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THE ESTABLISHMENT OF THE PRINCIPLES OF SUSTAINABLE TOURISM IN THE BALATON REGION

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When we speak about sustainability there is a sector of industry that deserves attention because of its increasing economic weight in the past decades, the rising number of stakeholders and the widening circle of service providers. This sector is the tourism industry, which has an impact not only on the economy of the visited country but also on the social, cultural and environmental relations, so if we speak about sustainability, we can not ignore its role and effect. Tourism has become so a part of sustainable development, which can be conducted through the application of the Tourism Destination Management (TDM) all over the world (Ritchie, Crouch, 2003, p. 45).

What do we actually mean by the sustainability of tourism? What methodology and what kind of tools are available to transfer them into practice? How does it operate in one of the most important holiday regions in Hungary, in the Balaton region that is the region of the largest sweet water lake in Central Europe at the same time? In this study the authors are trying to find answers for these questions by introducing the first steps of the Balaton region and the environment protection practice in one of the settlements and the micro-regional efforts of a local nature protection civil organization for the sake of sustainability.

INTRODUCTION

The realization of the principles and requirements of sustainability supposes a complex approach, and this complexity influences every aspect of our lives. It refers simultaneously to the realization of sustainable development, the sustainable use of environmental elements, the long-term, sustainable and efficient management of economic, social and cultural procedures and the provision for building from the bottom up. The crucial principle was the recognition that the widespread application provides a chance for a humane, consciously planned use of resources available for humankind and handing them over in the the best conditions to the next generations. The resources can not be simply exploited and used up this way but their recreation could be provided by careful use and continuous development.

Tourism could be part of the sustainable development. As the consequence of its dynamic growth in the economy and the major increase in the number of participants in travelling the issues of sustainable tourism are of great interest. Experience shows that it is impossible to guarantee sustainability without proper tourism management. One method that can be applied successfully is destination management by which the host areas could establish the operational framework of sustainability.

The authors are preoccupied with the issues of how these theories are adapted in practice in Hungary, what actions are taken by the political decision makers and by the actors of tourism in order to achieve sustainability. The authors would like to introduce two practices, on the one hand the first steps of the entire Balaton region for the sake of sustainability, the other practice focuses on the conservationist and the micro-regional efforts of a local civil organization of one of the townships of the region, namely, Gyenesdiás.

IMPORTANT DEFINITIONS

TDM: Tourism Destination Management – applied methods for tourism in several countries all over the world, which becomes more and more attention and is expanding in wide range in a number of destinations.

VICE-model: Visitor, Industry, Community and Environment model – a model for introducing the contact between visitors, tourism industry, local communities and the environment.

Destination: region, micro-region, port of destination, geographical location, which generates a complex tourism product.

Stakeholders of tourism: those persons, who are concerned by the tourism, the local communities, the inhabitants, the self-governments, the enterprises, the tourists and the civil organizations.

Social and cultural values: determinative factors for life quality, priorities, architectural, historical, cultural traditions, lifestyle conventions.

METHODS OF RESEARCH

Based on theories the authors have studied the available literature related to sustainability issues, this consists of mainly the internet sites of UNWTO (World Tourism Organization) documents.

The Tourism Destination Management has an applicable tool system and methodology, which can be practically realized.

According to experts, in Hungary, the applicable tool system and methodology can be associated with tourism destination management (TDM). To interpret them the VICE model and the characteristics of TDM will be introduced in this study.

Detailed interviews were carried out by the authors. Firstly, with the technical director of NOVOFER plc., the operating firm of the monitoring system about the operation and application of monitoring system in the Balaton region, secondly with the director of the Balaton Integration Nonprofit Co., and the chairperson of the regional nature protection association based in Gyenesdiás has been interviewed as well about the work of the club, their plans and accomplishments. The work of the association is precedence. The mayor of the township has been asked about the operation of local nature protection management, which has outstanding achievements, supported by the local government.

