

**DOCTORATE (PHD) DISSERTATION**  
**THESES**

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TOURISM AS A WAY OF REGIONAL DEVELOPMENT IN  
KAPOSVÁR AND ITS SUBURBS

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KAPOSVÁR  
2006

# 1. INTRODUCTION; AIMS OF THE STUDY

*Epygraph: „A világ egy könyv;  
aki otthon marad,  
csak egy oldalt olvas el.”  
Ágoston*

Nowadays tourism has an ever-increasing importance. This originates not only from the need for discontinuance of the everyday jog-trot life, but the sector plays an important role in the conservancy and development of the countryside, too. Besides production, multifunctional agriculture has ever-increasing influence on nature conservation processes enabling the controlled introduction of the natural resources for the urban people and establishing an extra support for the village people to endure.

The departments of the tertiary sector have an economic importance. Tourism is significantly increasing its ratio in the employment and shows good results regarding to the additional value. However, it could not make a solution for the problems of every underprivileged area, but tourism gives an opportunity for the people living there to solve the problems from self-effort. This makes tourism to be a principal factor in several regions.

This tendency is also well known on an international level, and confirmed by the data of international tourist organizations; id est the number of the international tourist arrivals increased by 11% and the income from tourism showed an average of 10% increment in the world in 2004. More than 52% of the incomes was realized in Europe. The income per an international tourist arrival was 660 euro, and 630 euro in Europe. Tourists visiting the Middle and East Europe spend an average of 290 euro per person. Hungary has the tenth place in international tourist arrivals, but we are only the 42nd regarding to tourism incomes. This ratio should be

improved in the future, mainly by emphasizing the quality. From the year 2002 a continuous increase is perceptible in the turnover of tourism. In 2005, the number of visitors increased with 5 % and the number of the guest nights also increased with 2%. The turnover of the hotels changed parallel with the number of stars. The direct contribution to the GDP in 2005 was 4,2% since the indirect achieved the 9,3%. Until 2015, this ratio will increase with 14% in both cases, based on the predictions of the international tourist organizations. The direct employment is predicted from the 5,5% in 2005 to 6,1 % in 2015; since ratio of the indirect employment will change from 8,9% to 10,35, in this period.

The market should be segmented via the exact estimation and satisfaction of the demands and the deliberate development and marketing. Attractions should be revitalized and convert to be interactive. Important tool is the enlarging of the number of the inland visitors, recognising not only the foreign visitors.

The primer aim of the thesis is the definition of the potential visitors of the small region and the development of project packages for segmented target groups. The secondary aim is to explore the environmental, sociological and economical effects of the tourism, and define the connections to the regional development, moreover to estimate the tendencies and characteristics of the tourism in the European Union.

Using statistical databases, this study analyse the sociological-economical status of the Kaposvár small region, especially pointing up to the regional development based tourism and try to provide a basis for elaborating development projects, in the future.

The author wish to confirm, that the tourism in the small region should be a principal department in case of an expedient development programme.

## **2. MATERIAL AND METHODS**

As well as primer and secondary databases were analysed during the study. The data concern to a national, regional and Kaposvár small region level.

The secondary database was collected from the databases of the EUROSTAT, the Hungarian Central Statistical Office and the 2005 database of the Regional and Small-regional project (ReMeK) in Kaposvár. During the analysis data originated from different publications, electronic databases and the results in 2005 of the visitor regarded inspection of the Directory of Museums in Somogy County were also included.

The primer study on the tourist demands was carried out by a quantitative survey method between 06. 12. 2005 and 25. 08. 2005. The questionnaire targets the travelling habit of the foreign visitors in the area of Somogy County and the small region of Kaposvár, in 2005. The number of the included visitors was 605. The sampling was representative and randomized.

The supply analysis was carried out by a qualitative method as a primer data source. Altogether 18 expert were interviewed from the tourism business including all of the representatives of the tourism brotherhoods and services in the Kaposvár small region (according to the attractions in the small region development project); and also the tourism referent and trustee director were visited. As secondary data source the survey managed by Kovács Márta (public education manager of the Directories of the Museums in Somogy County) was used. This survey was performed in five exhibition points of the Museums, targeting the visitors and the inhabitants in the region on a voluntary base, offering an opinion on the tourism supply. Altogether 117 visitors and 284 inhabitants were involved in the period between April and September 2005.

