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TABLE OF CONTENTS

CRAFT WINES – WITH QUESTION MARKS

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Abstract. In response to the changes in consumer trends, wine producers mark their wines made using traditional methods. However, in the absence of appropriate controls it is not clear what the consumer can expect from the product. The study focuses on the issue whether it is the size of the plantation, the processing methods, the way of wine sales, the nutritional values of the wine, or the winemaker's attitude that determines what can be called craft wine. Although there is no consensus, it is typical of the artisan winemakers producing wines to possess expertise in the traditional way, mostly unique hand-made wines associated with the production area. Following the principles of sustainability, quality produce, "artistic" product is created. It is important to give an exact definition, because it could help not only the consumer but also the winemaker too.

Keywords: craft wine, traditional, food, natural, sustainability

"Wine is the healthiest and most hygienic of all drinks."
(Louis Pasteur)

1. INTRODUCTION

In our increasingly globalised world, conscious consumers more and more frequently seek domestic products, within this category they often want hand-made products crafted with traditional methods. Consumers are informed about the dangers threatening the natural environment, pay attention to their own and their families' health, take care of their environment, try to minimise the natural hazards, and these are the efforts they also expect of the producers, distributors and service providers. They emphasise, as opposed to technological development, responsibility taken for nature (Törőcsik 2015).

The demand of those consumers who turn towards healthy lifestyle has also brought about a turn to safe food ingredients, traditional tastes free from preservatives, and also a turn away from the cheap quality mass products. Faceless products are no longer preferred; quality, individuality and natural products now enjoy priority. "In the field of wine sales, a change very much welcome is the increased dedication to the Hungarian products" (Kopcsay 2014, p. 16). There is an increased demand to know the wines, to abandon excessive consumption and look for quality and controlled products, the principle of "less but better" is followed. As an effect of the increased amount of leisure time and emphasising the cultural and social character of wine consumption, wine-related events and programmes have become popular for companies, and different courses on wine are attended by more and more participants as well. The role of local products and selling on the spot is appreciated, which is induced and at the same time justified by the spectacular development of enological tourism.

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2. HANDICRAFTS PRODUCTS

The intention of the Hungarian government in the recent years is the preference of traditional foods made by local Hungarian producers, with natural procedures, the promotion of their marketing, and the increase of their traceability, and also of food safety. Several legal regulations, related to trade, production and distribution of foods, were made that provide suitable frameworks for production and sales (e.g. the decree on handicrafts markets, rural tourism and agro-tourism activities, the decree on small-scale producers, training and examination requirements related to the respective handicrafts activities, the act on Hungaricum products[2] etc.).

The advantages for local economy, coming from the promotion of the production and marketing of domestic products, are the improved indices of employment, GDP growth and the development of the Hungarian economy.

Consumers, however, usually take other aspects into consideration when making their purchase decisions; they buy Hungarian products and local goods not because they want to create employment or preserve jobs, or wish to contribute to the growth in tax revenues, but because they trust their quality and insist on well-known, familiar tastes. This is the reason why the majority of foods sold in Hungary is also produced in the country. In order to achieve conscious consumption it is an absolute must to inform consumers in a credible way. The aids for this include different labels that producers put on their products, but it is difficult to find our way in the mass of trademarks and to find the real and valuable content (**Figure 1**).

Figure 1: Labels of Hungarian products (Source: http://www.elelmiszer.hu/)

Reflecting to the consumption trends, producers now labels their products – made with the technology that they consider handicrafts technology – as craft products. This effort used to concern traditional handicraftsmen products, only, but now is also frequent in the food industry. The consumption of craft marmalade, chocolate, ice-cream, pálinka – and craft wines have become fashionable and cool.

At the same time, it is not always clear for the consumers what the label “craft” means, what they can expect and actually get for their money. According to the most wide-spread and accepted definition, craft of handicraft products are goods manufactured in relatively small amounts, from natural components, with human labour, traditional manual processes and technology, with considerable expertise (Domonkos 1991). In case of foods a further requirement is the negligence of ingredients harmful for the human organism, and

[2] Hungaricum products: “all that is inimitable, unique, distinct – and Hungarian” (www. kulugyminiszterium.hu)

also the preservation of traditional tastes. Their manufacturing is a process that requires profound skills, expertise and in-depth knowledge, and products manufactured by this handicraft technology are easily distinguishable from mass goods made by industrial production.

Guidelines 2-109 of the Hungarian food book (Codex Alimentarius Hungaricus) – valid since 1 January 2015 – on the general features of handicraft foods regulate the use of the attribute ‘craft’. According to this, “Craft foods are goods with individual features during the manufacturing of which special care, “artisanship” is used and procedures controlled with special expertise are dominant. Handicraft products are usually made by manual technology. Some work procedures can be mechanised but manufacturing must be based on direct human control and manual activity, human labour and experience” (Vidékfejlesztési Értesítő 2014, 43).

The Manual – in order to satisfy special consumer demands – gives, in addition to the definition of the technology of manufacturing, the restriction of ingredients that can be used, as there is a justifiable expectation against these foods: they should not contain ingredients that are harmful to human health or are artificial, should not contain any flavour enhancers and preservatives etc. “During the manufacturing of craft foods all efforts must be made for the decrease of the additives and auxiliary technological components, and for the use of natural ingredients” (Vidékfejlesztési Értesítő 2014, 43).

The restriction of the use of the specification (handi)craft has created food product groups with special, unique features, which promises product advantages for the consumers. The nine sectors defined by the Guidelines, however (**Table 1**) do include wines.

Table 1: Product groups in Guidelines 2-109 of Codex Alimentarius Hungaricus

Bakery products	Vinegars	Marmalades and fruit juices
Pálinka	Pork products	Ice-cream
Vegetable oils	Dairy products	Ground red paprika

Edited by the author (2015)

Although the guidelines neglect craft beers, too, beer manufacturers of Hungary have already laid down and accepted those principles by which, creating a new category of quality, they may diversify the market of beers, impact consumers’ tastes and manufacturers also actively participate in the marketing of their products.

3. WHAT MAKES A WINE CRAFT WINE?

Although there have continuously been efforts for the definition of the criteria of craft wines, no consensus has been reached so far by the stakeholders, and so the term ‘craft wine’ cannot be legally applied for the specification of a product category. Nevertheless, featuring this attribute on the labels of the goods, and also using it in communication has become a fashion, always as an attempt to distinguish products from the goods of mass production.

In lack of legal regulation, however, it often happens that the term craft wine is used not for labelling high quality goods produced with special care: the mere purpose of using this distinctive expression is to gain financial benefits – although crafts products should be masterpieces, actually. The carelessly used specification may lead to vanishing trust by consumers and may even prevent some of the producers from using this specification to label their own products. It becomes increasingly urgent then to precisely define the concept, and regulate its use – because today this specification is not a guarantee of quality wines.

3.1. Does size matter?

Hungary before the regime change was only able to operate competitive productive cooperatives with mass production. The centuries old production and wine making procedures of the wine producing areas fell victim to the modernisations done in the 1950s, as did the related traditions. Hungarian viticulture and wine production became uniform. In large-scale farms, in wineries designed for the mass production of mediocre wines, standard wines were made with industrial methods, for price sensitive consumers.

Privatisation starting in 1990 transformed ownerships: private businesses and shareholders' companies were founded. The large-scale holdings were privatised by Hungarian and international investors, were split into small pieces, or were liquidated (Kolléga Tarsoly - Fábry 1996-2000). The concentration of holdings, however, is strong in modern agriculture. Large-scale holdings are driven by gaining profit, and this can mostly be achieved by mechanisation and mass production. Even some of the suppliers to these holdings – viticulturists that formerly applied handicrafts methods on plots with an ideal size for handicrafts production – are forced by the very low purchasing prices of grapes to apply industrial methods. Striving for cost efficiency makes live labour unwanted, which impacts the future of settlements that formerly lived from agriculture. The other part of the small family holdings established try to secure a living for themselves and their employees. Small holdings, often using very low level and traditional technology, have no other choice for survival than the production of marketable goods. If we take into consideration the classical definition of handicrafts, this is related to products and activities aiming at the manufacturing of goods in small amount, using traditional methods and manual labour. Accordingly, producers thinking in small, human scales – where the farmer is able to control each field of the operation – can more easily create craft wines. This is contradicted, however, by the fact that some large holdings where the grapes of smaller plantations, plots are processed and handled with special care, separately from the rest of the raw materials – with handicrafts methods –, deservedly market the products as quality craft wines.

On the other hand, goods produced on small farms, with non-industrial methods may not necessarily be craft products, even if they are manufactured with traditional methods. It is the professional skills and the right attitude that can make the end products artisan products. Thus, the manufacturing of craft wines does not only depend on the size of the vineyard or the winery, although they may set the directions of farming.

3.2. What is an adequate farming method like?

End products are to a large extent determined by the quality of raw materials. The only raw material of wine production is grape: quality end products require healthy grapes (Guld 2015). The plantation of grape sorts is influenced by ecological endowment, but it is the decision of the wine farmer what sorts s/he plants – not infringing the legal regulations – in the respective area. Focusing on the principles of the making of craft wines, it is reasonable to choose traditional sorts that are adapted to the micro-climate, linked to the respective area, have already been produced with results – or inter-specific, resistant sorts. These tolerant sorts preserve the health of the plant with the application of mild methods, in line with the ecological needs, and protecting the natural environment.

Producers of craft wines use for plant protection – instead of absorbable sprays and chemicals containing synthetic components – vegetable juices, sulphur and copper. They put emphasis on prevention that can be achieved by a well-timed spraying. Conscious biological protection can guarantee the sustaining of the balance of the habitat, fighting pests without impacting the ecological system. Chemical-free plant protection has a favourable impact on both the environment and the quality of the wine, and also the health of the consumer.
In order to preserve the living soil, deep soil mulching, mechanical weed removal and the plantation of cover plants between the rows – for the prevention of soil erosion, among other things – are adequate farming methods. The protection and renewal of the organic materials, the humus content of the soil can be achieved by the optimisation of fertilising and the preservation of the fauna of the soil. The richness of the soil in nutrients is extremely important, as such soils can yield, by the same farming methods, fruits with richer taste and so the wines made from this will also be better in flavour.

The careful viticulturist work done at the right time and in the right quality, and thinning of the grapes for the restriction of the yield will allow the wine farmer to keep production at a healthy level and also to keep the plantation in good condition, thinking in terms of sustainability. The unpredictability of the weather, however, may lead to ups ad downs in the quantity of the production and may also impact the quality of the harvest of the given year.

To find the optimum time of harvest the farmer must take into consideration, in addition to the ripeness and health conditions of the grapes, the weather conditions and the type of the wine to be produced. Thee manufacturers of craft wines do not only protect the plantation and the grapes with careful manual harvesting but also emphasise their respect for the fruits this way (Casamayor 2010).

3.3. Manual or mechanised processing?

As regards harvest, the answer is clear: the raw material of the famous quality wines is harvested manually, and bunches are sorted immediately. But when we talk about craft wine, manual labour and human activity must play a role in each and every process. In our hasty world, the desire for slowing down appreciates manual work, expertise, professionalism, and individual, unique solutions.

Of course the development of technology makes the mechanisation of some work processes accepted, but the emphasis is still on direct human control. The decrease of the dependence on technology may increase the dominance of handicrafts. Above a certain size of the vineyards, however, the farmer have no choice but to use assistance partly in the form of fruit picking labour and partly by the application of some machinery (e.g. motor sprayer, grape crusher). The manufacturers of craft wines can also control mechanised processes with their expertise and experience; they are personally part of the respective work processes. During careful processing and when applying transparent and clean – mostly manual – winery technology, making the right decisions is always based on the skills and attitude of the wine farmer.

3.4. What does the wine contain?

The definition of the criteria of craft wine is made more problematic by the fact that wine itself is a confidential product. By the purchase of the wine, the consumer buys a promise that comes from the labelling of the producer, the terroir, the grape sort and the vintage year. What actually is hidden in the bottle will only be revealed after opening the bottle. By tasting, the consumer can experience the scent, the colour and the flavour of the wine. The customer will only consider the product as defected, non-consumable in extreme cases. Legal regulations allow the use of more than 300 different additives in wine making. These may be taste, flavour and colour enhancers, yeast strains, enzymes, stabilisers etc. Industrialised wine production applies these substances to serve public taste and fashion, to decrease differences across the respective vintage years, and so consumers can buy each year the familiar flavour that they expect. While in the case of foods it is usually obligatory to indicate on the product label all ingredients and auxiliary materials, in case of wines only sulphur must be indicated. It can only be revealed by laboratory tests, however, in what quantity the respective materials can be found in the respective wine, and what impact they may have on the human organism.

Figure 2: Composition of industrial and craft wines
(Source: by the author, using the picture downloaded from www.menshealth.hu/koccintastol-koccanasig/)

After the grape farming neglecting synthetic substances and the manual harvest made on time, the destiny of the harvested grape is in the hands of the wine maker, not the viticulturist. During the careful processing, the natural yeasts of the grape will initiate spontaneous fermentation that will be assisted by the adequate climate of the cellar. This way the different artificial additives, technological auxiliary materials and yeast strains can be avoided. From whine chemistry, wine stability and organoleptic aspects, the dominant elements of craft wines are different organic acids that either come from the grapes directly or arise during fermentation. Wines typically ripened in traditional wooden barrels are protected from oxidation and unwanted bacteria by the use of sulphur that is the only additive used for craft wines (**Figure 2**). The small amount of sulphur used protects the natural ingredients of the grapes and gives wine a special taste (Mercz – Kádár 1998).

The wine maker does almost nothing more than watch and control wine that ripens on its own. S/he does not take anything away from the grapes, nor adds anything artificial to them, only intervenes consciously at the right time, if wine seems to go defected but the use of natural additives can prevent it from deteriorating in quality. Wine made from grapes, only, without additives, is not filtered and clarified; it goes from the barrel right to the bottle, practically. Such wines carry the marks of the terroir, soil, climate, sort and the vintage year. Wine made with traditional procedures has excellent organoleptic features, the preserved natural minerals give wine a unique, harmonic taste, and due the conscious negligence of artificial additives used for their own sakes they have very good physiological impacts on the organism of the consumer. "Only those craft wines can be credible during the birth of which nothing has been sacrificed by the producer, for cost efficiency, rapidity or the expected taste, from the uniqueness of the wine, its contents and clarity" (http://www.gaultmillau.hu/muvelt-alkoholista/kialtvany-a-kezmuves-borert).

4. SELL, BUT HOW?

Real craft wines are marketed in real "artisan" style, too. Local products and short supply chains are preferred; the significance of selling on the spot, right on the wine farm is increased. Consumers have a personal relationship with the wine maker; they have an insight into the processes of viticulture and wine making, and the conditions of production. By this, the wine maker wins the trust and sympathy of the consumers. The wine maker, however, introduces to the consumer not only the wine but also the region, the production culture, the traditions related to production, folk habits and traditional local foods. Related to the wine, the consumer is given a unique, memorable experience, and the conversations with a glass of wine in the hand provide a direct feedback to the producer from the consumer, as well.

The primary goal of the wine maker is often not to serve consumer demands but raise interest in the wine and influence the taste of the consumers of wine: to make them change from featureless standard wines to wines that carry specific features typical of the specific vintage years, only (http://bor.mandiner.hu/cikk/20130306_itt_a_nagy_kovacs_antal_portreinterju). Thereby s/he shows responsibility for the consumers. Consumers, on the other hand, accept the guidelines of the wine maker who is seen as a credible creator, a guarantee for the consumers. Also, consumers may even be willing to pay more for reliable quality, craft products. Craft wines are typically more expensive than industrial wines, as the wine maker has chosen the more difficult way, taken higher risk as a grape farmer and wine producer and produced wine with higher costs, due to the large demand for live labour.

5. CRAFT = QUALITY?

As the specification 'craft wine' is not regulated presently, any producer can indicate this on their labels and market their wines as craft wines, without restrictions. The objective is to allow consumers to distinguish such products from other products on the market, to make the specification really distinctive and also make wines produced with traditional technology and specific attitude identifiable. If consumers, however, meet this label indicating uniqueness too often, this uniqueness will lose its attractivity to them. A bigger issue is the unbalanced quality of wines labelled as craft wines – this way it is just the essence of craftsmanship that is lost. Producers of craft wines are expected to pay special attention to quality, and craft wines are supposed to contain safe ingredients, a harmony of tastes, low sulphur content and excellent organoleptic features. For occasional aesthetic and wine deficiencies, the farming model and attitude cannot be used as an excuse, and such wines must never be marketed as craft wines. The product of the wine maker is given a new attribute – also valuable in marketing –, and if any complaint from food safety or quality aspects is made, that will amount to the loss of the trust achieved so far and the expression itself will become an aimless concept. A unified trademark would guarantee the quality of both the products and the intellectual contents related to them. On the supply side, on the other hand, new, reliable individual products must be offered. These products may have advantages for both the consumers and the producers, at the same time, the production of quality wines can also propagate civilised wine consumption (Máté et al. 2015).

Before a sector-specific regulation is made, however, there are no quality criteria demanded and there is no real content behind the expression. This is the reason why craft wine as an issue divides wine makers too; some of them are keen advocates of the use of this expression, urging the circumscription of the concept and the construction of the control system. Others believe the term 'craft wine' has lost its credibility, just because of the lack of regulation made at the right time. They have different specifications for wines made with similar attitude (natural wines, quasi natural wines, traditional wines, authentic wines, biodynamic wines, organic wines etc.). There is a third group of wine makers who definitely deny that craft wines can be made within the present circumstances.

6. WHAT DO CONSUMERS THINK?

Although, as we have seen, there is no consensus either about the physical, chemical and organoleptic features of craft wines or the production process, the term 'craft wine' still mediates a message to the consumers, and as **Figure 3** reveals, this is usually a positive message. The most frequently mentioned expressions are "traditional", "natural" and "made with manual labour"; attributes "unique", "manufacture" and "environment friendly" were also often mentioned. These all carry positive values and are compatible with the attitude of the wine makers dedicated to producing craft wines.

An association that is negative is the frequently mentioned attribute "expensive". This is not unjust, consumers can occasionally meet craft wines that are very much overpriced, where price and quality do not harmonise. At the same time, there were – although quite few – respondents who used the expression "cheap". The manifestations by the consumers also show – although to a limited extent – the uncertainties of quality concerning craft wines, and the label 'craft' that offers undeserved marketing advantages.

They also show the uneven quality ("unbalanced quality"), and there is a word that is an association that definitely refers to low quality ("swill").

