ZOLTÁN VERES

EDITORIAL: LAKE BALATON – POPULAR VERSUS SCIENTIFIC VIEWPOINTS

Dear Reader,

Welcome to the double Issue of Pannon Management Review in the year of 2017, which has got again a different structure as compared to the standard issues of PMR. In this issue a really actual topic, namely the Lake Balaton has been put into the focus. Lake Balaton is one of the most popular destinations in Hungary. What is more, everybody feels competent itself in this region. Although the area's recreational history dates back to the 19th century, its image has been strongly formed by the mass tourism decades. From a popular viewpoint let us read a brief presentation of the famous Lonely Planet guidebook on the Lake Balaton:

> *Extending roughly 80km like a skinny, lopsided paprika, at first glance Lake Balaton seems to simply be a happy, sunny expanse of opaque tourmaline-coloured water in which to play. But step beyond the beaches of Europe's biggest and shallowest body of water and you'll encounter vine-filled forested hills, a national park and a wild peninsula jutting out 4km, nearly cutting the lake in half. Oh, and did we mention Hungary's most famous porcelain producer and a hilltop fairy-tale fortress?*

This popular approach serves for a message to potential tourists. Nevertheless, in parallel with the continuous development in the region an increasing scientific activity can be observed as well. The approach of these activities is extremely diversified but the trends of tourism forms a common base for it.

Both the Faculty of Economics at the University of Pannonia and its Balaton Tourism Research Centre (BATUKI) are keeping an active relationship with the roleplayers of the region. This special issue on the region and on its tourism fits to the educational/research activity. Its objective was to offer knowledge which can be a useful source for longterm and available also in an international context. By this approach the reputation of the Lake Balaton can be supported in professional and scientific circles.

The introductory paper of Judit Sulyok and Katalin Lőrincz, *Building the Future Based on the Past – Tourism around the Lake Balaton,* seeks to provide a short overview of the theoretical background of waterside areas as tourism destination, furthermore gives a summary of the current situation. The authors come to the conclusion that nowadays, besides the 'measurable' tourism, the area offers

unforgettable experiences also for non-conventional tourists (e.g. VFR, second home owners, one-day visitors). The article *Ecotourism and Management in the 20 Years Old Balaton Uplands (Balaton-felvidéki) National Park* written by Annamária Kopek, Erika Józsa and Anna Knauer, is reporting that with the growing number of ecotourism events and visitor sites and with the rising number of visitors the successful management of the ecotourism-related facilities and services of the national park directorate has become a great challenge during the last years. The next paper of Csilla Nezdei on *Seasonal Effects in the Balaton Resort Area – The Marketplaces' Characters in Product and Territorial Aspect* posits that touristic areas face many challenges regarding capacity utilization, competition and the seasonal fluctuation of touristic products. In Hungary, the Balaton Resort Area illustrates the seasonal differences well both in the demand of touristic products and in the visits to the particular attractions. The analysis of Zoltán András Dániel and Viktória Csizmadiáné Czuppon on *The Impact of Development Resources of Hungarian SMEs in Disadvantaged Areas* confirmes the necessity of direct funds for SME companies following their strategic growth path, and gives advice for the future resource allocation. These advices may be integrated as criteria for resource award in the future. The empirical research of Eszter Madarász, *The Network of Actors in a Tourism Destination Based on Veszprém Tourism Association*, presents the analysis of the members' connections takes place in case of the Veszprém Tourism Association with the help of network analysis. By analysing the density, indegree and outdegree centrality, and prestige of the members of the association it can be concluded that the management of the Veszprém Tourism Association is in harmony with the power positions taken within the networks, and the actors with highest level of local recognition, prestige, and power control manage the life of the association. In the article of Zsófia Papp, Katalin Molnárné Barna and Petra Gyurácz-Németh, under the title of *Tourism Tax in the Balaton Region*, the Reader is able to understand some contradictions in the application of tourism tax. The question is if it should serve as a base for tourism development or it should be only one part of the whole budget of local governments. Viktória Csizmadiáné Czuppon in the paper *Research Corner: Local Economic Development at the University of Pannonia* presents the cooperation between the University of Pannonia and the settlements in the region aiming at the local economic growth. The author focuses on the process and shows the possible results of the students' empirical research. Finally Gábor Bódis in the *Magazine Review: Hungarian Geographical Bulletin* discusses the important role of the magazine in the field of tourism research publication.

The articles of this issue are like a "bunch", and we do hope that they will induce further research and publications.

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JUDIT SULYOK & KATALIN LŐRINCZ

BUILDING THE FUTURE BASED ON THE PAST – TOURISM AROUND THE LAKE BALATON

Being an iconic destination in Hungary, the Lake Balaton and its surroundings do play a significant role in tourism. Although the area's recreational history dates back to the 19th century, image has been strongly formed by the mass tourism decades. The tourism trends, among them the restructuring of demand, has brought new challenges for the destination struggling with strong temporal and spatial imbalance of visitor flows. Nowadays, besides the 'measurable' tourism, the area offers unforgettable experiences also for non-conventional tourists (e.g. VFR, second home owners, one-day visitors). This article seeks to provide a short overview of the theoretical background of waterside areas as tourism destination, furthermore gives a summary of the current situation.

Keywords: Balaton, tourism, waterside, destination

Introduction

Waterside areas play an outstanding role in world tourism. Although the recreational use of them dates back to the 19th century, waterside areas' image has been strongly formed during the mass tourism decades (1960–1980). After the need for reinventing and restructuring tourism offer at waterside, now tourists seek a colourful experience rather than just relaxing. The need for spending more time in nature, eating healthy food and enjoying quality time with the family and friends also shaped the tourism developments in these destinations.

Being an iconic destination in Hungary, the Lake Balaton and its surroundings have been 'the summer holiday' area for various segments. Changes of external environment, consumer and tourism trends has been affected the lake's tourism. Parallel with other waterside areas, numerous developments has been realized during the last decades in order to provide a wide range of water (bath) independent experiences that can be enjoyed all year around.

The Hungarian Central Statistical Office as responsible body for collecting and disseminating tourism statistics in Hungary, has a comprehensive database about the Lake Balaton, as well. Including the outlook for the selected literature, the main goal of this article is to provide a short up-to-date analysis about the tourism performance around the lake, and to map some important trends in tourism demand.

Tourism at waterside areas

From the theoretical point of view, we can differentiate between 'typical tourism landscapes' (Michalkó, 2005), so city and rural, furthermore waterside (sea, lake, river) and mountain areas have their specific features and attractiveness for visitors. Although also big cities (e.g. Barcelona) have recreational waterfront sites, lakes (including the Lake Balaton) are surrounded rather by small settlements (Cooper, 2006; Hall – Harkonen, 2006; Sulyok, 2014).

As of the late 1980s, the demand for waterside (coastal) tourism destination has been restructured (Yeoman, 2007). It has resulted that these areas got into the stagnation phase of the tourism area lifecycle model (Agarwal, 1997; Jennings, 2004; Oreja et al., 2008; Garay – Canoves, 2011). The 'overproduction' of waterside (coastal) destination during the 1990s (Agarwal, 1999) resulted the drop of the 3(4)S segment, and parallel with that, destinations had to face new challenges (e.g. overdependence from one source market, image problems, negative environmental effects, lack of investments or unemployment). As a reflection, the so called second generation (Chapman – Speake, 2011) destinations try to re-position themselves by various tools, most of the tourism development focus on non-waterbased attractions and activities. These trends are also reflected in the theoretical approach of waterside areas, nowadays the waterside destination includes also land-based activities and non-shore areas (Hall, 2001).

Taking a look at the available tourism services in waterside destinations, we can conclude that waters appropriate for bath has a dominance of summer holiday (including sun and sea) among their image elements (Michalkó, 2007). In order to mitigate the negative effects originated in the strong temporal and spatial visitor flows, destinations are developing water (bath) independent activities and try to integrate non-shore areas into the holiday experience (e.g. development and promotion of cultural tourism in Spain).

Tourism demand around the Lake Balaton

The Lake Balaton and its surroundings is one of the most popular – the number one among domestic tourists – tourism destinations in Hungary. Its recreational history dates back to the 19th century, however image has been strongly formed by mass tourism decades. As in the case of other waterside areas, the late 1980s/beginning of the 1990s has brought significant changes with. Guests visiting the area are more and more interested in getting to know the attractions, they look for experiences, and more active holidays. Today's tourists are much more 'unconventional', their mobility often does not follow the traditional path.

Domestic demand

The data available about tourism demand for the Lake Balaton show new records every year. In order to map trends, this chapter provides an overview about the domestic tourism demand survey for the period 2009–2016 – data collected by the Hungarian Central Statistical Office (HCSO). According to the HCSO, altogether almost 2.9 million domestic overnight trips (20.0% of the total domestic trips by Hungarian population) has been realized in the Lake Balaton area. This means almost 15 million nights spent in the region, resulting an average length of stay of 5.2 nights. Not surprisingly, half of the domestic overnight trips and 60% of the stay (days) to the Lake is realized during the Summer season (3rd quarter of the year). Based on this database we can say that the second most popular season is Spring (2nd quarter of the year), thanks to the long weekends, Easter and Spring school holiday.

29.4% of the total domestic spending (90.8 billion HUF) 'goes' to the region. Taking a look at the last years data, it is quite interesting to see that the number of domestic overnight trips and the volume of the stay (days) is stable since 2014, meanwhile the expenditure shows a significant increase – probably because of the Széchenyi recreation card issued in 2012. *(The number of service providers accepting Széchenyi recreation card and the revenue generated by it shows a continuous increase during the last years, resulting 257 units and revenue of more than 5 billion HUF in the Lake Balaton region in 2016).*

Table 1: Overnight domestic trips to the Lake Balaton (HCSO data)

Period	Number of overnight trips	Total stay (day)	Expenditure (1,000 HUF)
2009	3 450 280	17 638 307	75 372 252
2010	2 902 618	16 216 241	74 951 212
2011	2 882 490	16 141 641	73 897 474
2012	3 029 598	16 845 420	79 895 406
2013	2 667 972	14 824 811	82 094 578
2014	2 829 346	14 967 239	93 912 183
2015	2 821 865	14 607 394	91 999 333
2016	2 879 916	14 867 955	90 818 203

In accordance with the international tourism trends, the Lake Balaton is a very popular destination also for short visits. This is also reflected in the statistical figures, the share of 1–3 nights trips is 54.9% (35.3% of the stay and 42.2% of the expenditure was generated by 1–3 nights visits in 2016). The period 2014–2016 has

been very successful for the non-summer short visits to the Lake Balaton, the dynamic increase in the tourist volume and expenditure is probably driven by the 'Balaton Plus' ('Nyitott Balaton') campaign that promotes the services and events during Spring (active tourism) and Autumn (wine and gastronomy). Furthermore, the Széchenyi recreation card had also positive effects during this period. In the case of the 4+ nights domestic overnight trips to the Lake Balaton, not surprisingly, the Summer period takes the leading role, 70% of the tourism demand (both volume and expenditure) is generated during the 3rd quarter (including July and August, the peak months). So, although there has been a lot of successful developments in order to attract visitors during the non-summer period, the destination is a cutting-edge summer holiday place for numerous travellers.

Taking a look at the profile of domestic overnight travellers to the Lake Balaton, we can see some important conclusions. Regarding the age groups, the area is mostly visited by the 25–44 years old travellers. During the summer season, the share of the younger age groups is higher (family holidays), meanwhile elder travellers come into focus during the non-summer periods. Middle and higher education visitors dominate the tourism landscape around the Lake Balaton, the importance of higher education travellers is more significant during the non-summer months. Not surprisingly, the data shows the leading role of Budapest and the surrounding regions (Transdanubia) as major source markets for the Lake Balaton. During the summer months, the further regions (Northern Hungary, Northern Great Plain and Southern Great Plain) also play an important role in the tourism performance (realizing summer holidays in the destination).

International demand

Unfortunately the published data allows very limited analysis of this segment. But, based on the available figures we can say that the international demand to the Lake Balaton has shown good results during the last years, as well. According to the HCSO data, 1,470 overnight trips were taken to the destination by international travellers. The main source markets for the destination in the year 2016 included Germany, the Czech Republic, Austria and Slovakia.

Performance of the commercial accommodation establishments

The performance of the commercial accommodation establishments around the Lake Balaton shows a continuous increase during the last years. This is mainly thanks to the boost in domestic tourism, parallel with that the international demand is characterized by a moderate and volatile change. In accordance with the growing popularity of non-conventional tourism mobility, there is a significant turnover in

other business type (formerly private) accommodation in the region. The market share of other business type accommodation indicates the importance of non-conventional tourism flows.

Table 2: Guest nights at commercial accommodation in the Lake Balaton region (HCSO data)

	Commercial accommodation		**Other business type (formerly private) accommodation**	
Year	**International**	**Domestic**	**International**	**Domestic**
2010	1 613 778	2 617 888	506 204	820 728
2011	1 652 782	2 665 352	481 178	794 716
2012	1 711 751	2 717 536	492 878	826 219
2013	1 835 131	2 963 812	463 914	891 660
2014	1 768 649	3 180 245	484 132	979 676
2015	1 746 693	3 331 319	497 437	1 054 905
2016	1 780 146	3 671 454	531 295	1 151 703

Destination management & marketing

The trends and restructuring in tourism demand around the Lake Balaton has resulted new opportunities for development of tourism experiences, services. Parallel with this, the intermediary sector (including destination management) faced new challenges. Priorities for DMOs will change in the future: their budget will support mainly the destination's brand and marketing followed by stimulation of organising conferences and meeting, furthermore social media and search engine optimization. The main focus of the current activities will be different, the decrease of brochures aimed at end customers (travellers), and the transformation of information offices' role will result new challenges for DMOs, as well. These trends will bring new approach for measuring success, as well. In the future, complex monitoring (expenditure, employment, tax revenues) will be in the forefront of stakeholders instead of data of commercial accommodation (e.g. occupancy, RevPar). Measuring visitors' satisfaction (reviews, recommendation, service quality) will draw back the measurement of (paid) media coverage (e.g. news worth, people reached).

Table 3: Transformational opportunities
(Destination Management Association International – Destination Next, 2014)

Dealing with new marketplaces	**Building and protecting the destination brand**	**Evolving the DMO business model**
Broadcast to engagement	***Destination managers***	***Collaboration & partnerships***
Technology will significantly alter DMO role	Play central role in advocacy for destination	More involved in broader economic-development initiatives
Greater emphasis on engaging customers in two-way conversations	Connect visitor experience with residents' quality of life	Adopt uniform operating standards and consistent measures of performance
New strategies to refocus millennial market	Greater role as cultural champion of destination	Agree on uniform methodology to measure economic impact
Market segmentation and personalization	Participate in building platforms for the visitor experience	MY DMO will form more strategic alliances outside the DMO industry
Focus on mobile platforms	Balance need for growth with responsible and sustainable development	Better understanding of economic impact of industry
My DMO will invest more effort in scanning the market for business intelligence	Play a greater role in policy and product development	Collaborative technology will be core strategy
	My national tourism organization will encourage local brands	Engage more closely with non-traditional stakeholders

Principles and Challenges of Digital Marketing for DMOs

We can see how the approach to the market place has changed since the earliest days of marketing. This transition can be seen as going through five stages based on a different concept at the heart of the distinctive approaches:

- *Production concept* – emphasis on producing goods
- *Product concept* – emphasis on producing quality goods

- *Selling concept* – focussed on aggressive selling
- *Marketing Concept* – shift towards targeting the right products to the right consumers
- *Holistic Marketing concept* – emphasising the need to do everything possible to build a relationship between suppliers and consumer*s.*

It is possible that the future will maintain this trajectory and certainly marketing strategies should be thought in holistic terms. The dynamics of the future will however offer new and changing weightings for the distinctive elements in the marketing mix.

Several important principles of digital DMO (Destination Management Organisations) marketing can be derived from technological changes, such as DMO *website*, *social media*, *wearable video technology* and *visual content*. Gretzel and Yoo (2013) summarize the important premises of social media marketing as involving relationship building, focusing on return on engagement, achieving reach through relevance, and carefully establishing and managing reputation *(Tab. 4)*. The visual turn in social media also means that DMOs need to think about how to engage and have conversations with consumers through visual content (Gretzel, 2016).

Table 4 Destination Marketing Paradigm Shifts (Gretzel & Yoo, 2013)

Classic Marketing	**21st Century Marketing**	**Social Media Marketing**
Product	Experience	Relationship
Price	Exchange	Return on Engagement
Place	Everyplace	Reach based on Relevance
Promotion	Evangelism	Reputation

Conclusion

The future environment for marketing will be impacted on by the changes and trends that can be foreseen and others that cannot be yet foreseen. Lake Balaton destination also should focus on the main global trends related to world tourism issues. The following statements are summarize the economic, social and environmental changes of the 21st century:

1. It will become ever more important for destination's to maintain their image as a sustainable place to visit by promoting what they do about regarding social, cultural, natural and built resources.
2. Consumers and managers will have greater concerns for safety and security of themselves and their families when making decisions about their choices. This will be an important issue for the hospitality and tourism industries

3. Globalisation will continue to impact on the tourism and hospitality industries, resulting from the global economic-political perspectives influencing the perceptions and expectations of those involved.
4. Climate change and the reactions to climate change will become a more important concern as destinations, producers and consumers develop a greater awareness of the potential long-term consequences of climate change impacts on tourism and hospitality.
5. Marketing will come to reflect the necessity for increased local/regional/ national leadership in tourism policy and strategic planning and the development of effective strategic marketing perspectives.
6. Smart tourism will impact on both the modes of communication used in marketing and the type of content that is thought to be appropriate. The education of both users and managers about optimizing the application of new technologies in the tourism and hospitality industries will also continue.
7. The approaches to mobility will impact on marketing. Managers will have to resolve barriers to travel: visas, passports, airline services, fees, refugee movements and delays will have to be addressed in the marketing offers.
8. Marketing should address the understanding of the transformative effect that tourism and hospitality have on the geopolitics of socio-economic progress and the sense of place and identity.
9. Marketing will have to become more effective at addressing the effect on hospitality and tourism from natural/human-induced disasters, health issues, and political disruptions. The ability to comment and contain these situations will be a significant issue for the future of marketing strategies.
10. Marketing will have to address the needs of the changes in tourism and hospitality demand resulting from increased travel by emerging nations.

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She teaches health tourism, problemsolving, strategic destination marketing, and regional marketing. On behalf of the University of Pannonia, she has been one of the coordinators (technical) of the Off to Spas project.

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The **Balaton Tourism Research Centre** established Autumn 2015 brings together tourism knowledge with practice. As an innovative and high quality centre, following the roots of the Tourism Department's tourism research activity, the BTRC is to play a significant role in education, research and knowledge transfer. The activities encompass the entire tourism value chain, including tourism strategies, analysis of current situation, tourism product studies, destination studies, image studies, monitoring tourism development, local values, and any other relevant tourism topic. The research centre counts also with the active involvement and support from tourism stakeholders around the Lake Balaton and in the catchment area of the University of Pannonia. University students are also involved in the studies conducted by the BTRC that enables future professionals to get a deep insight into the actual issues of tourism.