SUSTAINABILITY AND SUSTAINABLE TOURISM

According to the WTO (World Tourism Organization) definition of 2004, sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of geographical destinations. The two principles of sustainability refer

to, on one hand, the environmental, economic and socio-cultural aspects of tourism development, on the other hand it implies a suitable balance between these dimensions.

“Sustainable tourism should:

1. *Make optimal use of environmental resources* that constitute a key element in tourism development, maintaining essential social and ecological processes and helping to conserve natural heritage and biodiversity.
2. *Respect the socio-cultural authenticity of host communities*, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. *Ensure viable, long-term economic operations*, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

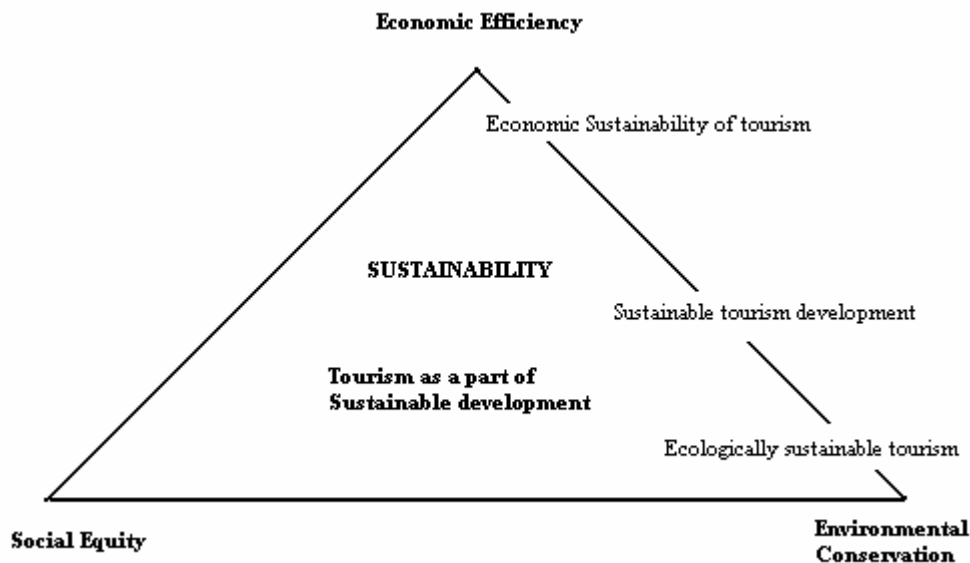
Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building.”

“Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them" (WTO, 2004).

The authors of this survey agree with the statements above with the completion, that for the practical realization partnership is definitely necessary, the efficient cooperation of all participants and the continuous harmonizing of developmental guide-lines and tasks, such as the collective specifying and achieving of the required corrections.

We can clearly see from the figure that sustainable tourism does not only cover the areas of the natural environment protection but also the preservation of cultural and social elements. Furthermore, it refers to the long-term economic viability of established operational conditions and methods as well.

Figure 1: Sustainability- sustainable tourism development



(Source: Priestley, Edwards, & Coccossis, 1996)

1. Ecological aspects of sustainable tourism:

The most important attraction of all tourism destinations are the ecological, environmental resources. It is possible that the central tourism product of a concrete destination a unique natural habitat is, and the local inhabitants should do everything for its conservation (Ritchie and Crouch, 2003, p. 44).

The dual function of tourism:

- on the one hand the minimizing of environmental pollution,
- on the other hand to make income to ensure the natural environment protection.

There is no existing protocol for the management of the positive and negative impacts of tourism on the natural environments for all situations, so requires each problem an own solution. The destinations have to establish their own strategy for the development of sustainable tourism and the destination management has to engage itself, that the natural protection has to be maintained with responsibility by all stakeholders.