Figure 3: Word cloud – consumers' associations in connection with craft wines, in proportion of mentions (Source: research by the author, 2015)

In order to win the trust of the customers, the advantages of craft wines must be propagated and emphasised. As a consequence of the lack of regulation, consumers can only rely on their own experiences, knowledge, taste and judgment. Consumers fond of wines and knowing wines evaluate the product, make purchase decisions, expressing thereby the message that the term 'craft' means for them.

7. SUMMARY

Wine is part of the culture of mankind, and the harmony of wine is given by the beauty of nature, the knowledge of man and his respect for nature.

Responding to consumer trends, wine makers label their wines made with traditional methods as craft wines. In the lack of adequate regulations, however, it is not clear what consumers can expect of such products.

The paper seeks the answer to the question whether it is the size of the plantation, the processing method, the way of marketing, the content values of the wines or the attitude of the wine maker that determines what we can call craft wines.

Although there is no consensus, it is typical that wine makers producing craft wines apply traditional methods, usually manual labour during all processes of wine making, creating wines that can be related to the respective wine producing area. Following the principles of sustainability, they produce "artisan" products with special care. Their wines do not contain artificial materials hazardous for human health, and credibly mediate the characteristic features of the terroir, the views and the attitude of the wine maker.

Selling on the spot increases the trust between wine maker and consumer, and makes viticulturist and wine production processes open and transparent.

The lack of quality criteria results in the varying qualities of craft wines, and this leads to the depreciation of the attribute. The precise circumscription of the concept would offer advantages both for consumers and producers, assisting the regaining of the real content of the expression and achieving thereby the further diversification of wine supply.

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SPA TOURISM AND TERRITORIAL DEVELOPMENT IN REMETEA, HARGHITA COUNTY, ROMANIA

Stefan DOMBAY[1], Zsolt MAGYARI-SÁSKA[2], Nathan COHEN[3], Mihai SEER[4]

Abstract: Remetea is a large village in the north-west of the Giurgeu basin. The village is lying at the foot of the Gurghiu volcanic mountains, at an average altitude of 750 meters above sea level. The magmatic hearth of the two enormous volcanic formations of the Ghurghiu Mountains emit carbon dioxide which comes to the earth's surface along the river Mureş.These mineral resources have laid the basis of health tourism. The history of Remetea's mineral water baths began in the 1880s when, on the land owned by the Mélik family, four mineral water sources close to each other. The water for bathing was heated in cauldrons. In the heyday of the Remetea baths, in the 1970s, more than ten thousand people have visited each year. Remetea's mineralwaters are recommended for the treatment of many diseases. In 2010-2011, the Remetea baths project, as part of the "Mineral Water Road" project, received funding from the Ministry of Tourism and in collaboration with Harghita County Council a modern treatment center will be built nearby. Besides the mineral waters there are many natural tourist attractions near the village of Remetea. All these natural tourism resources can develop and diversify the touristic services from Remetea.

Keywords: mineral water, spa tourism, ecotourism, "Mineral Water Road", Remetea, Harghita

1. ANTECEDENTS

Remetea village is located in a spectacular area of Harghita County. Within the village there are springs that have already been studied and which have therapeutic properties. Surrounding springs is in the public domain (Munteanu et. al, 1978). The local council shall prepare a development project, which will consider the use of these mineral resources as a basis for achieving a spa center.

Remetea is a large village in the north-west of the Giurgeu basin (Laczkó-Szentmiklósi, 2003). The village is lying at the foot of the Gurghiu volcanic mountains, at an average altitude of 750 meters above sea level. According to the 2011 census, the population is 6171 inhabitants. The total surface area of the village is 10774 hectares (Buz, Dombay, 2008).

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The magmatic hearth of the two enormous volcanic formations of the Ghurghiu Mountains – called “Fâncelu” and “Bacta” – emit carbon dioxide which comes to the earth’s surface along the river Mureş, either in the form of carbonated mineral water or gas. The mineral waters sources in the village fall into two categories, depending on how they originally emerged. The first category is that of man-made mineral wells, such as the one in the center of the village. The other category is of mineral water sources lying over the fault line along the river Mureş, where there are both natural springs and excavated wells. Some of the many mineral water springs in Remetea have been analysed. They form part of the group of waters with a high content of sodium, magnesium, hydrogen carbonate and chlorine (Kisgyörgy, Kristó, 1978).

These mineral resources have laid the basis of health tourism (Pricăjean, 1975). The history of Remetea’s mineral water baths began in the 1880s when, on the land owned by the Mélik family, four mineral water sources close to each other. The water for bathing was heated in cauldrons. The first baths have been destroyed by floods in 1913. In the hundred years that has gone by since then, the baths have passed through the hands of several owners, and have been re-developed several times. In the heyday of the Remetea baths, in the 1970s, more than ten thousand people have visited each year.

Remetea’s mineral waters are recommended for the treatment of many diseases. In 2010-2011, the Remetea baths project, as part of the “Mineral Water Road” project, received funding from the Ministry of Tourism and in collaboration with Harghita County Council a modern treatment center will be built nearby. Besides the mineral waters there are many natural tourist attractions near the village of Remetea. For example: „După Luncă” swamp p.a.; „Piemontul Nyires” from Borzont botanical p.a.; Mlaştina cea Mare” swampland botanical p.a., „Piemontul Nyires” from Borzont botanical p.a.; Mlaştina cea Mare” swampland botanical p.a., Remetea and so on (Cocean et. al, 2015).

The sustainable tourism is the basis of long-term tourism (Dombay, 2006, Dombay et. al., 2008). Therefore, it is necessary to consider the problems of compatibility with the environment and sustainable development, as well the existing structures and services. In preparing the current study there are some strategic elements that must be taken into account:

- Environmental sustainability;
- Conservation of mineral water springs;
- Introduction to the touristic area of natural elements;
- Preservation the unspoiled countryside.

All these things must be made step-by-step, to ensure a gradual development. This study has individual character, because it is linked to a well-defined location. Pending the development of sustainable tourism must take into account the opportunities, risks and chances of success. They can be carried out successfully only if there is a well elaborated basic concept, resulting finally in a spa tourism center, which become a leader in this area. The concept must be the basis for the next steps of development, and economic calculations as an essential part of the concept itself. The calculations are based on empirical values and customized planning. Based on feasibility studies and projects can be estimated the costs related to the construction itself (Nathan, 2010).

This study is developed individually about a specific location. This is a perspective project, which aims to realize a spa tourism in the Remetea area. The result should be a treatment and recreation complex with leadership characteristics in the region.

The main factors in achieving the economic calculations are: what are the strategic objectives of the community, future spa center must harmonize with the environment, exploitation of mineral waters, tourism services that will be introduced (spas, accommodation, meals etc.), collateral types of tourism (ecotourism, cycling). All this must be combined with tourism demand, and with the probable niche segment (László, Dombay, 2007).

2. CONDITIONS OF DEVELOPMENT

For the location of a spa hotel in Remetea must be considered besides the general economic and structural conditions, three other important factors:

- the characteristics and the strategy of the place;
- the exigency of future customers;
- the landscape and the architecture.

Remetea is not a tourist destination and does not has a formed touristic image on which tourism could be developed. At the same time the locality has a few features that may be interesting for tourists. For foreigners it is a beautiful region with a peaceful atmosphere. At the same time here functioned until in the 90s a nationally known resort.

At present there is a change in the way of travel and spend time, which results in the changing of travel services. The accommodation companies must respond to this change, the projects must be based on new demands and requirements.

The place of the spa complex is located on the outskirts of the village in a very nice environment. This landscape and the rural character are the most important architectural design of the spa complex.

The strength of the place is given by the presence of mineral waters, by the history and traditions related to them. The community uses a "step- by-step" strategy. Therefore the development concepts must be modular and constantly changing. The development must take account of environmental protection, and the use of local resources is a priority. The management of the village wants to keep the character of the locality, as the tourists feel a rural experience.

All current trends indicates that the nature and its perception directly influences the choice of accommodation. It is because, that the person wants to be closer to the nature. The magnificent natural and cultural elements in the village neighborhood, the healing mineral waters, and the panorama of the Eastern Carpathians form a unique natural landscape.

This space must receive great importance when it will begin design, siting and layout of buildings. The interaction between nature and traditional architecture with mineral waters must be the basic element in the elaboration of this project.

The treatment hotel from Remetea must be a comfortable hotel that will operate all year. The SPA centers does not have a pronounced seasonality as other accommodation bases, on the contrary, if they have an "indoor" infrastructure when the weather is bad they produce higher incomes.

The place is suitable for individual tourists, who wants to recover their health in an original natural environment. The healing springs represents the originality of the site, elements that can attracts many tourists.

The attractive elements of Remetea:

- Location: the characteristics of curative springs, the site characteristics, history, stories, the nature.
- Architecture: interesting natural elements.
- Daily activities which adapts to the requirements of tourists.

- The experience with tourists.

In the case of this atypical complex there will be no large swimming pools, sauna cabins, all these infrastructure elements will have individual character. This is the concept of "personalized tourism", of the "luxury of simplicity".

The private nature of tourism can be ensured by several methods, for example:

- private SPA;
- bases individual accommodation;
- stay established by the tourist;
- modular services which can be acquired;
- the small wellness facilities can be used individually.

The small tourist units are more suitable to satisfy the desire for "private tourism" of the tourists, than the bigger ones. That is why in Europe appear increasingly the "Chalet-Hotel" systems.

Taking into account the rural character of the site and the idea of sustainable tourism, it would be well that to be used the traditional buildings, crafts and local craftsmen in this way will be create a link between the modern and traditional.

3. RESULTS AND DISCUSSION

This study is based on the following principles:

- preserving the rural character of the village;
- the use of existing resources;
- the integration of the local community;
- health care;
- the luxury of simplicity;
- nature, landscape, ecology.

*Preserving the rural character of the villag*e can be achieved by preserving the traditional architecture: the use of old buildings, the new buildings be made from traditional materials and in traditional style

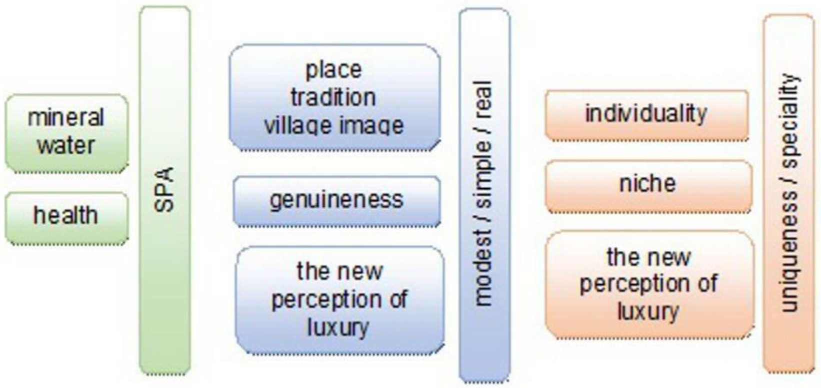

Figure 1. Personal SPA, luxury of simplicity

The use of existing resources, the integration of the local community, health care: the use of mineral waters to insure for various tourist services. For example: treatment and wellness services, outdoors and indoor pools, personalized treatment opportunities. It is important that the local population to be involved in tourism by economical activities (pensions, restaurants, recreational activities).

Old materials - new requirements. To achieve the "luxury of simplicity" (figure 1) it takes much care when we want to use old materials to satisfy new requirements. The whole environment must be represented in the architecture of the new touristic complex.

Permanent - seasonal exploitation. The cold and humid temperate climate with just 80 sunny days per year does not represent a characteristic tourist destination, but as a wellness resort that will work in the less pleasant periods.

Quality and price. The infrastructure must be of high quality and ensure the "luxury of simplicity" at a price as low as possible. At the same time the relation quality services – low prices will result in a beautiful revelation for tourists who want to come back.

Establishing the target groups: according to demand, age groups, wellness, balneary treatment, country of origin, family status (married, single, couples) with or without children, individual tourists, organized groups.

3.1. SWOT analysis

Strenghts

- unbuilt property, with healing water source;
- the ownership of the property is clear;
- picturesque environment, beautiful panorama;
- a very good location;
- strong traditions, a good traditional spatial planning, there is a tradition in spa tourism;
- modular services;
- political will for implementation.

Weaknesses

- is hard to reach by public transportation;
- the touristical infrastructure is underdeveloped near the village;
- Remetea is not a tourist destination and has not a touristic image.

Opportunities

- there are no such services in the area;
- marketing advantage;
- this concept make possible a step-by-step development;
- there are good conditions for achieving "the niche conception".

Threats

- inconsistency during the project implementation;
- the economic situation in Romania and tourists emitting areas;
- an unsuitable market conception;
- must be prepared the know-how for the development.

4. CONCLUSIONS

Ecotouristical development of Remetea is possible mainly due to natural conditions (protected areas, Natura2000 Parks and National Parks in the region). This can be diversified by the touristic and sustainable exploitation of mineral water springs located settlement. This is the fundament used by municipality implementing a health center.

The cultural capability of the regions should be added, on which new touristical services can be developed. Based on all these we could speak about ecotourism, health tourism, cultural tourism and rural tourism regarding Remetea.

With all these possible opportunities and threats should be considered: lack of infrastructure, deficient marketing, financial possibilities which are limited for the settlement. The serious intent of the political factor (local and regional political actors) in realizing the proposed development could be considered vital.

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DEVELOPMENT PROBLEMS OF PERIPHERAL DESTINATIONS IN BORDER AREAS – BY THE EXAMPLE OF THE DRÁVA REGION

Gergely MARTON, Zoltán RAFFAY, Gyöngyvér PRISZTÓKA, Ágnes RAFFAY, Róbert KISS

Abstract. Peripheries, especially border peripheries are often characterised by critical socio-economic conditions and processes in Hungary. The border areas most seriously affected are South Transdanubia and Northeast Hungary. In the development of these handicapped regions tourism may have a special role – among other things because in many cases there is hardly any or no possibility for the development of any other economic activity. Border regions are often handicapped due to their former isolation; on the other hand, it is just this isolation and the lack of polluting economic activities that helped them preserve the natural and cultural values that can now serve as attractions for tourists.

The Dráva Region is one of the poorest areas in Hungary, which, however, is extremely rich in natural values, and for which the cooperation with the neighbour Croatia can give new development momentum. Despite the considerable amounts of development supports, however, it is only excursionists that visit the region in larger numbers; the number of tourists and guest nights is extremely low. The paper analyses the problems and gives recommendations for the improvement of the efficiency of cross-border touristic cooperations, as well as for the development of border regions that have similar endowments – by the use of cross-border touristic cooperations.

1. INTRODUCTION

The Dráva Region is a border area in Hungary with an outstanding natural value; it covers the Hungarian areas along the Dráva River, a border river between Hungary and Croatia.

The designation of the region is problematic: on the one hand, because there is no consensus on the exact definition of the region; on the other hand, because each time the region is analysed from some aspect (project based considerations, natural, ethnographic or social aspects), the area is always delimited in accordance with the view of the given process. For our paper, the area of the Dráva Region includes those settlements – on the ground of the opinions of local experts – that are doubtlessly connected to the river, and the range of the settlements is supplemented with those transitory ones that have close ties or connections to the core area (*Figure 1*).

On this ground, the region includes – on the basis of the current administrative division of the country – 7 districts (formerly known as micro-regions, before 2013): 3 in total and 4 partially; and 136 municipalities.

The basic idea that inspired us to survey the respective area is that several examples can be seen for the touristic utilisation of larger quasi natural border areas; also, the tourism based development and utilisation of the Dráva Region has been a topical issue since the regime change that occurred in Hungary at around 1990. Accordingly, almost each major development (have) involve(d) direct or indirect tourism investments.

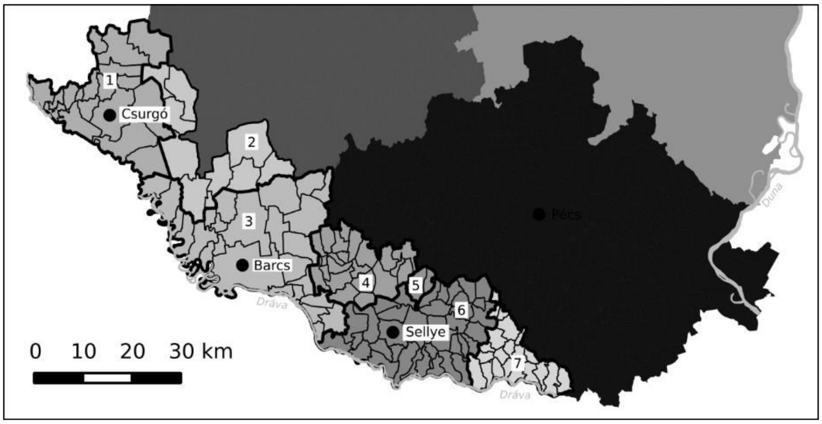

Figure 1: Designation of the Dráva Region
Legend: District of … 1 – Csurgó; 2 – Nagyatád; 3 – Barcs; 4 – Szigetvár; 5 – Szentlőrinc; 6 – Sellye; 7 – Siklós
Source: By the authors

2. RURAL SPACES IN HUNGARY

In the interpretation of the European Union a rural area is an area where agricultural activity and green surface are dominant, the density of population and the proportion of built-up areas are low and where a significant share of the inhabitants live form agriculture, sylviculture, game economy and fishing. In their definition rural areas are the ones that have lower than 100 person/km^2 population density. Such areas are home to over a half of the population of the Union and occupy approximately 90% of the total territoryy of the EU (ÚJ MAGYARORSZÁG VIDÉKFEJLESZTÉSI PROGRAM).

Rural areas are not homogeneous by far in Hungary: they differ both as regards their natural endowments and their socio-economic potentials, and accordingly they also differ in their development potential and the ability to keep their population – at any point of history. In the different phases of the history of Hungary the factors determining the success and competitiveness of the villages – and their broader environment – have always been different. The paper is too short to analyse in details all these periods and the dominant resources of economic and social development in each of them, a detailed analysis on this issue is provided Beluszky, P. and Sikos T., T. (BELUSZKY – SIKOS T. 2007). What should be stressed here is that the positions and competitiveness of the respective border regions have changed several times, sometimes drastically, in the last century. One of the most serious changes, the impacts of which are still palpable, is the transformation brought about by the regime change in 1989-90:

- formerly privileged settlements and their micro-regions became handicapped, sometimes definitely depressed areas after the loss of employment typical in the socialist era (elimination of local agricultural and industrial jobs, or the crisis of the large centres with similar profile, offering jobs available by commuting – typical examples for this are Borsod-Abaúj-Zemplén or Szabolcs-Szatmár-Bereg counties);
- formerly isolated regions that had not been developed for decades for political reasons opened up after borders became permeable (western border areas of Hungary and North Transdanubia in the vicinity of Bratislava).