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ANNAMÁRIA KOPEK, ERIKA JÓZSA & ANNA KNAUER

ECOTOURISM AND MANAGEMENT IN THE 20 YEARS OLD BALATON UPLANDS (BALATON-FELVIDÉKI) NATIONAL PARK

The Balaton Uplands (Balaton-felvidéki) National Park celebrates the 20th anniversary of its foundation in 2017. The national park, located on a 57,019 hectares large area north of Lake Balaton and in the Kis-Balaton region, was established by uniting six separate Landscape Protection Areas, thus creating a mainly contiguous ecological system in Balaton Uplands (Balaton-felvidék) and its surroundings. In 1979, Kis-Balaton, an extensive marshland with an outstanding biodiversity to the west of Lake Balaton, was declared a protected area according to the international Ramsar Convention. Another geographical unit of the national park, the Tihany Peninsula received from the Council of Europe the European Diploma for Protected Areas in 2003, recognising its exceptional geological heritage of European importance and the high efficiency of nature conservation management on the peninsula. Inside the national park area and also beyond its borders there are various Natura 2000 sites, contributing to the conservation of habitats, plant and animal species of European importance. The more than 3200 km^2 large Bakony–Balaton UNESCO Global Geopark – including most of the national park area – sets the aim of preserving abiotic natural assets, interpreting the rich geological, natural and cultural heritage of the geopark and raising awareness of their social significance. Interpreting the rich protected natural heritage of these areas and the cultural assets linked to nature is an important aim of the directorate. Visitor centres and visitor sites serve this goal during the holiday season and also throughout the year. Guided nature tours, geotours and adventure caving tours, activity days for families and school groups, handcrafts workshops and the national park's presence at numerous events also contribute to raising awareness of the importance of the highly diverse natural and cultural heritage of the region and the importance of their protection. Several promotional tools serve the visibility of the directorate's goals, activities and ecotourism offer, including multi-language websites, a Smartphone application, several Facebook and Instagram sites, a You Tube channel, newsletters, publications, oral presentations and other events. With the growing number of ecotourism events and visitor sites (presently 3 visitor centres and 11 visitor sites) and with the rising number of visitors – almost half a million registered visitors in 2016 – the successful management of the ecotourism-related facilities and services of the national park directorate has become a great challenge during the last years.

Keywords: national park, ecotourism, natural environment, visitor management

Interpreting the rich natural heritage

Currently there are 10 national parks in Hungary. The whole territory of Hungary is divided into operational areas of national park directorates *(Fig. 1)*.

Figure 1: National Parks in Hungary
(Experience? Naturally! Published by the Ministry of Rural Development, May 2014)

The key tasks of a national park directorate are to protect and interpret natural assets, raising awareness of people from young to old. In this way the directorate encourages promotion of ecotourism and strives to strengthen the nature conservation attitude of society. In order to increase public awareness of environmental issues, intensive communication and a purposeful marketing strategy are needed. The most important promotional tools of the national park are visitor sites and visitor centres, information board systems, events, guided tours, open-air schools, trainings, guiding booklets, websites, newsletters, a Smartphone application and social media platforms.

Ecotourism takes place in natural areas, where visitors can enjoy all the benefits that only nature can give. A real ecotourist is willing to learn, has an understanding of the vulnerability and the diversity of habitats and species, appreciates local cultures, and attempts to have a low impact on the environment. Protected areas, national parks are often chosen as scenes of ecotourism, especially when visitors are offered a colourful, many-sided supply of activities and interesting sites to visit.

Location and background

The operational area of the Balaton Uplands (Balaton-felvidéki) National Park Directorate covers more than 1 million hectares *(Fig. 2)*. The National Park Directorate is the management body of not only the Balaton Uplands National Park, but also of a global geopark and several Landscape Protection Areas, Nature Conservation Areas and protected natural assets, e.g. caves or springs.

The Balaton Uplands (Balaton-felvidéki) National Park, founded in 1997, is a diverse, mosaic-like array of habitats, consisting of six adjoining previous landscape protection areas from the Tihany Peninsula to the marshland of Kis-Balaton. Most of its territory can be found north of Lake Balaton, which is the largest shallow-water lake in Central Europe, encompassed by hills, grasslands, lovely villages, vineyards.

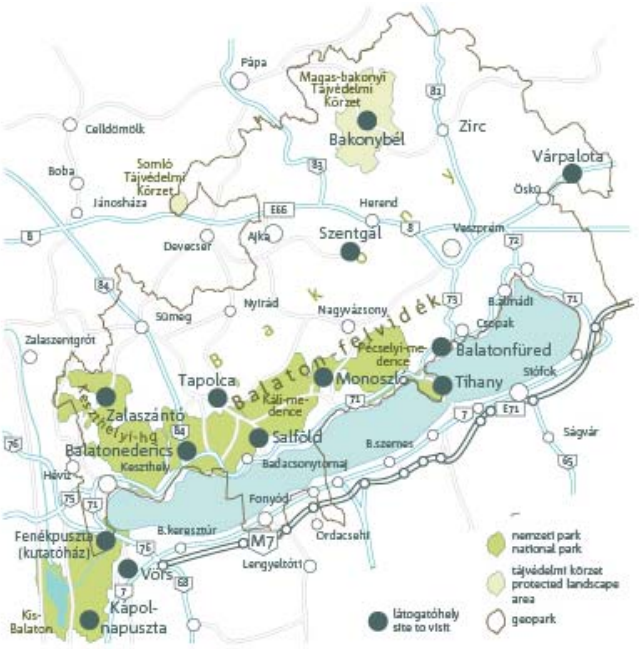

Figure 2: Territory of the Balaton Uplands National Park [National Park Sites to Visit (minibrochure). Published by the Balaton Uplands National Park Directorate, 2017]

The landscape of Balaton Uplands (Balaton-felvidék) is dominated by the remains of a once active, huge volcanic field. Due to the diversity of geological and geomorphological features and the local climate, wildlife and landscape are exceptionally appealing to tourists and researchers alike. The National Park embraces Europe's unmatched natural heritage.

Lake Balaton is the second most popular tourism destination in Hungary, with only the capital Budapest surpassing it. Regarding domestic tourism it is the most visited region in the country. The lake and the natural wonders of the national park enhance each other's attractiveness, thereby raising the touristic value of the region.

There is a change in the attitude of vacationers: there is a growing demand for venturing out of the hotel or campsite to explore the surroundings, walking in nature, gaining authentic experiences in gastronomy and culture.

The European Diploma, recognising the unique geological formations, the lavender-scented landscape and the high level of nature conservation on Tihany Peninsula, was reassessed by a regular on-the-spot expert appraisal in 2017. The strictly protected wetland of Kis-Balaton is an important Ramsar area and bird habitat, counting more than 260 bird species, providing an excellent site for bird-watchers and nature photographers, as well.

In November 2015, UNESCO endorsed the new International Geoscience and Geoparks Programme and a label connected to this programme: UNESCO Global Geoparks. Based on this new programme and label, all members of the Global Geoparks Network Association became UNESCO Global Geoparks. The Bakony–Balaton UNESCO Global Geopark, managed by the Balaton Uplands (Balaton-felvidéki) National Park Directorate and revalidated every four years by international geopark experts, emphasizes the importance of the outstanding geological heritage, its links to local communities and promotes local sustainable development, primarily via geotourism activities.

In June 2016, UNESCO officially designated the 5-country Transboundary UNESCO Biosphere Reserve 'Mura-Drava-Danube' (TBR MDD), which contains a part of the operational area of the Balaton Uplands (Balaton-felvidéki) National Park Directorate at the river Mura. The Transboundary UNESCO Biosphere Reserve combines the cluster of protected areas along the Mura-Drava-Danube region and jointly manages the shared river ecosystem in a sustainable manner while boosting economic growth and development in the region. The initiative is also part of the EU Danube Regional Strategy.

Ecotourism facilities and services provided by the Balaton Uplands National Park Directorate

The Balaton Uplands (Balaton-felvidéki) National Park offers a wide selection of outdoor and indoor activities, places to visit, guided nature tours, events, festivals, open-air schools and educative programmes. In accordance with the fundamental goals of nature conservation, the majority of the protected nature areas and sites are open to the public, can be visited without a guide and throughout the year on marked

hiking trails. However, some strictly protected areas (e.g. Kis-Balaton) may be visited only in the frame of guided tours.

The National Park Directorate created 14 interpretive sites themed on the natural and cultural heritage in every region of its operational area. Among them there are three visitor centres and four caves. Each of the directorate's visitor centres was awarded the first place of the 'Ecotourism Establishment of the Year' by the Ministry of Rural Development, the Ministry for National Economy and the Hungarian National Tourism Office (2011, 2012 and 2016).

The National Park Directorate achieved the second place among the Hungarian applicants at the European Destinations of Excellence (EDEN) award focused on promoting sustainable tourism in protected areas and launched by the European Commission.

The *Lavender House Visitor Centre* – opened in 2011 as the first visitor centre of the national park – presents Tihany Peninsula in a way that provides special entertainment for young and old alike. The Lavender House also serves as the visitor centre of the European Diploma Awarded Volcanic Phenomena of Tihany Peninsula and it is the Eastern Gate of the Bakony–Balaton UNESCO Global Geopark. The once raging fire of the volcanoes and the harmony of the landscape that was shaped as a result of it is interpreted in the visitor centre by a short, spectacular film (also available in English) and by an interactive exhibition (with English interpretive boards). Its goal is to bring the exciting natural phenomena that shaped our Earth millions of years ago. With the help of interactive displays the visitors can explore the centuries-long co-existence of people and nature along with the emblematic culture that developed from it: lavender production. In addition, the Lavender House awaits visitors with a lavender-themed souvenir shop and a tea house and also offers handcraft workshops. In June, visitors are invited to participate in the lavender harvest and in this period the Lavender House offers lots of complementary programmes. In 2016, the exhibition of the Lavender House underwent a major renewal.

The *Pannon Observatory Visitor Centre* is located in Bakonybél, in the heart of the High Bakony Landscape Protection Area. It is a tourist attraction that is independent of the weather, daytime and season, has a scientific nature and is based on astronomy while it is also entertaining. The major elements of the visitor centre are an astronomical telescope park, a digital planetarium with 52 backrest cinema chairs and the astronomical and space research history exhibitions. The Pannon Observatory is the first and only digital planetarium with 2x4K resolution in Central Europe. In addition to being suitable for a traditional planetarium show, its greatest novelty is that it is able to project documentaries optimised for special dome surfaces in an amazing quality. Under the telescope dome of the Observatory, which has a diameter of 5.5 meters, there is a telescope park complying even with scientific

requirements. In addition to showing the structure and operation of the telescopes, visitors can have a look at the Sun with the special H-alpha telescope if there are no clouds. Night sky observations with telescope are available based on interest and the actual weather, with prior registration. Since 2012, the exhibition and attractions of the visitor centre have been extended and renewed every year.

Tapolca Lake Cave Visitor Centre provides a unique experience to those who are interested in the secrets of the underground world. A tortuous cave system is hiding under the streets and houses of Tapolca, a little town not far from Balaton. In the strictly protected cave, which was discovered more than 100 years ago, the visitors can make a unique boat trip on the lit, bluish water of the underground lake. The temperature is about 18°C in the cave all year round. Thanks to the modernization of its lighting system, the Lake Cave awaits visitors from March 2012 with more beautiful lights and view than ever. In January 2015, a new visitor centre was opened next to the cave, also serving as the Western Gate of the Bakony–Balaton Geopark. The mysterious world of caves and other karst formations and the geopark is interpreted by special attractions in 10 exhibition rooms. Children can crawl in the adventure cavern while the sensory abilities of adults are challenged by the 'feel the rocks' game. Palaeogeographic paintings introduce the wildlife of past epochs. We ourselves can go on an underground expedition by watching 3D photos and a film.

In *Csodabogyós Cave* (in Balatonederics) and the *Kőlik Cave* (in Szentgál) you can stretch your limits as you explore the narrow underground passages in a caving overall, guided by speleologists. You can admire spectacular limestone layers in the *Lóczy Cave* (in Balatonfüred). After walking to the top of the spectacular remains of a basalt volcano called *Hegyestű*, you can enjoy the breathtaking view on Lake Balaton and the surrounding volcanic remnant hills. *Salföld Manor* is home to traditional Hungarian domestic animals, providing lots of fun for families and animal lovers. In the *Buffalo Reserve Kápolnapuszta* the largest buffalo herd in Hungary, an interactive exhibition, an informative walkway and picnic areas await visitors. The cultural-historical values of the national park are presented at other visitor sites including a traditional *water mill in Zalaszántó* and the *Folk Haus in Vörs*. The visitor sites are maintained and continuously developed by the Directorate. There are questionnaires available for tourists at the interpretive sites and on the homepage of the Balaton Uplands (Balaton-felvidéki) National Park in order to improve its ecotourism services.

Apart from these sites, there are many walking routes and educative nature trails for the ultimate exploration of the national park. Guided tours can be booked by groups to explore the natural heritage with the help of an expert in all of the regions of the national park. Numerous guided nature tours and geotours await individual guests from January till December in the various regions of the national park and the geopark.

The national park's events are of special importance regarding awareness raising purposes providing an opportunity to personal interactions between the national park's staff and the visitors. The most popular touristic event of the national park is Lavender Festival and Lavender Weeks on Tihany Peninsula in the frame of which visitors can harvest lavender themselves. The Balaton Uplands (Balaton-felvidéki) National Park Directorate, the municipality of Tihany and the Németh László Culture Centre await visitors in June with lavender-themed events, such as cultural programmes, lavender distillation, arts and crafts, guided excursions, children's programmes and so on. The Buffalo Festival organised by the Directorate at the beginning of July in the Buffalo Reserve Kápolnapuszta has already become a tradition. Handcrafts fair, local producers with quality products enrich the programme. Children are entertained by handrafcts workshop and animators.

A cultural event of national significance, the Valley of Arts Festival is organised on the turn of July and August on the northern border of the national park area, in and near Kapolcs village. The Directorate has been present at this significant festival since the first years of the festival with presentations, guided nature tours, workshops and other events, recently in cooperation with several green NGO's such as the Hungarian Society for Environmental Education, the Jane Goodall Institute or WWF.

Visitors to the national park

The number of visitors to the Balaton Uplands (Balaton-felvidéki) National Park and the operational area of the directorate grows steadily year after year. In 2016, the number of the visitors at the 14 visitor sites reached 370,000, while the number of booked guided tours exceeded 500 occasions. In 2016, the park's experts met the fans of nature at 167 public events (guided nature tours, geotours and adventure caving tours, handcraft workshops, activity days for families and school groups). The park's staff participated 65 times in external events (fairs, markets, conferences, workshops, events of partners).

In 2016, the national park counted – considering all of its programmes and services – more than 440,000 registered visitors in total *(Fig. 3)*.

Although most of the visitor sites of the National Park Directorate are open all year round and there are numerous programmes provided by the Directorate even in the wintertime, seasonality is still remarkable. The most visited months in the national park are May due to school excursions and June, July and August because of the summer holiday. School groups and families are among the most important target groups of the national park, but from young to old everybody is a potential visitor. Similarly to the whole Balaton Region, two-third of the national park's visitors are domestic, one-third of them come from abroad. The results of visitor

monitoring are an essential source of a sustainable and effective tourism management. In order to gain more information about the visitors and to investigate their opinion and motivation regarding their visit in the national park, several surveys have been conducted. For several years the surveys were carried out in close cooperation with the Hungarian Tourism Ltd. and the Pannon University. The composition of the questions was formed with the help of tourism experts. Hard copies of the questionnaire papers were available for visitors and collected by the Directorate at the national park's visitor sites and evaluated yearly by the Pannon University. In 2010, the Directorate introduced online questionnaires about the visitor sites on its homepage and evaluates them yearly. However, considering the number of the incoming questionnaires the sample is not representative, but the Directorate gets valuable data and feedback from their visitors which is essential to improve its services properly.

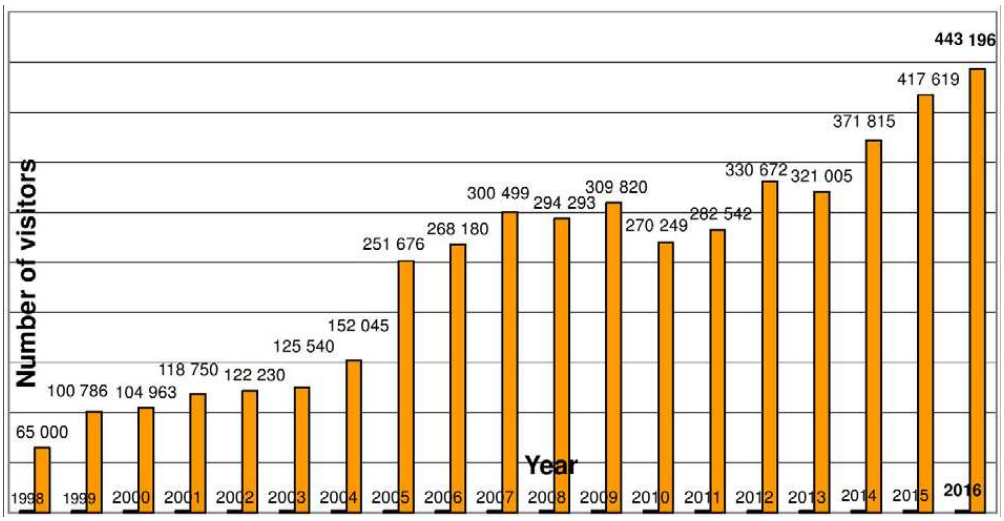

Figure 3: Visitors registered by the Balaton Uplands (Balaton-felvidéki) National Park
(Source: Yearly Reports of the National Park Directorate, 1998–2016)

Table 1: Visitors registered at the visitor sites
of the Balaton Uplands National Park Directorate (2016)
(Source: Yearly Report of the Balaton-felvidéki National Park Directorate, 2016)

	Name of the visitor site	Number of visitors
1	Csodabogyós Cave	3 084
2	Diás Island (at Kis-Balaton)	4 163
3	House of Forests	5 423

4	Hegyestű Geological Interpretive Site	49 338
5	Buffalo Reserve	36 431
6	Kotsy Water Mill	2 970
7	Lavender House Visitor Centre	26 235
8	Lóczy Cave	18 537
9	Pannon Observatory Visitor Centre	51 370
10	Salföld Manor	28 723
11	Szentgáli-kőlik Cave	266
12	Disused Sand Quarry of Várpalota	122
13	Tapolca Lake Cave Visitor Centre	144 424
14	Folk House in Vörs	553
Total		**371 639**

Table 2: Visitors using ecotourism services provided
by Balaton Uplands National Park Directorate (2016)
(Source: Yearly Report of the Balaton-felvidéki National Park Directorate, 2016)

Type of the service		**Number of visitors**
Guided tours		17 437
Events		31 090
Open-air Schools		1 035
Camps		35
Other	Cultural events	2 816
	Handcrafts workshops	10 612
	Photo tours at Kis-Balaton	8
	Canoe tours	69
	Geotour-guide training courses	33
	Contests	318
	Geo-workshops	1 336
	Oral presentations of the staff	3 172
Total		**67 997**

Table 3: Accommodations run by the Balaton Uplands National Park Directorate (2016)
(Source: Yearly Report of the Balaton-felvidéki National Park Directorate, 2016)

Arrivals	3 560
Guest nights	7 183

Table 4: Visitors registered by the Balaton Uplands National Park Directorate (2016)
(Source: Yearly Report of the Balaton-felvidéki National Park Directorate, 2016)

	Number of visitors/guests
Visitor sites and ecotourism services in total	439 639
Accomodations (Arrivals)	3 560
Registered visitors altogether, 2016	**443 196**

Marketing communication tools used by the Balaton Uplands National Park Directorate

The Hungarian national park directorates carry out independent communication and marketing activity; however it is synchronized and coordinated by the Ministry of Agriculture as all ten national park directorates are supervised by this ministry. The central website, the facebook and Instagram sites of the national park directorates maintained and managed by the Ministry of Agriculture serve this goal well. The National Park Directorate puts a great emphasis on cooperation in its communication activities both with domestic and international partners. Mutual promotion and post sharing opportunities are of high importance and make it possible to enhance the full potential of synergy effects.

In 2013, the Directorate introduced a new, modern corporate identity with a new logo and promotion film strengthening the image. In 2017, the Balaton Uplands (Balaton-felvidéki) National Park celebrates the 20th anniversary of its foundation. For this year a special version of the logo was developed and used in its communication.

Figure 2: The logo of the National Park
[Balaton Uplands (Balaton-felvidéki) National Park Directorate, 2013, 2017]

The Directorate focuses more and more on online communication tools including websites and social media platforms instead of printed materials.

