was measured based on level of admiration, esteem, trust and good feeling generated by one city in relation to others. Hard data were also involved by measuring the rational reputation (City RepTrak®Index). Hard attributes got scores, which were multiplied by the weight.

As Győr is not part of the measurement, the results are not relevant in the study. On the other hand, there were some correlations which are important to be highlighted. It turned out that a city’s reputation is in large part determined by the country’s reputation and is strongly related to its familiarity. Tourism was among the three key selecting factors and among the three main outcomes of good reputation showing its importance.

**Effect on the tourism sector of the city**

Győr is one of the main actors in Hungary’s tourism. As a pure city destination, it is among a few cities of the country’s top destinations, which attracts thousands of tourists without identified wellness and medical tourism facilities (see Table 1).

What is clear and generally known about the motivation of visiting tourists in Győr is that tourism here is business-dominated. This fact is also proved by the supply of the hotels, since they are mostly pure business and conference hotels without any wellness facilities and with a limited range of services. The feedback from hotel managers about their bookings was not available, because there is no obligatory information system measuring the motivations and number of guest nights in the daily aspect. Therefore, it is obvious that infrastructural investments and expansions or developments in the production of the AHM strongly affect the number of guest nights.

The AHM investor has direct and indirect effects on tourism in Győr. As the tourism supply of the city is very diversified (see Figure 1), there are several areas where the factory is active in corporate social responsibility (CSR) supporting the city tourism.

Since 1993 the Audi Hungaria Motor Kft. has provided important impetus for
Table 1

<table>
<thead>
<tr>
<th>Destination</th>
<th>Number of guest nights 2014/2013</th>
<th></th>
<th>Destination</th>
<th>Number of guest nights 2014/2013</th>
<th></th>
<th>Destination</th>
<th>Number of guest nights 2014/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budapest</td>
<td>8059 154 3.1%</td>
<td></td>
<td>Budapest</td>
<td>923 221 1.9%</td>
<td></td>
<td>Budapest</td>
<td>7135 933 3.2%</td>
</tr>
<tr>
<td>Hévíz</td>
<td>982 760 -6.3%</td>
<td></td>
<td>Hajdúszoboszló</td>
<td>510 100 4.8%</td>
<td></td>
<td>Hévíz</td>
<td>661 868 -7.3%</td>
</tr>
<tr>
<td>Hajdúszoboszló</td>
<td>806 076 7.5%</td>
<td></td>
<td>Siófok</td>
<td>489 453 5.1%</td>
<td></td>
<td>Bük</td>
<td>405 818 6.5%</td>
</tr>
<tr>
<td>Siófok</td>
<td>700 611 3.8%</td>
<td></td>
<td>Balatonfüred</td>
<td>315 096 12%</td>
<td></td>
<td>Balatonfüred</td>
<td>234 088 0.5%</td>
</tr>
<tr>
<td>Bük</td>
<td>680 451 3.7%</td>
<td></td>
<td>Gyula</td>
<td>274 633 -0.1%</td>
<td></td>
<td>Sárvár</td>
<td>211 158 0.9%</td>
</tr>
<tr>
<td>Balatonfüred</td>
<td>543 801 7.0%</td>
<td></td>
<td>Sárvár</td>
<td>309 713 12.4%</td>
<td></td>
<td>Győr</td>
<td>173 519 -9.6%</td>
</tr>
<tr>
<td>Sárvár</td>
<td>680 451 -0.6%</td>
<td></td>
<td>Sopron</td>
<td>297 170 10.2%</td>
<td></td>
<td>Győr</td>
<td>116 408 6.0%</td>
</tr>
<tr>
<td>Zalakaros</td>
<td>543 801 5.4%</td>
<td></td>
<td>Eger</td>
<td>263 383 12.2%</td>
<td></td>
<td>Eger</td>
<td>111 326 3.0%</td>
</tr>
<tr>
<td>Bük</td>
<td>381 537 5.1%</td>
<td></td>
<td>Miskolc</td>
<td>257 496 24.7%</td>
<td></td>
<td>Szeged</td>
<td>101 062 -2.4%</td>
</tr>
<tr>
<td>Győr</td>
<td>340 296 2.3%</td>
<td></td>
<td>Debrecen</td>
<td>217 567 19.6%</td>
<td></td>
<td>Debrecen</td>
<td>97 067 2.1%</td>
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<tr>
<td>Miskolc</td>
<td>315 135 21.4%</td>
<td></td>
<td>Veszprém</td>
<td>187 129 12.8%</td>
<td></td>
<td>Veszprém</td>
<td>94 993 -8.3%</td>
</tr>
<tr>
<td>Debrecen</td>
<td>314 634 13.6%</td>
<td></td>
<td>Szeged</td>
<td>182 126 10.6%</td>
<td></td>
<td>Sopron</td>
<td>84 367 -9.7%</td>
</tr>
<tr>
<td>Szeged</td>
<td>283 188 5.6%</td>
<td></td>
<td>Sárvár</td>
<td>173 451 -4%</td>
<td></td>
<td>Hegykő</td>
<td>79 335 2.9%</td>
</tr>
<tr>
<td>Zamárdi</td>
<td>248 031 11.3%</td>
<td></td>
<td>Győr</td>
<td>166 777 18.6%</td>
<td></td>
<td>Kecskemét</td>
<td>67 471 2.2%</td>
</tr>
<tr>
<td>Pécs</td>
<td>214 027 -1.2%</td>
<td></td>
<td>Egérzalók</td>
<td>160 349 14.6%</td>
<td></td>
<td>Mosonmagyar-óvár</td>
<td>64 626 -7.0%</td>
</tr>
<tr>
<td>Veszprém</td>
<td>201 213 12.1%</td>
<td></td>
<td>Pécs</td>
<td>157 838 2.4%</td>
<td></td>
<td>Tihany</td>
<td>61 430 20.1%</td>
</tr>
<tr>
<td>Egérzalók</td>
<td>185 644 14.7%</td>
<td></td>
<td>Gyöngyös</td>
<td>133 059 20.7%</td>
<td></td>
<td>Miskolc</td>
<td>57 639 8.3%</td>
</tr>
</tbody>
</table>