Of course it may as well happen that the change of the political regime and the opening of the borders do not change much in the situation of a border region – such a region is the subject of our examination, the Dráva Region. The region along the Dráva River, after decades of isolation, quasi impermeable borders in the socialist regime and the almost complete lack of economic and infrastructure developments, found itself among the losers of the regime change when the agriculture cooperatives – the only source of employment in several settlements – ceased to exist (GONDA–RAFFAY–SPIEGLER 2016). The Ormánság area is definitely among the poorest and most deprived areas in Hungary as regards the level of socio-economic development[1] (Figure 2).

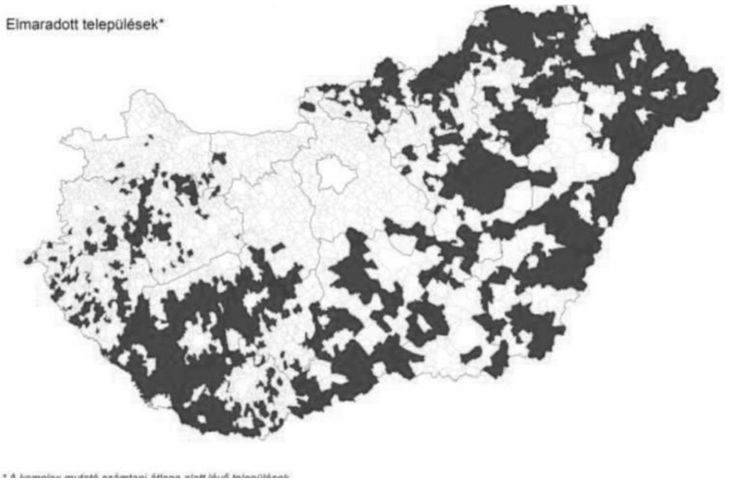

Figure 2: Social, economic and infrastructure development level of settlements in Hungary, 2010
Source: Országos Fejlesztési és Területfejlesztési Koncepció, p. 86.
Legend: settlements marked with dark have below average complex development indices

3. TOURISM AND RURAL DEVELOPMENT

In the recent decades rural areas have faced serious challenges both in Hungary and in Europe in general. Intensive production technologies in agriculture and the decline of traditional, extensive or small-scale production methods resulted in the loss of the functions of rural area, with a falling share of agricultural employees. Also, intensification of production led to declining biodiversity.

Rural development has decades of traditions both in the European Union and Hungary. In the sixties of the last century, the first common policy of the then European Community was the Common Agricultural Policy (CAP). In the beginning this policy, as the name implies, was focused mainly on the development of agriculture and securing the food safety of the community, but later it was gradually extended to complex rural development, including the development of rural tourism as an alternative source of income.

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[1] The poor economic performance of border region peripheries is striking; it is especially South Transdanubia and Northeast Hungary with a large number of handicapped settlements.

The significance of tourism in the world economy is now unquestionable; tourism is seen not only as an economic activity but also as a process with considerable social and cultural impacts. Although traditional mass tourism is probably going to remain the motivation for the largest part of travellers, alternative forms and new destinations of tourism are expected to have an increased popularity. Alternative forms of tourism include ecotourism, and places not or rarely visited by tourists so far may include a growing number of untouched natural areas – which may be a development chance for the Dráva Region.

In the whole area of South Transdanubia we can find natural endowments of excellent value which may serve as foundations for ecotouristic development. The areas managed by the Danube-Dráva National Park are attractions valuable by international standards, while the Zselic area, close to the Dráva Region, received the International Dark Sky Reserve title (as the first such reserve in Hungary). Tourism experts see the ecotouristic attraction of the region as a promising but so far underutilised potential of the area.

4. GENERAL FEATURES OF THE DRÁVA REGION

The Dráva Region can be divided into two physical geographical and ethnographic units: the western part, the Middle Dráva Valley belongs to the Transdanubian Hill Ridge, while the eastern half is part of the Dráva River plain – which is a part of the largest Hungarian physical geographical unit, the Great Hungarian Plain (MAROSI S. 1990).

The present landscape is shaped by the Dráva River and its tributaries, and the large number of dead riverbeds caused by natural processes or human activity river regulation). In addition, one can still detect remains of the old traditional floodplain management, as the remnants of the ancient population almost "co-existing" with the natural processes (BOGNÁR A, – MARTON G. 2010).

The Dráva Region now is a peripheral rural border region of Hungary, bearing all those social problems that are typical for most similar peripheral spatial units. These markedly negative social processes have become lasting tendencies – despite all reform efforts that were launched at around the time of the regime change just to catch up the region and stop the negative tendencies.

The number of population – of both the permanent and temporary residents – fell by some 30% in less than half a century, which is an astonishing index in itself. Of course a part of this is the aging social structure typical of Hungary as a whole, but in this region and the similar spatial units out-migration is much more of a problem. This is indicated by a paper written by József Rudl in 2009, which is relevant for a small part of the Dráva Region, the ethnographic area called Ormánság, but the processes can be projected to the whole of the region (RUDL J. 2009).

There are several reasons that make people migrate out of the region, the most important ones are as follows: general economic hardships typical of the area and the concomitant problems of the labour market, the motivation to participate in higher quality education, and to reach a higher living standard.

The processes described above have another very serious consequence, which can be seen in the schooling level of the present population of the Dráva Region (*Figure 3*).

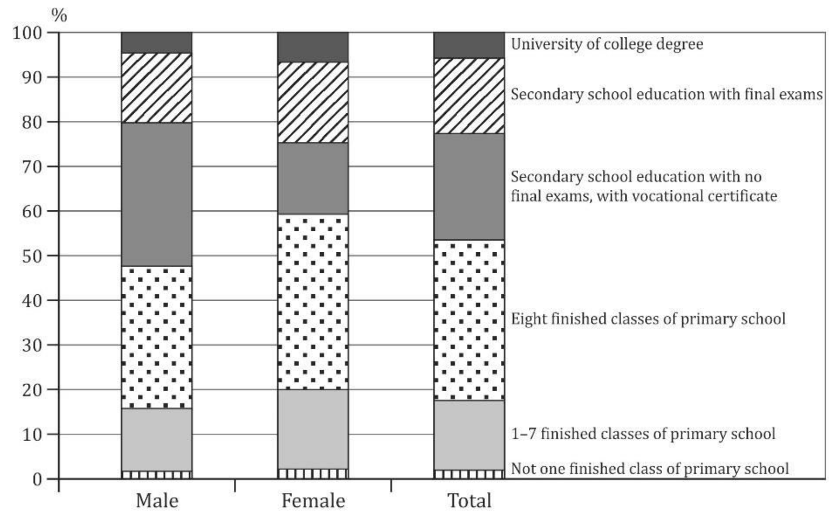

Figure 3: Schooling level of the population of the Dráva Region in 2011 (%)
Source: by the authors, using data of the Hungarian Central Statistical Office (HCSO)

The index which shows that approximately 50% of the 80 thousand inhabitants of the region have no more than primary school education is desperate in the 21st century – this means that they lack any special vocation and so economic development in the region in the classic sense is impossible, as there is simply no labour force available.

5.1. Tourism of the Dráva Region – supply

The touristic product supply of the Dráva Region is varied, but products are basically linked to leisure time tourism. The common feature of the products is that they rely on some natural value, the only exception being cultural tourism. Another striking feature is that identical products can be found all over the region, without any harmonisation, differentiation or cooperation among them (CSAPÓ, J. – MARTON, G. – AUBERT, A. 2011).

Health tourism in the region was established in the 20th century, when, in accordance with the demand of the time, beaches with single pools or complexes of a few pools were made in the central settlements. Modernisation was brought about by the development of the 1st Széchenyi Plan when not only the health tourism centres with outstanding potential were awarded resources (CSAPÓ, J. – AUBERT, A. – MARTON, G. 2011).

There are two products directly and exclusively related to the Dráva River: water sports and pleasure cruising on the river. Both are relatively popular and both are very strictly regulated (for security and nature protection considerations).

Water sports can only be non-motorised sports, in practice this means that canoeing and kayaking is allowed on the river. In accordance with the relevant regulations, worked out by the Danube-Dráva National Park, the volume of the product is limited in order to avoid excessive environmental stress, and only qualified guides are allowed to lead the tours.

Pleasure cruising on the Dráva River is provided by two private companies who introduce the natural values of the region to their clients. Programmes use different routes, concerning practically the total of the Hungarian reach of the river, with the exception of places that cannot or must not be approached.

A leading product of the region in hunting tourism, the foundation of which is the Somogy Big Game Resort and the south Baranya Big Game Resort. A great attraction of the region in this respect is that, due to the strictly protected status of the area, there is no over-hunting along the Dráva River, in fact, local hunters and hunters' associations say that the populations of some games (red deer, wild boar) exceed the carrying capacity of some parts of the region. Hunting tourism is a product popular with both Hungarian and international guests, but its organisational frameworks are still typically made by hunting associations – which divide the whole of the region among them, with the exception of areas belonging to the Danube-Dráva National Park – who also coordinate this activity, and so the touristic side of this activity has not yet been built out adequately.

Angling tourism is linked to the waters of the region and of course to the Dráva River itself. In addition to the river there are several lakes and dead riverbeds that serve as the basis of this product. The tranquil natural environment and the quality of the waters are up to the basic expectations by far, but, with a few exceptions (like e.g. Gyékényes, Barcs, Somogyudvarhely), the construction of infrastructure related to angling tourism is still to be done. Also, the coordination and management of angling tourism is not solved yet – despite the large number of both state-.owned and private lakes in the region –, nevertheless the basic foundations of competitiveness are given for angling tourism.

Hiking/nature tours as a lead product of ecotourism is unfortunately hardly present along the Dráva River. No developments of hiking trails have been done, despite the tourism oriented developments of the natural values in the last ten years. The present supply only concerns the study paths in the protected areas managed by the Danube-Dráva National Park, which do not satisfy the demand by far. An apt summary of the situation of this product was provided by a local expert: "Hiking? Well, tourists arriving here would like to hike, if there was any place to hike to!".

Cycling tourism is one of those active tourism products that have gone through a significant development in the recent past (CSAPÓ ET AL 2011). The region has joined international cycling tourism by the construction of the "Three Rivers Cycling Path" that connects the areas along the Mura, the Dráva and the Danube rivers. During the implementation of the project not only the cycling path was constructed but a number of auxiliary services have also been established that may found the future of the product (www.kerekparut.com). We have to remark that this product is in a promotional period after a renewal and so only a small part of the segments of demand concerned have given feedbacks so far, i.e. the success of the developments cannot be judged yet with certainty.

The quality of touristic potential of the attractions that could be the basis of cultural tourism is rather poor. They are not marketed as products with attraction on their own, their role is not more than to give an auxiliary attraction for guests arriving at or passing through the region. A few churches with painted wooden ceiling can be visited and some time can be spent in the Ormánság museum. The framework conditions of their applicability in tourism are totally missing: e.g. many monuments which now could function as touristic attractions have perished or been transformed (e.g. the Draskovits Chateau was converted into a youth hostel in Sellye), and so these attractions of the region are not more than auxiliary attractions.

No considerable developments have been made in the accommodations of the Dráva Region and so they do not meet the requirements of modern tourism either in a quantitative or a qualitative sense.

The recent decade or so can be defined as the top period of tourism developments in this area, the tourism sector of the Dráva region has been supported from almost all major development programmes. Still, the indices of the accommodations (*Figure 4*) do not seem to show any development at all.

On the basis of the statistical data of 2012, the total number of commercial accommodations in the whole region was not more than 24, which is an incredibly low figure for 136 settlements. We also have to remark that only 3 of these are hotels, and so we can see that the accommodation sector is seriously underdeveloped not only in quantitative but also in qualitative sense.

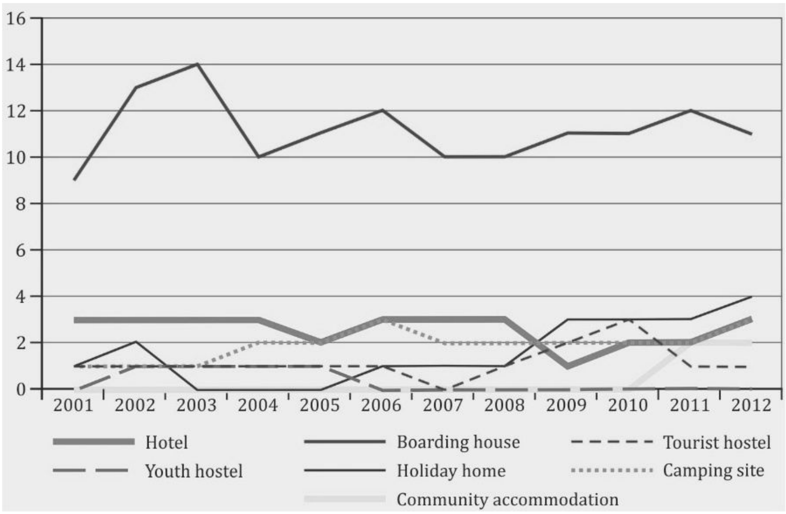

Figure 4: Number of commercial accommodations by categories
Source: by the authors, using the data of the HCSO

The situation is slightly better in the field of private accommodations, but significant developments are needed in this area too. As regards the number of service providers, two tendencies can be seen, the basis of which is the new qualification system introduced in 2009 (*Figure 5*).

On the basis of the new categorisation and requirements, the number of rural accommodations fell to a great extent, as a direct consequence of the elimination of their benefits and partial tax exemption. The other process, on the other hand, is positive inasmuch as the number of service providers in other categories grew. The meeting point of the two tendencies is the re-qualification of the service providers into the newly introduced category called "other accommodations", adapting thereby to the changes. As regards absolute indices, in 2006 a total of 166 villages had 17 private accommodation providers, while in 2012 a total of 44 villages are home to 182 service providers, so there is a considerable qualitative progress. No major qualitative progress has occurred, on the other hand, as revealed by the field trips of the authors.

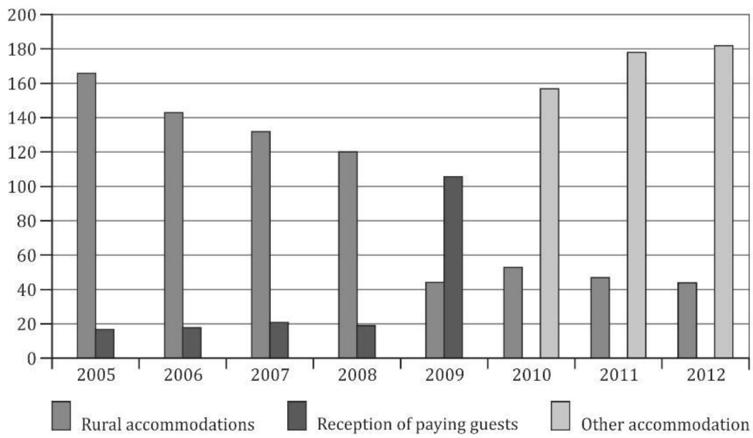

Figure 5: Number of private accommodations
Source: by the authors, using the data of the HCSO

5.2. Tourism of the Dráva Region – demand

The volume of tourism flow and the characteristics of the tourism sector are direct consequences of the current situation of accommodations and tourism products. On the basis of the absolute number of tourists and the change of this figure over the years (*Figure 6*) we can see some slight progress in this respect in the region, as an effect of the developments. The number of tourists in the recent years has been approximately 15 thousand annually.

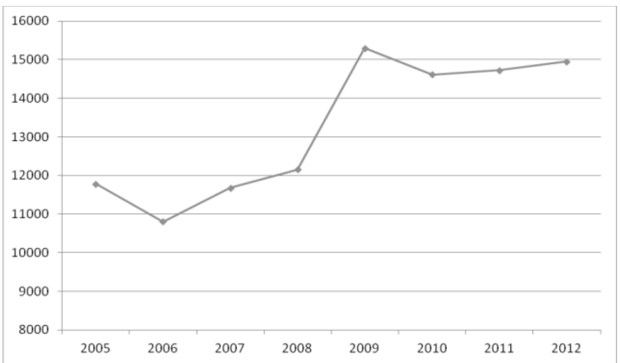

Figure 6: Change of the tourism flow in the Dráva Region (persons)
Source: by the authors, using the data of the HCSO

The number of guest nights shows a similar increase, this figure has stabilised at about 47 thousand (*Figure 7*), which is still extremely low for a region that involves the total reach of the Dráva River in Hungary, areas from two counties and 7 micro-regions.

The number of excursionists in the region significantly exceeds that of the tourists, which, however, cannot be supported with exact figures, due to the lack of generally accepted methodology for estimating the number of excursionists in such an extended area, on the one hand, and because only a small part of the relevant stakeholders carry out similar estimations, on the other hand.

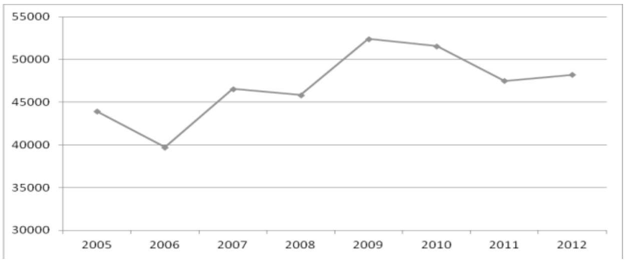

Figure 7: Number of guest nights in the Dráva Region (nights)
Source: by the authors, using the data of the HCSO

Accordingly the authors had to make their own data collection in each of the relevant fields, on the basis of which pieces of information adequate by magnitude – even if not exact data – have been collected:

- As regards the spas, the managers of the facilities were able to give us exact figures, the total of which (rounded and excluding the local inhabitants) is 147 thousand people (Barcs: 100 thousand, Csokonyavisonta 40 thousand, Szulok 3 thousand and Sellye 4 thousand).
- The number of kayakers and canoeists participating in water sports is, in accordance with the database of the Danube-Dráva National Park, approximately 1000 people per annum.
- The number of participants in pleasure cruises was provided by both companies organising such trips, this is 6 thousand people per year.
- The number of hunters is approximately 2 thousand people in a year, on the basis of the estimations made by several hunters of the region and the staff of the professional hunting organisations.
- The number of anglers arriving at this region is approximately 4 thousand every year, which figure is the total of the data and the estimations of the local angling club leaders and the representatives of the national angling association.
- The number of hikers/nature lovers is relatively high; it is estimated to be around 3 thousand annually by the national park staff and the local experts, despite the limitations of the available hiking paths.
- A similar method was used for the definition of the number of cyclers as in the case of hikers, on the basis of which there are approximately 1,000 people each year who cycle in the region with leisure purposes.
- The number of visitors to national park areas is 4 thousand – according to the official statistics –, they participate in events and visit exhibition places.