The tri-lingual (Hungarian, English and German) official website of the national park was redesigned in 2015 and optimized for mobile devices. The website providing up-to-date information and news is accessed by nearly 1 million visitors per year. The three visitor centres, the Bakony–Balaton UNESCO Global Geopark and the Csodabogyós Cave have separate websites too, thus the Directorate has to manage the administration of 6 different websites in total. There are several external websites as well, where the Directorate has an admin role. The newsletter of the national park is sent monthly to 7300 e-mail addresses.

In 2012, the Directorate – realising the importance of social media – created Facebook pages for the national park and some of its visitor sites. By the end of the year 2016, the Directorate's nine Facebook pages (Balaton Uplands National Park, Bakony–Balaton Geopark, Tapolca Lake Cave Visitor Centre, Lavender House Visitor Centre, Csodabogyós Cave, Salföld Manor, Kis-Balaton, Buffalo Reserve Kápolnapuszta, Pannon Observatory) counted 38,000 fans in total, including 6000 engaged fans and 70,000 weekly accesses in average.

Aiming to reach more young people under 25 years of age, the Directorate created at the end of 2015 an Instagram site and reached approximately 600 fans by the end of 2016.

The national park's YouTube channel counts 93 subscribers and 101,350 views with 35 uploaded videos on 25. March 2017.

The YouTube channel and all of the Facebook pages of the national park, the geopark and its visitor centres are easily accessible from the national park's official website (bfnp.hu). Facebook Like and Share Button are placed on the website as well.

Since April 2012, the national park's Smartphone application has been available for Android, iPhone/iPad, Windows Phone, Windows 8 operational systems and can be downloaded free of charge.

By using social media platforms we can easily access our target groups with quick and effective communication. However, a considerable amount of human resources has to be applied to achieve good results.

The operation of the Directorate's ecotourism facilities are overseen by the staff working in the Department of Ecotourism and Environmental Education of the Directorate. Some visitor sites and centres are directly operated by the staff, others by entrepreneurs on a contractual basis. A coordination day is held every year for these entrepreneurs with essential information regarding the management of the ecotourism facilities and continuous communication and support is provided for them throughout the year. The ecotourism activities (presence at events, guided hikes, workshops) are carried out by the staff of the Department and a number of guided geotours are provided by the Geopark Partner geotour guides. Several members of the Ranger Service actively participate in the every day operation of

visitor sites and in providing guided nature tours. The members of the Bakony–Balaton Geopark Group of the Directorate are also active in the management of geotourism activities and facilities. The management of the Directorate's social media platforms is carried out in the form of team work within the staff. The team organizes the daily posting regarding all of the sites, replying to comments, messages. The posting strategy is regularly under review according to the results of analytics. Colleagues of the Directorate have completed several courses on online marketing tools, especially Facebook.

One of the most important printed promotional publications of the national park is the so called minibrochure containing information in Hungarian and English about the visitor sites, visitor centres, guided hikes, accommodation possibilities and discounts. If a visitor pays an adult entrance fee at the first visit, the minibrochure will be stamped. Showing it the visitor can obtain a discounted entrance fee at two other sites of the national park (except Csodabogyós Cave and Szentgáli-kőlik Cave). The minibrochure is issued yearly in 250,000 copies and available at the national park's visitor sites and many touristic partners (e.g. hotels, restaurants, other service providers) in the region.


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Tapolca
Monoszló
Tihany
Zalaszántó
Salföld
Balatonederics
Fenékpuszta (kutatóház)
Vörs
Kápolna-puszta
Kis-Balaton
nemzeti park
national park
tájvédelmi körzet
protected landscape area
geopark
látogatóhely
site to visit

Nature conservation and regional development, networking

'The tourism sector largely contributes to the local, regional and even national economy.' (Tourism – E-Learning Tool in the Frame of the Project "Learning for Lakes", 2013) Intact nature, protected areas provide a high recreational value. The preservation of nature is important for sustainable tourism and regional development. Therefore the national park directorate inevitably has to deal with the issues of sustainable regional development.

The United Nations has declared 2017 as the International Year of Sustainable Tourism for Development (IYST 2017) to raise awareness among decision-makers and the public on the contribution of sustainable tourism to development. The Global Geoparks Network became a partner of the IYST 2017 in order to promote UNESCO Global Geoparks collectively as sustainable tourism destinations on the international tourism market. Within this scheme, the programmes of the Bakony–Balaton UNESCO Global Geopark during the European Geoparks Week celebrated IYST 2017 simultaneously with 68 other UNESCO Global Geoparks in Europe.

Cooperation with regional tourism actors proves to be necessary and fruitful to achieve our common goals. Our national park has an extensive partnership network with local tourism providers and key actors of regional development (hotels, tourism destination management organizations, other service providers, NGO's etc.). There is a cooperation scheme with local geotour guides as well, who guide geotours within the Bakony–Balaton Geopark, based on the Partnership Agreement

concluded between the geotour guide and the National Park Directorate. Consultation, promotion and the possibility to use the label 'Geopark Partner' are the advantages of the agreement. Nature conservation aspects have to be respected and a yearly fee has to be paid by the guide. Those persons can become a Geopark Partner geotour guide who have successfully completed at least one of the Directorate's geotour guide training courses, one organized each year.

The *National Park Product* brand system aims at supporting the local enterprises and husbandry operated within nature conservation areas by extending their products' recognition. We organize a high number of events and use different communication tools for promoting local National Park Products. Until now more than 150 labelled products have been approved. A certain process is carried out for the approvement of the products, including a form to fill in, a meeting of a commette where products are examined and tasted and a contract to be concluded with the local producers of the approved products for the use of the label, including the review of the producing process by the National Park Directorate.

The National Park carries out active international cooperation. In the frame of the Pannonian Nature Network (PaNaNet) established in 2008, we are working closely together with other national and nature parks situated in Western Hungary and Eastern Austria. The main goals of the PaNaNet+ project are the coordinated use of natural and cultural heritage, and the development and optimization of sustainable, cross-border, accessible nature-tourism offers, furthermore increasing the involvement of tourism organizations in an effort to prolong the nature tourism seasons.

The national park directorate is also the member of the EUROPARC Federation in order to share experience and to learn about all aspects of the management of protected natural areas. Conferences, webinars and study tours enhance the exchange of know-how within the federation.

The Bakony–Balaton Geopark became the member of the European and the Global Geoparks Network in 2012. Being a Global Geopark, it became a UNESCO Global Geopark in 2015 within the framework of UNESCO's International Geosciences and Geopark Programme. The networking among UNESCO Global Geoparks is ensured by their experts' meetings twice a year and by open conferences every autumn. We are working closely together with 7 other geoparks in the Danube Region in the framework of an ongoing international geotourism project (Interreg Danube Transnational Programme, Danube GeoTour).

Conclusion

Partnership and international networking contribute to increase public awareness of the environmental issues and give opportunities to learn best practices. Intense

communication with and involvement of the local people and organisations in nature conservation and sustainable ecotourism provide opportunities to improve the economy of these rural areas. Social media platforms provide easy access to our target groups with quick and effective communication. However, a purposeful marketing strategy and appropriate human resources capacity are essential for a successful management. Although ecotourism is not necessarily sustainable, during the planning and the development phase of visitor sites, nature trails and ecotourism events, and also during their operation and implementation, the Directorate always focuses on nature conservation aspects and on the sustainable orientation of the visitors. Several international initiatives, such as the European Diploma for Protected Areas, EDEN, UNESCO Global Geoparks, UNESCO Biosphere Reserves or the IYST 2017 provide opportunities for the Directorate to enhance sustainability in its ecotourism activities.

EU funds provide possibilities for the Directorate to develop protected natural areas, visitor sites and ecotourism services. Presently 19 projects are underway, which requires considerable amount of human capacity in the fields of financial management, project management and expertise in planning and achieving the goals of the projects. The nature conservation aspects are taken into consideration within the Directorate's ecotourism oriented projects, for example by developing a common strategy for the sustainable management of tourism pressures and avoiding negative environmental impacts or by creating guidelines and quality and sustainability criteria regarding the organisation of events and the development of visitor centres and other elements of nature tourism infrastructure.

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CSILLA NEZDEI

SEASONAL EFFECTS IN THE BALATON RESORT AREA – THE MARKETPLACES' CHARACTERS IN PRODUCT AND TERRITORIAL ASPECT

Nowadays touristic areas face many challenges regarding capacity utilization, competition and the seasonal fluctuation of touristic products. In Hungary, the Balaton Resort Area (BRA) illustrates the seasonal differences well both in the demand of touristic products and in the visits to the particular attractions. The aim of this study is to present the seasonal characters of the consumers' usage of space and its appearance in the consumer trends and products. The market operators' aspect shows the role of management in this case. The own face-to-face survey and researcher observations can interpret the differences between the three measured intervals (preseason, season and off-season). Although the satisfaction of local needs is considered as the main role of marketplaces in preseason, in the peak season touristic effects can be observed: the touristic demand occurs mainly by the low intensity catchment area of property owners and visitors. The off-season combines the previous periods with their characters. The supply and demand of marketplaces may involve a few niche opportunities which could vary the product portfolio. The market food supply is provided by both local producers and traders, not only from the region but also from wider zone. The appearence of goods in the market depends on the national laws restricting the status of vendors, the selling types of goods and the management side (attitude, activity of operators, etc.).

Keywords: local product, horticulture, home made product, seasonal difference

Introduction

The development of marketplaces, which meant the indirect points of the supply and demand of material goods, has a huge history. During the centuries the market(place)s had varied on the basis of the product type and the availability of consumers. These differentiated markets also had variable catchment areas in both producer and consumer contexts. In the popular Hungarian touristic destination (Lake Balaton) analyzed hereby, the growth of population resulted in the dynamic appearance of regional markets in the 19–20th centuries. These points were not only food retailing points in the inhabitants' life, but also represented common interaction forms. Their attractiveness covered for a district in case of foodstuffs, while larger sites for the sales of food and other goods served a more extensive area than a county. The most comprehensive picture of historical regional marketplaces was

presented by the tax census in 1828. According to this research, only Keszthely, Veszprém and Marcali were regarded as important markets at that time. The number of marketplaces began to grow in the first decades of the 20th century when they granted catering for the periodically appearing population (e.g. vacationists). The operation of the marketplaces was only seasonal though due to the low demand for annual functioning. The official archival documents of building and retailing licenses give considerable evidence about the contemporary situation [Somogy County Archives (=SML) XXIII. 335]. The backyard farms launched in the 1960s and the sideline establishments promoted the operation of markets that completed large-scale farming. The latter did not subserve the labour-intensive agricultural sectors such as gardening, etc.. The small-scale and backyard farms ensured the production of marketable goods including fruits, vegetables, etc. (Buday-Sántha, 2001). The local markets were already the direct purchasing points of final consumers leading to the improvement of life standards in the neighbourhood of cities and towns (suburban area) due to backyard farming. In the 1970s, the so-called Polish markets (e.g. in Fonyód) emerged in the resort area, where visitors could also purchase a wide range of useful items. After the regime change the domestic creation of the market economy gave rise to the settlement of multinational commercial chains and the differentiation of sales channels. People started to prefer the various sales channels to the marketplaces, however, there has been a revival – both in terms of catering (food safety) and recreation – nowadays. Their renaissance is explained by increased consumer awareness, the requirement of higher food safety and nutrient level in foodstuffs as well as the concept 'Farm to the Table'. Besides, different reasons such as individual or rare product types result in a special demand for these spaces.

The mostly consumer-side approaches of the Hungarian market researches can predict the formation of supply and demand and provide opportunities to demonstrate regional development impacts. Because of the more extensive product profile of markets, different consumer groups appear there (Szakály, 2004) thus the purpose of visits can become one form of recreation or attraction. The quality, individuality and marginal utility of the products can also influence spatial mobility through personal and financial conditions (including work order, discrecionary income, availability of vehicles, health, etc.). In Hungary, the farmers' markets are very popular right now because of the western european trends as eating local food, supporting local economy or living healthy.

According to the desk researches and experiences, the present study examines the following issues:

- How does seasonality shape the catchment area of the investigated markets?
- What product groups are placed into the consumers' basket during the different touristic seasons?

- Is there any relation between the catchment area and the market demand, and how does the management appear on marketplaces?

The aim of this paper is to analyze the temporal changes in spatial mobility, which also serves as the reflection of the market demand's seasonal modification. Conclusions may be of interest to both professionals and non-professionals since the interpretation of the seasonal market demand can contribute to the efficient future development adapted to consumer expectations regarding these places.

Methods

The definition of the Balaton Resort Area's catchment area and the market product demand is based on the own face-to-face survey (n = 454) made in 2016. The respondents could express their age, gender, educational level, economic status, the vehicles used to reach the market, residence and their impressions about these places. To illustrate the seasonal differences, the survey was carried out in three seasons (preseason, season and off-season) at the same measuring points[1] (in May, July and September; n = 90; 179; 185). The measuring points (three in preseason, seven in season and seven in off-season) were the same in order to observe not only the timely characters but also the spatial ones. While the preseasonal measure focused only on the western part of the Balaton region, the additional measuring points were placed throughout the whole region. During the research, a further aspect was the type of markets, which led to the analysing of two farmers' markets, three typical markets and two market halls *(Tab. 1)*. The typical and farmers' markets open only a few days with wide product range to fit people's freetime. The status of operators is relevant because of the development opportunities (e.g. supporting or positioning).

Table 1: Some data of the measured points
(Source: By dataset of NÉBIH and NAK and own survey)

	Tapolca	**Keszthely**	**Fonyód**	**Siófok**	**Balaton füred**	**Tihany**	**Káptalan tóti**
Market type	Typical	Typical	Typical	Hall	Hall	Farmers	Farmers
Open interval (days/week)	2	2	2	6	6	1	1

1 In May, there were analyzed only three settlements (Fonyód, Keszthely, Tapolca) because the other markets were closed yet. In July and September, there were analyzed seven-seven marketplaces (not only Fonyód, Tapolca and Keszthely, but also Balatonfüred, Káptalantóti, Siófok and Tihany).

Sample number	84	71	105	55	56	35	48
Measured month	May, July, Sept.	May, July, Sept.	May, July, Sept.	July, Sept.	July, Sept.	July, Sept.	July, Sept.
Status of the operator	Enterprise	Enterprise of local govern-ment	Local govern-ment	Enterprise	Enterprise of local govern-ment	Civil	Cooperati ve

Table 2: The number of respondents by counties (Source: Own survey)

County	**Spring**		**Summer**		**Autumn**	
	Settlement	**Person**	**Settlement**	**Person**	**Settlement**	**Person**
Veszprém	10	26	11	45	14	50
Pest	2	6	7	39	6	41
Somogy	9	29	10	34	13	49
Zala	2	15	3	26	2	25
Győr-Moson -Sopron	1	1	3	7	1	4
Tolna	1	2	2	3	2	2
Baranya	1	1	2	3	0	0
Bács-Kiskun	0	0	3	3	1	2
Vas	1	1	2	2	2	4
Fejér	0	0	2	2	1	1
Komárom-Esztergom	0	0	1	1	1	1
Békés	0	0	1	1	1	1
Hajdú-Bihar	0	0	1	1	0	0
Nógrád	0	0	1	1	0	0
Csongrád	0	0	0	0	1	1
Borsod-Abaúj-Zemplén	1	1	0	0	0	0
Abroad	*0*	*0*	*1*	*1*	*0*	*0*
Unknown	*N.d.*	*8*	*N.d.*	*10*	*N.d.*	*4*
Sum	***28***	***90***	***50***	***179***	***45***	***185***

In the spring phase of the survey, 90 persons responded (19.8%) from 28 settlements and 9 counties *(Tab. 2)*. In the summer period of the survey, 179 persons

were interviewed (39.4%) who came from 50 settlements and 15 counties, while the figures of the autumn one did not mean any change from the previous results [185 respondents (40.7%), 45 settlements, 12 counties].

For the sake of choosing the markets to be analyzed, another survey was made featuring the markets' operators. The main consideration was the number of visitors and consumers. The negative disposition of consumers and those group which visiting markets have led to a not representative (homogen) pattern. According to the preconception, the target group of the survey was the Hungarian adult population (over 18 years of age), apart from persons of foreign nationality, nonetheless tourism is the most important sector of the analyzed area. The similar national analysis has the same conception, too.

Besides the surveys mentioned above, the questionnaires were accompanied by researcher observations, non-structural interviews conducted with producers and consumers, and fotodocumentation. In the definition context, the market denotes the marketplace which is used synonymously.

To register, analyze and illustrate the collected data, spreadsheets as well as geoinformatical and vectorgraphical programs (MS Excel, ArcMap and InkScape) have been used.

Desk research

The development of Balaton coast was preferred after the first World War in the 1920s when the aim was to promote waterfront tourism within the national borders because of the borders' changes. The different socio-economic changes (e.g. phylloxera) in the region and the political aspects of coastal tourism development led to the increase of both temporary and permanent population. This situation needed the solution of the regional inhabitants' catering around the lake. All these factors were regulated in the Cabinet Decision No. 1013/1979. (VI. 20.) setting forth a control of landuse for the local population and the first definition of Hungarian resort areas was also laid down [51/2010. (IV. 28.) Alkotmánybírósági (AB) határozat, pp. 401–414]. In these years the regional divergences in catering, development and controlling influenced the spatial image and the visitors' social status (mass tourism, settlement developments, etc.) (Jelenka, 2008).

With the provision of the population, the emphasis was put on the development of infrastructural networks, the quality of catering and accommodation services as well as food supply, especially with the aspirations aimed at land use changes or the appearance of the sales channels. Among the sales chains, the demand for markets was generated by the availability of fresh products and the obtainability of other items. Their initial significance is indicated by commercial and construction permits for the establishment of marketplaces (SML XXIII. 335; IV. 418. a) and their

territorial location (shoreline concentration), too. As a result of seasonal demand, the market licenses were issued for a period of time only, limiting the timely sale of the products. According to plan management, regional co-operatives and state farms were to accomplish self-sufficiency. Their role was demonstrated through their product range in the 1950s (experimental crop production, maximum area utilization) (Koncz, 1970; Nezdei, 2016). Production in these co-operatives and state farms matched the food demand of increased population in coastal settlements, however, by using chemicals in agriculture, the regional purveyance led to the contamination of waters in the catchment area (or threatened to endanger them) by the 1970s and 1980s. Because of the pollution, the need of realignment in large-scale farming appeared in the regional development documents (Sántha, 1983; Vuics 1985). Instead of growing manually labor-intensive plants (vegetables, fruits), crops that are easily and economically suitable for large-scale farming became prevailing (wheat, corn, sunflower). This change resulted in valorizing the 'second shift' (backyard farming) which produced the fresh goods for marketplaces in addition to the foodstuffs for the wholesale markets. The problems of food and fresh produce supply implied labor shortage, legal changes, deficiency in optimal crop structure, the length of and obsolete technology used in the supply chain and the lack of necessary facilities (e.g. refrigeratories). These factors hindered the needed extent of stockpiling and adversely affected the low producer spirit as well (Vuics, 1985). Several agri-economic interventions (e.g. change in the structure of cultivation branches, tourism-oriented enhancement of agricultural production on the background settlements) were applied so as to improve the producer-consumer relationship.

After the regime change (1990's) the role of marketplaces decreased considerably due to additional product purchasing points and consumer multichannel usage (Törőcsik, 2011). The higher prices on markets led to a drop in consumer demand.

Different forms of food purchasing including domestic and international trade chains, retail units or other alternative opportunities can also be seen in the Balaton region. Indirect sales channels are detrimental to the competitiveness of the producers due to the low priced purchase, hence favourable price conditions experienced by producers can be an incentive for encouraging marketplace sales (Buday-Sántha, 2011; Csíkné Mácsai – Fehér, 2012; Csíkné Mácsai – Lehota, 2013). In the regional markets, tourism contributes to higher consumer prices to varying extent depending on the type of the sales point.