2. Aspects of economical sustainability of tourism:

The strategy of tourism has to ensure the economical requirements of the resident population for a longer time. The economical sustainability can be influenced by several another factors as well (Ritchie and Crouch, 2003, p. 45):

- the distribution of balance or poverty of expenses and preferences between the stakeholders,

- how can be realized the application of the local labour force,
- determination of workplace safety by seasonality,
- how do wages and benefits reflect the recognition of employees and the versatility of job facilities.

3. Aspects of sustainability of social and cultural values and presentation in the tourism:

Lifestyle quality depends not only on the economical welfare. One of the central motivation of a tourist is to get known with the social and cultural specialities of the destination. At the same time tourists influence the society and culture of the host communities as well, therefor it is not sure, that the experiences authentic or original are. The impact of tourism is the more larger the more the cultural difference is wider between guests and hosts. The tourism strategies has to take account of such impacts, for this the local values and ideas have to be presented to become the feeling of the destination (Ritchie and Crouch, 2003, p. 46).

The viability of sustainable tourism raises the issues of handling numerous problems at the same time. To mention a few (WTO, 2002):

- the handling of the impacts of traveling in the developing world,
- partnership between the participants of public and private sectors, transportation management (mass and individual),
- decision making competence of local communities, the existence of local control,
- the quality and management of education,
- the ethics and practice of environmental protection,
- tax issues,
- product pricing methods,
- lack of allotted performance indicators,
- eco tourism,
- destination marketing,
- visitors management,
- resources management.

Unfortunately, there are basic obstacles that stand in the way of the establishment and operation of sustainable tourism for example:

- one of the many is the widespread concept that the issues of sustainable tourism belong to the realm of governments,

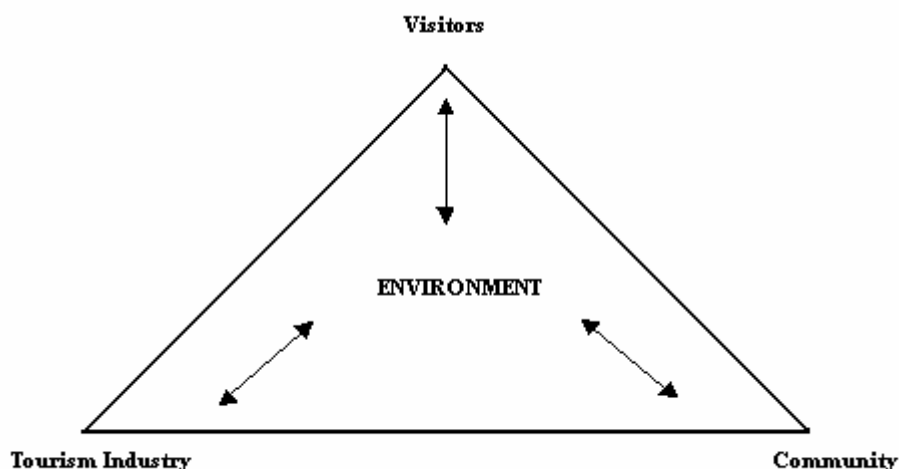
- the lack of applicable models of sustainable tourism,
- a shortage of domestic experts,
- the price sensitivity of society,
- the reaction that is forced on enterprises because of the existing competition.

TOURISM DESTINATION MANAGEMENT (TDM)

The complex tourism products are evolved on regional basis because tourists purchase not only definit products and servises but gain impressions and experiences throughout their journey. The formation of products means therefore „to organize” the available services and experiences at the same time from the beginning to the end of the journey, which could be manageabled by the Tourism Destination Management (Ritchie, Crouch, 2003, p. 44).

The methodology and approach of destination management is based on partnership of the relevant stakeholders that is demonstrated in Figure 2. in the model of VICE – Visitor, Industry, Community and Environment model – from which the complexity of tourism can be seen (College of Heller Farkas, 2008, p. 18). The model indicates the continuity of the interaction between stakeholders and shows that the participants can not back out of this connection, therefore partnership between them is vital.