By the aggregation of the calculated indices (*Table 1*) we can see that the number of excursionists arriving at the region is more than ten times the volume of tourists, which underlines the fact that the region is a popular destination but also points to the fact that it is more of a recreational area for the time being.

Table 1: Number of excursionists in the Dráva Region

Touristic product	**Number of excursionists (people)**
Spa	147 thousand
Water sports	1 thousand

Pleasure cruises	8 thousand
Hunting	2 thousand
Angling	4 thousand
Hiking/walking in nature	3 thousand
Cycling	1 thousand
Events	4 thousand
Total	**170 thousand**

Source: by the authors, using own research findings

6. DEVELOPMENTS AND PROBLEMATIC ISSUES

An ambivalent situation has emerged from the aspect of touristic product development, a situation that is hard to comprehend, as billions of forints of tourism development supports have been awarded for the region directly and in indirect ways since the regime change, but the results of these developments are not always clearly visible. These development projects were designed to promote the tourism sector of the region in a complex way, along a broad range of projects.

From one side this approach is justifiable, and indeed, several local service providers believe that the fragmentation of the tourism development units of the respective development programmes (called Dráva I, II, III and Ancient Dráva programme) among the products is the way to go. From the other side, on the basis of a just as reasonable arguing represented by the other group of local service providers, investments should be focused on a few central products that would dynamise in turn the tourism of the Dráva Region (1st Széchenyi Plan). Actually both tourism development methods are applicable and widely used, the problem was not the methodology but the process of implementation. On the one hand, the above-mentioned concepts were used in turn, on the other hand, the respective projects were not harmonised, and thirdly, the restricting environmental factors were not taken into consideration (CSAPÓ J. – MARTON G. 2010).

In the first development period, within the framework of the 1st Széchenyi Plan, a considerable progress was reached in the development of spas in the health tourism centres of the region. These were followed by the so-called Dráva projects implemented within the framework of the 1st and the 2nd National Development Plan, aggregating several products by the principle of complex territorial development, but not one of these involved all elements of supply. These days the tourism development part of the Ancient Dráva Programme follows the previous territorial development principle.

The investments in themselves may have been correct, but the three development programmes in only ten years had always new and new development foci, with hardly any overlaps, and so the desired breakthrough never happened, as that would have required an adequate project harmonisation.

The third problem was the negligence of environmental elements such as social factors or the structural problems of accommodations, which started to function as hindrances in reaching the desired outcomes of the developments.

The accommodation developments in the region have been continuous, despite the fact that they typically have been financed from private capital or individual tenders.

The basic problem was and still is that there is no access to a central resource that would dynamise the development of accommodations in the whole of the region both in quantity and quality, as the experiences of the last ten years show that the service providers of the region are not capable on their own of creating the supply of accommodations that would meet the demand – and this is a factor that directly set back the development and growth of tourism in the region.

As regards the quantitative growth, no major increase in the number of units has occurred, only the capacity has shown some specific growth. Self-financing was only enough to maintain the present level of accommodations in the region. Another problem is that some areas are still white patches on the map of the region, without a single accommodation, like some parts of the districts of Sellye and Siklós, whereas the health tourism centres of the region and the hinterlands aggregate the major part of the service providers. The latter process is natural but the former one should be remedied, but this can only take place with the inclusion of external resources.

Qualitative developments have neglected the accommodations of the Dráva Region: hotel industry has not appeared, and a significant part of the boarding houses hardly meet the requirements against them. The consequence is that tourists arriving at the region could not stay at higher class accommodations even if they wanted to, and so we can take it as natural what local service providers stated as a complaint: there are certain segments of the demand that spend some of their time in the region but choose accommodations outside that, e.g. in Harkány or Nagyatád.

The development of the region can be given a new momentum by the accession of Croatia to the European Union (and even more so by the accession to the Schengen Zone). Already in the years prior to the accession there was a cross-border cooperation programme with the participation of the two countries, called IPA Hungary–Croatia Programme. Tourism development project ideas were significant among the tenders submitted to all three calls of proposals:

- to the first call for projects 4 ecological[2] and 6 touristic projects were submitted (2 in gastronomy, and one in each of the following areas: green tourism, health tourism, tourism planning, cultural heritage), the demand for support of these were 49.53% of the total support sum;
- the same figures in the second call for proposals were as follows: 5 ecological and 7 touristic projects (2 in ecotourism, 2 in cultural heritage, 2 in catering and 1 in tourism planning) – requiring 24.18% of the total support sum;
- numbers of the third call for proposals: 1 ecological and no less than 67 touristic projects (10 in cycling tourism, 7 in ecotourism, 2 in tourism planning, 2 in tourism marketing, 2 in cultural heritage, 2 in enological tourism, one in gastronomy and in the development of touristic infrastructure) – with required funding equal to 88.89% of the total support sum.

7. SUMMARY AND CONCLUSIONS

The development projects of the last years (or rather: the outcomes of these projects that can mostly be regarded as failures) allow us to draw some fundamental conclusions that can and should be taken into consideration in tourism development in other

[2] As the region has outstanding potential for ecotourism, we thought it reasonable to calculate also with projects aiming at the improvement of the ecological conditions and the promotion of the ecotouristic potential.

similar cross-border regions (like Northeast Hungary – East Slovakia, North Great Plain – Transcarpathia):

- Good intention and commitment are not enough in themselves, success also takes consistent and professional implementation, including the creation of an adequate management organisation, development of the critical environmental elements and above all the harmonisation of the projects and right sequence of their implementation;
- No success can be achieved without the involvement of the local community; their indifference (or, which is even worse, hostility) can make even the best planned project fail;
- We should develop what we have good endowments for and not what is fashionable or attractive – along the Dráva River e.g. it is cycling tourism and ecotourism that should be the top priorities, supplemented with angling, hunting, water tourism and classic hiking tourism.

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WINE CONSUMPTION AND WINE PURCHASING HABITS OF YOUNG CONSUMERS IN HUNGARY

Andrea MÁTÉ, Viktor György OROSZI, Zsuzsanna SLEZÁK-BARTOS, Zsuzsanna GULD

Abstract. Youth shows an increased interest in wine consumption, which is due to the success of the Hungarian wine sector and also to the popularity of wine- and gastronomy-related events in Hungary. It is important though that this increased interest should be matched with conscious and civilised wine consumption. Highereducation has an outstanding role in disseminating this attitude and the spread on information on wine consumption culture, as it can promote the acquisition of civilised wine consumption skills within conscious and controlled frameworks. In other words: students of higher education are a potential market for civilised wine consumption, which makes the research and surveyof the wine consumption and purchasing habits of young adults especially important. Our paper is a summary of the findings of a viticulture and wine sector trend research done with the students of the University of Pécs. The example of the University of Pécs shows that the geographical proximity to the wine producing areas of the Pannonian Wine Region, the achievements and the diverse enological tourism supply of the wineries of the wine region have created a positive attachment in the students of the university. Most of the students questioned have a high propensity to consume wine; especially rosé and red wines are popular. The wines most favoured by them are from the Villányand the Szekszárd wine producing areas. However, they have limited knowledge about sparkling wine and schiller, despite that fact that these are also part of the supply of the wine region. Although their favourites are sweet and semi-sweet wines, still the consumption of spritzer now exceeds that of Kalimocho (red wine and coke). Our paper also deals with the wine purchasing habits of the youth, and their willingness to expand their knowledge about wines. When making a decision on purchase, for own consumption it is price (77.5%), in the case of presenting the wine to someone else it is quality(82%) that is the dominant factor. A significant part of the wine-related information is gained from friends, relatives and from social media. The majority of the respondents (84%) are happy to participate in trainings on wine. This shows that the taste of the youth is developing and can be influenced; young people are open to novelties. In this process, a significant role is played by innovative organisations promoting wine culture and wine consumption in the Pannonian Wine Region: wine route associations, enological tourism cluster or the wine orders.

Keywords: civilised wine consumption, wine culture, wine purchasing habits, PannonianWine Region, University of Pécs

1. INTRODUCTION

The different current enological and gastronomy trends result in a growing attention to conscious and civilised wine consumption, a selected segment of which is young adults who show an increased interest in wine culture. The knowledge of the characteristic features, attitude and consumption habits of this potential future group of buyers is especially important for the development of both wine marketing and the Hungarian enological tourismsector.

Our paper is an introduction to the findings of a rend research done with the students of the University of Pécs in Hungary. The research was implemented with the support of the TÁMOP-4.2.1.d-15/1/KONV-2015-0001 tender called "Social innovation and networking on the knowledge base of the University of Pécs in the region of South Transdanubia". The aim of the research was to get a real picture of the wine consumption and purchasing habits of the youth, and their skills about wines. For this purpose we made a questionnaire survey with the students of the University of Pécs (Máté et al., 2015).

2. SURVEY OF WINE CONSUMPTION HABITS IN HUNGARY

The research of wine consumption and wine purchasing habits has decades of traditions in Western Europe. In Hungary, on the other hand, it was only the dawn of the new millennium when the first major research findings on the issue of wine consumption in the country were published. The topic is given more and more attention recently, as e.g. the change in the trends of wine production and gastronomy (like technological updates and marketing innovations) do not only modernise production and manufacturing but can also create new fashions, influencing thereby the consumption habits as well. Knowing the habits and expectations of the consumers of wine is becoming more and more important in the intensifying market competition, as it may define new development trends that may impact the long-term positions of the whole sector on the domestic and internationalmarkets.

Hofmeister Tóth and Totth (2002) in their research looked at the role of values in the choice of wine. The survey of the wine consumption habits in Hungary was implemented in 2003 by OSZKŐ Consulting Partnership and the Research Institute for Viticulture and Enology of the Ministry of Agriculture and Rural Development (in Kecskemét), on the assignment of Agricultural Marketing Centreof the MARD. The research findings distinguished five market target groups: the segments of wine friends, the gourmet, middle class seekers, presenters and the abstinent (Oszoli et al., 2003).These results can also be read in the Wine Marketing and Wine Market books edited by Hajdu, Istvánné (2004, 2005).

M.Á.S.T. Market and Public Opinion Poll Company made in 2005, on assignment by Hungarian Tourism Inc., the survey of the eating and alcohol consumption habits of the Hungarianpopulation and the gastronomic image of Hungary. The complex research was necessitated by the preparation for the tourism marketing activity related to the theme year of "Wine and Gastronomy" announced for 2006 (MTRt. – M.Á.S.T. 2006).

The short-lived Hungarian Wine Marketing Public Ltd. did not only survey the consumption habits in 2008 but also made the Community Wine Marketing Strategy. This professional document made recommendations, in addition to selected market segments, for marketing activity for the years 2009-2013. The strategy distinguished the target groups of the gourmet, the demanding, the average wine consumers, the abstinent and non-consumers of wine (Alpár et al., 2008). The elimination of this inter-professional organisationsignificantly weakened the positions of community wine marketing, which is not compensated for by the placement of Agricultural Marketing Centre under the supervision of the Hungarian Tourism Inc.

Tenderable researches allowed the making of the Wine Marketing Strategy of the Pannonian Wine Region in 2008-2009. It was clear already then that enological tourism and the related consumption of wines had dominant role on the market of wines. On the basis of the marketresearch done in the wine region, the selected target groups of wine purchase and wine tourism are as follows: young adults, women, wine lovers, the professionals, participants of wine tourism and wine gastronomy trainings, those interested in wine production and wine gastronomy services and wine routes, the inhabitants of the Pannonian Wine Region (see in Figure 1), and those citizens of Budapest who are interested in wine (Gonda & Kovács, 2014, Máté & Szabó, 2011).

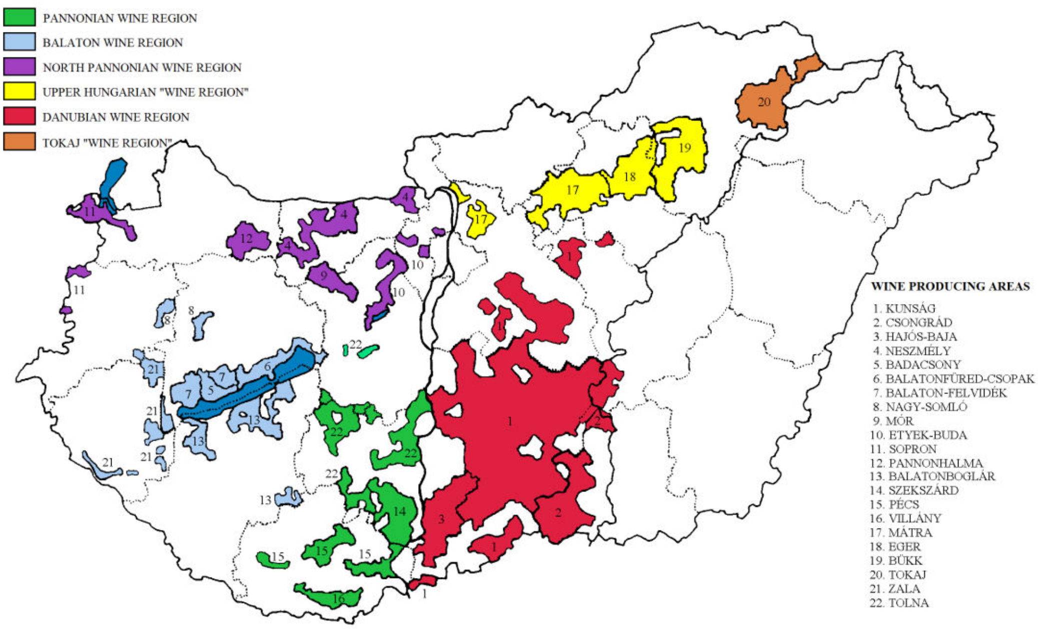

Figure 1: Wine producing areas and planned wine regions in Hungary, 2016 (edited by Máté A, using www.hnt.hu)

The Hungarian wine marketing conference organised annually between 2000 and 2013 by the Sopron based Wine Marketing Workshop Nonprofit Ltd.was an important forum for the dissemination of the findings of researches on wine consumption and purchase in Hungary. Assigned by Agricultural Marketing Centre of the Hungarian Tourism Inc., Wine Marketing Workshop made a research in 2013, focused on the demands, opinions and preferences of customers of wine (Bormarketing Műhely Nonprofit Kft. 2013).

3. RESEARCH METHODS

We carried out a questionnaire survey of the students of the University of Pécs in order to get to know their wine consumption and purchasing habits. Questioning was random, responses were voluntary and anonymous.

In order to allow statistical processing, most questions (the ones including preliminarily defined answers) were closed questions or questions responses to which were ordered into a rating scale (from 1 to 5). During processing, on the basis of the Excel database we created pie and bar charts demonstrating the summary of the data or their rates and average values.

Three topics were of selected importance in the questionnaire survey: wine consumption and wine purchasing habits, and the respondents' knowledge of wines and their willingness to expand this knowledge. The first part of our paper is an overview of what types and sorts of wine our young respondents consume, how much they drink at a time, what wine producing areas they prefer and what wine consumption attitude characterises them. In the next chapter the reader will find out where students buy wine and for what reasons, how much they are willing to spend for one bottle of wine, where they get their information concerning the wines from and whether they are willing the expand their knowledge.

A total of 369 students were involved in the questionnaire survey, one-third being males (34.7%) andtwo-thirds females (65.3%). The majority (91.1%) of the respondents represented the young generation (aged 18-29), only 8.9% of the respondents were middle-aged (30-59 years). Three-quarters (73.7%) of the students possessed secondary schooleducation, they were doing their higher education studies either at ISCED 5 or BA level, while a quarter of them (24.7%) already had a degree and so they participated either in master's training (MA/MSc), specialised further training or doctoral training (PhD) at the university.

Two-thirds of respondents were from Baranya and Tolna counties, which is a good reflection of the hinterland of the university. Most responses were given by Baranyacounty students (43.1%), followed by Tolnacounty ones (23.3%). The third position was held by the respondents of Pest county(9.2%, the majority being from Budapest). Apart form them significant numbers of responses were given by students from Somogy (6.5%), Bács-Kiskun (4.9%) and Fejér (3.0%) counties. One-tenth of the students were from the rest of the Hungariancounties (with shares ranging from 0 to 1.6%).

4. FINDINGS OF THE SURVEY OF WINE CONSUMPTION OF THE STUDENTS OF THE UNIVERSITY OF PÉCS

The responses of the students show that among the sorts of alcoholic beverages that they mentioned (Figure 2) wine is the most popular (3.86) and brandy (pálinka) is the least favoured (2.84). Of all respondents, 40% like wine very much and only 6% said they did not like wine at all. The most popular drinks following wine are beer (3.35), champagne (3.26) and sparkling wine (3.17), the average scores of which were rather close to each other. Beer is the favourite beverage of 31% of respondents, while 24% prefer champagne and 11% said that sparkling wine was their top favourite. As regards sparkling wine, 19% of students could not answer the question, while the share of no replies for other alcoholic beverages were below 1% – soapproximately one-fifth of respondents did not know what sparkling wine meant. Only 19% of respondents liked pálinka very much and 26% did not like it at all, so the judgement of pálinka by the youth is not very good (Figure 2).

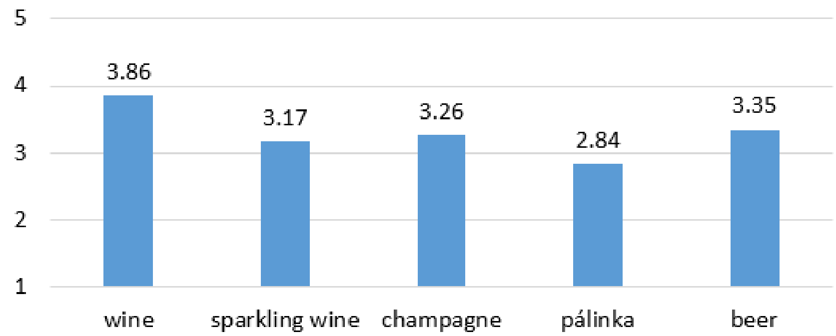

Figure 2: Popularity of alcoholic beverages (ed.: Máté, A.)
Note: "1" is category "not like it at all" and "5" means "like it very much"

A little more than one-third of those questioned (36.6%) consume wine every week, another third (32.2%), however, drinks wine only once a month. Almost a quarter of the students (23.8%) drink wine less frequently than once a month.Only 3.3% of them consume wine on a daily basis. Among those questioned, the proportion of anti-alcoholics is very low, 4%. This means that the majority of the youth (96%) like consuming wine – only 4% of respondents said they never did so. The main reason for this is the dislike of the taste and smell of wine (40%), or the respondent is anti-alcoholic and never consumes alcohol (33%). The share of those who refrain from consuming wine for health or family reasons is very low (7% each).

