

(86) **KÓRÓDI M.**
The Success of Rural Tourism Development Based on Performance in Hungarian subregions

A vidéki turizmusfejlesztés sikeressége a kistérségi teljesítmények alapján

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Introduction

The term “rural economy” indicates the justification of several kinds of activities of rural areas. It is based on the one hand on mobilization of local resources follow from their economic and environmental characteristics, and on the other hand on the optimal chose of their utilization proportion for the highest rate of development.

In the well-functioning rural economy, or in some areas of the activities should be a key factor for mobilizing resources, and this factor be able to co-ordinate the other factors in such a way, that its development influencing others generates the development exploited free resources. The rural tourism were considered such an integral role filling factor in the millennium years, which has an ability to integrate with other sectors of the economy, to launch and sustain development. because its trans-sectoral character. The hypothesis of this revising research based on the self-sustaining development. If the tourism is really an resources-integrating factor in certain areas, the developer role is effective continuously, and it appear as an above-average tourism performance. The economic crisis has also affected the average, so the performance is also evaluated in case of favorable and unfavorable macro-environmental factors as well. Out of comparison to the average and the average growth rate, the analysis should also consider how the development tendency corresponds to the tourism trends.

Material and Methods

The results of the research about the rural character of Hungarian micro-regions gave the initial findings of a comparative study done between 1998 and 2003 (*Febér-Kóródi, 2006.*). In the intervening period the subregional classifications have changed. The composition of municipal subregions and the qualifying according to rurality were amended. Therefore the analysis enhances some subregion prominents from classified-groups and it is examined weather the predictable changes have ensued, the supposed development have verified or not, the tourism as an explosion point for subregion rest in illusion or not. In this study there are the comparison of change of level of degree of supply certified influencing the development of subregions and the success of tourism.

The secondary information for exploring the tourism in rural areas based on regional statistics database published by the CSO in 2008 and 2009. (*KSH 2009, KSH 2010.*). The verification of realization of the typical trends were in search by data, but not fully among category qualified small regions of the previous study period (with the comparability requirements were taken into account). The subregions were not examined in compliance with the current rural character, the previous study classification rest unchanged.

Specific service figures suitable to comparison were established for 1000 inhabitants. The rural average was determined by weighted arithmetic average. Returning used method of the research was to compare with the rural average and categorization based on it (*Faluvégi, 2000.*). Based on the given indicators –after their comparison with average – the type of subregion can be concluded on the base

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of deviation and “ranged” value of the change. The ranges were determined on the base of characteristics of mass and location of average, in this way there was composed A--, A-, A, A+, A++ categories. These applications of mark get to the fulfilled tables for references.

Results

Relationships of tourism and economy in rural subregions

It can be assumed that the rate of tourism development is higher in rural subregions, where economic and tourism infrastructural development is above the average. Based on the defined indicators of economic and tourism potentials and the indicator referring to performance of tourism 3 categories of subregions can be created:

- A. Development of tourism, economy and capacity of giving accommodation is above the average
- B. Development of tourism, economy or capacity of giving accommodation is above the average
- C. Development of tourism is above the average, but development of economy and capacity of giving accommodation is under the average

From the two factors the availability of services is more important for visitors than how rich the surrounding settlement and population is. The validity of this establishing was examined in case of 2-2 subregion by categories, mainly to give reason for priority of degree of supply (Table 1.).

Table 1: Changing of subregions position by reason of relation of economy and tourism

Subregions	Category	
	past	recent
Ceglédi	A	A--
Hajdúböszörményi	A	A-
Kiskunmajsai	B	A++
Szikszerűi	B	A--
Kapuvári	C	A-
Füzesabonyi	C	A

Source: author's calculation from CSO data

The results refute the hypothesis of the previous study finding was confirmed, the economic development cannot still determine the performance of the tourism. At the same time the rate of development will be slower and slower, when the others sectors of economy do not follow the development of tourism

Analyzing relationship of factors by key factor analysis showed which are those subregions having enough grounds to receive tourism and which are those subregions achieving outstanding performance without significant weight of any factor. These tourism affecting factors are employment, economic performance, hosting capability, infrastructure network.

Referring to the above the subregions achieving good performance –despite their not preferable position – are placed in the first quarter of the auxiliary coordinate system, they are the “joining up subregions”. The subregions with better tourism position than average are placed in the third quarter,

but they do not use opportunities as much as it was possible and can be called 'wasters'. Those subregions are listed in the fourth quarter, where not only tourism factor is significant, but also the performance of tourism is outstanding, maybe to say these can be seen 'tourism Paradises'. It can be concluded from identification of the subregion that attraction and endowments are the reasons of outstanding performance of tourism and it is not especially due to economic level of the area and the degree of rurality is not an affecting factor.