Figure 2: VICE-model



(Source: College of Heller Farkas, 2008, p. 18)

The environment, which is in the center of the figure, refers both to a natural and a man built environment that is utilized by all the participants of tourism. The environment not only surrounds them but it is the source of experiences, provides a commercial tourism product and provides the infrastructure for services. All relevant stakeholders have a continuous interaction with the environment and they are correlated by the environment as well.

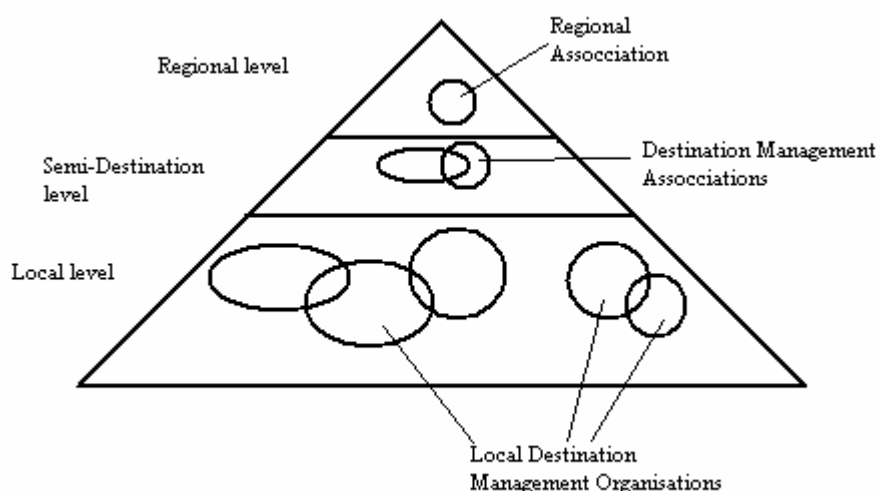
- Tourists, who travel to gain experiences, have an impact on the natural, cultural, economic and social life of the visited area.
- Tourism enterprises need to acquire a visitor friendly and environmental friendly attitude.
- Without the participation and support of the locals and local communities the tourism and professional ideas cannot be realized fully despite the good intentions. The interests and initiatives of the locals and individuals must be taken into consideration since tourism uses the same infrastructure as the locals, thus, the unnecessary overburdening or inefficient use may cause the dissatisfaction of the locals.
- The introduction of the characteristics of cultural life, the preservation and recollection of traditions can only be secured by visitor friendly locals.
- Local governments and tourism entrepreneurs are simultaneously present as participants of local communities, professional teams, so they have an impact on tourism from two angles.

It is evident how complex the correlation system is within TDM where partnership is a crucial necessity to gain efficient operation. Local governments have an outstanding role in the shaping of tourism locally. The financial resource that is needed for accomplishing the tasks is partially available for them and they possess managing and decision making competencies provided by law. The other factor, which can be seen in the model, is that the environment plays a key role in sustainable development, so without its appropriate protection and management the whole system would be destined to fail in the long term.

The realization and development of sustainable tourism and the formation of tourism products require a large scale complexity in practice. This can be highly enhanced by

developing the network of the Tourism Destination Management (TDM), which disposes the appropriate methods and integrated approach (Ritchie, Crouch, 2003). The management that is established by the cooperation between public and private sectors that are building from the bottom up and that also possess its own resources and experts would be able to manage the entire procedure of tourism from planning to control and monitoring. Although tourism is a highly integrated and complex field it could be provided with an operational system that has the necessary resources, decision making competencies and responsibilities fulfilling the role of the “missing owner” (College of Heller Farkas, 2008, p. 18). The network is demonstrated on regional basis is in the following Figure:

Figure 3: Structure of TDM network



Tourism destination management supposes the cooperation, on the basis of common interest, of the private and public sectors and the professional organizations in order to realize efficient tourism management and development. It means a network established by local, micro-regional, regional and national level TDM organizations (see Fig. 3). The definition of tourism development directions and nature protection tasks, the consideration of the interests of the population and the management of the operation can be built on local levels, on local professional competencies and on the financial subventions. The decisions are far more supported both morally and financially. This is exactly the base for the establishment of long-term sustainability.