The amount of wine consumed at one session is 3-5 decilitres by 40.2% of wine drinkers(Máté et al., 2016).One-third of the respondents (29.1%) drink 1 decilitre or 2 at one occasion, while one-tenth of them (9.1%) only drunk half a decilitre. The proportion of those who drink 6-9 decilitres per session is 16.5% of respondents. It is only 5.1% of respondents who drink more than one litre at once, which is by far above the level considered as healthy. Two-thirds (71.2%) of wine consumers drink wine neat, half of them (49.9%) mixed with soda water. For one-third (29.4%) of the students, however, wine with coke (Kalimocho) is also popular, making this kind of consumption typical at this generation. Wine is consumed by 3.7% of respondents in alternative way (mixed e.g. with apple juice, grape juice, Sprite).

The willingness of people to consume wine depends on the given situation, venue or company. Not one respondent said that they consumed wine at home, on their own (Figure 3).Most of them drink wine on casual events (68.5%), when visiting others (59.1%), at programmes and festivals (58.5%) and at parties (58%). Half of the respondents drink wine if they have guests at home (54.3%) or if they participate in wine tasting or cellar visit sessions (52.8%). Slightly less are the respondents who consume wine at bars (46.9%), catering facilities (42.3%) or at vintage (38.9%). Due to the special feature of the target group of the questionnaire survey a venue of consumption mentioned is student hostel where a quarter (26.1%) of the respondents drinks wine. Aquarter (24.7%) of the respondents also drinks wine at pubs. Only a smaller proportion (18.8%) of them mentioned that they consume wine at home, during meals. It also comes from the special situation of the target group(three-quarters of the students being full time students and so few can work besides their studies) that few consume wine at protocol lunches or dinners (8%) and even less do so at conferences (6%) – it is not typical that students take part in occasions like these (Figure 3).

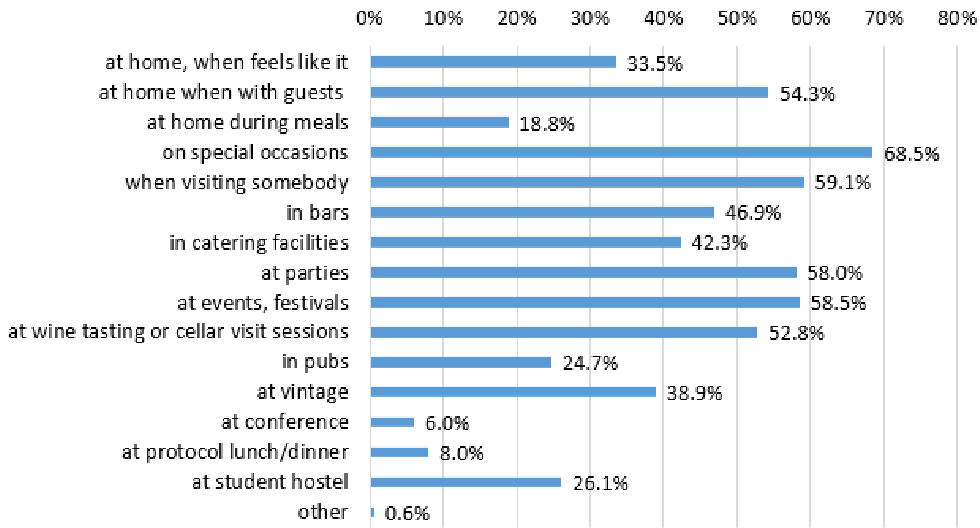

Figure 3: Occasions of wine consumption by venue (edited by. Máté, A.)

The research revealed that the favourable type of wine consumed by the young is rosé wine (73.4%), followed by red wine (58.2%) and the almost just as popular white wine (52%). The respondents are not really keen on schiller wine (10.7%). So, while rosé is very popular among the youth, schiller wine is hardly known.

As regards the sugar content of wines, the favourable sorts of respondents are sweet wines (59.3%) and semisweet sorts (46.6%), while dry and semi-dry wines (29.9% and 26.6%, respectively) are less favoured. It is still very important then to shape the taste of the youth and letting them know the values of dry wines.

Among the sorts of grapes yielding red wine the most popular ones are Kékfrankos(49.4%) and Merlot (42.1%). The order of grapes giving white wine by popularity is as follows, with quite a strong competition: Olaszrizling(41.5%), Muskotály(40.3%), Chardonnay (40%), Irsai Olivér (37%) and Cserszegifűszeres(34.2%). The grape sorts most popular with the students are regional sorts, the ones giving light wines of pleasant scent. The global sorts are not overrepresented in their preferences. Grapes giving red wine that were mentioned by relatively large proportions of respondents are Cabernet Sauvignon (30.3%), Pinot Noir (21.5%), Zweigelt (20.9%) and Kadarka (20%), while the proportions of mentions of grapes giving white wines are as follows:Hárslevelű– 27.3%; Sauvignon Blanc – 22.1%; Szürkebarát – 21.2% and Furmint – 20.3% (Figure 4).

The answers of the students clearly show that the order of the four most favoured wine producing areas is as follows: Villány, Szekszárd, Tokaj and Eger. Respondents could indicate more than one wine region, and so two-thirds of them (67.2%) mentioned the wine area of Villány, half of them the wine producing area of Szekszárd and Tokaj (51.1% and 50.3%, respectively) and one-third the wine area of Eger. Of the four most popular wine regions, 3 are typically red wine producing areas. Other wine producing areas popular with the students of the University of Pécs are some areas of the Balaton Wine Region (Badacsony, Balatonboglár and Balaton Upland). A quarter of the respondents (24.9%) like the Pécs wine area, but only 8.5% of them were fond of the Tolna wine area. It means that the university can create a strong attachment of students, by its campuses in Pécs and Szekszárd, to three wine producing areas of the Pannonian Wine Region. All other

Hungarian wine producing areas were mentioned by less than 10% of respondents (Figure 5).

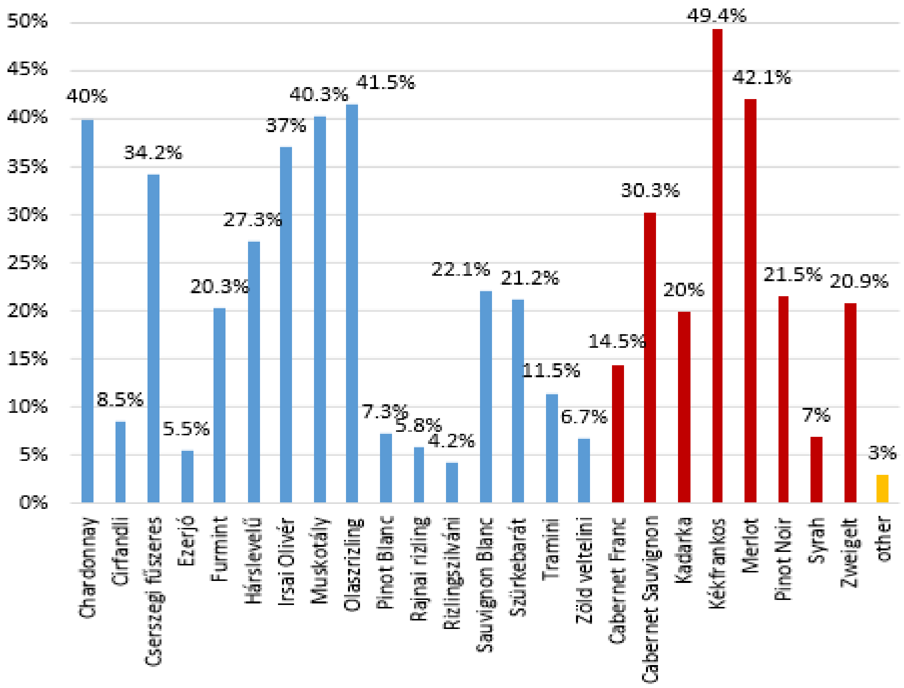

Figure 4: Favoured wines by the sorts of grapes(edited by Máté, A.)

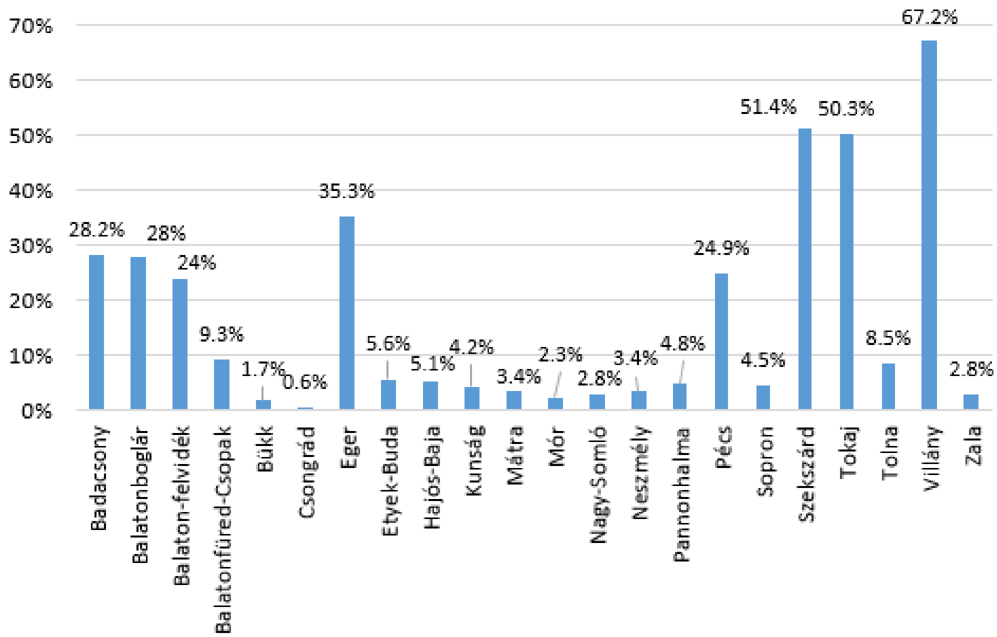

Figure 5: Wine producing areas most favoured by the students (edited by Máté, A.)

In the questionnaire respondents could indicate three cellars that they liked, and so a total of 141 different wineries were named and no less than 465 mentions were made. Most contacted respondents specified wineries from the Villány wine area (17.7%)and also from the Szekszárd (14.9%) and the Pécs (11.3%) wine areas. On the basis of the number of mentions of wineries belonging to the respective wine producing areas – because respondents had the opportunity to name several wineries from one area –the same three wine producing areas are on the top: Villány (27.5%), Szekszárd (26.7%) and Pécs (8%). Geographical proximity seems to make a significant contribution to the knowledge of the wineries of the region.

Further wine producing areas from which favoured wineries were mentioned are Badacsony (7.8%), Tokaj (6.4%), Balatonboglár (5%), Eger (5%) and Tolna (5%). The numbers of mentions, however, were only significant at the following wine producing areas: Badacsony (7.1%), Tokaj (6.2%) and Balatonboglár (5.4%). Students did not mention one single winery from four wine producing areas; these were the areas of Bükk, Csongrád, Nagy-Somló and Zala (Figure 6).

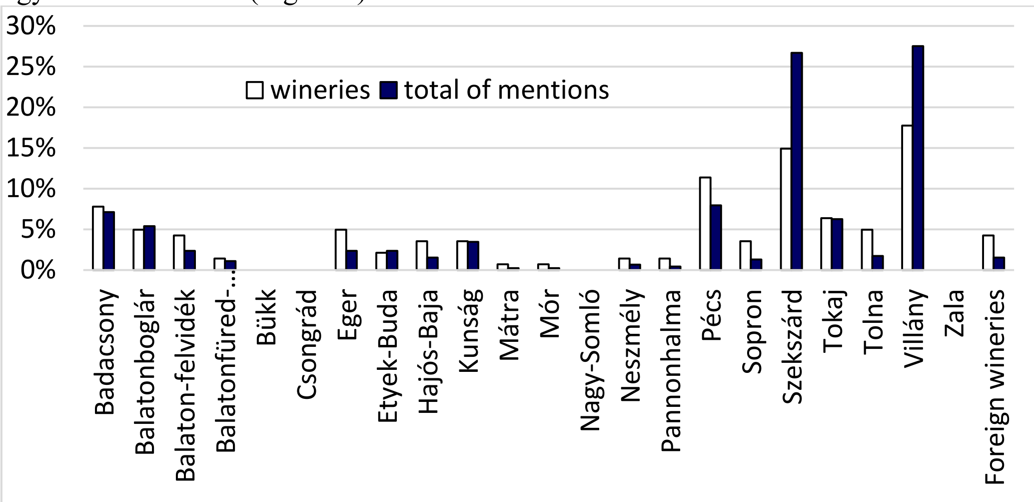

Figure 6: Breakdown of favoured wineries by wine producing area and numbers of mentions (edited by Máté, A.)

A significant part of respondents agreed that wine consumption by the youth has a growing popularity (3.83) and that it was cool to know a few wine makers (3.49) (Table 1). Only a few young people think it is awkward to drink spritzer (1.55), so this Hungarian speciality is accepted and more and more popular among the youth as well. They believe that drinking spritzer will be even more popular in the future (3.56) and they also think it is cool to drink rosé spritzer (3.48). Their opinions about Calimocho were far less unambiguous (2.69), i.e. 49% of them said it was not awkward to drink red wine mixed with coke and 29% said it was definitely awkward. They only partially agree with the fact that the knowledge of the youth about wines has significantly grown in the recent years (2.99), that the consumption of local wines is becoming popular among the youth (3.32) and that the consumption of wine is part of the intellectuals' existence (3.35).

Table 1: Assessment of statements about wine consumption(edited by Máté, A.)

Statement	Average
Wine consumption is gaining popularity among the young	3.83
In recent years knowledge of the young about wines has significant grown	2.99
The young are getting fond of drinking local wines	3.32
It is cool to know q few wine makers	3.49
It is awkward to drink red wine with coke	2.69
It is awkward to drink spritzer	1.55
It is cool to drink spritzer made from rosé wine	3.48
Drinking spritzer will be more fashionable in the future	3.56
Consumption of wine is part of the intellectuals' existence.	3.35

Note: "1" means "do not agree at all" and "5" is "fully agree"

Although the consumption of wine is more and more popular among the young people, their related skills and knowledge are still deficient. Students have not yet evidently identified civilised wine consumption with intellectuals' existence and so the enlargement of the knowledge of the youth about wine remains an important task (Table 1).

5. FINDINGS OF THE SURVEY OF WINE PURCHASING HABITS BY THE STUDENTS OF THE UNIVERSITY OF PÉCS

Of all respondents, 82% buy wine and 18% never do. Half of those who do not purchase wine said they did not buy as they have their own wines (made by their families). It is mainly bottled wine that 96% of the participants of the survey buy, the proportion of wine bought by the litre is very low (2.6%) and the purchase of bag in box wine is not typical, either (1.4%).

For purchase for own consumption, the most significant factor for the respondents was price (77.5%), followed by taste (77%) and quality(74.5%) (Figure 7).Other important factors were the sort of grape (43%) and the wine producing area (42.7%). Aspects seen as of medium importance were the recommendation of acquaintances (33.3%), the colour of the wine (32.3%) and the vintage year (29.3%). The least influencing factors were the shape of the bottle (7.4%) and the recommendation of an expert (11.5%).

The replies of respondents about aspects considered when buying wine for present revealed that quality was the most significant factor (82%). Other important aspects included taste (55.5%) and price (55.5%), followed by the wine producing area (49.5%), vintage year (46.2%) and brand (42.1%). Aspects of medium importance were the sort of grape (31.7%), the label on the bottle (30.9%), the fame of the wine maker (29%), and the shape of the bottle (28.4%). The least important aspects were the recommendation by experts and acquaintances (14.8% and 16.4%, respectively). So in the case of presenting wine to others quality matters much more than price does, and the role of aesthetic elements, the brand and the person of the wine maker are appreciated (Figure 7).

The majority of respondents buy wine in hyper- and supermarkets (58% and 52.6%, respectively), and also directly form producers (56.6%). Hyper- and supermarketsare sales channels typical of towns and cities in the first place, and the two university cities are well provided with such facilities. The proximity of the wine producing area, on the other hand, makes it convenient for the respondents to buy wine directly from the producers or at specialised wine shops (44.2%) (Figure 8.).

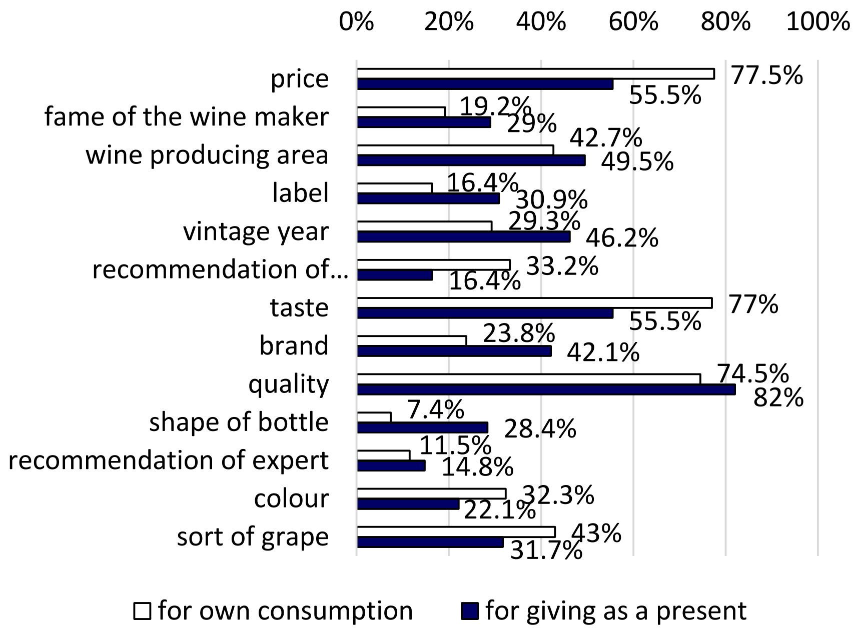

Figure 7: Aspects of wine purchase when buying for own consumption and as a present (edited by Máté, A.)