Two subregions by categories were analysed according to their correspondent of past and recent position (Table 2.).

Table 2.: Changing of position of subregions based on categories by tourism factor

Subregion	Categories	
	past	recent
Hajdúszoboszlói	tourism paradise	A++
Gárdonyi	tourism paradise	A++
Tiszafüredi	joining up sub-regions	A+
Szobi	joining up sub-regions	A++
Berettyóújfalui	unimportants	A-
Sásdi	unimportants	A
Bajai	wasters	A--
Szentesi	wasters	A-

Source: author's calculation from CSO data

It was obtained from the study that tourism is not dependent significantly from economy of the subregions –in accordance with the selected economic potential indicating factor- the rural regions also have chance to establish tourism. On the one hand the performance of tourism is dependent from marketing activity based on the existing endowments, system of means for which is rich, ways of appearance are thematic, subregional or independent brochures. On the other hand the performance of tourism affecting factors are complex tourism elements created on development of tourism product, which try to meet specific requirements of the targeted tourists with offering carefully and intently collected services packed in a whole product.

Relationship between the elements of system of condition of different types of rural tourism

Tourism utilisation of the subregional endowments can be made with global offer. The attractions are collected and the same elements are offered to each visitor without differentiation. One kind of alternatives of it is to offer specific services of the given kinds of tourism individually or arranged into products in accordance with product types. Among tourism product types six ones were studied – thermal-, castle-, gastronomy-, crafts-, equestrian- and eco-tourism– looking for rural subregional characteristics. Attraction factors of rural subregions of Hungary were summarized by settlement and categorized on the base of their number. It was found from the study that the less developed subregions also have a few attractions. The reason of it seen that one part of the attractions is created and organized program offered as attraction. Expenses of this would be a burden to poorer subregions. A possible solution for them would be an attraction development based on unique idea and realization of which – with participation of population – would mean development of such activities, which can meet requirements of local people, providing jobs and income.

Study of attraction values by tourism types and made by cluster analysis arranged similar subregions – based on development – in one-one, totally 13 groups. Among the clusters such ones can be found, in which there is a leading product type, although it is different in case of each cluster. The element number of these clusters is low, because of their specialization. To these groups the diversification of offer could be a target, at the same time to remember the stable attraction. A wider service allows targeting more segments. Those clusters can be limited well, where there are 2-3 significant potential products. The subregional number belonging to groups is also low. Further development could be them by branding, because the regional branding is able to combine and to take offer in the marketplace in an efficient way. The third cluster group includes medium potential subregions from 2-3 product types and the clusters differentiate various product combinations. For the subregions falling into this category the strategy to be followed is differentiating, product building and experience management of product. For the remaining subregions, listed in the same cluster the potentials are not significant because of missing endowment and idea. Category variations of attraction, hosting capacity and performance of tourism made it possible to separate 27 groups. Further simplification was made to regional tourism development strategy. One attraction- and hosting capacity proportional group and one-one attraction and hosting capacity focused group, one performance limiting group was separated, where the lack of hosting capacity or attraction can be concluded. Those subregions are the best area for development, performance of which exceeds the level of endowments. The last group summarizes the subregions with unutilized endowments.

The comparison of past position of selected subregions with their recent position can be find on Table 3.

Table 3.: Changing of position of subregions based on categories by complex attraction value

Subregion	Categories	
	past	recent
Sárvári	markáns monopol termék	A++
Csepregi	markáns monopol termék	A++
Kalocsai	erős oligopol termékek	A-
Szigetvári	erős oligopol termékek	A-
Nagykállói	több, nem jellegzetes termék	A--
Baktalórántházai	több, nem jellegzetes termék	A--

Source: author's calculation from CSO data

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Table 4.: *Changing of position of subregions based on categories by category variations of attraction, hosting capacity and performance of tourism*

Subregion	Categories	
	past	recent
Tapolcai	proportional performance	A++
Karcagi	proportional performance	A
Gyöngyösi	significant attractiveness	A
Pécsváradi	significant attractiveness	A
Rétsági	significant hosting capacities	A
Fonyódi	significant hosting capacities	A++
Enyingi	limited performance	A--
Makói	limited performance	A--
Kiskunmajsai	good development opportunities	A+
Szobi	good development opportunities	A++
Vasvári	did not take the advantage of good facilities	A--
Sümegei	did not take the advantage of good facilities	A

Source: author's calculation from CSO data

Those subregions are the best area for development, performance of which exceeds the level of endowments. The last group summarizes the subregions with unutilized endowments. Classification of subregions by category is included in Table 4.