TDM can be briefly characterized in the following ways (College of Farkas Heller, 2008):

First characteristic: building from the bottom up. The cooperation of the most directly affected participants in tourism (entrepreneurs, local governments, civic organizations and local residents) is the crucial element of the TDM system. The major element is that the locals have the chance to participate in the long term tourism development, environmental protection and the protection of local cultural and social values of the given township or area. Further levels can be developed (township, regional and national) on the basis of the interests and representation of the locals. Since tourism regards an area a destination that is capable of offering a complex tourism product, the only way to ensure this is to create local TDM organizations on the basis of areas.

Second characteristic: partnership. The system of TDM can only be realized efficiently if all the participants cooperate. The local TDM organizations can operate efficiently as work teams that undertake the local management of tourism, the protection of the environment, the allotment and execution of development directions, consciousness building, resource management, application writing and the establishment of higher cooperation. As a basic principle, the local governments can only obtain one vote.

Third characteristic: professionalism. The system of destination management requires professional knowledge in the everyday practical work (tourism and destination management), because nowadays it is necessary to establish the acceptance of tourism development to have an innovative approach. The participants must understand a more comprehensive method that involves several sectors of the industry (environmental protection, tourism, rural development and economic management).

Forth characteristic: independence in action, finance and competence. The TDM organizations must be provided with legal and basic economic and financial conditions in the interest of organizational independence. It is highly important for the TDM organizations to exchange experience and professional knowledge to be able to expand competence and cooperation and to realize common projects and programs on a micro-regional, regional and national TDM levels that enhance efficient operation.

These specialities ensure, that the destination management possess the tools and methodology to manage the complexity of tourism in terms of integrated approach.

RESULTS AND EVALUATIONS

The authors would like to introduce the research results, namely, the practical steps that have been taken in order to achieve sustainability. One is the regional monitoring system, or

spatial informatics system, the other is the activities of a nature protection club operating in the West-Balaton region and the Gyenesdiás nature protection management system in the work of which the club takes active part in. Both of them can approve of the development of sustainable tourism and the operating of the developmental tourism destination management in the Balaton region.

The realization of the Balaton Project (The Realization of Integrated Decision Making System) is necessary to achieve sustainability in the Balaton region.

In one of most outstanding tourism potential regions in the country this project was established as a regional initiative in order to achieve sustainability. The goal was to create this integrated decision making system that supports the entire Balaton region in achieving sustainability and buffer negative impacts related to tourism. The model includes:

- a tourist counting system,
- a traffic counting system,
- a water quality monitoring system,
- a simulation program, which helps draw conclusions about environmental changes, helps model future changes and extremities. It was important to create a sustainable and long-term system.

The project was launched in the fall of 2003, lasted 30 months within the framework of the LIFE-III ENVIRONMENT application. The four-member consortium's main goal was to support achieving regional development through the project towards sustainable tourism and acquire further EU supports for the developments. The members of the consortium were the Balaton Association of Non-Governmental Unions, Geonardo Environmental and Spatial Informatics and Regional Project Development Co., ELTE TTK Dept. of Regional Geography, the Balaton Integration and Development Agency Co., which is the operational association of the Council of Balaton Development.