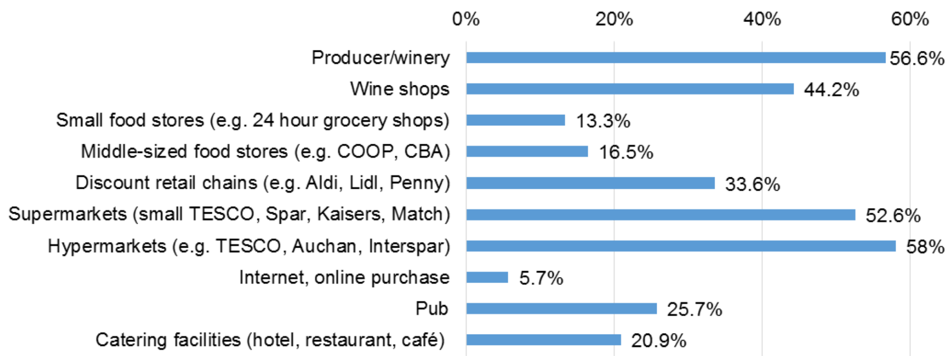

Figure 8: Breakdown of the sales channels used for wine purchase (edited by Máté, A.)

Shopping venues favoured for their low prices are discount retail chains (33.6%). The habit of consuming wine in company makes the role of pubs (25.7%) and catering facilities (20.9%) important. The lowest share is held by online wine purchase (5.7%), as the producers are nearby and easily accessible in the Pannonian Wine Region (Figure 8).

The money devoted to buy wine for own consumption is less then HUF 1,000 by a third (30.1%) of the respondents, half of them (44.6%) would buy wine for an amount of HUF 1,000-2,000 and only a quarter (25.3%) of them would give more than HUF 2,000 for wine. The most expensive category (above HUF 5,000) was indicated by 3.6%, the cheapest (wines under HUF 500) by 2.5 % (Figure 9).

If bought wine for present, only 3.4 of respondents would spend less than HUF 1000, 43% would buy wine for an amount between HUF 1,000 and 2,000 and more than half (53.6%) of them would spend in excess of HUF 2,000. The most expensive category (above 5,000) would be selected by 8%, the cheapest one (less than HUF 500) by 0.3% (Figure 9).

The amounts spent on wine for special occasions would be more or less the same as in the case of buying wine for present, with very slightly higher proportion of those willing to spend more than HUF 2,000 (55.4%). Only 4.8% of respondents would spend less than HUF 1,000 and 39.8% of them between HUF 1,000 and 2,000. The most expensive category (more than HUF 5,000) would be selected by 10.8% and the cheapest one (less than HUF 500) by 0.6% (Figure 9). To sum it up: respondent would spend the least for own consumption and more for buying wine for present, and slightly more when buying wine for special occasions.

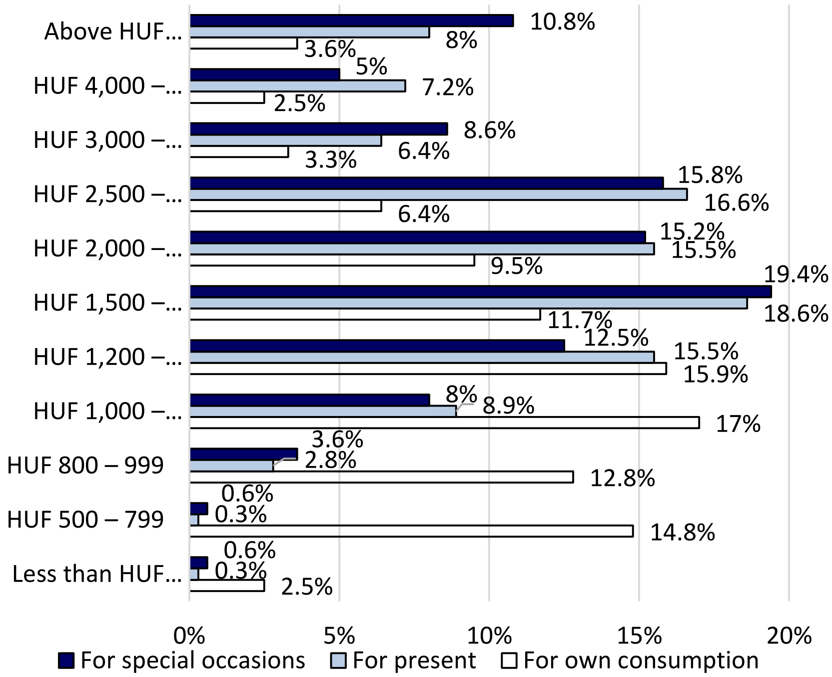

Figure 9: Willingness to spend on a bottle of wine for own consumption, for present and for special occasions (edited by Máté, A.)

The willingness to spend on buying wine thus gets much stronger in the case of present and special occasions from the category of HUF 500 right to the HUF 3,000 price, but the share of those willing to spend more than HUF 3,000 for a bottle of wine for present or special occasions falls sharply. In the case of buying wine for own consumption a definite trend line can be drawn from HUF 1,000 to 5,000, i.e. the willingness to buy decreases in almost direct proportion with the increase in the price. The section of the trend lines of the three categories is between HUF 1,200 and 2,000. It is important to remark that the number of purchases at prices lower than HUF 500 per bottle is very low, so the target market for low category and low quality wines is (fortunately) not the university students. The most typical price category of the wines bought by the young is HUF 500-1,500.

6. SOURCES OF INFORMATION ABOUT WINE AND WILLINGNESS TO EXPAND THE KNOWLEDGE OF WINES

A significant part of the information that the respondents get about wines comes from friends and acquaintances (84.3%), family members or relatives (71%), social media sites (24.7%) and the school (24.1%). In the case of the latter itis especiallyeducation that must be mentioned, as publiceducation, due to the prohibition of wine consumption for those younger than 18, does not deal with the issue of responsible wine consumption. Higher education may also have an important role in providing students with adequate basic knowledge about the world of civilised wine consumption. Social media is becoming a more and more important tool for addressing and educating the youth, and so the conscious influencing of the social media sites will be an even more important task in the future (Figure 10).

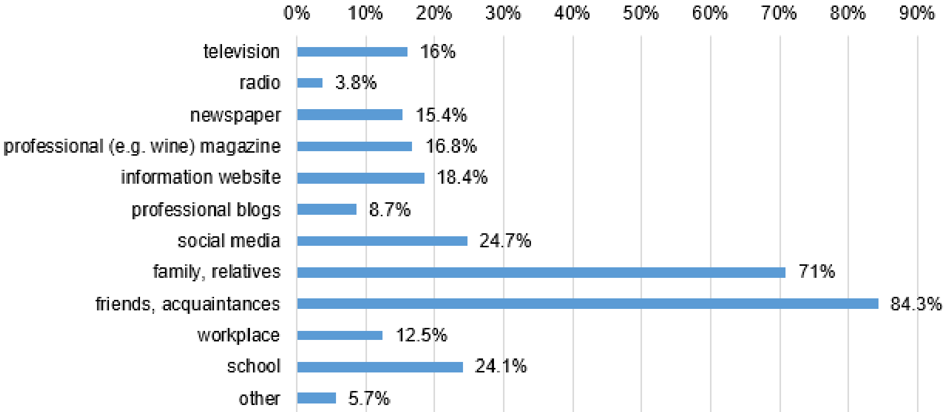

Figure 10: Sources of information of respondents about wines (edited by Máté, A.)

Ninety-eight per cent of respondents would visit a wine-related event; they would most happily participate in cellar visits and wine tasting sessions (79.9%), vintage festivals (78.3%) andwine dinners (58.3%) (Table 2). The PannonianWine Region offers a broad range of such services; the limits to the opportunities are set by solvent demand. A large number of vintage days await visitors to the wine region, most of the times supplemented with folklore, cultural or art programmes as well (Guld, 2011, Máté, 2013). A smaller share of respondents would happily participate in a hiking tour in a wine region(32%), art programmes related to wine (30.1%), St. Martin Day feasts (29.3%) and organised wine routeprogramme packages (28.7%), and also in university of wine culture (27.1%). The intensity of operation of wine routes created from tenderable resources varies, and so does the range of programmes offered by them (Gonda & Raffay, 2015, Máté, 2013, 2007). St. Martin Day is the time for the consecration of new wine and feast of goose dishes every November, which is a good occasion for visitors not only to participate in wine dinners at the cellars but also to discover other values of wine producing areas in the framework of other touristic events (Guld, et al., 2014). The University of Pécs has organised the Free University of Wine Culture in Szekszárd since 2009, and the success of this led to the launch of the same series of programmes in Pécs, supported by South Transdanubian Wine Tourism Cluster, sostudents can take part in this event in two venues now (Gonda, 2014, 2013, Guld, 2011, Oroszi et al., 2015). Least interesting for respondents were the running races of the wine producing areas (14.1%), although the semi-marathon organised annually in the

Szekszárd wine producing area since 2010 has a growing popularity and had more than 1,500 participants in 2015 (Oroszi 2015, Oroszi et al. 2015).

Table 2: Willingness to participate in wine-related programmes (edited by Máté, A.)

Programme	Values
visits to cellars and wine tasting sessions	79.9%
vintage festivals	78.3%
wine dinners	58.3%
hiking tour in a wine producing area	32.0%
wine-related art (e.g.music and fine art) programmes	30.1%
St. Martin Day programmes	29.3%
organised wine routeprogramme packages	28.7%
free university of wine culture	27.1%
running race and semi-marathon in a wine producing area	14.1%
not willing to participate in any wine-related programme	1.9%

Three-quarters (74.5%) of the respondents would happily expand their knowledge about wines, 10.6% would not do so and 14.9% are uncertain about it, making them a persuadabletarget group(Table 3). Of all respondents, 84% would be happy to participate in wine-related trainings. Almost half (45.8%) of the students would be most interested in visiting a wine seminar, e.g. as an optional subject in their studies. One-third would be interested in a wine gastronomy training (35.2%), wine expert training (31.7%) and in training in the framework of free university of wine culture (30.9%). Students already have the opportunity to participate in the Szekszárd Free University of Wine Culturein the framework of their practical training, as waiters and waitresses (Guld, 2011).

A quarter of respondents would happily partake in wine tourism training (25.7%). A fifth of them showed interests in viticulturist and wine maker training (22.5%) and sommelier training (21.7%). A smaller share of them were interested in wine judge training (17.3%), wine marketing training (16.8%), and wine culture and arts training (16.8%). Wine law training and WSET course were the least attractive for students. Wine law is a very special area. WSET course after a successful exam give a Wine & Spirit Education Trust certificate, but these courses on wine skills are not yet really known for Hungarian students (Table 3).

Table 3: Willingness to participate in wine-related trainings (edited by Máté, A.)

Training	Values
wine seminar (e.g. as an optional subject in studies)	45.8%
wine gastronomy training	35.2%
practical trainingas part of free university of wine culture	30.9%
wine expert training	31.7%
wine tourism training	25.7%
viticulturist and wine maker training	22.5%
sommelier training	21.7%

wine judge training	17.3%
wine marketing training	16.8%
wine culture and arts training	16.8%
wine lawtraining	4.3%
WSET course	2.2%
reluctant to participate in any wine-related training	16%

7. CONCLUSIONS

Students in higher education are a potential targetmarket for civilised wine consumption, which makes the examination of the consumption habits of the young adults especially important. The consumption habits of the youth are changing, and so an adequate transfer of knowledge and programmes promoting civilised wine consumption can make them conscious consumers. In this process the university may have a dominant role.

In the first part of our research we evaluated the basic wine consumption habits of the students questioned at the University of Pécs. The majority of the young adults whom we asked – also due to the hinterland of the university– came from Tolna and Baranya counties. The most favoured type of the alcoholic beverages listed in the questionnaire was wine; the least popular one was pálinka. Almost 96% of the respondents consume wine, and only 4% totally refrain from doing that, especially because of the taste of wine. The majority of those who consume wine (40.2% of them) drink 3-5 decilitres of wine on one occasion. Only 5% consume more than 1 litre at a time, an amount by far above the level of healthy consumption. The majority of respondent – slightly differently than typical by the youth – consume wine neat (Máté et al., 2016).In addition, a larger proportion of respondents drink wine with soda water than with coke, which is also an indicator of the changing consumption habits of the youth. It is especially spritzer from rosé wine that has become popular with the youth. Venues of the consumption of wine are diverse, wine consumption is most frequently associated with some event in the circle of the family or friends, or some leisure time activities (e.g. festival). The most popular sort of wine was rosé, followed by red wines, the dominant sorts of the popular wine producing areas of the Pannonian Wine Region. Students are very fond of sorts giving odorous and lighter wines (Irsai Olivér, Cserszegi fűszeres) and the regional grape sorts of the Pannonian Wine Region(Olaszrizling, Muskotály, Kékfrankos). World sorts are not overrepresented in their preferences (Merlot, Chardonnay). It comes from the geographical location of the university, among other things, that the respondents favoured in the first place the wine producing areas of the Pannonian Wine Region, especially the wine producing areas of Villány and Szekszárd. As regards the sugar content of the wines, it is sweet and semi-sweet wines that are the top choices of the students. These research findings support the statements made by Dula et al (2012)about the wine consumption habits of the youth.

Sparkling wine and schiller are not well-known by the youth. The most negative opinion that they have is about pálinka, despite the fact that the production of this beverage has significantly shifted towards the making of quality products. Students are still reluctant to consume dry wines, because of the taste of such wines. Itis still important then to organise programmes where they can further develop their knowledge and their unfavourable opinions can be changed by new practical skills. In addition, it remains important to draw their attention to civilised and responsible wine consumption.

The research gave a feedback that the wine consumption habits of the youth are developing in the right direction. By the growing popularity of the consumption of rosé wine and spritzer, wine has become an alcoholic beverage more and more favoured by the young. The many wine producing areas of the region and the number of wine gastronomy and wine tourismprogrammes related to them made young people more attached to the world of wines. In this process a significant role is played by the large number of innovative organisations operating in the Pannonian Wine Region that deal with the promotion of wine culture and wine consumption, such as the wine routes, the wine tourism cluster and the wine orders, and also the free university of wine culture and the wine seminars organised by the University of Pécs (Gonda & Raffay, 2015, Máté & Szabó, 2011, Oroszi et al., 2015).

In the first part of our paper we demonstrated the wine purchasing habits of the students of the University of Pécs, as well as the sources of their knowledge about wine and their willingness to enlarge this knowledge. Universities as mediators of culture (may) have an important role in creating civilised and conscious wine consumption habit in young adults, and making it a natural part of the intellectuals' lives. The examination of the wine consumption and purchasing habits of students did not only reveal the consumption culture of young adults but also the fields where the transfer of knowledge is necessary, as well as solutions worth considering for this activity.

The findings of the questionnaire survey demonstrated that for own consumption the dominant factor influencing purchase decision is price (77.5%), followed by taste, quality, the sort of grape and the wine producing area, while in the case of wine bought for present the dominant aspects considered are quality (82%), taste, price, the wine producing area, vintage year and brand. It means that in case or presenting wine quality matters more than the price of wine, and the role of production place, brand and aesthetic aspects is appreciated (Máté et al., 2016).Most of the respondents buy wine in hypermarkets, supermarkets, at the producers and in specialised wine stores.

Most respondents said they had the major part of information about wine from friends, acquaintances, their family and relatives, from social media sites and the school. The in-depth digital skills of the youth make it necessary to pass information to them also through the channels that they prefer. In addition, higher education as a source of information and knowledge can pass on information about wine culture in a concentrated and efficient way, which most of the respondents require, anyway, as they feel that their knowledge about wines has not grown enough in the recent years. The majority of the youth are open to wine-related programmes and trainings (Máté et al., 2016).Eighty-four per cent of respondents would happily participate in wine related trainings. During their training students would be happy to attend optional courses on wine, e.g. wine seminars. They would be interested in wine gastronomy and wine expert trainings, in practical trainings in the framework of free university of wine culture, in trainings on wine tourism, viticulture and wine making and sommelier trainings.

The wine marketing strategy of the Pannonian Wine Region considers young adults as a target group of selected importance, as their consumption habits are still changingbut they are the generation with the largest solvent demand. Also, they can be effectively reached (organisededucation, media, internet etc.), as young adults are very susceptible to advertisements and novelties. The interest of the target group in wine culture is continuously growing, and as they are getting older, wine-related events, festivals, wine tasting sessions, wine dinners and wine courses are becoming more and more popular with them. It is of vital importance what other cultural skills they collected during their university years in addition to their professional studies, if their interest in wine was successfully raised or not and whether there is an attachment created in them to the wine producing areas of the hinterland of the university. Due to its location advantages of the University of Pécs, a large number of excellent wine producing businesses,wine routeservices and innovationvisitor centres (e.g. Garay Cellar in Szekszárd, Winespiration in Pécs), wine and gastronomy festivals are within accessible reach for the students. Due to the cooperations created with wine cellars, wine making and wine tourismorganisations – e.g. cluster, wine orders, wine route associations – the university can give an ever expanding offer to students in the field of wine related trainings: engineer of viticulture and wine making, wine tourism specialisation on tourism and catering major, further trainings on wine law, wine tourism and wine gastronomy and free university of wine culture (Angler et al., 2015,Gonda & Raffay, 2015, Gonda & Kovács, 2014, Máté & Szabó, 2011, Oroszi et al., 2015).

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TOURISM AND INNOVATION

Viktor György OROSZI, Tibor GONDA, Zoltán RAFFAY

The phenomenon of innovation is basically as old as tourism itself. The organisation of the very first group travel required some innovative ideas, already. The concept of Thomas Cook broke with the conventions of his time and included a mix of entertainment and travel for a well defined market segment. In addition, his painstaking organising work created a framework to offer an affordable service for a large number of people (Hjalager 2010).

The Oslo Handbook (OECD-EUROSTAT 2005) distinguishes four categories of innovation: technology innovations include product/service and process innovation, while non-technology innovations can be organisational/institutional and marketing innovations. All four of these are present in tourism of course. Following the guidelines of the Oslo Handbook and based on the data collection by Eurostat (Community Innovation Survey – CIS), the European Commission initiated the collection of the most important indices applicable for the measurement of innovations (European Innovation Scoreboard – EIS). The table made included a total of 29 indicators in 2008, from which complex indices were constructed, such as the innovation index of the services sector (Service Sector Innovation Index – SSII), created from the combination of 23 indicators. The index assists the comparison of the innovation performance of the respective member states in the field of services (Camisón – Monfort-Mir 2012).