The data processing in the study was performed by Microsoft excel software, since the statistical analysis was carried out by the Statistical Package for Social Sciences (SPSS 9.0 for Windows). Five living style groups were defined by Factor Analysis performed based on the characteristics of population. The characterization of the groups was carried out by Cluster Analysis. Based on the results of Kaiser-Meyer-Olkin (KMO) and Bartlett's Tests the variance of 513 samples was explained by the factors (Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization, Factor Scores Method: Regression). However the Cluster Analysis („K-Means Cluster”, Method: Classify only) was executed with more group numbers (3, 4, 5 and 6 groups) the optimal group number was defined as five according to the sample numbers of the groups.

In the questionnaire survey the data were statistically analysed by One way ANOVA. Treatment means were compared using alpha of 0.05 for significance in Tukey post hoc test. Pearson correlation was performed to measure the relationship between the income brackets and the living style groups or the quality level of the hotels (star numbers).

Since the present tourism demand market was not segmental by the living style categories. The statistical analysis were performed by the same methods with different income category groups (n=5). These results show a more exact view of the present tourism demand structure.

### **3. RESULTS**

In Hungary the promotion of the inland tourism in small regional, regional or national level, the decrease of the effect of seasonality, the evaluation of the conditions of the high quality tourism is an important aim. In small region level, the support of the alternative and supplementary incomes is also very important to reducing the level of unemployment in these areas.

#### **3.1. The characteristics of the Kaposvár Small Region**

The Small region belongs to the developing regions containing 77 townships. The area is located on the border of the North- Inner Somogy and the Zselic landscape. It has various topography. The Zselic Protected area was established in 1976 for the protection of the natural values of the North Zselic. The area belongs to the water system of Kapos River which falls into the Sió. The number of sunny hours is 1900-2000 per a year; the average temperature is 9-10 °C which is 1 °C lower than the county average. The average rainfall is 700 mm.

The small region belongs to the developing regions; regarding to the social structure it is classified as an urban region both in Hungary and in the European Union .

Altogether 2066 commercial accommodations were registered in 2004 in the Kaposvár small region. It is beneficial, that almost the one third of the accommodations is in hotels and the ratio of the high quality inns is also high. The highest number of the guest nights in the commercial accommodations was realized in 2000 in the region. Unfortunately, a consecutive reduction was found from 2001; this tendency is not beneficial

for the tourism in the region. The lack of the high quality accommodations and complex programme packages is conspicuous, which results a low number of the visitors choosing the small region as tourism destination spontaneously. According to the average of the region the ratio of the foreign visitors is high; in 2004 it achieved the 21%. The visitor community is restructured; the demand against special events (e.g. “Culinary Pleasures in Somogy “programme, adventure farms, village museums, etc) is extended in the rural tourism. The visitor number in the commercial accommodations was also the highest in 2000, but it did not decreased as significantly from 2001 as the number of visitor nights. In private accommodations the number of visitor nights was 14636 and the visitor number achieved the 2706 in 2004. According to the visitor nights the year 2001 was found to be the most significant with 26882 nights, and in case of the visitor number the year 2000 was the most productive with 3223 persons. In 2004, 31 persons were employed in the tourism business.

In the Kaposvár small region 33 projects were managed from 2002. Excepting one programme, all of the projects got an outer support which was covering at least the 43 % of the total investments. The 18 % of the total investments in the region is tourism project, which covers the 9% of the total supports. The financial background of the tourism programmes is 3 686 775 900 Ft, which contains 1 471 855 900 Ft support.

In short the tourism development in the small region is below the average compared to the other small regions, although, this department has great capabilities due to the extra incomes. The potentials in the rural-, riding-, and hunting tourism are well capitalized but the other tourism products are in great lagging. The number of attractions should be enhanced, and it has to expend care in the development of the wine and gastronomy-, riding-, eco-, hunting-, golf-, angling-, and biking tourism.

The completion of the thermal and adventure bath in Kaposvár in this summer can not compete with the famous baths in the Trans-Danubian region, but offers a variegated palette in the tourism supply.

The Kaposvár small region has no competitor region since the tourism product structure is individual, mosaic like. It offers variety of individually not dominant, but interesting attractions. The central role of Kaposvár is also determinant.

The tourism incomes should be returned to the small region and effective source allocation should be worked out. However, there are several tourism development conceptions, no comprehensive essay was performed. In this essay the potential visitors were defined and segmented into lifestyle and income category groups. Very important aspect is that forming young, conscious visitors results a stabile, returning consumers.