The local producer markets (introduced in 2011) were intended to benefit the producers, focusing increasingly on direct sales and conscious consumer behavior. Their product range is very wide due to handicraft fairs or other occasional events, therefore, besides the traditional motives, they offer further kinds of recreational

options for the target group of gourmets, especially in the analyzed area. The tourism-generated large catchment area can lead to different customer requests regarding the market goods. It is attested by the fact that the two most significant farmers' markets (Káptalantóti, Tihany) on the northern part of the region have been indicated on the gastromap of Balaton (Balaton Gastromap 2017). However, it must be taken into consideration that the tourist attraction feature of marketplaces depend on the operators' intentions and their success relies on the operators' response to consumer demand (Rekettye – Hetesi, 2009). There are numerous local examples for both cases and this means the biggest challenge for the sales and service sectors in the summer peak season; it can even arise in the periodical growth of consumer food demand. The functions of management are provided by the market operators who arrange for market events. They may influence the catchment area and product demand through determining the types of products and the status of producers appearing on the market. The market types examined in the present study have to operate with variant legal regulations which also effect the target group segmentation indirectly. The establishment and reduction of farmers' markets refer to the efficiency of the related management activities, which raises the question of the unexplored nature and unfavorable positioning of the producers and consumers' real needs (Rekettye – Hetesi, 2009). However, the national government's supporting policy can be observed by the marketing campaigns of local products and producers, and their financial support, but it takes time to accomplish the conscious consumer behaviour as a daily routine (to create the economic and intellectual conditions).

Seasonal effects

Characters of the catchment area in periodical aspect

As a periodical aspect, there is a seasonal deviation concerning the number of both settlements and respondents in the consumer catchment areas of marketplaces.

The summer dataset showed the most extensive catchment area. Only the population of Jász-Nagykun-Szolnok, Heves and Szabolcs-Szatmár-Bereg counties was not represented in the pattern. In contrast, Veszprém, Somogy, Pest and Zala had a considerable rate in the number of respondents, however, the settlement indicators of all the other administrative units remained below three percent (low intensity).

The most significant sender sites accounted for 88.5% of the total data including Veszprém with 30.1%, Somogy with 27.9%, Pest with 21.4% and Zala with 16.4%. The one-third shares of Veszprém and Somogy counties can be explained by the

high number of holiday resort settlements indicating the fact that the motivation of the services rendered by these markets are based on inter-municipal relations (local and suburban residents, resorts and their owners). Naturally, the catchment area is influenced by the location of market, but the different types of them present other spatial scopes (farmers'market/market hall/typical market). The location's role can be observed between the north and south part while the lake can be seen as a symbolic border. This situation can also justify due to the residents of the resort owners.

The places of residence designated by respondents were located adjacent to or within 25 to 30 kilometers from the measuring points in the course of the survey that was carried out in May. The proximity refers to the market demand for predominantly vegetables and fruits and those fresh foods which are not produced by themselves. In parallel, besides the dominant product profile, the target of visits was shopping fresh foodstuffs in preseason. The marketplace-favouring inhabitants of Pest county and the Hungarian capital meant the fourth place among the counties. They visited the markets of Tapolca, Fonyód and Keszthely less in preseason, so they were registered in the dataset to a small extent only. The locations of the spring measuring points were in the western side of the resort area which resulted in different rates compared to the further two seasonal data.

In the summer phase of survey registered the most significant rate of Veszprém county (25.1%), followed by Pest (21.8%) Somogy (19.0%) and Zala (14.5%). The local inhabitants' appearance was remarkable which indicates the role of markets in local life, but locals and non-locals' rates are balanced according to the sellers' responds. During the main season, non-shopping visits are conspicuous and this fact is explained by the number of those respondents who stated their presence was due to non-consumption purposes (family program, recreation).

The respondents who combined their shopping with recreation (10.1%) or spending freetime (10.6%; 2.8%) presented a lower data than those with the aim of doing the shopping (73.7%). Although the results cannot provide a clear conclusion on the consumer quality of leisure time, the secondary attraction-focused interpretation of markets can be justified in relation to summer spatial usage features.

Most of the visitors in the peak season were sent from the same counties as in the preseason; the main change was observed due to the increasing number of Pest county and capital (Budapest) residents (21.8%). At the seven sampling points, the outstanding appearance of the capital (Budapest) inhabitants was registered, primarily on the local farmers' markets. Their proportion was extremly high on the latter ones (37.5% and 48.6%, respectively). In seasonal comparison, the rates measured at the further five sampling points were also the highest in the peak- and off-season *(Tab. 3)*.

The data collected in the off-season cover a smaller catchment area where the markets were visited with both shopping and recreational motivation (relaxation, family program or their combined form).

Table 3: The interviewed capital residents by seasons and measuring points[2]
(Source: Own survey)

Sampling point	Capital residents (%)		
	Preseason	**High season**	**Off-season**
Fonyód	3.33%	4.47%	2.16%
Tapolca	1.11%	1.12%	1.08%
Keszthely	1.11%	0.00%	1.08%
Balatonfüred	N.d.	3.35%	2.16%
Siófok	N.d.	1.12%	1.62%
Káptalantóti	N.d.	4.47%	5.41%
Tihany	N.d.	3.35%	5.95%
Sum	*5.5%*	*17.8%*	*19.5%*

During the pre-, peak- and off-season periods, locals and non-local residents used nearly 50–50% of the supply available on the market. According to the spring catchment area, the second quarter of 2016 was determined by local demand with suburban concentration *(Fig. 1)*. The differences in the settlement size of the three small towns are less noticeable from the aspect of operators' management: Fonyód has a more extensive retailing relationship while this link is more concentrated around Keszthely and Tapolca.

2 These data are divided by the aggregated number of seasonally recorded figures.

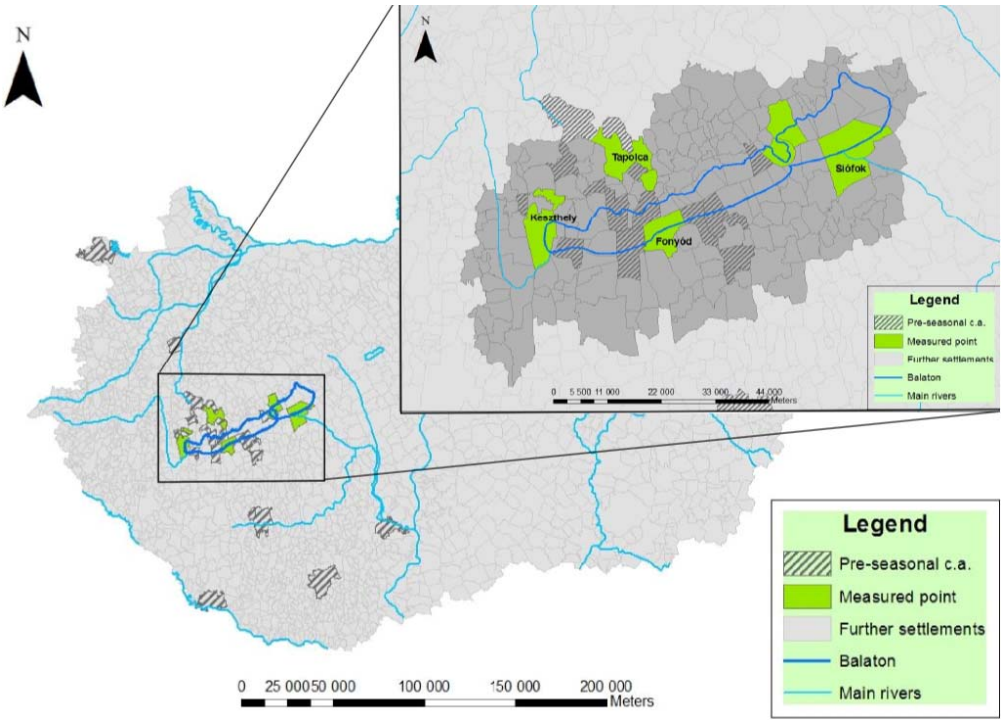

Figure 1: The preseasonal catchment area based on the face-to-face survey
(Source: Own survey)

From the summer results *(Fig. 2)* we can conclude that the number of the settlements specified in the resort area is lower and that of the towns and villages out of the analyzed region exceeds the values of the May sample, referring to the influencing role of tourism. The scattered character of the catchment area is caused by the region's recreational nature. The involvement of cities and villages with larger population in Transdanubia can be traced back to their more favorable territorial and social mobility attributes.

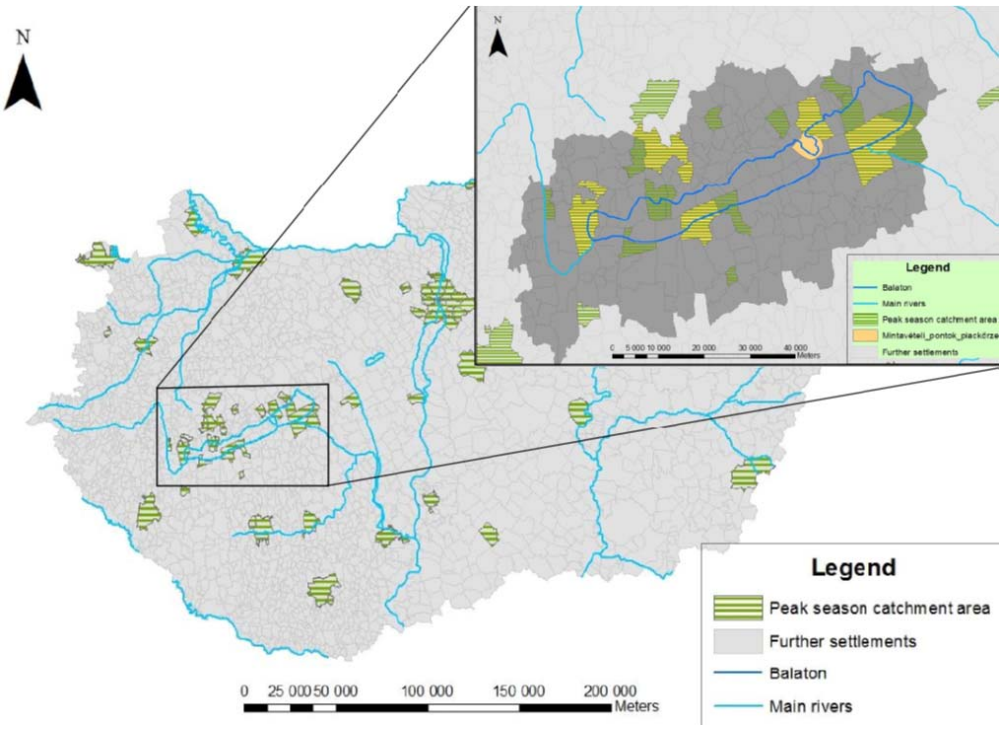

Figure 2: The catchment area of the peak season based on market survey
(Source: Own survey)

In the autumn sample, an increase can be observed in the demand within the resort area, accompanied by a scattered customer catchment area extending beyond the Balaton region *(Fig. 3)*.

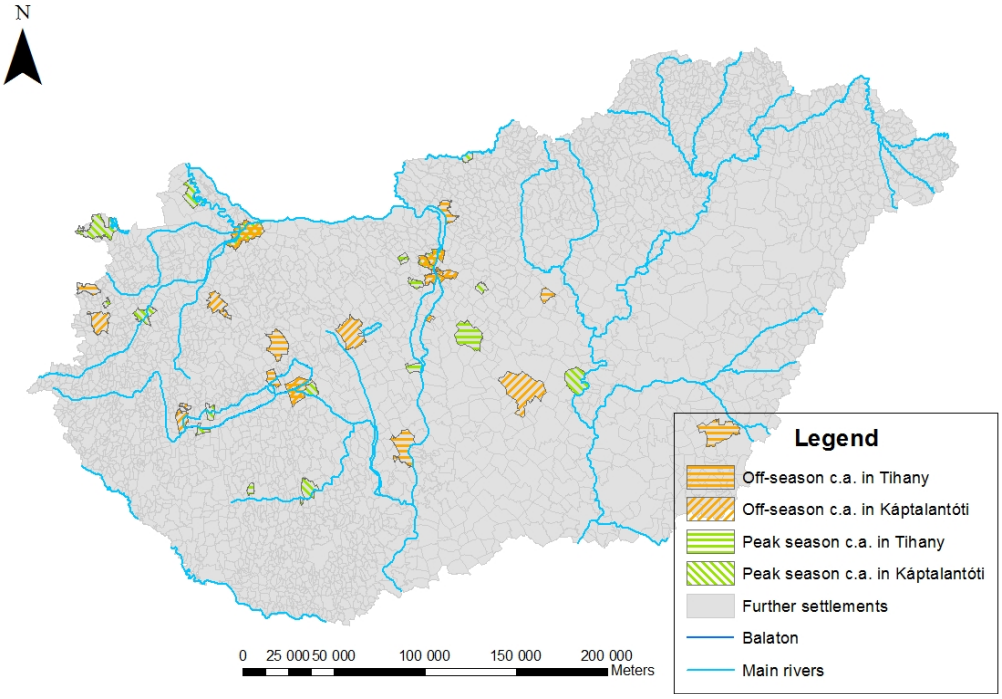

Figure 3: The peak- and off-seasonal catchment areas of the analyzed farmers' markets (Source: Own survey)

The latter indicates the re-emergence of local demand while the non-local people visiting show a lower intensity. The increased demand observed in the post-season and the higher number of elements can bring about the similarity between the later patterns.

Characters of goods' demand in periodical context

On the regional marketplaces there are various kinds of food and non-food products including daily consumption goods, particularly fresh vegetables and fruits, meat products, honey and eggs. Only the demand for horticultural goods and flowers is dynamic among non-food products. In accordance with the total dataset of the research, there was no considerable discrepancy detected: the best selling foodstuffs appeared to be the fresh produces (vegetables, fruits) but eggs, different meat products and honey were also popular *(Tab. 4)*.

It can be stated that, beyond gardening or horticultural articles, there were not any non-food item that could have determined the customers' market appearance.

The horticultural products showed a rich choice available on markets leading to a boost in their sales. Their prices were competitive compared with other sales channels, too. The horticultural goods were more popular in the spring period due to the household management and the decoration of the properties (industrial crops and ornamentals).

Table 4: The best selling product groups periodically (Source: Own survey)

Season/ product group	Spring	Summer	Autumn
Product group 1	Vegetables, fruits	Vegetables, fruits	Vegetables, fruits
Product group 2	Flowers, other gardening goods	Meat products, pastries, eggs, dairy products/Flowers, other gardening goods	Meat products
Product group 3	Honey	Honey/ Non-food goods	Flowers, other gardening goods
Product group 4	Eggs, meat products	–	Honey, pastries, eggs

The diversity in the data of the settlements occured due to the difference of product demand by marketplace type, particularly between the farmers' markets and further sales points. The consumer basket of local producer markets was characterized by differentiated demand: the non-food products had the same importance as the daily food supplies in suburban villages. In their case, the trend was identical in the figures recorded in the peak- and post-season *(Fig. 4)*. In the customers' opinion, not only fresh produces, but also processed goods (e.g. fruit syrups, handmade dairy products) generate the demand on farmers' markets as shown in the case of Káptalantóti's market, too.

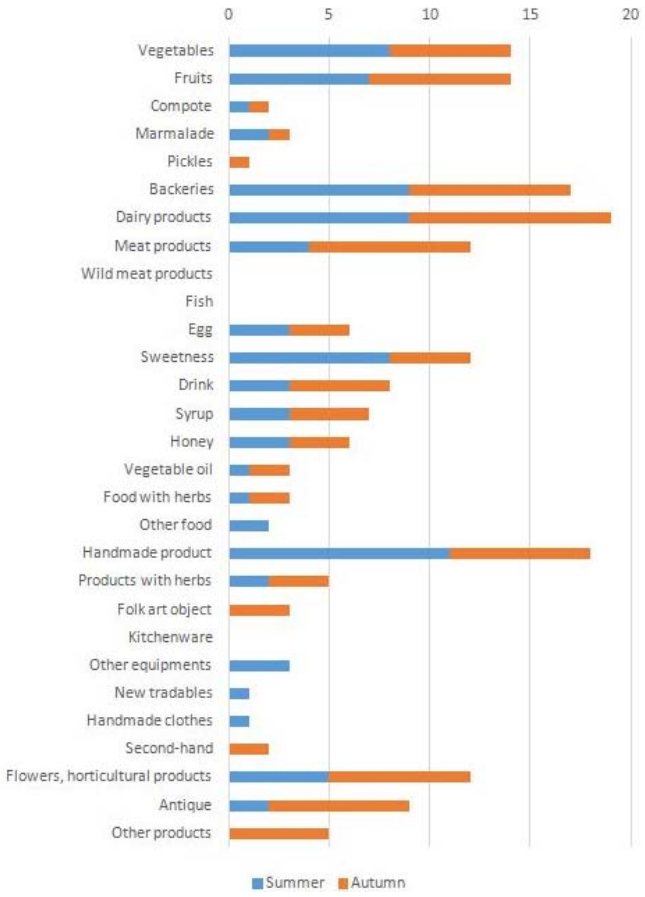

Figure 4: The summer and autumn product demand on the market of Káptalantóti (Source: Own survey)

The market halls (Siófok, Balatonfüred) offer a range of choices suitable for meeting the food needs of local inhabitants (seasonal goods, meat products, pastries, eggs, honey), but the variety of other items falls behind the supply of traditional and producer markets. The portfolio of the halls is defined by the geographical positioning within settlements where the target group consists of local residents predominantly. Within the product groups no periodical change can be discerned, only 5% deviation was registered in their sales.

In the supply of traditional markets, the largest turnover is generated by fresh foods in spring, in addition to horticultural products and seasonal goods increasing in autumn (honey, etc.) *(Fig. 5)*.

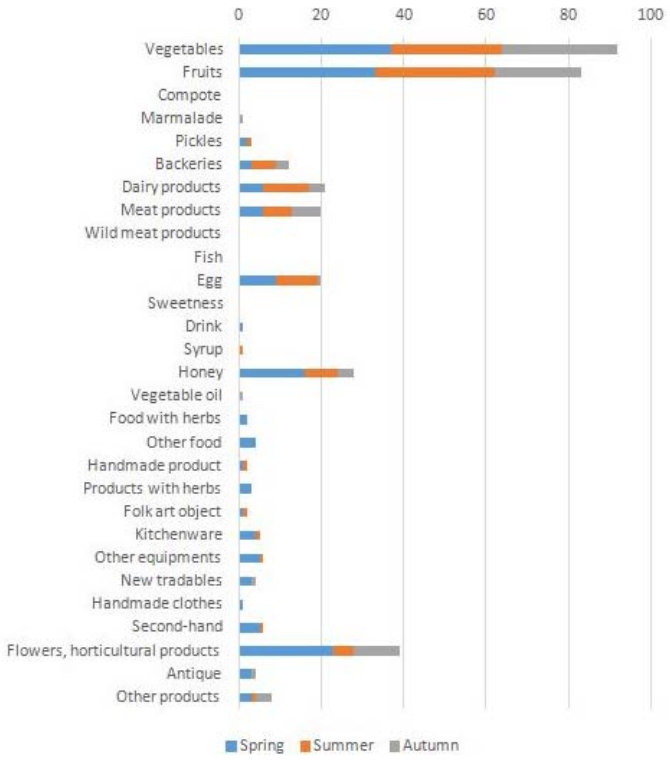

Figure 5: The periodically changing demand on the market of Fonyód (Source: Own survey)

The market of Fonyód illustrates the product demand of traditional markets: its popularity is the consequence of fresh and qualified vegetables, producer honey, eggs or certain kinds of fresh pastries, dairy (cheese) and meat products.

The remarkable degree of demand for fresh seasonal products is the result of direct consumption as well as the purchase of primary materials necessary for the production of own processed merchandise (jam, pickles, bottled fruit). Because of own production, these processed foods were mentioned by customers only a few times at traditional direct sales points.

The regional catchment areas are based on the inter-municipal relationships which are influenced by tourism and different consumer motivations. The periodically diverse customer catchment areas did not present any significant disparity in the demand for food and non-food goods because of the high rate of local inhabitants in the dataset pattern. However, the pattern does not allow the extrapolation of the results; the figures of the farmers' markets illustrate the influencing effect of the tourism sector. Another peculiarity is the strong demand for

both of the processed and non-food commodities, which can be justified by the recreational role according to the consumers' opinions.