Source: the author’s summary based on KSH data.

The development of Hungary’s economy and the city of Győr. The company is a fixed element of urban life. For Audi Hungaria it is natural to promote cultural and sporting events, thus enhancing the quality of life of Győr citizens. The Hungarian Audi subsidiary has been a sponsor of the Győr Ballet Ensemble since 1997 and the main sponsor since 2002. Moreover, it supports various other cultural events, for example, it is the main sponsor of the annual end-of-summer concerts in Győr. Since 2015, Audi Hungaria is a new partner of Győr Philharmonic Orchestra. The company plays an important role in Győr’s sporting life and as part of its social involvement sponsors top-level sports events, which attract great interest of the city inhabitants and people from surrounding areas. Since 2006 Audi Hungaria has been the main and title sponsor of the women’s handball team Győr ETO.
KC. The Audi Arena Győr was opened in November 2014. International sport and cultural events are already being held in this newly built multi-function hall that accommodates 5,500 spectators. It is a good example of a positive cooperation between Audi Hungaria and the city of Győr. The company is the name sponsor of the arena.

**Audi Hungaria Visitor Centre**

Audi Hungaria is not only one of the most defining companies in the Győr region, it is also a popular destination among visitors. The Audi Hungaria Visitor Centre makes it happen providing an overview of engine production and vehicle production in addition to the classical factory tours. Besides, visitors can participate in a variety of theme tours. Year by year, the company attracts more and more visitors to Győr both from Hungary and abroad. Since the opening of the Visitor Centre in 2010, 58,000 visitors have already gained an insight into the world of Audi Hungaria. Furthermore, the tourism attraction was so popular, that in April 2015 the factory decided to expand it. The size of the Visitor Centre building was doubled to cover an area of 500 square metres. The new centre awaits visitors with three presentation rooms, a shop and a café corner. After their tour of the factory, guests can buy various items in the Audi Hungaria Shop or enjoy a cup of coffee or tea in the pleasant atmosphere of the Audi Hungaria Café. In addition, factory tours help to bring Audi Hungaria and its headquarter city, Győr, closer to people, make them feel enthusiastic about the products and the brand. The factory tours contribute significantly to reinforcement of the four-ring brand’s positive image.

![CSR supporting indirect tourism in Győr](image_url)

*Fig. 1. CSR supporting indirect tourism in Győr*

*Source: the author’s summary with reference to the official website of the AHM.*
Research

Method and pattern

In order to get an insight into opinions of tourist representatives about the city Győr as a destination, on May 13, 2015 there was conducted a survey; a prepared questionnaire was handed personally by the author of this paper. The method of the primary data research was these semi-structured interviews distributed in the assembly hall of the City Hall of Győr at the annual conference of the Hungarian Tourinform Association. Since there were all Hungarian Tourinform offices invited to this event, thus many (98 offices) important participants of the tourism branch of Hungary were represented. As a result 28 responses were received, a response rate reaching 29%. The sample of respondents was intended as representative of full range of tourism offices, but as the results show, some tourism regions in Hungary were covered more than others: e.g., Nyugat-Dunántúl – Western Transdanubia with 7 responses, while Dél-Dunántúl – Southern Transdanubia with only 2 responses (see Figure 2).