### **3.2. Results of the questionnaire survey**

The distribution of sexes of the pollee in the survey was 66 % woman and 34 % man. The survey concerned only to adults above age 18 with own income. On their own confession this income was average in the 50 % of the cases but the ratio of the incomes small below and over the average was also significant. The ratio of the incomes highly below and above the average was minor. The age distribution of the visitors was primarily young and middle aged. The ratio of the well educated persons was high and other significant percentage had General Certificate of Education (G.C.E.). More than 50 % of the pollee was employee, but the ratio of the students, contractors and managers was great, as well. It is characteristic that the number of the inland visitors is high, which is well confirmed by the questionnaires that the 67 % of the visitors are coming from South Trans-

Danubian region. Primarily, they are townsmen, and only 16 % comes from villages.

*Based on the life style statements the factor and cluster analysis defined five life style groups: the innovator, the life conscious, price sensitive, fogleman, and the family dependent.*

The innovator group has a 50-50% sex ratio. Primarily young and middle aged (25-54 year old) people are included. They have an average or a slightly higher income. The ratio of the highly educated people is significant.

The life conscious consumer's group is young and undeveloped in the Hungarian tourism market. The ratio of men is twice as much as the women's. They have an average or a slightly higher income. Primarily young (age 18-34) highly educated people compose the group.

The price sensitive group contains mainly women aged 35-54 years with a good existence saving money for the children and secondarily students aged 18-24. The ratio of middle educated persons is high, but the highly educated visitors achieved the 40%. The income is average or slightly above the average.

The fogleman group is also composed mainly by women. The ratio of the employee is very high (59%) but the number of the contractors and managers is also significant. Most of the visitors in this group are highly educated. According to the age the young and middle aged class belongs to this group.

The sex ratio of the family dependent group approaches the distribution of the total population. This group is composed by the young or middle aged class with small children. More than 50% is highly educated. The sixty percent of the group is an employee, but some of them are students and the

ratio of contractors and managers is also determinant. The income is average or above the average (one third of the group).

*The entire 605 sample should be classified to income categories based on the questionnaires. These are the followings: greatly below the average, slightly below the average, average, slightly above the average, greatly above the average.*

The sex distribution of the class with an **income greatly below the average** represents the entire population average: 67% women, 33% men. Primarily, they are middle aged, but 40% could be classified as young. More than one third has an intermediate education, but in this group the ratio of the lowly educated persons is the highest compared to the other groups. Most of them are an employee or student, but the ratio of the retirees and workmen is also significant (14%).

Mostly middle aged women compose the group with an income **slightly below the average**. The highest level of the education in the majority of the persons is the G.C.E. More the 60% is an employee, and the others are mostly retired or workmen.

The sex distribution in the group with **an average income** is similar to the average of the entire population. Primarily the young, entrant middle aged class belongs to this group. The ratio highly educated persons is higher than the pollee with an intermediate education. They are employees, students, contractors or home-workers.

As the income increases the ratio of men increases parallel in the groups (women 51%, men 49%). More than 88% of the group with an income **slightly above the average** is 25-54 years old. The ratio of the highly educated persons increases greatly. The number of the employees is decreasing, but there are more contractors and managers.

The sex ratio of the group with an income **greatly above the average** is well balanced. More than 50 % is middle aged; one third is between 25-34 years. The ratio of the highly educated persons is very high (68%), and the rest has a G.C.E. According to the function they are primarily managers or leaders, 32 % is public servant, but the ratio of the retired persons are also significant.

## 4. DISCUSSION

### 4.1. Programme packages for the different lifestyle groups

Since the innovative group is composed by mostly young people open to the challenges, their interest should be taken by the extreme programmes. The programme package should contain a gastronomy event, wine-tasting, pleasure trip, diving together with the waterside recreation; the simple sun-bath is not enough for them. However, they prefer the quality services; due to the innovative characteristics they are open to the rural tourism, as well. The marketing should happen via internet, since the members of the group use the net as a routine. On the target location they spend a limited amount; therefore it is advantageous to involve all the facultative programmes to the package, in advance.