To motivate the consumers to go to marketplaces, it will be important a well organized marketing campain by the owners or operators of marketplaces. The markets' images are such various because of the different operator' attitude. Those places in which the producers interested more in organizing (e.g. cooperative) have better 'soft' environment. These are often not only markets, but also small communities. To manage the marketplaces is a difficult task, in which the personal attitude and the local government have an important role. Because of the different motivations which depend on the profit or nonprofit focus we can say, that every marketplaces have an individual identity.

Conclusion

Marketplaces have a dual role actually. They are a venue for selling fresh foods (vegetables, fruits, etc.) or other individual goods, especially those wich are hardly available on further sales channels on one hand, and also a good opportunity to experience the rural life, tradition and spend time in a pleasant enviroment as at a farmers' market on the other hand. Depending on the supply of producers, fans of culinary experience can be addicted to their gastronomic interest as a special form of recreation on these places. The Balaton Resort Area is a favoured target area particularly in the peak season, therefore, the consumer expectations of market sales points may result in seasonal differences.

The results, which are based on face-to-face surveys and interviews with market operators, denote that the marketplaces are mainly the shopping points of local inhabitants. Because of this fact, their catchment area is smaller with higher intensity and the demand for daily goods is more considerable. Although a wider low-intensity area was observed in the main season, it still indicated the residence of locally affected property owners. The tourist rate amounted to only below 5% because of the respondents' negative willingness which have led to minimal seasonal divergences in consumer demand. The analyzed three types of marketplaces have not demonstrated significant differences though the consumed product range was wider on farmers' markets similarly to the outcomes in international publications.

Summarizing the seasonal changes, we can point out that the differences are mostly due to the market types and not owing to the settlements in rural areas or seasonal periods. Regarding the periodic demand change, the positioning of marketplaces is decisive which can forward the efficient and long-term development of these ones. This is the partial responsibility of the market operators' approach, as well.

In spite of the decrease of markets in rural territories, the regional analysis illustrates their role in inhabitants' life when it comes to both the produces they buy and the consumer motivations (fresh, quality and locally produced goods). These market points' position could be strengthened by the evolving consumer awareness as well as the the special experiences customers can get there.

In the (intermittent) commodity demand of markets, an increasing emphasis is put on the items made locally and with high added value on the one hand, and non-chemical products on the other hand. The latter may offer one of the future alternatives to market development, but it is worth considering Buday-Sántha's thoughts (2004): organic farming and intergrated crop production are two complementary forms of farming with different target groups. Based on the own research observations, the more intensive activity of operators' could contribute to the growth of market turnover in rural areas by providing more accurate and varied information to consumers. The management field will be important by the mediation between producers and consumers throught the creation of infrastructural needs and relationship. The financial conditions could even be provided by tenders extending the currently narrow circle of beneficiaries.

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ZOLTÁN ANDRÁS DÁNIEL & VIKTÓRIA CSIZMADIÁNÉ CZUPPON

THE IMPACT OF DEVELOPMENT RESOURCES OF HUNGARIAN SMES IN DISADVANTAGED AREAS

The Hungarian micro, small and medium enterprises (SMEs) has the possibility to have access to development resources. The Economic and Competitiveness Operational Programme and The Economic Development Operational Programme (EDOP) support SME's with billions of EU and national non-refundable funds. In our quantitative research, we made a database using data of medium enterprises who received funds between 2004 and 2013 (EDOP founds), the database was completed using data from the enterprises' annual reports. We used the balance sheet to obtain data on company assets, income statement to obtain income, expenses and earnings before taxes data. We collected all listed data for the previous years and following periods (between 2006 and 2013). In this study, we analyzed performance indicators based on assets and profitability of company, for periods following the financial fund get from the above-named programs. The research enabled to map the growth path following the grants. This study confirmed the necessity of direct funds for SME companies following their strategical growth path, and gives advice for the future resource allocation. These advices may be integrated as criteria for resource award in the future.

Keywords: SME, growth, EU funds, performance

Introduction

Micro, small and medium-sized enterprises (SMEs) play a significant social and economic role in all countries of the world: in OECD countries, the number of SMEs represents 98% of the total. Of these, the proportion of micro enterprises is almost 90%. In addition to the large number of employees, these companies have a strong impact on GDP production and job creation. The perception of SMEs is important for all national governments (OECD, 2002), even though its significance is explained by various reasons (Mészáros et al., 2001). Szerb (2000) emphasizes the diversification and flexibility of the market to meet the needs. Another important aspect is the role of SMEs in strengthening competition for market players who can react dynamically and flexibly to changes in demand. In some regions, including Hungary, they also offer alternatives to less developed areas and different social groups (e.g. women, minorities, young people) for employers and primarily self-employed (Futó, 2000). In the European Union and also in Hungary, the SME

classification is based on the total assets, the annual turnover and the number of employees *(Tab 1.)*. Accordingly, a micro-enterprise is an undertaking with less than 10 employees and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million. By 2014, the number of enterprises was 21,564,380, of which 21,521,080 (99.8%) were SMEs. SMEs also play an important role in employment; almost 140 million employees employ 90 million workers (EU28).

Table 1: SME classification factors (Source: own editing)

Company category	**Staff headcount**	**Turnover** or	**Balance sheet total**
Micro	< 10	≤ € 2 m	≤ € 10 m
Small	< 50	≤ € 10 m	≤ € 10 m
Medium-sized	< 250	≤ € 50 m	≤ € 43 m

Accordingly, the development of small businesses in the EU is of the utmost importance. In March 2000, the Lisbon Agenda was adopted, aiming to achieve a 3% growth and 20 million jobs by 2010 (Euractiv, 2004). At the same time, the European Charter on Small Enterprises was adopted and made proposals to improve business conditions.

However, these measures did not produce the desired results. The differences between the EU and the US have not been reduced. Moreover, the emergence of Asian economies threatened to bring the EU economy to the third place. In response to negative trends, the Green Paper has been published, which contrasts with the Charter with a bottom-up approach in order to reach the widest possible range of action areas. The two proposed topics are 1) the growth of entrepreneurial willingness and 2) the growth of enterprises (EC, 2003a). With regard to these issues, the Commission has issued a business action plan which provided a strategic framework for the two topics covered in the Green Paper (EC, 2004).

The Europe 2020 Strategy will show how the social market economy will emerge over the next ten years and is based on the three areas mentioned above (US, Asia, EU). In order to achieve the set objectives, the Commission recommends the Europe 2020 program, which organizes tasks organized around flagship initiatives.

In the implementation of the strategy, EU management approaches are in place to ensure that effective policy measures are taken. The Commission is constantly monitoring the progress made.

In order to increase coherence, the reporting and evaluation of the Europe 2020 Strategy and the Stability and Growth Pact will take place at the same time. Thus, these two strategies will try to implement the efforts of similar reforms while continuing to act as separate tools (EC, 2010).

Micro, small and medium-sized enterprises in Hungary

The vast majority of businesses in Hungary belong to the SME category, with fewer than 249 employees. They play a significant role in the country's income generation, investment and employment. According to the 2013 figures, the number of registered businesses was 598,000, down by 46,000 compared to 2012. This 15% decline was mainly due to small and private enterprises, while corporate enterprises showed stagnation during this period. The number of small and medium-sized enterprises did not change significantly, but micro-enterprises fell by 6.8% (KSH, 2014).

Kallay et al. (2005) characterized the SME sector as follows: *'...for the current situation of the domestic small and medium enterprises is true that a catching-up process can be observed in a number of important areas (financing, self-organization, management, the use of information and communication technologies), however, compared with the small and medium-sized enterprises in the developed countries, a significant backlog can be observed'*. Despite the fact that this statement was born more than ten years ago, it is still valid, although the catching-up process continues.

By 2013, the performance of SMEs could not be recovered from the 2008 crisis, since 2009 the sector performance has weakened. In recent years, many financial indicators fluctuate significantly – 90% of 2008 values – such as SMEs, Employment or Value Added.

The number of Hungarian small and medium-sized enterprises significantly exceeds the EU average and as a result they employ fewer people but have a significant employment impact. The EU average for employment is 4.2/company, in Hungary this figure is 3.1. For micro-enterprises the average number of employees is 1.6, for small businesses 19.1, for medium-sized enterprises 97.9, and for large companies 834.7 (EU, 2011).

The performance of the SME sector in terms of gross added value is significantly below the EU average. According to the 2011 figures, the value creation of the domestic sector is 5% lower, since then the performance of the Hungarian sector has deteriorated continuously.

SMEs are characterized by a strong territorial concentration: the most significant is the Central Hungarian region, where 40% of all enterprises, while in the other regions, is similar to the distribution (KSH, 2014) *(Fig 1.)*.

The average turnover of SMEs was lower than that of any business, and spatial distribution was significant due to organizational structure. According to the 2012 data, SMEs achieved an average turnover of HUF 70 million, while the partnerships reached 112 million. The difference is the smallest in Southern Transdanubia and in

the Southern Great Plain, while the biggest difference is observed in the Central and Western Transdanubia and Central Hungary regions.

Although the vast majority of SMEs were micro-enterprises, only 36% of sales revenue, while 28% of small enterprises and 4.1% of medium-sized enterprises were realized. In Southern Transdanubia and Northern Hungary, micro-enterprises played a major role, the ratio of small enterprises to Southern Transdanubia and Southern Great Plain was highest, while Central and Northern Hungary, Central Transdanubia and Northern Great Plain (KSH, 2014).

Balaton Region is part of three NUTS II regions: Central Transdanubia, Southern Transdanubia and Northern Hungary. All three regions are disadvantaged regions.

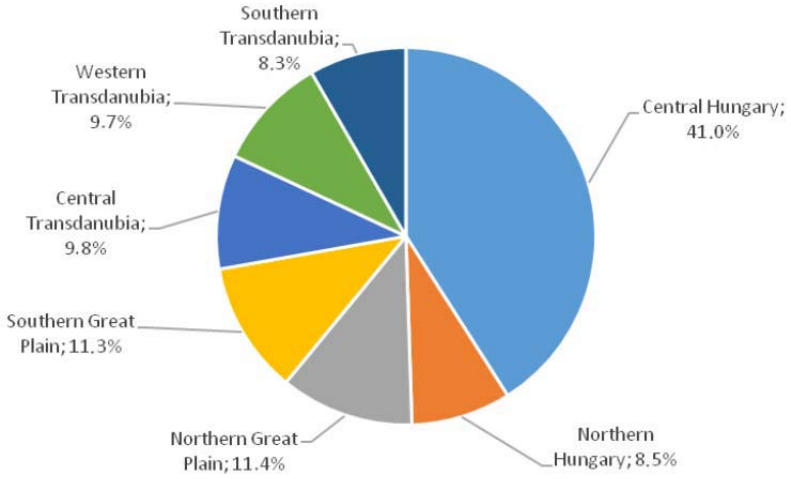

Figure 1: The geographical distribution of SMEs (Source: own editing based on HCSO data)

Business development within the EU

In line with the Lisbon process, the European Council published the European Charter for Small Enterprises in 2000. The Charter is nothing but the distribution of the objectives of the Lisbon process at the level of SMEs. When the renewed Commission revised the strategic policy, government support was becoming less and less targeted. The goal was to achieve a more predictable economic environment and better procedural efficiency by improving implementation, transparency and sharing of responsibilities (Evaluation Report, 2010).

Government interventions aimed at SME development in Hungary were covered by the Széchenyi Enterprise Development Program (2003–2006) during the EDOP (Economic Development Operational Programme) planning phase. The main

objectives were to increase the competitiveness of businesses, to prepare for integration into the European Union, to facilitate access to resources, and to create the necessary conditions for mobilizing funding sources.

Amin-Tomaney (1995) states that: *'the cohesion policies are intended to compensate for the negative effects of restructuring derived from the neoliberal growth theory, embodied for example by the implementation of the European Common Market and the European Economic and Monetary Union'* (Eperjesi, 2013).

The use of state resources for development in the European Union is governed by cohesion policy, and its resources are a major part of Community spending. Member States represent different levels of development and are consequently eligible for different rates of assistance (Nyikos, 2013).

The essence of cohesion policy was to contribute to the eradication of socio-economic disparities between the Member States of the European Union and to create real convergence. This requires improving the economic performance of the regions, in particular as regards GDP, employment, foreign trade balance and investment (Nyikos, 2013).

Convergence policy, in the interpretation of Nagy – Heil (2013), represents a system of institutions with complex objectives that includes absorption, regularity and efficiency.

The European Union's cohesion policy seeks to eliminate inequalities by promoting economic growth. To sum up, the aim of cohesion policy is to promote economic, social and territorial cooperation of the community, to promote harmonious development, to reduce the differences between the different regions and to develop disadvantaged areas.[1] The Structural and Cohesion Funds are responsible for the resources required for implementation (Nyikos, 2013).

Cohesion policy has changed significantly in the 2007–2013 programming period compared to the 2000–2006 period. The independent operation of the Cohesion Fund between 2007 and 2013 ceased, but remains part of the convergence objectives. The three new objectives included the first three objectives and the tasks of Interreg III, Equal and Urban II. The latter two programs are among the objectives of convergence, regional competitiveness and employment (EURP, 2007).

Based on the experience of previous periods, five ambitious targets for employment, innovation, education, poverty reduction and climate policy/energy issues in the Europe 2020 strategy (smart, sustainable and inclusive growth) have been set in the Europe 2020 strategy. Three financial instruments are maintained

1 NUTS 2 regions with a gross domestic product (GDP) per capita in purchasing power standards (PPS) that is equal to or less than 75% of the EU-27 average.

(ERDF, ESF, Cohesion Fund), but these regional categories also appear. The main objectives can be divided into two groups, including investments for growth and job creation, and the other for European territorial cooperation (Cohesion Policy, 2015).

Hungarian regional policy

Prior to joining the EU, there was also a regional policy in Hungary, but the legal bases only existed in the 1996 XXI. The Law on Regional Development and its 1999 amendments. At that time, regional policy was operating at the county level, this change was triggered by the NUTS II level, which resulted in the creation of regions (Szabó, 2007).

Although the European Union recognizes Hungary's successes, namely that only our country succeeded in establishing a law on regional development between the transition countries, only low compatibility with the European Union was established. The 1999 amendment created more regions for the regions, obliging them to set up their own regional development councils. This was in line with international practice and the councils were not only related to national and local government institutions, but also participated in the development of domestic small and medium-sized enterprises (Szabó, 2007).

In the 1990s, Hungary received three non-repayable funds for PHARE, ISPA and SAPARD. The pre-accession fund aims to reduce regional disparities within the EU and to develop an appropriate institutional framework to achieve the resources of the Structural and Cohesion Funds (Szabó, 2007).

Hungary's objectives – Operational Programs 2014–2020

Some of the funds granted by the European Union can be accessed through the operational programs of the National Development Plan (NDP). The SME sector was entitled to apply for unprovable funding, mainly under the Economic Competitiveness Operational Program (ECOP). Within these two outstanding programs we should mention: 2.1.1. 'Supporting the technical and technological background of small and medium-sized enterprises' and 2.2.2. 'Special advice for micro, small and medium-sized enterprises'. These programs were characterized by the creation and promotion of fast growing enterprises (Csapó, 2009).

The primary objective of the Economic Development Operational Program was primarily the development of SMEs. The goal of GOP 2.1 was to improve the technical and technological background of SMEs. These include technological upgrading, upgrading their innovative capacity, upgrading technical and technological management, building quality management systems. Its objective is to

promote the market position of SMEs, improve competitiveness through their innovative capacity and technological upgrading, and to provide the necessary conditions for building a quality assurance system (2010 Evaluation Report). Businesses may request resources for technical machinery and equipment, real estate development or expansion to purchase production, trade and/or services, and know-how or licenses.

34.9% of total applications were submitted for GOP offers. Of this number 40.7% were supported projects and the funds received were 13.6% of the total. GOP priorities at regional level were 42,462 applications, 60.1% of which were awarded. Total funding was 1.702 billion forints, 61.4% and 59.3% paid (Hutkai, 2014).

Material and methods

As a first step in the creation of the database, we defined five call for proposals (GOP 2.1.1/A, 2007–2010), and the winners of these tenders formed the studied base population. The next step was to collect the application data for these businesses. Accordingly, the names of the applicants, the projects they carried out, the location of the investments (region, county or municipal level), the resources acquired and spent, and the intensity of the funding for which we calculated the actual financing requirement of the project was available. It was also possible to collect the date of commencement and completion of the execution.

In order to establish our hypothesis, besides the basic information on subsidies, information on the financial situation and profitability of the applicants is also needed. These data are freely available in companies' published financial statements. These reports are available only to companies because the reporting obligations are provided in the Accounting Act and individual entrepreneurs are not subject to the Accounting Act (C. Act of 2000).

Accordingly, we had to exclude companies from the database that are not covered by the Accounting Act. Following the exclusion of self-employed persons, the final sample contains 4977 companies, typically limited-liability companies (4265) and limited partnership companies (535). Out of the remaining 177 enterprises, 49 cooperatives, 10 general partnerships and 118 limited liability companies. The sample includes 3632 micro-enterprises, 1075 small businesses and 270 medium-sized enterprises.

In addition to the existing and purified data of the applicants in the third part of our database, besides the classification of the enterprises in the SME categories, we had to examine the financial situation and the profitability of each undertaking. This study was based on data from financial statements. These data are accessible to the public in the Company Information System of the Ministry of Justice through the Accounting Act and are accessible to everyone.

After collecting data, we determined the time required for the analysis. As projects were implemented between 2007 and 2010, we chose an analysis of the 2006–2013 period, so the period under review is eight years. According to our hypothesis, we needed the financial statements of the companies. We were downloaded the financial data every year from the balance sheet. Further analysis is required for classification. For the purposes of the capital structure analysis, we examined the company's equity, its long-term and short-term liabilities. To compute absolute and relative numbers with the indicators, we collect annual revenue, financial and personnel expenses, depreciation and amortization in the income statement. In addition to the aforementioned sales revenues and expenses, we collected the following revenue categories: operating income, extraordinary income, pre-tax profit, post-tax profit.

As outlined above, in each of the eight years selected, each company received 12 data a year, a total of 96. The collection has started downloading the downloadable format financial reports at http://e-beszamolo.im.gov.hu. We have collected 4 reports for each business. Since each report must contain the data for the previous year, it was enough to download the report every two years. Separate parts of the report or reports (balance sheet, profit and loss statement) can be downloaded annually, depending on the type of uploads chosen by the company, the system is not consistent in this respect. Number of documents downloaded (except annexes to the profit and loss account) 28,093. The number of data extracted was 477,792. The number of data extracted was 477,792. For the sake of comparison, the data were deflated for the base year 2006 with the help of the official inflation index in order to eliminate inflationary impacts.

The financial and economic crisis has had a significant impact on our country and therefore on SMEs. The database presented above has improved as a result of the crisis. A second database was created to adjust the data on the impact of the change in GDP, similarly to adjusting the effects of inflation. In this case, we also used the official statistics of the Hungarian Central Statistical Office.

The structure of the definitive database

The raw database contains the bidder's offer (business name, project name, region, county government, funding, intensity of support, execution time), micro, small and medium enterprises) and the above-mentioned accounting records. Accordingly, the complete database had 522,585 input data.

During the hypothesis, we had to reconcile the application years (periods) before and after the implementation of the projects. This has allowed the correlation between the results of businesses receiving support at different times. When setting the time intervals we would have to analyze short-term and long-term effects.

After determining the periods and intervals, the indicators designed for testing the hypotheses (derived data) were determined. Accordingly, we calculated the value-added index to validate the first three hypotheses to measure changes in the value added of businesses. This uses variable income data and summarizes pre-tax results for the period, personnel expenses and amortization costs. The value of value added (AV) was determined by the following formula (Chikán – Wimmer, 2004): pre-tax profit + employee costs + depreciation expense.