The primary goal of the project is the reduction and prevention of environmental hazards in the Balaton Region that are caused mainly by mass tourism by introducing a decision support system. During the work process the data base of the environmental condition survey and the spatial informatics system (GIS) have been developed that includes the known and assumed potential polluting sources, illegal garbage dumping grounds, the data of sewage management, water quality and eutrophication indicators. Social and economic analyses have also been carried out that are the crucial bases for the

development of the monitoring system and the strategic decision making model. The study of the participants in the social and economic sectors included data collection related to economic seasonality and the uneven geographical layout of tourism. As a result of the project a decision preparation system was established based on a comprehensive environmental, economic and social data that applies the data of the GIS data base and supplied with an on-line monitoring system. The monitoring system, which is the most crucial element of the project, meant to create a water quality, tourist counting and traffic counting system by which accurate information can be accessed about environmental loads caused by the extremities of seasonal tourism (Turizmus Bulletin, 2008).

The data collected by the monitoring system can be used continuously by the decision making authorities during their daily work. Several projects initiated by the decision making and management authorities have been supported by the data system, such as the Balaton Water Management and the Balaton Integration and Development Agency. Projects, like the three-year Climate Adaptation Precedence Project or the Balaton Adaptation Precedence Project. The long-term regional development concept of Balaton could not have been prepared without the system, which has been applied during condition surveys and creating the indicator systems.

The database of the monitoring system came into existence on two user levels. The database for the population is the www.balatononline.net web-site. The homepage for experts with a special access permission is the www.bir.webeye.hu. A number of informations can be called down in several categories, like:

- storm-signal on Lake Balaton (wind speed and direction (m/s) in seven places (www.bir.webeye.hu).
- counting of foot-passengers: in two places (www.bir.webeye.hu).
- hydro-meteorological measures: fall (mm), air temperature (°C) , relative humidity (%), atmospheric pressure (hPa), wind direction (WD), wind speed (m/s), ground rad. temperature (°C), water level (cm), water temperature (°C), in three places (www.bir.webeye.hu).
- cyclist traffic count: in two places (www.bir.webeye.hu).
- ferry traffic count: in two place, number of cars, passengers, other vehicles.
- vehicular traffic count: in twenty-two places, in 7 settlements, traffic volume, speed (www.bir.webeye.hu).

- beach entré: in six places, records adults and children entries (www.bir.webeye.hu).
- water quality: in three places, komplex, blue alga observation (www.bir.webeye.hu).
- water tide (cm) in three places (Table 1) (www.bir.webeye.hu).
- economical datas: taxable income, number of companies, number of unemployed persons, etc. (www.balatononline.net).
- social datas: population (capita), age distribution, qualification, minorities, nonprofit organizations, etc. (www.balatononline.net).
- datas for environmental protection: for sewage disposal, drinking water supply, drainage, gas heating, etc. (www.balatononline.net).
- tourism datas: number of guests, number of guests nights, providers, reaching time of settlements, border crossing lines, etc. (www.balatononline.net).

Table 1: Water level, Keszthely, 01/01/2009-27/10/2009

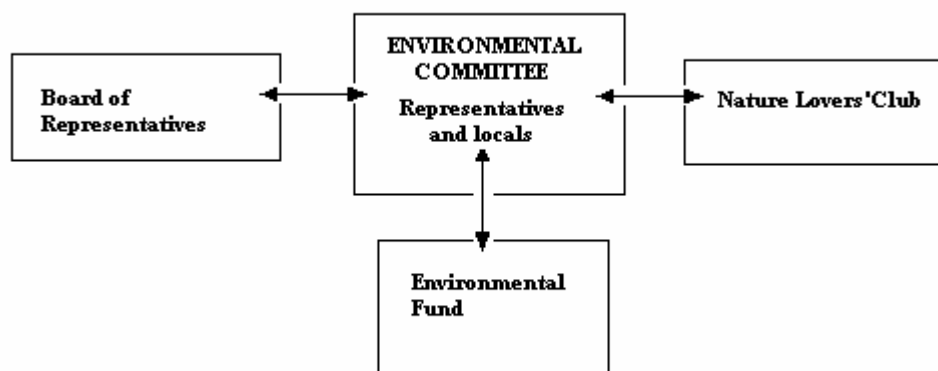
Water level, Keszthely			
Rownumber	Date	Time	Water level 2, cm
1	01/01/2009	00:00:00	91.81
2	01/02/2009	00:00:00	110.17
3	04/03/2009	00:00:00	114.48
4	04/04/2009	00:00:00	113.99
5	05/05/2009	00:00:00	104.25
6	05/06/2009	00:00:00	99.09
7	06/07/2009	00:00:00	94.34
8	06/08/2009	00:00:00	85.18
9	06/09/2009	00:00:00	75.64
10	07/10/2009	00:00:00	72.49