Primarily young and male visitors are inherited to the group of **life conscious**. The sports are a dominant part of their life which means that the package should contain programmes connecting to different sports and hiking, they prefer the favourite, foreign locations spicing with wellness offers after the active refreshment. The ratio of the winter sport preference is the highest in this group. Since they spend the holiday mostly in abroad the organization of this period is mainly managed by travelling offices. This fact has a great importance since this group is a potential target group of the guided tours contrarily to the average consumer who organize the tours oneself avoiding the extra costs.

The **price sensitive** group contains two target groups. The first is the middle aged mothers; the other is the young people between 18-25. In the first group the ratio of the public servants is high. However, some of them are managers or leaders, the ratio of the administrative workers is high; due

to the age class the usage of the internet is not prevalent. The elaboration of the holiday programme is mainly based on the references of the friends or the available data from prospects in the travel agencies or guides. The marketing should happen via prospects or advertisements in the guides since the destination is chosen by the female member in these families. It is worth to include to the packages waterside- wellness-, therapeutic offers together with culture programmes (theatre, sightseeing, museums, guiding). According to the accommodation the familiar conditions are preferred.

The young age class should be targeted via internet or the roadside information advertisements, since they are in close connection with the net and they have an adventurer characteristic. The programme is partially randomized and changing day by day; therefore, the well located advertisements should be effective in this group. The low cost programmes are preferred containing student hostels as accommodation offering waterside programmes together an active refreshment possibility (horse riding, hiking, or different camps)

The young people establishing the carrier are concentrated in the group of **fugleman**. The ratio of the members without any holiday is the highest from the groups - since the sources are utilized for the future plans like a home, car or children. However, these people also need to have a relaxation therefore they devote a freely available part of the incomes for this purpose; which results that the ratio of these members is only 7%. Because of the age class they should be informed via internet or prospects. They prefer the relatively cheap, inland, bussing programme packages. Usually, the period of the holiday falls to the summer. Following the innovator group the fugleman group have resort to the possibilities of the rural tourism, although instead of the innovators not the challenge but the advantageous cost-value ratio is the determinant. The members of this group have no time to sport

resulting that the needs for the quality life manifest in mainly the culinary enjoyment. This should be taken into consideration in the programme offers, as well. The active refreshment is also worth to be included to the programme packages. This age class is open to the culture programmes, since they try to compensate the everyday destitutions by the holiday programmes (e.g. discovering Hungary).

The family dependents are young and dynamic people who are open to either the inland or the abroad attractions. They should be informed via internet or television, and the tourism exhibitions are also recommendable. They prefer the south-Balaton region, or the sandy beaches together with culture or active refreshment programmes. The therapeutic and wellness packages are also favourite in this group. They enjoy the child friendly familiar, clean accommodations.

#### **4.2. Programme packages for the different income- groups**

In the group with an income **greatly below the average** the decision-making is strongly influenced by the opinion of the friends; so the importance of the oral traditions about the tourism services is high. It is worth to collect the accommodations in the rural tourism and small family inns to the packages and advert to the attractions in the region since they prefer to discover the close neighbourhood of the actual location.

Whereas the group with an **income slightly below the average** is composed by middle aged or older people; the organization of inland, bussing programmes including cheaper accommodations (private houses, quality student hostels) are rewarding for this group. Complex packages are more advantageous, since they inquiry the friends or organize haphazard the

programmes. Beside the accommodation and culinary offers medical bath and culture programmes should be included.

In case of the group with an average income the packages should be developed for young or middle aged people. The moderate price-range accommodations, private houses hotels with two or three stars are proposed, from the services eating-offers, the medical bath and culture programmes have to be included. The repertoire should be widening with ship tour or sightseeing. This target group is well accessible via internet and travel agency prospects or advertisements in different papers or television programmes.

The demands for quality services emerge first in the group with an income **slightly above the average**. The holidays timed to the summer main season are primarily spent in beaches of foreign countries, since the long weekends in the spring and autumn are implemented in Hungary. The winter sky season is also located in a foreign destination. The package should contain four star hotels or castle hotels as accommodations. There is a high demand for the quality medical bathes or wellness services. The travels introducing to the culture of other nations are preferred. They visit the local restaurant with pleasure, therefore the partial board involving a national social evening is proposed. The tourism information should be communicated by internet or travel agency prospects.