The correlation between data correlation was performed using SPSS 22.0. Correlation calculations were performed when we had to investigate interaction between different variables (interaction). This paper presents the direction and proximity of the relationship between different variables (Molnár, 2015). The relationship between the different variables is shown by the correlation coefficient, while the correlation coefficient is represented by the absolute value of the coefficient (Sajtos, 2007).

Results and debates

In order to examine the utilization used at regional level, we first listed the individual regions. The ranking was based on the per capita GDP of 2007. The first places of the ranking are occupied by the Transdanubian regions, while in the second half of the list we find the regions of Eastern Hungary. The EDOP 2.1.1 call for proposals, which we have examined, has appeared uniformly in convergence regions. This means that, unlike the call for proposals, there were no separate quotas or targeted resources to support disadvantaged regions. In our hypothesis, we suppose that the difference in the aid intensity of the disadvantaged regions in the proposals for proposals is insufficient to provide these regions with proportionally more resources.

Along with the distribution of the companies in the sample, we examined the average amount of aid received by each company. According to the analysis, the three most disadvantaged regions are outstanding, while the average aid (AT) in developed regions is below HUF 13 million, while the average of the three least developed regions is HUF 15 million.

Then, in addition to the above, we examined that a relationship can be quantified between the sources of financing and the level of development of the regions. For each of the bidding periods and proposals for proposals we have examined the level of development of the region (per capita GDP-GDPFO) and the amount of grant awarded. We used a correlation calculation to test the connection. The results for each year can be found in the following tables:

Table 2: The relation between regional development (per capita GDP-GDPFO) and the size of the average grant (AT) awarded (Source: own editing)

Correlations

		AT2007	GDPFO2007
AT2007	Pearson Correlation	1	,031
	Sig. (2-tailed)		,954
	N	6	6
GDPFO 2007	Pearson Correlation	,031	1
	Sig. (2-tailed)	,954	
	N	6	6

Correlations

		AT2008	GDPFO2008
AT2008	Pearson Correlation	1	-,870*
	Sig. (2-tailed)		,024
	N	6	6
GDPFO 2008	Pearson Correlation	-,870*	1
	Sig. (2-tailed)	,024	
	N	6	6

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		AT2009	GDPFO2009
AT2009	Pearson Correlation	1	-,880*
	Sig. (2-tailed)		,021
	N	6	6
GDPFO 2009	Pearson Correlation	-,880*	1
	Sig. (2-tailed)	,021	
	N	6	6

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		AT2010	GDPFO2010
AT2010	Pearson Correlation	1	-,848*
	Sig. (2-tailed)		,033
	N	6	6
GDPFO 2010	Pearson Correlation	-,848*	1
	Sig. (2-tailed)	,033	
	N	6	6

*. Correlation is significant at the 0.05 level (2-tailed).

As we can see, except for 2007 data, the connection is significant and has a strong negative connection. The explanation is contained in the calls for proposals: because of the four financing cycles, 2007 was the year when the level of development of the regions was not a discriminating factor for businesses, and the proportion of subsidies was uniform throughout. Beginning in 2008, regions with a greater number of disadvantaged sub-regions have a higher aid intensity.

We would therefore like to demonstrate that the relationship between the resources received and the resources used and the added value of the winning companies are independent from the level of development of the regions. In examining our assumption, we tried to look at the value-added changes of the underlying companies compared to the results of all the companies in a given region. However, this analysis was hampered by the fact that data on the performance of SMEs were not available at regional level. In such circumstances, we could only compare the added value of all the companies in the regions (including large companies).

During the study, we calculated the value added of the companies in the sample in the end of 2013 (end of the test cycle) and the 2006 base year and then the same calculations were made for all enterprises in a given region. The ratio of these two values shows that the dynamics of growth are different between enterprises from the sample and all enterprises in that region. Based on the results we came to the

conclusion that in the three least developed regions (Northern Hungary, Northern Great Plain, Southern Great Plain) this dynamics is significantly higher (112.69%, 109.67%, 97.64%) than in economically developed regions. In economically developed regions, the result remained below 90%.

Table 3: The relation between per capita GDP (GDPFO) and the rate of change of the value added dynamics (Source: own editing)

Correlations

		GDPFO	Dynamics
GDPFO	Pearson Correlation	1	–,835*
	Sig. (2-tailed)		,038
	N	6	6
Dynamics	Pearson Correlation	–,835*	1
	Sig. (2-tailed)	,038	
	N	6	6

*. Correlation is significant at the 0.05 level (2-tailed).

The difference in the dynamics of growth is clear from the above data, but we also examined whether there is a verifiable relationship between ranking the regions on this dynamics and per capita GDP. To verify the connection, we performed a 5% significance level correlation calculation and found a strong negative (–0.835) connection. The above facts clearly show our hypothesis, and we can also conclude that funding sources have led to more dynamic economic growth in less developed regions.

Conclusion

In our research we examined the regional impact of the projects. We demonstrated that enterprises in the disadvantaged statistical regions received a larger share of the aid, and the average amount received was also higher. By correlation calculation, we proved that the higher aid intensity resulted in an increase in the amounts granted so that the higher aid intensities in the call for proposals have a positive effect on the absorption capacity of the given region.

We have also examined whether enterprises in disadvantaged areas are able to take advantage of the subsidies received or their results are below the performance of businesses in the more developed regions. During the investigation, we found that the added value of enterprises in the less developed regions was higher than in the developed regions. The analysis showed a strong negative significant relationship between the per capita GDP of the regions and the added value of the subsidized

enterprises, so we came up with the fact that the aid granted resulted in a more dynamic growth in the less developed economic regions.

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ESZTER MADARÁSZ

THE NETWORK OF ACTORS IN A TOURISM DESTINATION BASED ON VESZPRÉM TOURISM ASSOCIATION

Since the end of the 20th century and the start of the 21st century networks related to various aspects of human life have been present and more intensively brought to the focus of scientific research or even in interpreting problems and phenomena of everyday life. This approach provides tourism with plenty of new information, since previous research methodologies did not allow an objective and structured description of tourism, learning relations among actors, and introducing their impact on the entire system. It is especially important for tourism destinations, since an appropriate network of actors and tourism suppliers on the supply side is not only a precondition to marketability but also one of the key tools in. At present, networking has certainly attracted the attention of Hungarian tourism researchers, but no specific network has been analysed yet. The first paper in this very topic was published in 2013 in Hungarian Geographical Bulletin, whereas this paper aims to present further possibilities provided by this approach. This empirical research presents the analysis of the members' connections takes place in case of the Veszprém Tourism Association with the help of network analysis. By analysing the density, indegree and outdegree centrality, and prestige of the members of the association it can be concluded that the management of the Veszprém Tourism Association is in harmony with the power positions taken within the networks, and the actors with highest level of local recognition, prestige, and power control and manage the life of the association. Additionally, this method made the management aware of the actors in peripheral position.

Keywords: social network analysis, DMO organisation, destination management, tourism destination

Introduction

The main drive to make this research was to map the new and quickly-spreading opportunities, which social network analyses provide in tourism. The paper splits into two main parts: in the first half national and international sources of literature are used to present the basis of network building and its aspects for tourism, whereas the second part presents an empiric research of relations of members of Veszprém Tourism Association (Veszprémi Turisztikai Egyesület, VTA).

The purpose of introducing the literature is to provide a complex background for the implementation of the research. The empirical part aims at promoting and facilitating the spread of this novel and scientific approach of studying destinations in the Hungarian literature. A further goal is to use the case of Veszprém Tourism Association as an example to create a measurement tool that makes the cooperation among actors at tourism destinations measureable and help discover the structure and power relations of a destination.

As tourism has developed, has become more available to masses of people, and as become more and more complex, the number of definitions has grown remarkably too; nowadays definitions belong to two main categories (Formádi – Mayer, 2002):

- definitions of economic-statistical purpose: the most widely accepted definition of tourism was phrased by WTO-OMT[1] (now UNWTO) in 1989 and published in The Hague Declaration.

  'It encompasses all free movements of persons away from their places of residence and work, as well as the service industries created to satisfy the needs resulting from these movements.' (Formádi – Mayer, 2002; Puczkó – Rátz, 1998; WTO-OMT, 1989)

- complex definitions: apart from economic processes, those definitions contain natural, cultural, and social aspects that are difficult to quantify, which sheds a light on the complex relation of the surrounding environments and actors in tourism. The following English definition endeavours a shift to complexity:

  'Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.' (Goeldner – Ritchie, 2012)

From the above definitions we can clearly conclude that a systematic approach to tourism is essential (Michalkó, 2012), since various actors of tourism are in continuous interaction in order to meet visitors' demands, on which the environment surrounding the actors have significant impact too; moreover, as this relation applies vice versa as well, tourism functions as an open system. It is important to discover those relations, since there are numerous (yet invisible at the first glance) factors in the background that can have substantial impact on the success of a tourism destination (Michalkó, 2012).

1 WTO-OMT – World Tourism Organisation, the intergovernmental organisation for tourism, presently called UNWTO and functions as a UN-organisation responsible for tourism.

A methodology with a new aspect – social network analysis

Social network analysis (hereinafter as: SNA) has been brought into the mainstream of economic researchers' scientific interest over the past few decades as the role of economic actors' network in business and competition has raised. Although social network analysis is a new approach applied for a few decades in economic researches, the methodology itself looks back upon a remarkably history (Gerő, 2006). Nowadays the primary goal of network analysis is to investigate how the networks surrounding us can be described, explained, managed, and to what extent their behaviour may be predicted (Kovács, 2010; Scott et al., 2008a; Gerő, 2006).

Basically, social network analysis differs from conventional research in three main aspects (Letenyei, 2005): it collects new data types, phrases new analysis questions, and uses new analysis methods.

Social network analysis in tourism

Lately tourism networks have earned a role of growing importance in (regional) economic development (Presenza – Cipollina, 2009; Lengyel, 2010) either in terms of network of clusters or destinations (Rátz – Kátay, 2009, p. 82). One of the reasons behind is that tourism, as a resource-dependent sector, is a sector whose output cannot be removed from the region, but revenue streams through consumers to economic actors and is therefore capable of expanding its market (Lengyel, 2010). In addition, for many reasons it is the nature of network of tourism suppliers that determines the success of tourism and the attractiveness of a destination. For tourists, the network creates information, transportation, and service environment, in which trust, human factor, and quality are represented in interaction as well as separately. As far as supply is concerned, networking is able to compensate the fragmented nature of tourism (Scott et al., 2008a). Besides cooperation is essential since tourism uses many shared resources, on which stakeholders in tourism can only pass a joint decision (Scott et al., 2008b).

It was not until SNA entered tourism when the first theoretical description came to life on the organization, relations, and structural characteristics of tourism destination, as existing destination models are mostly related to competitiveness and describe the related influencing factors, processes, and activities. They do not throw light on actors and their networks implementing the elements, processes (Baggio, 2008a), although many papers have concluded that the more frequent interactions actors witness at both formal and informal level, the more successful the destination will become (Michael, 2003; Baggio, 2008b).

Tourism destinations as networks

Many researchers have attempted to define and delimit tourism destination (e.g. Leiper, 1995; Hall, 2000; Buhalis, 2000), yet have not reached consensus. It is the individual researcher's approach to select the definition applicable to the case (Jancsik, 2007). The World Tourism Organisation (UNWTO) comes to stage as a synthesis of tourism destination-delimitation definitions:

> *'A local tourism destination is a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day´s return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations.'* (Papp, 2012; UNWTO 2007, 1)

Based on the above definition, tourism destination is virtually a complex social system, which can also be defined as a fundamental unit of touristic competition. According to Amaral and Ottino (2004) (quoted by Baggio et al., 2008b) the following toolkit can be used to examine complex systems: non-linear dynamics, statistical physics and network analysis (Baggio et al., 2008b). This research applies the latter method to study tourism destinations.

The importance of bottom-up approach in tourism development is widely accepted in both the Hungarian as well as the international literature (e.g. Michalkó, 2012; Vanhove, 2010). An efficient implementation and holding on in competition require tourism destination to be managed and coordinated by an elected organisation or actor, since in this case it is a particular tourism supplier with divisions/departments more or less independent from one another, but do cooperate to fulfil the shared vision. As a conclusion, the fundamental units of the research introduced in this paper are tourism suppliers belonging to such an organisation, and the empirical chapters discuss and map the business network of the members of Veszprém Tourism Association.

Empirical research – Methodology

The purpose of my research is to improve the transparency and further develop the cooperations of actors in national tourism destinations with the help of a questionnaire I have prepared and interviewed with. As a result, in awareness of interrelations and their properties, an opportunity may open up to explore the structure of network of tourism destinations and describe interactions. Based on the

achievements, I further aim to make propositions for Veszprém Tourism Association on building connections among actors in order to enable the tourism destination to enhance competitiveness with an advanced and more complex supply portfolio. To achieve my goals, I have selected Veszprém Tourism Association, because

- Veszprém Tourism Association was one of the first TDM (tourism destination management) organisations founded,
- unlike many other destination organisations, it was indeed a self-initiated and bottom-up organisation at the beginning of creating the Hungarian destination management system,
- thanks to early formation and later the foundation of Veszprémi Turisztikai Közhasznú Nonprofit Kft., the organisation has been expanding with an upgrading tendency, and
- naturally, its closeness as well as my local professional connections furthered and simplified the collection of data on cooperation there than in other local tourism destination organisations, since confidence is a key aspect in gaining answers to my questions in the research.

To analyse the data gained from the questionnaires I used quantitative network analysis methods with NodeXL and Ucinet 6 software. The questionnaire, consisting four parts, was interviewed in personal interviews, although a structured questionnaire was used (with closed questions sometimes converted to open questions wherever required), but personal visits were preferred due to the subject being discussed, to avoid misunderstanding, and achieve the highest possible/maximum response rate (Babbie, 1999).

Results – Social network analysis of Veszprém Tourism Association

The entire social network of the members of Veszprém Tourism Association

The analysis of all connections of the members of association suggests they have arborescent business cooperations and work with plenty of non-member partners. Among the latter ones, certainly there are some named by other partners as well, and therefore have high level of indegree. With respect to their activities, they mostly work for the local media [Veszprém Tv, Méz Rádió, Veszprémi 7 Nap (weekly paper), Veszprémi Napló (journal)], and the University of Pannonia, Bakony–Balaton TDM (DMO), and the Local Government of Veszprém represent centrality in the network. These results are not surprising as the local media and the municipal government are key partners; obviously many actors are also members of Bakony–Balaton Regional TDM (DMO), whose activities spread over a larger area than the association in concern.

With regard to partners outside the association, the largest share (18%) of cooperations was related to marketing communication service providers, whereas tourism information service providers (mostly Internet sites) got the second place (15.4%). Additional significant actors (around 10%) are Internet accommodation reservation agencies and other service providers.

Social network of the members of Veszprém Tourism Association

The next paragraphs analyse the ties of VTE's members within the association. For the purpose of the analysis VTE and the closely-linked Tourinform Office (hereinafter as TDM organisation) are removed from the network, since their high level of indegrees (the number of adjacent edges that is the number of neighbours, partners) and high-level of centrality arising out of their roles and functions distort the true network of connections among the rest of the actors as well as the indices that can be derived from the data.

Before commencing the above analysis, the figure of the network that includes the TDM organisation to be removed from the scope of analysis at a later stage is illustrated below. Figure 1 shows the abbreviations used to mark each member of the Association (a combination of alphabetical and numerical digits) as well as the colour codes applied to clearly distinguish the three different types of service suppliers (tourism basic services – light, other tourism services – medium, other services consumed by tourists – black):

- accommodation – SZ + number,
- actor providing accommodation and boarding – SZV + number,
- catering provider – V + number,
- other tourism services – EKT + number,
- other services consumed by tourists – TE + number.

In the Figure light, medium, and black indicate basic tourism service suppliers, other tourism services, and other services consumed by tourists. Figure 1 clearly shows the central role played by VTE and TI (Tourinform Office), which, in terms of data, means while there are as few as maximum 10 indegrees to other actors, VTE has 41 and TI has 22 indegrees. The centrality of those two organisations guarantee there aren't any elements completely isolated in the network, because any element (EKT2) has at least one tie to TDM organisation (to VTE or TI).

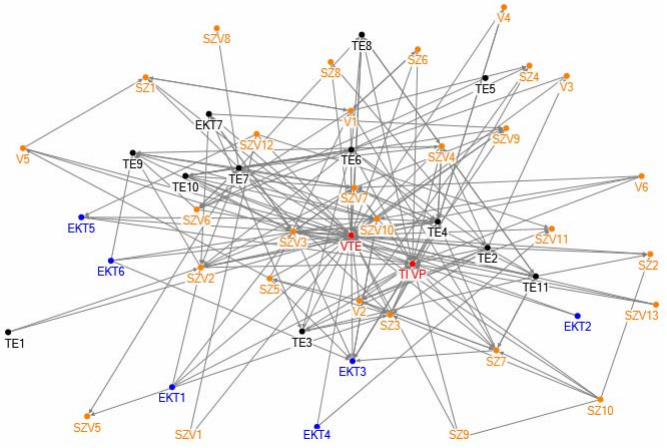

Figure 1: Social network of the members of Veszprém Tourism Association
(edited by the author)

The indices have demonstrated evidence to the small-world nature of this network, as network diameter is 3 (6, excluding TDM organisation), the average geodesic distance is 1.94 (2.72, excluding TDM organisation). The diameter shows that from any actors you can get to any other actor through maximum 2 (5) mediators, whereas in accordance with the average geodesic distance the distance between actors is 1.94 (2.72) on average. These parameters play a very importance role in information flow. Table 1 indicates although network density is very low, the distances shown above provide information flow among the members of VTE.

Table 1: Network density of members of the Association
(edited by the author)

	Directed network		**Undirected network**
	Complete	**without TDM organisation**	
Density	0.086	0.062	0.107
Standard deviation	0.280	0.241	0.309
No. of ties	186.000	123.000	212.000
Variance	0.079	0.058	0.096
No. of cases	2162.000	1980.000	1980.000
Missing value	0.000	0.000	0.000

The density of the complete network is 0.086 that is 8.6% of all potential connections exist in reality. If TDM organisation is removed from the network, the value of this index further decreases *(Tab. 1)*. This volume, the general level of relation is, however, a general phenomenon in the analysis of destination networks; results of previous studies shown that tourism destinations are typical of networks with very low density (e.g. Tomaselli et al., 2013; Baggio, 2011; Baggio et al., 2008b; da Fontoura, Costa – Baggio, 2009; Scott et al., 2008b).

Standard deviations are 0.28 and 0.241 that is more than threefold and fourfold of the average, which are very high values. In this very case it means ties among members are distributed unevenly. Density measurement of ego network can help to identify actors in central or peripheral position (Letenyei, 2005).

In the previous paragraphs VTE's actors' social network was analysed as a directed network, which means the data matrix considered the direction of ties: only the direction mentioned in the questionnaire was taken into account. Those ties, however, can also be examined undirected, since they are business relations that affect both parties, and it might as well be the case that either party forgets about the other while filling in the questionnaire. With regard to undirected network the network density of VTE's members' social network is still low (10.7%) but slightly higher than in the previous case (directed network). Deviation is threefold of the average, which reflects a fairly uneven distribution of connections.

Social networks of basic tourism service suppliers of Veszprém Tourism Association

The same letter and number combinations are used to sign service suppliers in figures 2, 3, and 4 as in the figure illustrating the entire network, but the colour coding has changed: medium indicates catering providers, light indicates accommodations, and black indicates suppliers providing accommodation as well as boarding.