The Establishment of Sustainability at Local Level –

Local Nature Protection Management

The success of a system always depends on how it is carried out, that is why it is an important element of achieving sustainability to create a local environmental management. One possible solution can be the example of the one decade practice of Gyenesdiás. Whether tourism can meet the demands of visitors and locals highly depends on the preservation, protection and continuous development of the environment, thus, environmental protection needs a systematic program locally as well. A local tourism association, which belongs to the lowest level of the destination management system does not have the professional knowledge and competences that are necessary for the protection of environmental sustainability. There would be a demand for a local non-governmental association that is nature and environment oriented and could take part in local environmental management. The local Nature Lovers' Club in Gyenesdiás has been an initiator and active participant in this process for ten years. The nature protection management system of this township is illustrated by the authors in Figure 4.

Figure 4: The nature protection management system of Gyenesdiás



To interpret the figure it must be mentioned that local governments are required by law to attend environmental tasks, executing legal decrees, therefore, they cannot hand over the decision making competence to civics related to these topics (not like in tourism) but they can institutionally involve them in the decision making process. The method is that the local government secures seats in the environmental committee for the non-governmental

organization as we can also see in Figure 4. The board of representatives handed over professional tasks to the committee that work by a yearly program and report about their achievements regularly. The board created an environmental financial fund to be able to attend the tasks, and the committee has the legal oversight on financial decisions. The professional members of the nature lover's association are present as committee experts. The association and committee carry out both independent and joint programs. One of the main results of the joint work is the environmental program that was approved by the board of representatives. For the association to gain a role in advisory and decision making at local governmental level is a major step for the civic sector of the region.

Forrásvíz Nature Lovers' Club, Gyenesdiás

In this chapter the authors briely introduce the already mentioned Forrásvíz Nature Lovers' Club, based in Gyenesdiás, which has played management roles. It has been actively operating in the West Balaton Region since its foundation. It became a nonprofit association in December 1998 from an active local group, the Forrásvíz Nature Lovers' Group. As nonprofit activities the club is involved in handing over information, preservation of cultural heritage, historic preservation, environmental protection related activities. The main goal of the association is to help coordinate environmental protection activities in the West Balaton Region, preserve the natural environment and to generate regional cooperation. The goals are reached through application funds and the involvement of members, locals and local governments. The club has established effective cooperation with other civic associations. The club was a founding member of the Association of the Balaton Civic Organizations within which it became the leading club of the association in charge of environmental tasks. The club and the association substantially participate in local governmental tasks, civic interest representation and lobbying.

In the field of environmental protection and promoting environmental conscious views the club managed to come up with major results, such as organizing trainings, participation in regional counseling, consciousness shaping education, creating information systems: brochures, information signs, allotted trail routes, study paths, memory routes (e.g. Darnay-Dornyay Bela Memorial Routes that touches five townships). They also take part in bio monitoring activities, managed by the Balaton National Park, exploring the natural values of the Keszthely Mountains. The club has developed several professional programs. It helped adapt to the local environmental decree to regional level, creating the environmental protection concept (initiating selective garbage collection, consciousness