The group with an income **greatly above the average** is represented by the young-middle aged class. They have several journeys in a year, but these are similar in the point that the all inclusive, well organized packages are preferred. The main summer holiday is usually a foreign, exotic, waterside journey included the meals culture and gastronomy programmes and sport facilities. On the other hand, this income group intercalate several 2-3 days long weekends which are good occasions to market high quality inland

programmes extended with medical and wellness services. It is very important that the demand could be realized only due to high quality tourism products which fact should be apparent in every element of the package. Regarding to the marketing communication the offers should be sent by internet or travel agency prospects. Since they choose only high quality exclusive programmes these should be organized by the travel agencies, but it has to be taken into consideration that this group use the internet for the communication, extensively.

The detailed programme packages for the Kaposvár small region are shown in the Dissertation.

The above-mentioned examples represent well, that complex tourism programme package should be developed for every target groups (either lifestyle or income group) in the Kaposvár Small Region.

The results of my study indicate that the most solvent target groups in the region are the visitors with an average income or slightly above the average. It is also confirmed that the tourism with an aspect of region development has a clear future in the small region, only a segmented market based product development is necessary with the evaluation of individual characteristics, conscious projects and well managed marketing communication in every segments of the demand market.

## **5. NEW SCIENTIFIC RESULTS**

1. I have searched for and found connections among situations of income and lifestyle with the help of mathematical and statistical researches.
2. I have pointed to the fact that the connections of tourism and regional development are still unsettled. I have tried to reach a leap forward with creating touristical packages. I help touristical participants of the small region to advance developments with these practical suggestions.
3. I have analysed the demand and supply of tourism which I have adapted to small regions, income and lifestyle groups have been created by my own primary processed database which I recommend to use up.

## **6. SCIENTIFIC PAPERS AND LECTURES ON THE SUBJECT OF THE DISSERTATION**

### **1. PAPERS PUBLISHED IN SCIENTIFIC JOURNALS**

#### **1.1. Papers published in foreign language**

1. **V. WALTER** (2005): Tourism as a way of economic development. **Gazdálkodás XLIX**. Special edition No. 12, pp. 119-125
2. **V. WALTER** (2003): Le tourisme de la région Sud-Transdanubie. **Acta Scientiarum Socialium XIV./2003**, pp.119-124

#### **1.2. Papers published in Hungarian language**

1. **WALTER V.** (2003): A somogy megyei gyugyi kastély idegenforgalmi hasznosításának lehetősége. **Acta Scientiarum Socialium XIV./2003**, pp. 115-118
2. **WALTER V.** (2002): Somogy megye idegenforgalmának adottságai és a turizmus alakulása 2000-ben. **Acta Scientiarum Socialium X./2001**, pp. 75-80

#### **1.3. Proceedings**

##### **Foreign language**

1. **V. WALTER** (2004): The possibilities of domestic tourism in Hungary. IX. Nemzetközi Agrárökonómiai Tudományos Napok. Gyöngyös, március 25-26. (CD kiadvány teljes terjedelemben)

### **Hungarian language**

1. **WALTER V.** (2005): Különleges Asztali Örömök Somogyban és a falusi turizmus jelenlegi helyzete. „Verseny élesben” Európa-napi Konferencia. Mosonmagyaróvár, május 5-6. (CD kiadvány teljes terjedelemben)
2. **WALTER V.** (2005): Vadászati lehetőségek a Zselicben – vadászturizmus. „Verseny élesben” Európa-napi Konferencia. Mosonmagyaróvár, május 5-6. (CD kiadvány teljes terjedelemben)
3. **WALTER V.** (2004): A belföldi turizmus jelentősége hazánkban. IX. Nemzetközi Agrárökonómiai Tudományos Napok. Gyöngyös, március 25-26. (CD kiadvány teljes terjedelemben)
4. **WALTER V.** (2004): A lovas turizmus jelentősége hazánkban. X. Ifjúsági Tudományos Fórum. Keszthely, április 29. (CD kiadvány teljes terjedelemben)

### **2. PRESENTATIONS**

1. **V. WALTER** (2005): Tourisme que moyen du aménagement du territoire. Trinationale Seminar, Wroclow, június 8.
2. **WALTER V.** (2004): Idegenvezetők képzése, továbbképzése. Kaposvári Turisztikai Konferencia, február 12-13.
3. **WALTER V.** (2004): A balatoni turizmus múltja és jelene 1980-2002. VI. Siófoki Turisztikai Napok, február 19-22.
4. **V. WALTER** (2003): Présentation du tourisme dans la région Sud-Transdanubie. Lycée d’Enseignement Général et Technologique Agricole. Chateauroux, Franciaország, május 14.