The questionnaire addressed the following core issues:
1. Personal information about the respondent as a tourist visiting Győr.
2. Characteristics of Tourinform Offices, whether they offer any information about Győr and the AHM (Visitor Centre).
3. Characteristics of Győr in general and as a tourist destination – places of interest, sights, important representatives being identified with the city, motivation of tourists visiting Győr, positive and negative characteristics.

![Fig. 2. Received answers from Tourinform offices in Hungary](source: according to the respondents of the survey carried out by the author on 13 May 2015.

Note: Nyugat-Dunántúl or Western Transdanubia, Közép-Dunántúl or Central Transdanubia, Dél-Dunántúl or Southern Transdanubia, Közép-Magyarország or Central Hungary, Észak-Magyarország or Northern Hungary, Észak-Alföld or Northern Great Plain, Dél-Alföld or Southern Great Plain.
4. Evaluation of the city’s and company’s reputation and their correlation.
5. Evaluation of the AHM’s impact on the city and company reputation.

The main information derived from the survey: tourist information offices represented by 93% of the all respondents render information about the destination of the city Győr to local public or enquiring tourists. In 13 offices, i.e. 46%, there is also information provided about the AHM Visitor Centre.

Moreover, 20 of 28 respondents personally had already heard about the Visitor Centre of AHM.

Results

Given the possibility to give up to three options, respondents indicated associations and ideas about the city. The industrial character of the city was dominant, since on the first two places the factories Audi and Raba were mentioned. It is well-known in Hungary that Győr was in the

*Fig. 3. First associations and identifications with Győr*

Source: the results of the survey carried out by the author of the article on May 13, 2015.
20th century among the most important Hungarian industrial cities having the vehicle-producing traditional factory, Raba, established at the end of the 19th century. It was the biggest and most famous firm during socialism and it was the key factor in the headquarter-decision of the Audi at the beginning of the 90s. Industrial and car-assembly traditions are strong in the region around Győr, because people here have the culture, skills and diligence to make the business run successful. These results allow concluding that imaginations about Győr are in general industry-based, and about industrial cities people do not have a positive picture of a blooming, ideal place for city-brakes. Regarding the most common and popular ideas about the places of interest/institutes/famous people etc., people in general identify with Győr, it can be assumed that Audi was mentioned most frequently, but sport, culture and free time activities or attractions, like the zoo, were also among the most common answers. In addition, Figure 3 shows the results of the most common associations and most popular places of interest/institutes/famous people.

The research visibly shows the importance of business and MICE tourism in the tourism pie chart of Győr. Figure 4 indicates that, in the opinion of Hungarian tourism experts, sightseeing, cultural tourism and business tourism are the leading motivations for tourists in Győr. Being a typical city destination offering a rehabilitated old baroque-style downtown rich in monuments and all-year-round indoor and outdoor cultural events and vivid life, the first two motivations – sightseeing

![Motivations](image)

Fig. 4. Motivations of tourists visiting Győr

Source: the results of the survey carried out by the author of the article on May 13, 2015.
and cultural tourism – are evident. The 3rd place of business tourism in the motivation-pie chart shows the significant role of AHM being the main pillar and incentive of business-lead-bookings in Győr. Figure 1 indicates the company’s contribution to the cultural life of the city too; therefore, it allows concluding that AHM contributes to the success of cultural tourism as well.

Figure 5 shows how the concrete tourism increase by the AHM Visitor Centre manifests.

Yet all 27 respondents thought this centre contributes to the tourism results of Győr. According to the respondents, the Visitor Centre has direct impact on the tourism supply in Győr being and contributes to the growing number of guest nights, though it also offers a program for tourists with special interest. Tourists visiting the Centre may use other additional services and visit other sights, too. The Centre may be an additional program for MICE tourists coming to Győr, and another target group, e.g., students on class trips have additional motivation to choose Győr as their destination. In total, it creates workplaces in tourism and contributes to the growing tourism income.

This study was a trial survey and the first stage for further researches observing one of the main stakeholder groups of the city. It gave a rough insight into the tourism role of the AHM in Győr, as well as into the building elements of the city’s reputation coming from the tourism branch. Significant relations between the city and company reputation were revealed, which is a great added value to the tourism performance of Győr.

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**Fig. 5. Tourism increment of the AHM Visitor Centre**

*Source: The results of the survey carried out by the author of the article on 13 May, 2015.*
Conclusions

According to the Reputation Institute’s definition, the overall reputation of a city is the emotional perception constructed through direct experience, its own communication, the perspectives of third parties and generally accepted stereotypes. The research examined the tourism sector’s representatives by asking about their perception, perspectives and stereotypes, i.e., associations and identifications with Győr.