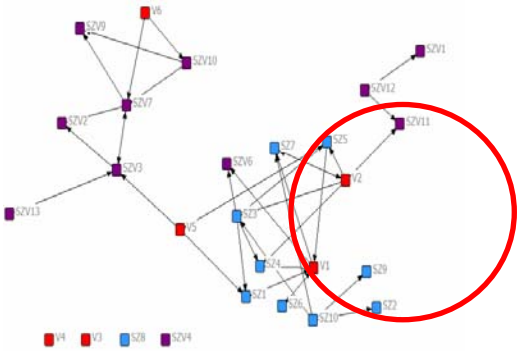

Figure 2: Network of basic tourism service suppliers of Veszprém Tourism Association (edited by the author)

Figure 2 shows the social network of basic tourism service suppliers. Members in this sub-network have very loose connections only and there are few edges compared to the total possible number of edges. There is only one area, circled in bold, with significantly higher number of ties, yet the maximum number of degrees related to a single point is still as low as 6 (at two actors, V1 and SZ3). The latter one, however, applies even only if connections are perceived as undirected. With regard to the entire network there is one actor (V5) that prevents the structure from splitting into two halves, but there is a number of other suppliers functioning as bridge in the network in order to ensure the flow of resources (especially information) among the basic tourism service suppliers of the Association.

In the event only accommodation suppliers' network is analysed within the association, then a fragmented structure including some isolated actors is seen, that is they have no connection with other accommodation. There are some accommodation suppliers, who co-operate with other accommodation suppliers, whereas during the interview it was revealed such cooperation is limited to re-direction when fully reserved, that is if a supplier is fully reserved, then recommends another supplier of the same or lower category in town. They create the connections illustrated in Figure 3: actors providing accommodation only mostly cooperate only with other actors of the same profile, and the same applies to suppliers of accommodation and boarding.

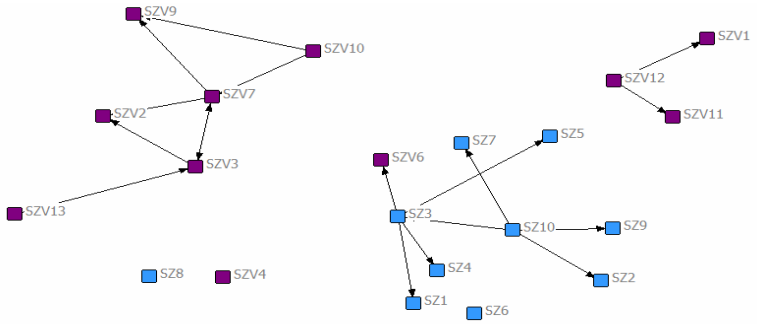

Figure 3: Network of accommodation suppliers (edited by the author)

The network of members that provide accommodation only *(Fig. 4)* virtually does not exist, as they keep contact with one another only via the Association; furthermore the interviews have shown that such relations exist at micro-regional or regional levels only, probably because in the latter case suppliers are no more competitors, but their cooperation enhance and widen the range of options offered in the micro-region or region, thus generate higher aggregate sales. If we analyse what sorts of accommodation and catering suppliers the actors offering catering services

only are linked, it becomes clear actors pay attention to deliver quality and offer nearly the same standards in their cooperations.

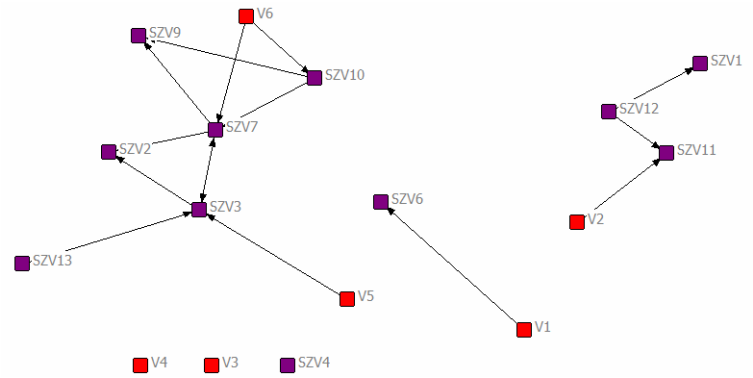

Figure 4: Network of catering service providers (edited by the author)

The entire social network of the members of Veszprém Tourism Association

In this chapter network analysis indices are used to investigate the structure drafted by the connections of members. First the degree density of VTE members' social network will be examined.

On the basis of indegree and outdegree there are 8 and 12 actors with high values[2], respectively, which are equivalent to 17% and 26% for a total population of a 45 members; in other words that small share of respondents have plenty of connections, whereas the majority have few connections only. In harmony with other published findings in the literature, members of VTE are also characterised with scale independence, so there are few members with large number of connections in a network, and the majority of members have few connections.

The highest value of indegree density was 22.7%[3], and there are four more actors with similar value. It means about 20% of all members of the Association reported connection with them. These four actors include four attractions of national recognition and two high-class suppliers of accommodation and catering services. Except for one actor, actors with indegree densities between 10 and 20% are basic tourism service providers (mainly accommodation), including one event attracting visitors from the entire country. As far as outdegree density is concerned, high

[2] Indegree and outdegree values were maximum 10 and 9 in VTE's members' network, so values of 5 and above are interpreted as high indegree and outdegree.

[3] Indegree and outdegree densities in that case were calculated by dividing the indegree or outdegree of a particular point by (N-1).

values are gained mainly by actors offering other services for tourists (e.g. museums, institutes for culture and art), but also by some basic service suppliers. It means mainly institutes from non-profit sectors aim at keeping relations with the members of the Association.

To sum up, density indices allow us to conclude that in terms of business connections basic tourism service suppliers rather have 'recipient' status, while suppliers of other tourism services function as 'emitters' in the network. If seen as an undirected network, these two types of suppliers have equal shares on the top of the list, so the density of connections increases in the vicinity of actors. One quarter of all respondents (11 actors) ended up in the last quartile of in the rank of indegrees and outdegrees with values of 1 or 0, which indicates a very low tie/ willingness to have ties with the network and the members of the network. Almost two-third of them is basic tourism service suppliers, whose inclusion into the network is a key task for their management.

The next group of indices is used to measure centrality of members; by definition, centrality differs from density in measuring the number/share of implemented ties an actor possesses. Basically, it was introduced to measure ego network, but may be extended to give information on the entire network as well. Among the various centrality indices, the most common one is degree centrality. In case of directed graphs, just like in this case, centrality calculated on the basis of degree is called prestige. The prestige of a particular actor is calculated by comparing the number of real ties (indegrees) to the total possible number of ties. If the focus is on outdegrees of an actor, then the influence of the actor can be identified and measured (Letenyei, 2005).

The above prestige analysis of actors shows (based on indegree density) that the most centralised actor with the highest prestige is a non-profit institution (TE4), the second place is given to a high-quality basic tourism service provider (SZV3) playing an important role in the life of the Association. In the third place there is one of the largest touristic attraction in town (EKT9), followed by two basic tourism service providers (SZV2, SZV7). These actors are typical of having higher number of indegrees than outdegrees, nevertheless there is room for further refining the interpretation of their prestige levels if the prestige of elector members are examined. The higher the prestige of members they are elected by, the higher the prestige the elected actors will have. Table 2 below summarises the data of that analysis.

Table 2: High-prestige members of Veszprém Tourism Association (edited by the author)

	Indegree	Electors voted for a particular actor (indegree)	Explanation
EKT9	8	SZV3(9), SZV2(8), SZV4(5), SZV6(4), SZV7(7), SZV10(5), EKT6(0), TE7(3)	the majority (8/5) have indegrees exceeding 5 – EKT9 has high prestige, because has high number of indegrees and elected by actors with high indegree
TE4	10	EKT3(6), SZV3(9), V4(1),TE6(2), SZ3(4), SZV7(7), SZV2(8), SZV10(5),SZ7(4), SZV4(5)	the majority (10/6) have indegrees exceeding 5 – TE4 has high prestige, because has high number of indegrees and elected by actors with high indegree
SZV7	7	V6(0), TE4(10), TE10(2), TE7(3), SZV10(5), SZV3(9), TE11(3)	the majority (7/4) have indegrees below 5 – the number of indegrees would result in high prestige, but elected by actors with low indegree
SZV2	8	SZV3(9), EKT7(0), EKT1(1), TE6(2), TE1(0), TE7(3), SZV7(7), TE4(10)	the majority (8/5) have indegrees below 5 – the number of indegrees would result in high prestige, but elected by actors with low indegree
SZV3	9	EKT1(0), EKT6(0), V5(1), TE7(3), TE10(2), EKT7(1), SZV13(0), SZV7(7), TE2(3)	the majority (9/8) have indegrees below 5 – the number of indegrees would result in high prestige, but elected by actors with low indegree

To sum up, it can be concluded that the top two actors with the highest prestige are an actor of national recognition and offering other complementary services and an actor also of national recognition and offering other services consumed by tourists. The high prestige levels detected correspond with the fact that they are two key actors in the Association: the first member (EKT9) is a shareholder in VTE [although I did not manage to interview, many actors refer to the connection (owing to the high level of prestige) with it quite often], whereas the latter actor (TE4) is the member of the association's board or management.

Having analysed ties of actors with high prestige, the following statements may be made:

- Actor EKT9 is an attraction of national significance, who is on legal terms is a member of the Association, a shareholder of non-profit ltd, but informal talks accompanying the formal interviews suggest there is no close cooperation established between the association and the actor in concern. Basic tourism service suppliers, especially accommodation suppliers, have connections with the actor and offer in accommodation packages favoured by tourists (offer

tickets to one of the most significant attraction in town). Considering Håkansson's typology (2008), there is lack of personal or activity-based relationship between them; nevertheless they are mutually dependent on cooperation, since the actor offers a very important element to the package (resource), without which most tourists would find the complete offer less attractive. As discussed earlier that actor had refused participating in the research, so the scope of study was limited to indegrees only.

- Actor TE4 is a renowned and important non-profit institution (as well as attraction) also of national recognition. It was found that 80% of its connections with tourism service suppliers are reciprocal, and was said to have been an active member of the Association. Primarily it is linked to basic tourism service suppliers, including to two catering provider enterprises with well-established resource and activity-based relationships of personal source (e.g. shared events). With the rest of basic service suppliers it has resource and activity-based relationships, but the survey revealed no personal aspects.
- Actor SZV7 is a provider of accommodation and catering services; according to the responses, half of its connections are reciprocal and have ties with partners of versatile activities. It is linked also to basic service suppliers, mainly to offer visitors other services, but also to important partners of cultural background (e.g. area for exhibitions, events). Looking at all connections of the actors the majority of all key ties have personal source and relate to producing companies, and activity-and resource-based connections dominate the ties with various actors of tourism.
- In case of actors SZV3 and SZV2 the level of reciprocity is also low, and cooperations are mainly typical of other tourism services and other services consumed by tourists, to which these actors are related to function as accommodation and catering service provider. Relations are therefore primarily based on activity, but resource-dependence is also significant, because high-category accommodation providers are in great need of guests and renowned performers attracted by cultural institutions and events. According to informal discussions accompanying the formal survey, the owner of actor SZV3 has been participating national events of tourism and playing an active part in social and cultural life of Veszprém. Consequently, personal relations have a fundamental role in business activities as well, and he/she is the chairperson of the Associations. The social network of actor SZB2 is similar to that of SZV3, namely personal aspects dominate business relations. That actor has been actively present in the local arena for several decades and has strong connections not only with local entrepreneurs but also politicians and decision-makers.

With the help of UCINET 6 software the entire network was analysed for form information on density. Both in and outdegree level values suggest the network has normal centrality, as there are outdegrees emitted by a number of actors and many actors absorb plenty of indegrees. It is further reinforced by the fact that deviation in both outdegree as well as indegree remained below average. It must be noted though the light network may fall into pieces easily. In the network of tourism service providers catering service providers (restaurants) functions as 'bridges' to ensure connectivity among other parts of the network. From professional viewpoint it is absolutely clear and understandable, since in the town there are many pensions providing the guests with bed and breakfast only, so keeping good relationships with restaurants nearby is absolutely essential.

Conclusions

The simplest network analysis index (density) and the map of social network clearly demonstrate the central role played by the Association and the related Tourinform Office in the conventional business relations. In these cooperations, the Association is the actor that keeps the network uniform and unified, and integrates normally isolated actors into the social network of service providers. The Association and the Tourinform Office responsible for operative work are able to unite the actors, urge and endeavours cooperations; moreover, their role is of key importance in the operation of the tourism destination.

In accordance with results of previous studies (e.g. Tomaselli et al., 2013; Baggio, 2011; Baggio et al., 2008b; da Fontoura Costa – Baggio, 2009; Scott et al., 2008b), the density of network being studied in this research was also very low. It applies not only to tourism destinations, but also to social networks in general is typical of having network density between 1–10% (Baggio et al., 2008a; Barabási – Albert, 2002). The density of the social network of actors in Veszprém as a tourism destination is very low (total network – 0.086; network excluding TDM organisation – 0.062; undirected network).

By analysing the density, indegree and outdegree centrality, and prestige of the members of the association it can be concluded that the management of the Veszprém Tourism Association (Chairman, executive officers) is in harmony with the power positions taken within the networks, and the actors with highest level of local recognition, prestige, and power control and manage the life of the association (except for one basic tourism service provider SZV7).

Additionally, this method made the management aware of the actors in peripheral position, i.e. which members should be more involved in the life of the association and the work of members.

Further research directions

This research presents a snapshot of results achieved during the studies, nevertheless it is definitely worth doing follow-up studies on a regular basis to monitor the changes in relations and make propositions in the activities of the management accordingly.

The scope of analysis of connections in the research was limited to classic statistical methods (not detailed in this paper), but may be extended to any dimensions (e.g. separately on the flow of information, knowledge, services, etc.); by mapping the network an laying layers on the top of one another even more accurate conclusions can be drawn.

By extending the scope of research and improving the tools involved it would also be possible to conduct a more comprehensible study of a larger number of tourism destinations enabling us to draw conclusions of extended nature and to seek relation between tourism destinations of various structures with their competitiveness or any other feature influencing market share.

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ZSÓFIA PAPP, KATALIN MOLNÁRNÉ BARNA & PETRA GYURÁCZ-NÉMETH

TOURISM TAX IN THE BALATON REGION

Nowadays, tourism tax has gained importance. To achieve the tourism programme's objectives for 2020, financial resources are also needed to reach sustainability. In that regard, tourism tax has a key role. The National Tourism Development Concept clearly sets out economic recovery impact of the reinvested financial resources. This multiplier impact is greater than in other sector. However, the guest nights tax is one of the most disputed tax form in Hungary. There is no agreement on the goals of this tax – even within professional circles. The question is if it should serve as a base for tourism development or it should be only one part of the whole budget of local governments. Each settlement has different facilities for tourism and also different amount from this kind of tax, so professionals vote in favour of one or the other side depending on these factors. The aim of the paper is to analyse the tourism tax in a relatively long period of time between 2000 and 2013 in the settlements of the Balaton Region. The results show that the amount of the tourism tax highly varies in case of the different settlements of the Balaton Region. This variability can be called a tendency, which is definitely shown by the trend analysis the authors executed in the time period 2000–2013. There is high concentration in the tourism tax among the settlements in the sample. The analyses show that through this long period of time, there were only 7 settlements which provided the 64% of all tourism tax. On that basis, it may be considered, that the tourism tax in terms of volume shows a strong concentration in the Balaton Region.

Keywords: tourism tax, Balaton Region, time series rank of the settlements

Introduction

The Balaton Region is the second most important destination in Hungary concerning guest nights and economic importance. There were several tourism researches concentration on this region (e.g. Raffay, Clarke, 2015; Sulyok, 2013; Madarász, Papp, 2013; Péter et al. 2011).

Tourism tax is commonly used in the world. There are several forms how this tax can be collected. In Hamburg for example, it is called a 'culture and tourism tax' and it was initiated in 2013 (http://www.hamburg-travel.com/service/culture-and-tourism-tax/10/10/2017). In the Belearic Islands there is also an ecotax the tourists have to pay (Labandeira et al., 2006). Although it is important to mention that the

application and the amount of the tourism tax are argued, and its economic contribution is controversial.

The aim of the paper is to analyze the tendencies of the tourism tax in the Lake Balaton Region of Hungary. The authors define the tourism tax as a contribution paid by the tourist for at least one night spent in an accommodation in a settlement. According to this definition, the tax is attached to the accommodation facilities and only those tourist are required to pay it who spend at least one night in the destination.

The research analysis the tendencies of the volume of the tourism tax. It also determines the ranks of the settlements which are paying the least and the most tourism taxes in the region.

The role of the tourism tax

The law of *1990./C.* enables local governments to raise the financial and social wellbeing of the residents through the local tax system. The local governments have the chance to decide how they will use the collected tourism tax, and they do it according to the regional development goals (Csizmadiáné Czuppon et al, 2015).

Tourism tax in Hungary originates further back than the transition: the settlement of Balatonalmádi had already collected its 'kurtax' at the end of the 19th century. There was a health and resort tax laid between 1919 and 1945 among mixed taxes (Nagy, 2013). Although the actual local tax started to be collected in 1990s, when the workload of local governments became higher due to the more limited tasks of the state.

Tourism tax can be classified as communal type in the local tax system and can be laid two way:

- on the one hand a person is liable to pay the tax, when they have property which is not an apartment but suitable for recreation purposes;
- on the other hand a person is also liable who has no permanent address in the settlement, but they spend at least one night. This paper deals with this liability and calls it a tourism tax.

Tax relief:

- everyone under the age of 18,
- people in inpatient or social care,
- students in secondary schools or higher education, who spend at least one night in the settlement within educational framework,
- the owner or the relatives of the holiday-home,
- people staying in a church-owned facility and conducting religious activity (Law 1990./C.).

The market based (commercial) accommodation facilities keep a record of the tourism tax, they declare their tax monthly and pay the amount to the local government.

The tax is based on the inchoate guest nights or the rate for the inchoate guest night. There is an upper bound of the tax according to the law (Law 1990/C). The local governments got the opportunity in 2005 to exceed the upper bound, if it is justified by the inflation. Because of this fact several local governments decided to raise the tourism tax since it was supported by the residents opposed to other tax which they should have paid (www.ado.hu,2015/2–6).

This tax does not put pressure on the residents so more local governments took the opportunity to increase the amount. On the other hand, studies showed the tourism tax had not been raised in several settlements (for example Martfű, Gyöngyös, Mórahalom or Tihany) for years. The third reason was that the tourism tax works as a support tool and those settlements which laid tourism tax could get a differentiated contribution from the Ministry of National Economy – of course besides other conditions met.

In 2017, the additional amount decreased from 1.55 HUF to 1 HUF. The reason for this was financial resources rearrangement in the central budget.

This reduction was compensated:

- Tourism indicative target has increased to HUF 11 billion.
- Another HUF 10 billion will be allocated to tourism development.
- The maximum amount of tourism tax has increase, 4.6% of the accommodation fee may be imposed instead of the previous 4%.

According to the above mentioned facts, tourism tax is directly connected with the tourism activity. Although giving the fund back to the tourism sector is not always typical in Hungary. In many cases, however, it is difficult to decide what the public task is and what can be tourism development (for example construction of cycle path, road maintenance). The main reason is that the local governments have to brief the residents about the amount of tax annually, but they do not have to publish how and where they spent it exactly (Péter et al, 2015). Therefore the tax mostly fills in the financial holes of the budget. That is the reason why there is argument about this type of utilization of the tax and its ability to support the local tourism development (for example modernizing the lighting of the settlement).

Tourism in the Balaton Region

The area of the Balaton Region is one of the most popular tourism destination of Hungary both for domestic and international visitors. Besides lake holidays, there are a lot of historical sights, special natural attractions and opportunity for active

tourism, as well. Although the region had been anticipated as an average agricultural area, the lake and its surroundings went under a tourism development from the 19th century (Buday-Sántha, 2008).

Currently the Balaton Region is the second most visited region in Hungary (after Budapest), and 26.1% of the accommodation facilities can be found here (ksh.hu). 26.1% of the domestic and 12.9% of the international guest nights at commercial accommodation establishments are registered in this region. As *Figure 1* shows, the number of guests is rising in the last years. In 2016, the occupancy rate for the 554 accommodation facilities in the region was 47.1%. The increase of the occupancy rate is also due to the several attraction developments. Although the tourists need and visit these attractions, they are mostly registered only in the accommodation facility.