The comparative study have demonstrated the determining nature of attractions in long-term. The subregions can use attractions as possibilities, however only some subregions recognized this opportunity, and as performance shows, and exploited it.

Other area of the study, the regional branding is considered determining in term of subregional tourism success. Upon study work the regional branding or branding opportunities included in subregional development ideas and actual tourism offers was evaluated. Subregions were categorized based on frequency of publication (branding potential). From 14 well branded subregions four gave performance of tourism of exceeding average. From 17 subregions being in the category with no branding potential 16 subregions have performance of tourism below the average.

Building of regional branding could be one method of tourism development to them as well. Among the subregions with regional branding is being created the ones with higher performance of tourism have greater ratio than those being in the potential stage. It proves positive branding affect in the past research but the recent examination indicates the brand power inefficiency (Table 5.).

Table 5.: Changing of position of subregions based on categories by brand potential

Subregion	Categories	
	past	recent
Kisbéri	well branded	A--
Sarkadi	well branded	A--
Mosonmagyaróvári	branded on a low level	A
Balassagyarmati	branded on a low level	A--
Edelényi	a base for branding is given	A
Sárospataki	a base for branding is given	A
Dabasi	no branding	A-
Kunszentmiklósi	no branding	A--

Source: author's calculation from CSO data

Development direction and possibilities of rural tourism

In summary it can be concluded that diversified rural tourism offer bears special doubleness. In spite of its variety it seems to be monotonous. This paradox statement includes the programs, attractions based on natural endowments, historic heritage, traditions of the subregion, variety of rural tourism services, which means its diversification. At the same time the offer is monotonous without features, in each subregion almost the same services can be found. The reason could be to use opportunities for multi-activity and however success of it – verified by the study – is low.

Improvement of position of rural tourism needs an increase of ratio of offer elements to serve differentiation. It can be realized in several ways in function of endowments and offer built on it, supported by marketing communication in different way and extent providing general offer based on average endowments or absolute specific offer, which is based on outstanding endowments or unique offer, based on local endowments and conscious development of product or general offer based on conscious development.

Considering influence mechanism of rural development measures, that these ones can be two kinds, differentiated development and integrated development. The differentiated development means pointed out development of several important areas. In consequence with interbranch relations it causes development of other sectors, establishment of new relations or intention for closer connection in the interest of higher level development. However it is not balanced for the entire economy of the subregion. Those branches which more closely connect with higher developments, can get more benefits than ones have indirect relations. Development measures can be based on integration as well, which requires mutual effort of numerous branches connected to each other. Its result can be balanced development of the integrated branches in the way of significant speed. One or more integrating factor(s) is (are) driving force and maintaining factor of integrating development. Because of its wide-range multi-branch relations tourism is also able to fill the function of integration. However it only works where specific conditions of development are available. Besides economic conditions such attraction can be found or has been created, for which interest can be established.

Summary

The previous research findings are relevant five years later too. Upon review of relationship of rural development and tourism it can be concluded that measures of rural development directly or indirectly support development of tourism, because these ones have significant influence on rural life conditions. Their result is the attraction or extension of hosting capacity and realization of measures on human resources increases human capacity of the subregion. The primary role of rural tourism as an integrating factor is not to make offer wider, increase of income but mobilization of social resources, which resulted in point of view of the population, changing communal values in such a direction that local people can be more open to innovation. The rural people not only can realize and live their own life and improve life quality, but also can initiate and create it.

Rural tourism development measures have positive influence on rural economy, society, and environment. In addition, they act as catalisator. Especially social influence is stronger in rural subregions, because relation of the population is closer with those involved in tourism than in not rural areas. Contribution of tourism to rural development is proven by the fact that the same infrastructure conditions are needed as to improvement of rural life conditions. It can have adverse influence on local real estate- and workforce market, cause disturbances in human life and disturb balance of the rural life, the harmony which can attract visitors. However, benefits of tourism verify the direction of becoming one of the outstanding measures of the rural development and most of subregions can built-in it into their development plans. In spite of the catalisator role usually nobody can live from tourism in rural regions. That is why connection opportunities of tourism and agriculture shall be found, those agriculture related tourism activities, which provide high-level recreation to visitors and more income to hosts.

One group of the Hungarian subregions is able to achieve a complex development, supporting sustainable economic increase, based on their tourism traditions and various attractions. This wishes to make tourism as driving branch to one central element of development of the subregion. With development the region can offer wide range and high-level tourism services, built-in into uniform frame and efficiently offering these ones. Therefore, number and level of services shall be increased to tourism development and also training, product development and marketing communication.

Felhasznált irodalom

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