To disseminate the information about the AHM and the role and importance of its Visitor Centre’s tourism, the company has been supporting tourism in Győr via direct and indirect ways. The factory is active in CSR, being the main sponsor of cultural events and institutes, sport teams and infrastructure as well. Furthermore, the AHM Visitor Centre can show a direct contribution to the city’s tourism.

Based on the executed research, the following conclusions have been drawn:

1. Győr as a city destination is well represented all around Hungary, since 93% of respondent tourist information offices provide information about the city, while 46% provide the tourists with information about the AHM Visitor Centre.

2. Tourism experts identify Győr more with Audi than any other associations or identifications like famous persons or places of interest.

3. According to the opinion of Hungarian tourism experts, sightseeing, cultural tourism and business tourism are the leading motivations attracting tourists to visit Győr.

4. Tourism increment of the AHM Visitor Centre can be clearly felt, for example, through the growing number of guest nights and enlarged tourism supply.

Based on the conducted research, the below mentioned insights have been formulated.

The reputation of the AHM is positive and its contribution to tourism has been demonstrated too. Future research must be conducted in order to evaluate all constituent elements of the city’s reputation so that to gain an overall picture. The tourism point of view represents just one of the stakeholders, yet the whole reputation research needs to be based on a multi-component-model, therefore, interviewing of other stakeholder groups and monitoring of marketing and PR material will be continued in further research.

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MIESTO IR ĮMONĖS REPUTACIJA TURIZMO POŽIŪRIU
Santrauka
Ne tik produktų rinkos kovoja dėl vartotojų, bet ir XXI amžiaus miestai kovoja dėl gyventojų, turistų, investuotojų ir kompanijų. Šioje konkurencinėje kovoje prestižas ir geria miesto reputacija, sąmo-
ingas jų formavimas tampa vienu iš pagrindinių meistriškumo parodymų. Dinamiškai besivystan-
čio Győr miesto ekonomikos pagrindas yra automobilijų pramonė, čia nuo 1993 m. yra įsikūrusi tarptautinės kompanijos „Audi Hungaria Motor Kft“ (AHM) būstinė. Tyrimo metu apklausiant dvi pagrindines miesto suinteresuotų grupes – investuotojus ir turistus – autorius stengesi išsiaiš-
kinti AHM poveikį miesto reputacijai ir turizmui. Remiantis tuo, kas išdėstyta aukščiau, pagrindinis straipsnio tikslas – aptarus teorinį kontekstą ir iša-
nalizavus suinteresuotų grupių išsakytas nuomones atskleisti, kaip miesto valdžia ir kompanija kuria reputaciją.
Remiantis Ch. Fombrun apibrėžimu, reputacija yra kolektyvinis kompanijos (autoriaus supratimu taip pat ir miesto) praeities veiklos ir rezultatų reprezentavimas, kuris apibūdina kompanijos (miesto) galimybę suteikti skirtingiems suinteresuotiesiems vertingą rezultatą. Pagrindiniai AHM kompanijos suinteresuotieji – partneriaujančios įmonės (tiekėjai), konkursojantės įmonės, miesto valdžia, vietinės ar nacionalinės institucijos, potencialūs darbuotojai iš miesto ar regionų, mokymo įstaigos bei miestą lankantys turistai. Svarbiausia Győr miesto suinteresuotojų grupė – vietiniai gyventojai, o pagrindinė valdžios misija yra užtikrinti gyventojams jų gerovę ir klestėjimą, investuojančias kompanijas, turistus, kitas potencialias miesto skirties vietas, įvairias vietines institucijas.

Miesto reputacija yra bendras suinteresuotų grupių nuomonių rezultatas, „paveikslas“. Turistai yra labai svarbi suinteresuotųjų kategorija, nes jie reprezentuoja visus nevietinius suinteresuotusius.

Apklausus 28 turizmo ekspertus iš skirtingų Vengrijos vietovių, reprezentuojančių visą šalį, rezultatai atskleidė reikšmingus ryšius tarp miesto ir kompanijos reputacijos – AHM kompanija tapo pridėtinė vertė Győr miesto turizmo veiklai. Turizmo ekspertai identifikuoją gyventojų su „Audi“ daug labiau negu su žymiais žmonėmis ar įdomiomis vietomis. Be to, iš AHM lankytojų centro aiškiai jaučiamas turistų prieaugis, pavyzdžiui, didesnis svečių nakvynių skaičius ar padidėjęs tikslas pasiūla turizmo srityje.