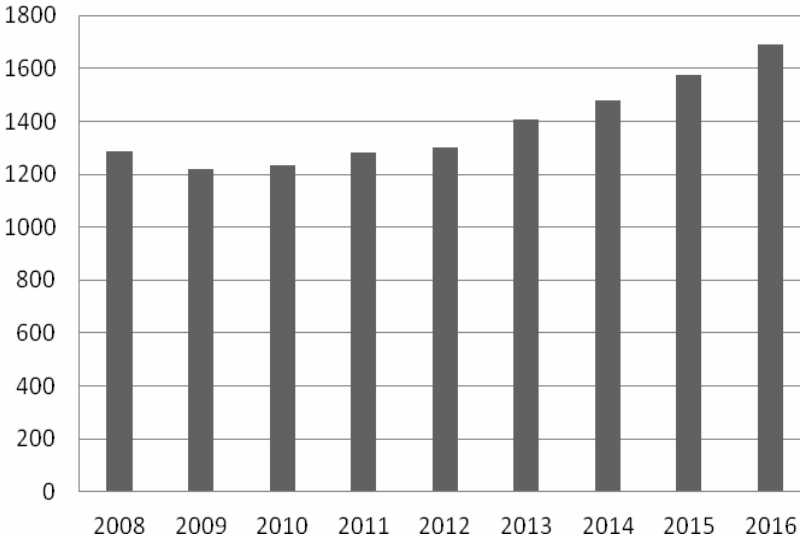

Figure 1: Number of the guests (thousand people) in the accommodation facilities in the Balaton region between 2008 and 2016 (own editing according to HCSO data)

Research methodology and the introduction of the applied database

The analysis is based on the so-called TEIR (National Regional Development and Planning System), which contains freely available data about local taxation. The authors examined the volume and distribution of the tourism tax between 2000 and 2013 with simple and more complex statistical methods in each settlements of the Balaton Region. The long time series were analyzed by the quantification of the rate change, trend analysis and creation of ranks:

- the rate change showed the alteration of the tourism tax and the amount paid by each settlements,
- the trend analysis indicated the tendencies in the time series,
- the ranking shows the changes in the place of each settlements in the rank, in this paper according to the tourism tax (Molnár, 2016).

The role and change of the tourism tax in the Balaton

There were 179 settlements analyzed in the database, more than half of them did not pay any tourism tax to the government in the year 2000. This tendency was present until 2007, although after that year some settlements joined in and started to pay the tourism tax *(Tab. 1)*. As a result of it, there were 91 settlements paying tourism tax in 2013 opposed to the 78 payers in 2000.

Table 1: The ratio of settlements not paying any tourism tax between 2000 and 2013 (Authors' calculation based on the TEIR database 2000–2013)

Year	The ratio of settlements not paying any tourism tax, %
2000	56.42
2001	53.63
2002	55.31
2003	53.63
2004	54.75
2005	55.87
2006	56.98
2007	56.42
2008	54.75
2009	54.19
2010	53.07
2011	53.63
2012	51.96
2013	50.28

There is a clear tendency in the amount of tourism tax paid by 179 settlements. Time series can be described by a well fitted function. *Figure 2* shows that the phenomenon – the tendency of the tourism tax – looks like a parabola since this function could describe the original data the best way (Relative error of the estimate:

4.56%).[1] The application and explanation of a linear function is always easier from the professional point of view and in this case this function follows through the change of the original data (Relative error of the estimate: 9.23%). This is the reason why in this situation the characteristics of linear function are being presented.

Since the function is parabola shape, it can be stated that the amount of the tourism tax did not increase continuously, there was a decrease between 2002 and 2006. Although it can be declared that altogether – due to a linear function – the amount of tourism tax in the period of time involved in the research rose by 60,418 HUF annually.

There are some external factors which cannot be neglected concerning the changes in the amount of the tourism tax. The impact of economic recession can be observed in the database of the tourism tax in the 2008–2010 time period. The registered guest nights have increased due to the introduction of the SZÉP card, which intensified the domestic tourism and creates more tourism tax.

The rank of the settlements paying the least tourism tax has significantly changed in the analyzed period of time. There are only two settlements which position have not altered in this rank. It can obviously be seen that the amount of tourism tax paid by the 10 settlements at the bottom of the rank decreased to 40% (213,000 HUF) by 2013 *(Tab. 2)*. There are more stable positions on the top of the complete list *(Tab. 3)*. 7 settlements can be found in the rank, which were there in 2000.

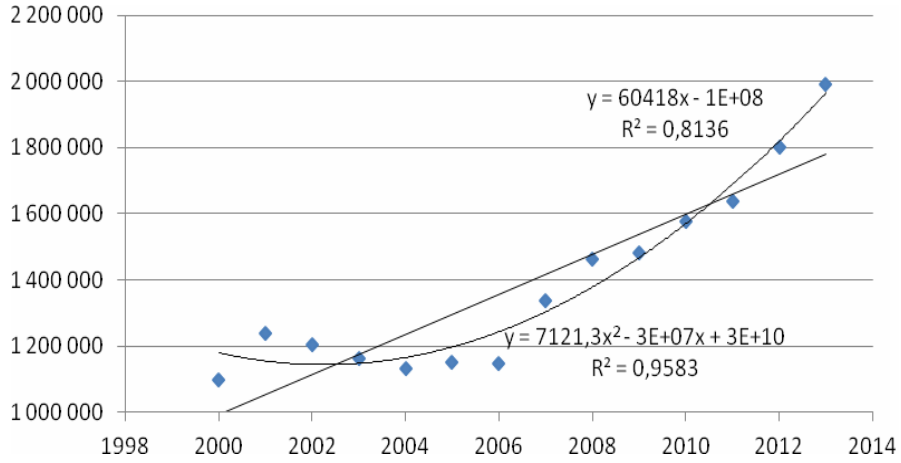

Figure 2: The tendency of the tourism tax (000s HUF) between 2000 and 2013
(Authors' calculation based on the TEIR database 2000–2013)

1 Relative error of the estimate shows the average difference between the original data and the function. The smaller the distance is (less than 10–15%), the better the fit is.

Table 2: The list of settlements paying the least tourism tax between 2000 and 2013
(Authors' calculation based on the TEIR database 2000–2013)

Rank	Settlement (2000)	Tourism tax, Thousand HUF, 2000	Settlement (2013)	Tourism tax, Thousand HUF, 2013
170.	Sármellék	43	Kötcse	27
171.	Zalaújlak	41	Felsőpáhok	26
172.	Köveskál	39	Kisapáti	20
173.	Szentkirályszabadja	38	Sármellék	14
174.	Balatonszőlős	35	Balatonfőkajár	14
175.	Zalaszabar	34	Zalaszabar	11
176.	Szentbékkálla	29	Balatonhenye	5
177.	Karmacs	19	Somogyvár	2
178.	Somogybabod	18	Nagyberény	2
179.	Mindszentkálla	17	Lengyeltóti	2

Table 3: The list of settlements paying the most tourism tax between 2000 and 2013
(Authors' calculation based on the TEIR database 2000–2013)

Rank	Settlement (2000)	Tourism tax, Thousand HUF	Settlement (2013)	Tourism tax, Thousand HUF
1.	Hévíz	207,672	Hévíz	487,729
2.	Siófok	163,254	Siófok	290,572
3.	Balatonfüred	134,270	Balatonfüred	246,268
4.	Keszthely	67,111	Balatonlelle	67,511
5.	Balatonföldvár	59,363	Cserszegtomaj	61,106
6.	Balatonalmádi	35,325	Vindornyaszőlős	60,569
7.	Balatonlelle	31,187	Keszthely	57,692
8.	Balatonboglár	30,932	Balatonszemes	57,508
9.	Balatonszemes	30,311	Balatonföldvár	56,819
10.	Fonyód	27,508	Tihany	54,494

The tourism tax paid by the above mentioned settlements is substantial, moreover the amount has been doubled comparing to the 2000 data (+1,440,268 thousand HUF). The difference in the amount can be seen by the following: the tourism tax paid by the ones in the bottom was 0.04% (2003) and 0.009% of the amount the top paid *(Fig. 3)*.

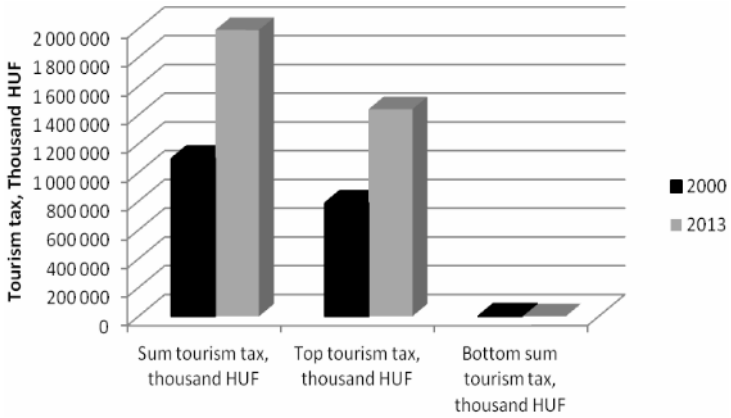

Figure 3: The ratio of the tourism tax in 2000 and 2003
(Authors' calculation based on the TEIR database 2000–2013)

After analyzing the ratio changes, it can be stated that the contribution of the settlements in the bottom of the list decreased, but the significance of the top settlements rose in case of the amount of the tourism tax *(Tab. 4)*.

Table 4: The changes in the ratio of the tourism tax in case of the least and most paying settlements in 2000 and 2013 (Authors' calculation based on the TEIR database 2000–2013)

	Partition coefficient 2000, %	Partition coefficient 2013, %	Ratio change, %
Top sum tourism tax, Thousand HUF	71.74	72.35	100.85
Bottom, sum tourism tax, Thousand HUF	0.04	0.01	21.65

After further analysis of the rank, it became obvious that the same settlements are on the top in the whole period of time involved in the research. There were actually 7 settlements which significantly contributed to the tourism tax from the 179

analyzed settlements[2]: Balatonalmádi, Balatonföldvár, Balatonfüred, Balatonlelle, Hévíz, Keszthely and Siófok. The amount of the tourism tax paid by the previously mentioned 7 settlements is significant, they are responsible for the 62–65% of the tourism tax in the entire period of time. It means that it is easy to define the exact characteristics of settlements which are able to 'produce' significant amount of tourism tax. This comes from their tourism capabilities, features as well, which are hard to compete against. Although this strong concentration can be decreased by creating tourism attractions especially in the same region as the settlements which are the top tourism tax payers.

Conclusion

Tourism tax is an essential tool for tourism development in the settlement level. Although this statement is only true if the revenue is used for tourism services in the destination.

The aim of the research focused on the introduction of the volume of the tourism tax. The analysis shows that there is a high concentration in the Balaton Region in this matter. Although it is not enough to know this fact because the reinvestment of tourism tax has a big role in tourism development. Unfortunately there is no database concerning how the settlements spend the amount they got from the tourism tax. Although according to the information from the internet, the amount settlements earned from the tourism tax 'shape into' the local budget, which ease the economic problems of the local governments. The dilemma is the following: only those settlements can provide a stronger tourism attraction. The other question is if the reinvested tourism income can strengthen the local economy.

The data also shows that the Balaton Uplands as a destination is one of the most essential area due to the tourism tax. The settlements in that destination performed very well comparing to other areas. It can also be added that there are lakeside settlements in the top of the rank concerning the amount of the tourism tax.

According to the data the authors suggest that the expenditure of the tourism tax should be transparent, so the effect of the investment could be measured. The researchers also recommend the application of other indicators not only the tourism tax, because it is only in connection with the guest nights at commercial accommodation facilities. Although there are one-day visitors as well, who are valuable for the settlement and tourists who are staying in private accommodations and they are not registered.

2 Although Balatonalmádi placed only 11 in 2013.

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VIKTÓRIA CSIZMADIÁNÉ CZUPPON

RESEARCH CORNER: LOCAL ECONOMIC DEVELOPMENT AT THE UNIVERSITY OF PANNONIA

Supporting of education is the best way to drive out economics from the recession and make future inclusive. According to the classic literature, the Universities' first role is to educate, second one is to research, third one is to transfer the knowledge, and the fourth is to transfer the appropriate knowledge. At the local level, we have to try to make a sustainable and continuous cooperation between in local stakeholders to reach successful, local value-based economic growth. At the University of Pannonia, there is a live and active program to involve students to local economic development. Via field trips ('research camp'), we go to settlements which are willing to cooperate with us, and survey them according to the discussed topics and needs. We combine our theoretical knowledge with local stakeholders' knowledge and share practical knowledge at the University and in settlements, as well. This summary introduces what kind of teaching methods could be successful to develop students' ability to generate ideas, and how can we motivate them to be creative. The paper focuses on the process and shows the possible results of this kind of empirical research realized in the framework of higher education. The University of Pannonia has many type of cooperation among local stakeholders, like ngo sector, local governments, and different type of associations. Via these relationships, the University takes part in local and international projects.

The research activities linked to local economic development address the identification of internal resources of the settlements near to the Lake Balaton, and in the wider catchment area of the University of Pannonia. This means analysing the utilization of the available resources and mapping the development needs. The potential breaking points of the involved settlements' local development are analysed, and the necessities are defined. Further on, the local economic development activities and needs are researched in order to reveal the drivers of implementation.

The main objective of the program is to transfer the knowledge generated at the University of Pannonia to the actors of local development; and the academic staff can gain knowledge and practical experience in the management of local economy of a certain region. In addition, the project also provides valuable inputs for mapping the position of higher education institutions in knowledge generation and rural development.

During the period 2015–2017, three research camps were organized in the Lake Balaton region (18–21 June 2015 – Nemesvámos, Jásd, Tés; 22–23 April 2016

– Szigliget, Hegymagas, Badacsonytördemic; 04–06 July 2017 – Keszthely). During the research projects, the planned and ongoing local economic development initiatives were collected; among them we defined those that have future potential at settlement level or at micro regional level.
In the course of the project supported by the University, the settlements of the Balaton region were researched by students and lecturers from the University. The work started with twenty-five students and 4–5 teachers who took part in the three research camps. The sampling of inhabitants (for personal interviews) was based on the snowball method. This methodology enables to identify several unexpected outcomes e.g. inhabitants' attitude, the general relationship among citizens and the local government. The inhabitants of the 5 settlements were surveyed in altogether 8 days by teams of 4–5 students with accompanying teacher.

In each case, firstly the leaders of the settlement were interviewed (mayors and notaries), and they advised the first people to visit in the settlement. There were 12–15 interviews carried out with local people a day. The research covered enterprises and individuals involved in local economic, too. The researchers tried to reveal the potentials of LED (Local Economic Development) programs, activities in local economy.

Another important method of the field trips was the structured round table discussion, when the guests discussed their development ideas in the region with the help of a moderator after the research camp. In the course of the round table discussion, also challenges have been identified by mayors, entrepreneurs, students and lecturers. According to the answers given, one of the main results of the research camps was that the local people received a sort of X-ray picture on their settlements and the main problems of them. It summarized that products, events and attractions are often individually, isolated displayed. At the same time, relevant human resource is needed in the work of connecting events and programs.

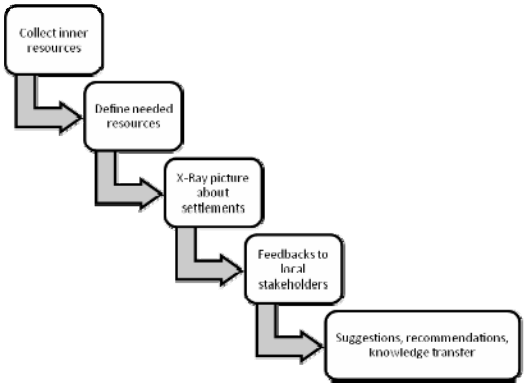

Figure 1: Research camp – methodology (own editing)

Following the research camps, we found it necessary to introduce the gathered results of the survey to local actors, too. At the end of each camp, we summarized our conclusions about the settlements e.g. the lack of relationships, the needs, the possible solutions. For all settlements, non-material values shall be kept in mind to use them as local economic sources. Primarily we think of numerous non-tactile elements, such as traditions, public events, specific knowledge, strong community of the cities. The people interviewed often did not consider non-material values as valuable products. Our inventory list brought also new ideas and generated further plans, for example new projects like Strategy of Local Foods, or a storage at Nemesvámos.

Discussion

The research camps implemented resulted in inventories of hard and soft values, which were delivered to the leaders of the settlements involved in the surveys. The research teams also took part in local project development. The best example is Nemesvámos. We took part in 4 projects after the research camp. We could involve more than 70 students into the settlements' life. They became more sensitive to local problems and the rural development.

In order to create effective local economic development, there is much to do in the field of cooperation and recognition of each other. We continue our research near to the Lake Balaton to define more local values and opportunities to create successful cooperation and economics.

The role of Universities could be more successful than it seems earlier. Two way knowledge transfer is good for the Universities and for local stakeholders, as well.

For more information, visit: https://www.facebook.com/helybenahelyiert/

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GÁBOR BÓDIS

MAGAZINE REVIEW: HUNGARIAN GEOGRAPHICAL BULLETIN

Launched in 1952 the above journal used to be entitled Geographical Bulletin ('Föld-rajzi Értesítő') for decades, has been published by the Research Centre for Astronomy and Earth Sciences Geographical Institute of the Hungarian Academy of Sciences. The prestigious international magazine edited by its highly-ranked international editorial board, has been published in English language with its present title since 2009. With four issues per year, including colorful illustrations, the journal is indexed by Scopus, and it is rated Q3 in the Scimago database. The scope of this short review is to underpin the important role of the magazine in the field of tourism research publication.

In general, the journal focuses on development of theoretical bases and methodology for physical, human and regional geography, studies on spatial processes and interrelationships; temporal and spatial survey of the interaction between man and environment; assessment of factors of the geographical environment with a special reference to natural and socio-economic resources and to the emerging socio-economic problems in the Carpatho-Pannonian area; international cooperation; documentation and dissemination of research achievements. Let me summarize the way how its publication activity is linked to tourism-related topics.

Obviously, tourism cannot be understood and interpreted without its geographical relations on one hand, but on the other hand, the field of tourism and travel brings in considerably relevant ideas, concepts and methods when it comes to research and practice. Not only does the Hungarian Geographical Bulletin cover the most exciting mainstream topics of tourism, but also it extends researchers' view on some niche themes, new technology-based research methodology, recent trend analysis as well as the impacts experienced in tourism both on the environment and on the main role-players, the tourists themselves, jumping into some social contexts of well-being happiness and life-satisfaction.

Nowadays the clarification of the issues concerning subjective quality of life enjoys a priority both in the dialogue between academic workshops and in political quarters responsible for the general state of society. The researchers of such articles published by this reviewed journal are keen on finding the paths towards the sources of happiness, the ways to achieve subjective well-being, whilst the politicians are eager to trace what could be done in this sense by the power. A special emphasis is

addressed to the general linkage between travels and overall life satisfaction and to the components of happiness offered by travelling.

As another special segment of the interrelated system of tourism and regional development, studies aim to deal with the methods of the regional delimitation of spaces and areas of tourism based on supply and demand aspects, providing recent data on that rather neglected field. The GIS-based method provides a fairly accurate approach for centre-periphery research concerning the study of tourism.

Just to mention one of the mainstream topics published, Hungary is ranked among the most important spa and health tourism destinations in the world. A unique study examines the Hungarian spa destinations in the tourism-oriented property market. Spatial aspects further discussed in the framework of the analysis are the interrelationship of healthcare and tourism on the one hand, and the spatial distribution of medical services and treatments on the other hand.

Hearing the words uncertainty, risk and risk management in connection with tourism, we tend to associate them with some sort of external negative effect or threat such as terrorism or attacks on tourists whilst they are abroad. Authors from this area reveal these recent questions both in theory and practice. To pick some niche themes, too, an integrative framework is provided for those who conduct research in the religious tourism in Hungary, while another paper aims to present the spatial assumptions related to the tourism theory and the geographical correlations of golf tourism.

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http://www.mtafki.hu/konyvtar/geobull.html

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