The Spanish National Statistical Office (INE) made an empirical comparison survey, on the basis of the findings of which we can say that the services sector is less innovative in the field of product and process innovations than manufacturing industry. The latter showed a better performance in the area of technology skills and intellectual properties. Manufacturing industry had larger numbers of patents, manufacturing models, trademarks and copyrights registered. In the field of trademarks and product design the difference was less striking, but the n umber of such innovations is still very low even in Spain, a country gaining a huge profit from tourism and services. Innovative cooperations are also much more frequent in manufacturing industry than in the services sector. On the other hand, no significant differences were found in the case of non-technology innovations. Companies working in the services sector had slightly better achievements in the field of organisational innovations such as the creation of new management models and marketing innovations, e.g. the utilisation of promotion channels or the introduction of good practices (Camisón – Monfort-Mir 2012).

1. PRODUCT/SERVICE INNOVATIONS IN TOURISM

1.1 Product innovations at accommodations

As regards product and service innovations, an excellent example from the commercial accommodation sector is Accor hotel chain whose members started to offer low price services without compromising the quality of the basic hotel services (cleanliness and comfortable beds). In the case of small scale accommodations there a kind of diversification was introduced, with the appearance of boutique/lifestyle/design hotels offering special services and capsule hotels in Japan[1], simplifying the services, but green accommodations

[1] http://www.nytimes.com/2010/01/02/business/global/02capsule.html?_r=0

are also examples for this process. Design hotels offer complex services with their architecture, design, services, gastronomy and other specialities, such as their excellent locations. The trademark called Design Hotel is now an umbrella under which there are 280 independent hotels from 50 countries, offering unique, aesthetic and services driven accommodation experience since 1993[2]. It is not exceptional that organisational innovations are accompanied by the operation of such accommodations: in Stockholm e.g. a designer and a guest experience manager are employed for the maintenance of the 'design hotel' brand (Stanegard-Stanegard 2012).

For the survey of the environmental efficiency of the green accommodations a number of environment audit systems have been worked out. Hsiao et al (2014), using the Delphi method and relying on the assistance of experts, identified 64 indicators, from which 18 are very important and easily measurable on the ground of their findings – from the very existence of environmental policy through the avoidance of the sue of toxic materials, and the organisation of employees trainings and the eco-conscious attitude shaping of their clients to the use of energy efficient electrical devices.

In the territory of the European Union the symbol of voluntary environment conscious production is the eco-label. The main objective of the system is the expansion of the demand and supply of products and services with decreased environmental stress. The range of products and services entitled for the use of the label is restricted. In the services sector it is accommodation and camping services where eco-labels are applicable. On the ground of the Union database, in Hungary there is only one accommodation and not one single camping site registered, whereas in Austria e.g. there are 34 accommodations and 11 camping sites labelled.[3] The western neighbour of Hungary is at the leading edge also as regards green accommodation, as the only city hotel in the world operating with zero energy balance works in the capital city, Vienna. According to the corporate social responsibility of Boutique Hotel Stadthalle[4], in addition to the modernisation of energy use they also introduced a large number of other innovative solutions. Instead of tradition recycling, thy upgraded a part of their hotels rooms in the spirit of upcycling (utilising everyday objects – e.g. creating shelves form old books). In addition, guests arriving by public transportation or bicycle are given price discounts. Electric scooters can be rented at the hotel; bicycle storage was established and so was a charging facility for electric vehicles (?), and the services of a taxi company using hybrid drive cars exclusively can be used. In addition to transportation the take great care of the use of energy and water: besides using energy saving bulbs and devices, they also use solar panels (?) for electricity and hot water production. Air conditioning is provided by a garden created on the roof terrace, and with heat pumps. Towels are only changed on demand of the guests and clients can also abandon the change of bedclothes; also, biologically degradable chemicals are used and the building has a special sanitation plan. Organic or locally produced goods are used and they are selected according to the season (for example for the service of breakfast). In the garden established in the roof terrace organic manure and natural herbicides are used, and the lavender produced is sold to the guests. They offer reduced prices for non-governmental and environmental organisations, too.

[2] http://corporate.designhotels.com/about_design_hotels/history
[3] http://ec.europa.eu/ecat/services
[4] https://www.hotelstadthalle.at/wp-content/uploads/2015/02/CSRReport2014English.pdf

1.2 Interactive, creative attractions as touristic products

Product innovations also include some new attractions, like for example the experience wine farm in the Austrian settlement called Langenlois, or two similar attractions in South Transdanubia in Hungary: the WineSpiration winery visitor centre in Pécs and the interactive exhibition of the Garay Cellar in Szekszárd. In all three cases creative industrial solutions had to be found so that the respective elements of the exhibitions offer a permanent experience for visitors (like the imitation of a large fermenting tank and the demonstration of the main elements of fermentation in that; or creation of a giant bunch of Cirfandli grapes. Another attraction that required a creative idea and offered a completely new product was the Invisible Exhibition where visitors are given an insight into the world of the blind; have first-hand experience with the help of a guide short of sight (?) what the life of our blind human fellows is like, what tools assist them in their everyday lives. BY this exhibition tourists are also made socially more sensitive to the problems of their handicapped fellows. After the creation of the exhibition, a large number of new events can be integrated as auxiliary products to the original concept, such as the trying of the blind test, used in wine tasting sessions, in this environment. The results of similarly innovative product developments are the nowadays popular real escape games which are built on the idea of placing room-escape games, familiar from computer games, into real world settings. The first escape room was established in 2006 in the Silicon Valley. The first such establishment in Hungary was created in 2011 and became fashionable in one single year, now only in Budapest there are 30-40 such facilities (e.g.: Exitpoint, ParaPark, Claustrophilia). Also, the majority of the regional centres in Hungary now offer such a pastime to the locals and visitors (in Pécs in two locations). Operators say that in some places 80% of the game players are tourists. This development conquers the world from Hungary. All three such attractions operated in Vienna are Hungarian ventures, but Hungarians also established such panic rooms in Barcelona, Madrid and Zagreb, in other venues the idea will be used in the form of franchising, according to the plans. The whole of the product itself (escape games) could not be copyright protected, only the original game concept and some elements thereof.[5]

An example for the innovative cooperation of public collections and universities is the future project called ‘Take-home Museum’ by the Museum of Fine Arts and the Budapest College of Business and Communication (?)[6]. Also, the Kosovo Museum in Pristina uses mobile devices equipped with devices activating several senses (earphones, touchable pictures (?) etc.) (Figure 1). These devises help the demonstration of a part of the values of the museum to people who are unable to visit the museum for some reasons (e.g. the physically handicapped).[7]

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[5] http://index.hu/kultur/eletmod/2014/01/21/magyarok_terjesztik_a_szabadulos_jatekot_a_vilagban/

[6] http://turizmus.com/innovacio/hazaviheto-muzeum-1129663

[7] http://zeroproject.org/practice/communicating-art-in-the-western-balkans/

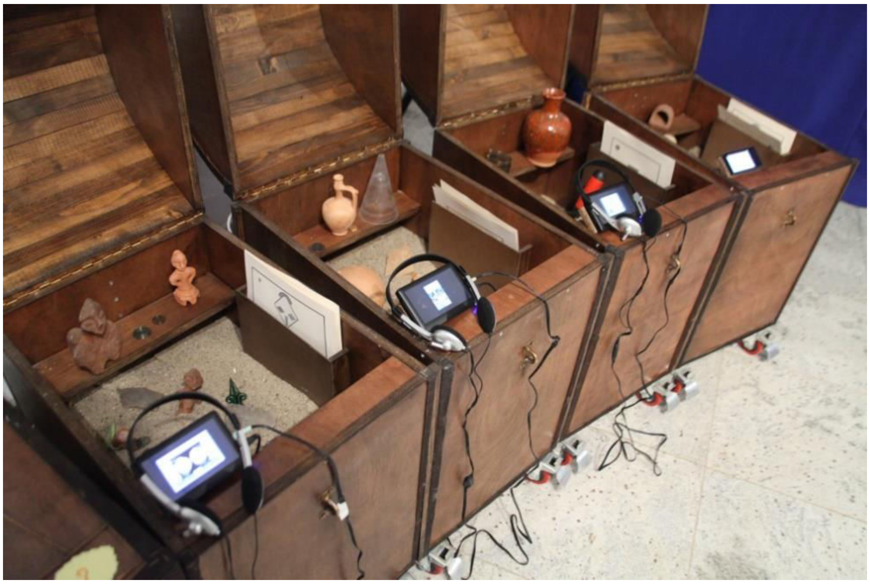

Figure 1: Mobile devices of the Cosovo Museum for those with impaired sight or hearing (?) (Source: http://zeroproject.org/practice/communicating-art-in-the-western-balkans/)

1.3 Product imitation

The category of product imitation includes, among other things, the establishment of the centuries old gardens and typical landscaping solutions of the lingering gardens in Suzhou, part of the world heritage, in 30 countries around the world, in approximately 40 locations, first in New York in 1979. Thereby the respective venues are given a new attraction that demonstrates a slice of Chinese culture.[8]

Another version of product imitations is model parks (?) demonstrating the most famous buildings of the world or some countries. Such facilities are e.g. the MiniMundus in Klagenfurt or ItaliaMiniatura in Italy and Mini-Europa in Brussels. In Klagenfurt it was not only an attraction that the investors copied but they introduced the most breathtaking buildings of first Europe then the whole world to the visitors – with huge success. Already in the first season (in 1958) the facility received 48,182 guests, and the innovative attraction became extremely popular in only a few years, exceeding 100,000 visitors by 1962 (106,000) and one million by 1967.[9]

An upgraded version of this, as regards innovation, is the Mini Hungary Park opened in Kisbér in 2011, where the models of the 43 most renowned buildings of Hungary can be seen. This is not only the imitation of the 43 products but also the implementation of the idea introduced in Austria decades before. The project also includes the realisation of a miniature open-air village museum in the nearby village Ászár.[10]

It is a Hungarian speciality, on the other hand, that the establishment of two such parks was supported simultaneously by the government of Hungary: as a part of the Szarvas arboretum, the latest Mini Hungary Park was opened in 2013 in Szarvas, as a part of the touristic service development project called 'Miniature Hungary in Szarvas, the middle of

[8] http://turizmus.com/innovacio/exportaljak-a-vilaghiru-szucsoui-kerteket-1130410

[9] http://www.minimundus.at/ueber-uns/geschichte.html

[10] http://www.turizmusonline.hu/aktualis/cikk/megujult_turisztikai_kinalat_a_bakonyaljan

the historical Hungary". A total of 21 models feature here the renowned cities of Hungary, in a 1:25-1:100 scale.[11] The basic idea was further developed inasmuch as the concept is supplemented with some attractions of the historical Hungary and the location of the buildings is identical with their actual geographical positions, and so from above the park makes the state border and the shape of the areas beyond the present border. In addition, some elements were made interactive (train model that can be launched by pushing a button, ships floating on Lake Balaton and buildings making a sound), also, an interactive map accessible by mobile phones was developed for the attraction, providing detailed information on the respective sights of interest.

1.4 Innovations of services

Innovations appearing on the market of services include e.g. the private and experience guiding (?). Personalised offers are becoming more and more important. The realisation of this requires preparation different from the ordinary, but a personal guide can offer extra experience other than the ordinary ones. Knowing the interest of the tourist, his/her age and activity, tailor-made information can be provided that promotes the visitors getting to know the respective destination and getting in touch with its inhabitants.[12]

1.5 Infocommunication and product innovations (websites and mobile applications)

ICT (infocommunication technology) led to revolutionary innovations in the distribution and development of touristic products, the development of public relations and business communication, the promotion of the image of destinations (even more precise mental maps in the visitors), the access to information, the decrease in the price of touristic products and thereby the opening of new markets, and the safety of transportation (Zelenka 2009). Some of these are in the category of process innovations, but a rapid development can be seen in the development of touristic products and services ass well. Such innovations are more and more frequently used, which fundamentally changes the whole of the tourism industry. Most popular these days is the development of websites, interactive exhibition places and mobile phone applications.

As regards websites, new products can be marketed that promote the loyalty of the tourists to a destination in touristic off-seasons. In one of the most famous angling venues of Hungary, the Maconka Reservoir anglers can spend their time with their favourite leisure time activity even in closed seasons, in unfavourable weather conditions – or when they simply do not have time to go angling to a distant destination. One of the Hungarian angling websites features a game that allows a virtual angling trip to the reservoir in Maconka, while chatting to the other anglers just like in reality, sitting on the lake shore.[13]

Touristic mobile applications now offer a diverse supply and can be grouped on different grounds (Hyun et al. 2009; Kennedy-Eden – Gretzel 2012). Table 1 below is an attempt to demonstrate this versatility.

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[11] http://www.minimagyarorszag.hu/europai-unios-palyazatok

[12] http://turizmus.com/utaztatas/szemelyre-szabott-turaival-kerult-a-legjobbak-koze-szoke-zsuzsanna-idegenvezeto-1132091

[13] http://www.haldorado.hu/jatek/

Navigation	GPS
	Route planning (Google Maps, iGO Navigation, compass)
	On- and offline maps
	Augmented reality, e.g. StreetView
Social	Social media (e.g. Facebook, Twitter)
	Communication (e.g. Skype, WhatsUp, Viber)
	Social recommendation systems (e.g. Forthsquare, Tripadvisor)
	Transportation (e.g. Waze, Oszkar car sharing systems)
	Accommodations (e.g. Couchsurfing)
Mobil marketing	Competitions/awards (e.g. Nikon Photo Contest)
	Warnings
	Price reductions (e.g. BlackFriday, DCards, Discounts)
Security/emergencies	Medical (e.g. Betegséglexikon)[14]
	Emergencies (e.g.: ICE)
	Information (e.g. consumer protection like ECC-NET: Travel[15]
Transactions	Financial/Banking (e.g. OTP SmartBank, MNB currency exchange rates, OTP Szépkártya, XE Currency)
	Tickets/Reservations (e.g. Wizz Air, jegy.hu, Booking.com, AirBnB)
	Shopping (e.g. Milano Tour&Shop; Puha Shop Route Utrecht; Click ’n Shop Epernay Champagne)
	Travel (e.g. Budapest Taxi, Uber, Wundercar)
Information	Attractions (e.g. Loro Parque Tenerife, National Gallery of Art – Washington DC, VisitPécs, Guide@Hand Miskolc, Voice Guide Zagreb ENG etc.)
	Travel (e.g. Vonatinfo, GuaguApp – Tenerife, Accuweather)
	Other (e.g. vocabularies, QR reader)
Entertainment	Videos/TV (e.g.: Youtube; Alanya Online TV, Tibet Online TV)
	Games (e.g.: Korea Attraction Grid Puzzle, Japan Jigsaw Tour, Rock the Vegas)
	Music
	E-readers
	Photographs (e.g. Instagram, Selfie photo editor)

Table 1: Categorisation of touristic mobile applications on the ground of the service type (edited by the authors, using Kennedy-Eden – Gretzel 2012)

Finding the way of tourists is assisted by the different navigation tools like GPS, route planner applications and offline city maps that do no require download of data. This category also includes applications based on augmented reality, which show, using GSP positioning and compass mode simultaneously, the location and direction of attractions, shops etc. around us.

By sharing information on social media platforms we can ease our situation as well as that of other tourists, e.g. by the forecasting of traffic jams (if we download the application

[14] http://turizmus.com/innovacio/eletet-menthet-a-mobilalkalmazas-1130214

[15] http://turizmus.com/innovacio/fogyasztovedelmi-mobilalkalmazassal-segitik-a-kulfoldre-utazokat-1130125

called Waze on our mobile phone), we can fund accommodation for us at local citizens who know the destination well – if we are members of the Couchsurfing community. We can learn which are the best restaurants nearby in the opinions, recommendations and experiences of others (using Fourthsquare or Tripadvisor). Services offered by recommendation systems are thus versatile, they cam inform us about attractions (POI's – points of interest); touristic services; collaborative contents generated by users; route/tour offers; and even tailor-made tour plans for several days, using different algorithms (Gavalas et al. 2014).

As regards mobile marketing, service providers announce different competitions or we can get information from them during our shopping tours about the price reductions and coupon redemption actions in the nearby shops. The safety of visitors can be enhanced by different medical applications that in emergency inform physicians about the medical challenges of the traveller (allergy, epilepsies, diabetes) – or they let traveller know the symptoms of some diseases[16] and in emergency they also tell where to find the closest physician or how to reach the relatives fast (e.g. ICE –In Case of Emergency). In fact, applications assisting the assertion of consumer rights have also been developed for tourists so that they should be protected also abroad from unfair service providers.[17]

In the case of shopping tours, the apps developed for the support of shopping in the respective settlements can come in handy, like the one assisting the purchase of champaign in the area of Epernay. Also, money exchange, mobile phone banking, hotel reservations or the purchase of flight or concerts tickets are now made by a large number of tourists with the use of their mobile phone applications.

Maybe it is the provision of information where most applications have been developed. We do not have exact statistics concerning this; nevertheless we can rightly say that innovations in this category are very diverse. The applications of general character can be of use for tourists in several locations and at different times. QR code readers for example offer additional information on the elements of study paths (like the study path running across the Katalinpuszta excursion Centre of the Ipolyerdő Inc. in Hungary), or exhibitions, navigating the user to the website stored in the respective QR codes. Offline dictionaries can also provide basic information that help tourists get around in different locations. Applications developed for the provision of travel related information (like e.g. the so-called Vonatinfó – 'Train Info' – developed by the Hungarian State Railways Inc.) allow us to follow up the position of the trains, get information on the changes or delays in the schedules, the opportunities to change train, the optimum routes, the obligation to buy supplementary tickets (?) – but we can even initiate real-time chat with our fellow passengers. Also, we can get information on the forecasted weather. A growing number of destinations have developed applications assisting city sightseeing tours (VisitPécs, Guide@Hand Miskolc, VoiceGuide Zagreb); they function as virtual guidebooks.[18] They can even recommend routes for the visitors or allow the 3D look of the restepctive attraction out of opening hours or during renovations (like the Board Church in Miskolc).[19] Information updated on a daily basis is

[16] http://turizmus.com/innovacio/eletet-menthet-a-mobilalkalmazas-1130214

[17] http://turizmus.com/innovacio/fogyasztovedelmi-mobilalkalmazassal-segitik-a-kulfoldre-utazokat-1130125

[18] http://turizmus.com/utaztatas/uj-mobilalkalmazas-zagrab-idegenforgalmi-kozossegenel-1127132

[19] http://turizmus.com/desztinaciomenedzsment/3d-ben-a-fotelben-ulve-is-korbejarhato-a-deszkatemplom-1132085

offered to tourists about the opening hours of attractions, temporary exhibitions or other urban events. Visitors later can share their routes managed during the visit, and can send their photos and voice messages about their experiences to their acquaintances.[20] Attractions with substantial numbers of visitors, like for example the Loro Parque Puerto de La Cruz-ban in Tenerife or the National Gallery of Art in Washington D.C. too have developed mobile phone applications, in order to provide information concerning the respective shows, temporary exhibitions, the offer of the shops in the area of the attraction, the artefacts exhibited, the animals demonstrated – and give maps to visitors to help them find their way in the territory of the facilities.

