

Angol nyelvű összefoglalók / Summaries

Zoltán Bujdosó – Lóránt Dávid – Andrea Hernecky - Géza Tóth:

The indicators of connection between tourism and regional competitiveness by the example of the Mátravidék

The majority of the settlements in Mátra has to face socio-economic problems, such as negative migration balance, high unemployment rate, low number of enterprises, and low income. One possible basis for development could be tourism, however, in terms of the number of hotels per inhabitants this region is below the rural average, therefore development is necessary. We have to notice, that from the 62 settlements studied, there were only 21 with hotels operating in the year 2005. Taking the data of the year 1996 as a basis, the number of tourists stayed in hotels in the Mátra increased by 9 % in a decade. This growth is relatively low compared to the national average of 33%. The picture is a bit different in the case of guest nights. Compared to the data of 1996, by the year 2005 there was a decrease of 7% in guest nights spent in hotels, when there was a 15% growth on a national level. Both in its share and in its tendency, domestic tourism is dominant in the region, therefore the enhancement of its international marketing is essential.

Éva G.Fekete:

Appearance and role of tourism in change of function of small villages

Speaking about small villages (settlements with population below 500) and tourism usually two facts are assumed. According to the first one nothing more than village tourism can be reckoned with, while according to the second one the tourism is considered as cure-all for keeping the small villages alive. The reality is however much more complex.

On the one side the significance of tourism in small villages cannot be overestimated since they can accommodate 4,2 p.c. of the tourists on national and regional level, though merely 2,2 p.c. of the tourists take this opportunity. At the same time the tourism assures a definitive change on 10-15 p.c. of the settlements.

As beneficial change can be appreciated in these villages that opportunities are generated to complete the income of local families, the villages improve in looks, values rise to the surface thus improving self-respect and comfort-feeling of the locals, services are expanded, the guests transmit know-how, new models and innovations to the locals and accordingly solidarity gets stronger while social exclusion is diminished. All these together may contribute to keeping the population from leaving the village. This can be achieved if the development of tourism is realized with respect to the social and corporate conditions. Otherwise conflicts may arise between the tourist enterprises and locals, between the guests and locals embittering their life, making the beneficial results impossible even the social exclusion can become more pronounced.

According to the organization form as well as the relation to the village in question the significant tourism services can be divided into three different groups. In the study survey has been made of

1. peculiarities of holiday villages showing enterprising and second-home-creating spirit,
2. characteristics of classical country hospitality rich in oecological and gastronomical aspects,
3. services of wellness and active tourism appearing in small villages.

All these encourage an inevitable change of function for survival of small villages but have different impact on the local development. Up to the form of tourism at a small village the expected advantages and risks are divers and different ways of development are to be applied. A holiday village may save the real estates and maintain the local population but at the same time it may endanger the environmental aspects and curtail locals of material advantages. Locals can be drawn into tourists services thus traditions can be conserved, on the other hand we have seen unsuitable architectural and cultural solutions. Locals can be drawn also into village lodging facilities provided there is a suitable supply on labour force.

Based on the three types of products solutions have been set up, characteristics of supply and demand have been presented and proposals for development have been drafted.

Zoltán Bujdosó – Lóránt Dávid – Edit Játékos:

The role of local tourism tax revenue in the region of North Hungary

There is hardly any settlement today that does not see tourism as a great opportunity. In most of the cases, the lack of finance causes the biggest difficulty. This is especially true to one of the least developed regions of the country, Northern Hungary. Although, taking stock of its various attractions such as health and thermal spas, climatic medical resorts, world heritage sites, wine regions, historic towns, religious and historic memorial sites, national parks, mountain resorts, we find a rather diverse offer for the visitors. The missing capital for developments may possibly be drawn from the income from tourism tax. We show in our study that there is an unfortunately low number (one-fifth) of municipalities in the region which actually utilize their legally granted right to tax. Higher incomes from tourism tax are characteristic to Heves County in general, and on the level of municipalities, to those settlements which are historic towns, spas or popular mountain resorts. However, it can not be claimed in a straightforward way that this tourism tax induces development in the tourism sector. There are some settlements where significant increase in terms of certain indicators of tourism development is matched with a considerable income from tourism tax (e.g. Mezőkövesd, Uppony, Regéc, etc.). Nevertheless, there is no such significant connection in most of the cases. What can be still acknowledged is that where there has been an obvious expansion of the sector, there will be higher incomes from the tourism tax. This in turn, can possibly help the local governments invest more in tourism development.