shaping, professional days, participate in the creation of the complex environmental program with a concept of grass roots from the bottom up, township level to up county and regional level. The main program of the club, which is still an integral activity, is resource research, cleaning up the environment, creating nature friendly circumstances and reconstruction of local historic resources. Even till today the water quality of the allotted springs is examined as part of the national water base protection program. They have also established a regional tradition of a cultural and environmental spring welcoming program at a recreational forest excursion point, at Nagymező (budding time, spring celebration). Each spring on Earth Day there is a fund raising activity for achieving a particular regional goal or task. On the World's Waters Day and on the Day of the Birds and Trees they organize school competitions and programs. In the summer excursions are organized and they join camps. In the fall they plant indigenous trees at Lake Balaton, in the winter there are lectures about environmental protection. It has been a major accomplishment that in a joint effort with the Fehér Holló Environmental Club they could be the active executers of the West Balaton environmental tasks within the regional SAPARD program.

The club is an active member of the Association of the Balaton Civic Union (BCSZSZ) which organises its activities throughout the Balaton Region. The most substantial activity is participating in the Living Lakes-Élő Tavak and the Life Program. Within the frames of these programs cooperation agreements were signed between the civic organizations and the professional prganizations in 2006: in the name of cooperation the Association of the Balaton Civic Organizations commissioned the Hungarian Academy of Science (MTA) Limnology Research Institute, Balaton National Park and the Balaton Integration and Development Non Profit Agency, which is part of the Balaton Development Council to participate actively in the Living Lakes program to ensure the success of the Balaton Projects. The association ensures that a professional environmental background is applied.

SUMMARY

The issue of sustainable tourism cannot be separated from the more comprehensive approach of the aspects of sustainable development. Since tourism is an integrated system, where all the compounds are interrelated, the change of one compound immediately influences the other ones. Generally speaking, we can say that one type of tourism is not

better or more sustainable than another one, but a well managed type of tourism will supposedly be sustainable while the badly managed one will be even less. Consequently, tourism professionals firstly need to concentrate on the management and not only on the realization of the several types of tourism, especially in Hungary.

In the globalization process grass root community organizations will be more and more in the foreground. The work of the environmental club introduced in the study and the structure of the environmental management in the township give an excellent example how to create environmental sustainability in the management by community initiatives. As a result, and due to the environmental consciousness of the local community, the promotion of sustainability is not the task of the central authorities but the task of the individual. It has an impact on sustainability not only of a natural but also on a cultural and tourism level because the environment is the central element of all the other fields of tourism, and it represents the living environment for the locals as well. There have been ongoing discussions from the part of the residents, the civics (mainly the environment and tourism associations), the entrepreneurs, the local government and the professional authorities. The decision making competences have also been sorted out with the necessary financial resources and experts.

According to the authors, the important conclusion of the study is that the condition of successful work is professional cooperation, which cannot be achieved only through legal decrees. Grass root movements of the locals need to be the basis. In Gyenesdiás the majority of the same tasks concerning the local communities appear in the tourism association and Forrásvíz Nature Lovers' Club, sometimes even simultaneously.

Thanks to the Balaton monitoring system, which has been introduced in the study, there are several programs in the process, or have already been realized that promote sustainability. However, there is an interesting issue that has not fully been dealt with.

FURTHER RESEARCH PROJECTS

Since the natural and social factors have been continuously observed, surveyed and kept current, there would be an opportunity to define the induced economic changes, and within this category we, indeed, could define the changes in tourism. It has not occurred yet. There are no models and methodology. It would be worth to continue studies in this

direction because it would ensure the integral surveying of risk factors of sustainability and in a crisis situation the efficient treatment of problems.

It is an unfortunate fact that there are numerous obstacles in the establishment of tourism destination management in Hungary. There are hurdles not only in the field of professional competence and the establishment of the institutional framework, but also in the provision of financial resources. Therefore, we cannot say that sustainable tourism has been established in Hungary. The modest attempts that have been reviewed in this study show some practical results and have value in establishing a precedence.

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