For the entertainment of the tourists and the grabbing their attention about sights of interest a perfect tool is video and the already mentioned games. The systematisation, storage and sharing of the photos made in the respective destination can be greatly alleviated by different apps – and they can also be used for the editing of the very popular selfies (self-photographs). Quite a few service providers announce selfie competitions focused on the experiences of the guests and the sights of interest – thereby they gain even more potential customers in the future or may use the selfies in their marketing campaigns or brochures. It is usually the instant uploading of the selfies to the social media (like in the case of the Aquaworld in Budapest),[21] or the photos sent to the website of the service provider (like the "Make selfies in Gemenc" campaign of the Gemenc Inc.)[22] that visitors can apply with.

Seeing the extremely rapid development of the market of touristic mobile phone applications, it is important to look at the criteria of their usability. We can qualify the respective applications on both quantitative and qualitative grounds (Kenteris et al. 2009). Quantitatively:

- effectiveness: on the basis of the number of tasks accomplished
- efficiency: time necessary for the solution of the respective tasks, in comparison with the preliminarily defined time frames for the solution of the task
- learning capacity: they extent of development in the implementation of the task in the case of the second trial version

The quality-based evaluation of usability can be best done by the feedbacks and questioning of the consumers, in the ways below:

- user satisfaction: attitude of the users concerning the use of the application
- simplicity: sense of comfort of users during the solution of the different tasks
- comprehensibility: how simple it is for the user to understand the content featured on their mobile phones
- perceived usability: to what extent application meets the original objective of the use
- applicability of the system: how much the system is tailored to the needs of the users

2. PROCESS INNOVATIONS IN TOURISM

In the group of process innovations the application of ICT has become very significant recently. The most important role in the acceleration of work processes is played by the promotion of efficiency, productivity and flows (of goods, information, people etc.).

[20] https://www.hellomiskolc.hu/portal_page.php?pageID=169

[21] https://hu-hu.facebook.com/notes/aquaworld-budapest/indul-a-nagy-augusztusi-aquaworld-selfie-verseny/714400015264098

[22] http://www.gemenczrt.hu/index.php?apps=news&news=362

In several places have been the combination of ICT and other strategic/managerial measures, like competence development and human resources management, applied (Hjalager 2010). Intra-business systems safeguard effective operation by being capable of the harmonisation of decisions, processes and resources necessary for that. Company ICT Intranet tools include inventory control, tracking stock, dynamic pricing, check-in and invoicing as operational processes, and also e-business functions like e-sales and marketing, e-production and manufacturing, e-procurement, e-accounting finances, e-human resources, e-management. Typical example is the use of booking systems (fast tracking of room occupancy in a hotel), or the management of the connection between Housekeeping and Front Office (Grotte 2010). In the kitchens of the restaurants the applicable process innovations can increase energy and labour force efficiency, may allow faster and better preparation, decrease the amount of wastes produced, create better sanitary conditions, and allow faster service and greater flexibility. A typical example is processes pursued in a McDrive which allow the order of the goods to be consumed at a window and immediately get them rolling to the next window. Also, cutlery transported on a conveyor belt may also speed up work process and decrease labour demand. In the kitchen, cooking and spicing controlled by sensors can be introduced. Of course it all depends also on the profile of the restaurant and the consumer segment to be targeted. In slow-food type catering facilities the new work processes to be introduced may even slow down the process and still prove successful. think of the renaissance of confiting[23] or the traditional way of roasting carp over amber, clipped into branches (like in the Kopački rit in Croatia) or the cooking of beans in pots in the fire, like in Mohács in South Hungary – all these take a lot of time and still many tourists visit these venues where they can have access to these traditional dishes, prepared in these slow ways and unmatched in their flavour.

Process innovations brought significant changes in the travelling of tourists, as well. Airports have applied a large number of new technologies to promote the mobility of goods, information and passengers. The institution of on-line check-in, the automatised consoles at the airport save time for both passengers and the staff, as does the application of X-ray devices or the queue management techniques used to control the flow of passengers (Puczkó-Rátz 2011). The latest solutions for the transfer of parcels are also in this category. The very fist passengers to be able to transfer the data of their electronic boarding passes from their smartphones via a Bluetooth connection to the electronic Rimowa label placed on their parcel will be the passengers of Lufthansa. The Rimowa label cannot be removed from the parcel and stands external impacts. All the passengers have to do is place the parcels registered this way on the conveyor belt.[24]

3. ORGANISATIONAL INNOVATIONS

The best example for organisational innovation in tourism is franchise and licence agreements that have been used since the 1950s. These are capable of contributing to the dissemination of goods and processes even in the most remote parts of the world (Hjalager 2010). The acquisition of different certificates and trademarks provided by different independent organisations, and then the control, development and promotion offered by

[23] It comes from the French verb ‘confire’, to conserve. It originally means that the food must be fried in its own, but ample fat at low temperature and for a long time

[24] http://turizmus.com/innovacio/innovacios-dijat-nyert-a-lufthansa-elektronikus-poggyaszcimkeje-1131299

these organisations have been the other sort of cooperations for a long time (network of EcoCamping, GreenStarHotel facilities, world heritage sites or Geoparks, the Blue Flag Trademark worked out in 2004 for the qualification of beaches etc). A document issued by UNWTO in 2003 gives a detailed discussion of the recommendation of the organisation made for governments about the support and foundation of trademark schemes related to sustainable tourism.[25] The reason for this is the fact that there are numerous such sustainable tourism certificates all over the world.[26]

The definition of theme routes was started by experts in the 1970s. The Council of Europe set up its Cultural routes programme in 1984. The first such thematic cooperation was established in 1987 in Santiago de Compostela, and thin in 1998 the European Institute of Cultural Routes was founded Luxembourg; the Institute now represents 29 cultural routes in the territory of 70 countries.[27] Cooperations made along theme routes now have two decades of experience in Hungary as well. The first Hungarian wine route was founded in the Villány wine producing area in 1995, and since then each wine producing area in South Transdanubia have established their own wine routes integrating the service providers interested. In addition, a qualification system has been created in each of them. As regards the organisational management of theme routes, there are different central management bodies in practice (von Rohrscheidt 2012), like

- institutions of local municipalities,
- institutions of other community organs (European Institute of Cultural Routes, diocesan offices)
- regional tourism organisation (TDMO-s)
- touristic organisations designed for specific purposes (e.g. tour operators)
- non-governmental organisations (associations, foundations)
- private businesses
- tourism clusters
- cooperation communities established for specific purposes (e.g. local action groups)

as are different form of cooperation (Figure 2):

- single: the coordinating organisation is responsible for both external and internal tasks (in extreme cases it can be one-man administration), with members being passive in this sense, only using the brand and the services provided by the coordinator. The coordinator is the only point of reference form them
- centralised: directed from one single centre, delegating special tasks to a few contributing organisations and controlling the implementation of these tasks
- disperse: coordination tasks are scattered across the members, in accordance with their specialisations

[25] http://sdt.unwto.org/sites/all/files/docpdf/certification-gov-recomm.pdf
[26] http://destinet.eu/who-who/market-solutions/certificates/fol442810
[27] http://culture-routes.net/

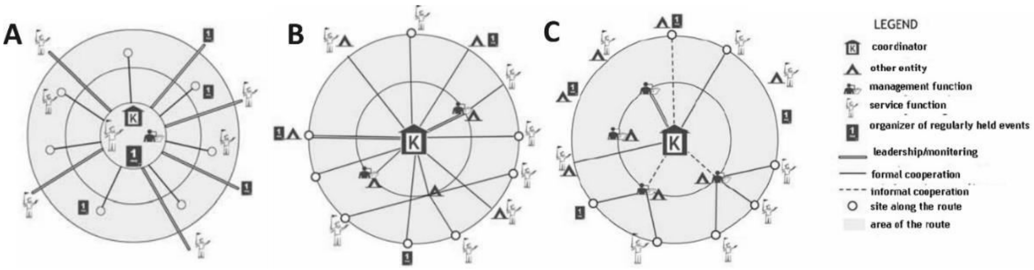

Figure 2: Coordination of theme routes (A – single, B – centralised, C – disperse) – after von Rohrscheidt (2012)

These days the organisational innovations are cooperations operating in certain legal frameworks such as clusters and TDMOs (tourism destination management organisations), operating at different levels. The region of South Transdanubia is an excellent example for this. In 2010 the government of Hungary extended the tenderable resources earmarked for the support of TDMOs to the tourism clusters (SZABÓ G. 2010), which promoted the product based touristic cooperations within the region, together with the flow of information and the provision of competitive tourism services. South Transdanubia was the first region in Hungary to establish tourism clusters built on rural, enological, eco-, castle and chateau, MICE and health tourism. This is a proof of the innovative capacities and go in the organisational system of the tourism industry in the region, while the implementation of the bottom-up initiatives is supported by the tender system (Gonda 2013, 2014). There is a great need for this, actually, as there are many obstacles in the way of the creation and effective operation of such networks (Novelli 2006).

4. MARKETING INNOVATIONS

Brand creation has a lot of opportunities in tourism, the enumeration of all these would go beyond the scope of this paper, and so we only mention a few opportunities from the tools of marketing.

The already broadly used and diverse loyalty programmes and the discounts offered in the framework of these (e.g. Wizz Discount Club) have changed the relationship between tourists and service providers. The first such programmes were launched by airline companies in the 1970s in the United States (FFP's – frequent flyer programmes), and grew at an extremely rapid pace in the 1980s overseas. The European airlines had no other choice than to join in this competition in the early 1990s – the first airline company to do so was British Airways in 1991 (Gilbert 1996). Loyalty card and similar solution turn short term contacts into long term relationships. Touristic businesses and destinations are now trying to create their own fan bases, virtual communities in order to reach the potential customers with their most recent offers, get to know their consumption and maintain a constant contact with them.

Digital search engines have led to slightly more balanced offer of supply for smaller service providers and have also a strong influence on price competition (Hjalager 2010). The next step, however, is noe search optimisation among the actors of a touristic segment or destination: it does matter a lot in which position of the order the search engine features the respective service provider when searching for a given key word. It is rare that anybody browses the third of fourth page offered by Google, having already met 60 other offers.

Cooperations among brands are also becoming more emphasised. The marketing of wines often goes together with the advertising of the respective terroir, a narrower region – but examples are also offerd by the packaging of foods on the shelves of hypermarkets (e.g. Pick salami, ground red pepper of Kalocsa, or Camembert and Edam cheese, ham of Parma).
The strengthening of the brand may take place by internal innovations as well, inasmuch as the emphasis of the company values, the promotion of team building, the increase of the satisfaction with the workplace and used to increase the dedication of the employees. This will turn their attitude towards tourists into more positive and they will be able to transfer the feeling - even if they world for larger companies – that all customers are equally important for the company (e.g. an airline company) and this is a service of human scales, the client is not just one in a million.

5. INNOVATIVITY IN THE TOURISM OF SOUTH TRANSDANUBIA

The actors of the tourism sector of the region soon recognised the necessity of innovative product and service development. They realised that in the extremely fierce competition those can gain competitive advantages who are able to come up with new, unique, modern offer carrying positive messages. Accordingly, by the assertion of the principle of sustainable development and making the accommodations "ecological" the initiatives unique in Hungary were launched. The organisation responsible for the elaboration of the eco-lodge system was the Baranya County Rural Tourism Non-For-Profit Association. Also using supports by the Norwegian grant they worked out the conditions for the award of the eco-lodge title, prepared the interested rural accommodation owners and by the accomplishment of dozens of qualifications they created the intra-regional network of eco-lodges. Keeping the advantages and values of this qualification system in mind, the qualification system of the ecotourism cluster was worked out, with the inclusion of the broad range of professionals. The qualified service providers are labelled with a wild flower (hellebore). The ecotouristic service provider of the region can get one-, two- or three-hellebore qualifications in three categories (accommodation, catering and other ecotouristic services). The value of the system lies in its attitude shaping and development character. The system was actually introduced and so far a total of 30 hellebore qualifications have been awarded. In ecotourism service development the intensive use of innovative elements is especially striking. To mention but a few novel initiative, without demonstrating them in details: creation of dark sky reserve, organisation of dark sky tours (Zselic), of moonlight tours, tours concentrating on edible plants (Mecsek), individual ecotourism programme packages (Hélia Natur KFT), unique eco-buffet service, "weed dinners" (Ökocsali) etc. The feasibility of these initiatives has been asserted by the consumers. A more intensive marketing activity and the increase of the nationwide awareness about them may significantly increase their touristic impacts.

The best example for organisational innovation in South Transdanubia is the tourism clusters established in the region. The role of tourism organisations has transformed in the recent years, and so has the focus of their activity. Formerly the organisations had to find out how to sell their tourism services, and for this purpose the supply side created or had created attractive touristic brochures and attended tourism exhibitions. The situation has changed by now: the question today is how to create a new, innovative and marketable supply, how to put together and operate a productive network of service providers, how to integrate the supply into a product oriented at the high quality target groups and how to amalgamate the service providers and services into a homogenous competitive unit well recognisable on the market. The region of South Transdanubia extended in 2010 the tenderable resources available for the support of TDMOs to the tourism clusters (SZABÓ G. 2010) in order to promote product-based tourism cooperations in the region, the flow of information and the offer of competitive services in the tourism industry. The tourism clusters of South Transdanubia (see the last paragraph of chapter 3) focus both on the decrease of costs and innovation. Clusters, provided that they fulfil their functions, can generate real economic cooperations among the regional actors of the respective touristic products. This is an important, strategic issue for the increase of the competitiveness of the touristic region, as the cultural and natural endowments of South Transdanubia are favourable but underutilised by far. The integration of the thematically and geographically scattered attractions into complex tourism products, and their successful promotion is not effective enough. The reason for this is the lack of cooperation, adequate coordination and marketing work (Development Programme of the South Transdanubian Touristic Region 2006). Tourism clusters offer a solution for such problems, among other things.

Clusters were built on tourism products that are the strengths of the region, and so their development and selected promotion is a strategic task of regional level in order to increase the tourism performance of South Transdanubia.

These days, with the increase of health consciousness, there seems to be a great demand for health tourism services and high class wellness hotels. The rich and unique thermal tourism endowments of South Transdanubia, especially the quality of the water of Harkány are the foundations of this segment of supply, but the volume of visitors to the renowned medical spas of the region has significantly decreased over the least years (according to the data of the Hungarian Central Statistical Office). In the background of this we find the belated developments compared to those of the competition, and the impacts of the Yugoslav crisis. The elimination of the support for holidays with curative purposes on the international and Hungarian market also resulted in the loss of many foreign guests (AUBERT A. – SZABÓ G. 2007). The drop in the number of guest nights in destinations with medical spas, especially in Harkány, has a significant impact on the competitiveness of the region. This is an especially delicate issue these days because one of the most supported products of national tourism marketing is health and thermal tourism (HUNGARIAN TOURISM INC. 2010). This strategic product is managed by the South Transdanubia Health and Thermal Tourism Cluster.

A competitive advantage of the South Transdanubian touristic region is the significant volume of visitors at private accommodations. Behind this we find rural tourism reviving since the 1990s, the main areas of this in the region are the Mecsek Mountains, the Zselic and the Swabian villages along the Danube River (SZABÓ G. 2000). Organisations and businesses interested in the development of rural tourism are integrated by the South Transdanubian Rural Tourism Cluster.

In the last few years a number of new innovative touristic products have appeared in the region, around which clusters have been organised. The first wine route of Hungary was established here, in South Transdanubia, serving as an example for the development of Hungarian enological tourism (SZABÓ G. 2002), and a new example to be followed can be the innovative initiative of the South Transdanubian Wine Tourism Cluster.

Ecotourism, the basis of which is the protected areas and special natural values of South Transdanubia, was given an emphasised role in regional developments in the recent years, and in 2101 South Transdanubia was the first region to create a network of environment friendly accommodation owners (SZABÓ G. – SPIEGLER P. 2008; SZABÓ G. – ENDRÉDI M. 2010). The ecotourism cluster is based on ecotourism trends and products (Raffay Z. 2014). The cooperation within the cluster was preceded by an informal and then formalised cooperation created by non-governmental organisation and progressive enterprises in the leading edge of ecotourism development,, as a result of which already in 2008 an association called Gyeregyalog.hu Egyesület was established (literally translated: “come on foot”). This organisation became the lead partner in the development of the cluster. In 2010 the Renaissance Estate in Bikal was opened as the first thematic adventure park in Hungary (http://elmenybirtok.hu), now being one of the most attractive and renowned members of the South Transdanubian Castle and Chateau Tourism Cluster founded already in 2007. In accordance with the national tendencies, the number of cultural programmes has proliferated in the recent years, as events and festival tourism, easing the problem of seasonality, is given more and more attention (Sulyok J. 2010). These are integrated by the South Transdanubian Events and Festival Tourism Cluster.

Although the new touristic products created do not concentrate the flow of guests to an extent that appears in the statistics demonstrating the competitiveness of the region – e.g. the turnover generated by events and enological tourism, or the number of visitors to castles, chateaus and medical spas cannot featured by the number of guest nights registered (AUBERT A. – SZABÓ G. 2007) –, their role in marketing is still very important due to their innovativity and high prestige value, and so the concerted, strategic marketing of the clusters built in these products may contribute to the increase in the indices demonstrating the competitive positions of South Transdanubia. The flow of knowledge stimulates innovation which is of selected importance for all three clusters. Bejing aware of all this, the clusters and their members defined the following innovation goals, among other things:

- inclusion of innovative technologies as a tool of demonstration and familiarisation;
- strengthening of innovative activities with high added value;
- integration of creative industries (graphics, design, informatics design) with the traditional cultural heritage sector;
- innovative application of online marketing in the community marketing activity organised by the cluster etc.

The tourism clusters of South Transdanubia are built in the key products of the region and the innovative developments related to these products. Tendencies show that the reaction to market tendencies requires new and effective innovation performance, and the communication and dales of this with an adequate intensity.

6. SUMMARY

The interpretation of innovation has continuously changed and been extended. Now it is evident that innovation is important in the services sector, including tourism, as well. The paper is an attempt to collect and categorise innovations visible in the tourism industry, without aiming at completion. We hope that our approach, the demonstration of the latest examples and the previous stations of innovation assists the broad analysis of this diverse issue and highlight potential possibilities and the latest trends. We also hope that the paper, demonstrating application possibilities and good practices, will give inspiration to future tourism experts.

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