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DEVELOPMENT
IN HUNGARY**

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HUNGARY – GENERAL INFORMATION

Hungary is situated in Central Europe, in the Carpathian basin. It has an area of 93,032 km² and shares its borders with the Slovak Republic to the north, Austria to the west, the former Yugoslavia to the south as well as both Romania and the CIS to the east.

The climate is continental, however, it is sometimes subject to maritime and Mediterranean influences. The average temperature in summer is 22-24° C. The coldest month is January, with an average temperature of -1.2° C, and the warmest month is July, with an average temperature of 21.7°C. The annual average temperature is 10.9° C while the annual rainfall is 500 to 1,000 mm.

In 1992 the population of Hungary was 10,335,000. The population density was 111 persons per km². However distribution is uneven, since one fifth of the inhabitants live in the capital, Budapest. Almost 60% of the population live in towns. The largest towns are Budapest, Debrecen, Miskolc, Szeged, Pécs, Győr.

Hungary played a key role in the changes that took place in the Eastern European countries region. The transformation from a monolithic structure to a multi-party system took place peacefully, almost according to a national consensus. The level of political openness in the country has significantly increased and this is generating interest in Hungary, which in turn contributes to development of investment and tourism.

The geographic layout of the existing transport infrastructure of Hungary is very favourable to tourism development. At the same time, the quality and quantity of roads, railway lines and rolling stock are below international standards. Connections between Budapest and European cities are provided by 45 direct and 7 international lines. The line between Budapest and Vienna developed rapidly, where Eurocity trains provide quick transport. The country's only airport capable of receiving large aircraft and scheduled air traffic is Budapest Ferihegy Airport. With respect to water transport, the most important routes are through the Danube and Lake Balaton.

CHARACTERISTICS OF THE HUNGARIAN TOURISM SECTOR

Over the past decades Hungary attracted millions of visitors, partly due to its extremely advantageous geographic position, in the centre of Europe, and partly due to its intriguing and special political-economic system.

As a result of the 1990 change in the political system, however, the growth of tourism has changed to some extent. Indeed, the number of visitors still exceeds three times the

population of Hungary, yet the tourism traffic has decreased, the traditional balance of countries has changed and the use of commercial accommodation is continuously falling.

INTERNATIONAL INCOMING TOURISM

Of the 33.5 million foreigners that visited Hungary in 1993, 22.8 million arrived as tourists, while the number of excursionists was 11.7 million (see Table 1).

Table 1.
Number of Foreign Visitors Arriving in Hungary

	1990	1991	1992	1993
Number of visitors (Millions)	37.6	33.3	33.5	40.6
Of which:				
tourists	20.5	21.9	20.2	22.8
excursionists	10.7	7.1	8.2	11.7
Average Length of Stay (nights)	4.9	5.0	5.2	na
Number (millions) of nights spent at commercial accommodations	13.6	11.5	10.4	10.5
Of which hotels	6.4	5.7	5.6	5.9

In 1992, 63 % of the foreigners (over 21 million persons) visiting Hungary came from Central and Eastern European ex-socialist countries, but the composition by countries, if compared to the previous years, was different. The number of persons, arriving from the successor countries of ex-Yugoslavia increased to some one and half times – obviously arriving with different objectives, not just tourism – while the reduction in the number of entrants from the Czech and Slovak Republics, the CIS countries and Poland continued. In the case of the European, the estimated trends are likely to remain the same, according to the statistics, but in the case of Poland the reduction of the traffic is expected to be dramatic.

Twenty-six per cent of the visitors arrived from Austria and Germany, their number exceeded 8.7 million. Perhaps less important, in terms of proportions, but certainly significant from the point of view of growth is tourism from France, the Netherlands, Italy and the USA (see Tables 2 and 3).

Length of Stay in Hungary

The average length of stay by foreign tourists in Hungary was 5.2 nights in 1992, exceeding somewhat the value for 1991 (5.0 nights). The longest duration of stay, 10.9 nights, was by tourists arriving from the USA, but the stay periods of Dutch, Swiss, British and French tourists also exceeded by far the average. Germans spent an average of 6.9 nights, while the Austrians spent some 6.0 nights in Hungary. The average stay of time of tourists from ex-socialist countries was some 3 - 4.8 nights.

Table 2
Foreign Visitors to Hungary by Country of Origin (Thousand)

Country	1990	1991	1992	1992/91 (%)
Total	37632	33265	33491	100.7
Of which:				
Austria	5153	5841	5383	92.2
Bulgaria	924	504	675	134.0
Czech and Slovak Republic	3920	3837	3632	94.7
United Kingdom	105	153	166	108.5
France	159	203	236	115.8
The Netherlands	169	250	276	110.0
States of ex Yugoslavia	8123	5176	7744	149.6
Poland	3791	2549	1343	52.7
Germany	2633	4004	3362	84.0
Italy	392	433	507	117.2
Romania	9015	6825	6520	95.5
Switzerland	98	145	157	108.1
CIS countries	1884	1185	1116	94.2
USA	220	189	245	129.1

Table 3
Incoming Tourists to Hungary by Country of Origin (Thousand)

Country	1990	1991	1992	1992/91 (%)
Total	20510	21860	20188	92.4
Of which:				
Austria	1662	3042	2208	72.6
Bulgaria	461	314	423	134.9
Czech and Slovak Republic	2295	1985	1842	92.8
United Kingdom	89	137	152	110.9
France	134	174	201	115.3
The Netherlands	143	225	245	108.6
States of ex Yugoslavia	1786	1890	2585	136.8
Poland	2742	1914	1052	55.0
Germany	1995	3481	2838	81.5
Italy	331	383	428	111.7
Romania	6352	5719	5498	96.0
Switzerland	83	130	139	106.6
CIS countries	1464	1068	1043	97.7
USA	181	170	226	133.0

Seasonality

The incoming traffic in Hungary demonstrates large seasonal fluctuations. The majority of the visitors and tourists arrive over the months with advantageous weather conditions, i.e. from June until mid- or end- September and over this period the peak occurs in August. In 1992 the number of visitors in August alone exceeded 5.5 million, of which 3.5 million were tourists.

Transport

The means of transport most favoured by the foreigners visiting Hungary is road transport (cars or buses), in line with continental trends. The breakdown of incoming traffic by transport means over 1992 was 88.7 % by car, 2% by air, 0.2% by boat and 9.1% by train. The data taken by individual country groups or countries demonstrated a substantial deviation as compared to the average values (see Table 4).

Table 4
Visitors to Hungary Classified by Means of Transport (1992, %)

	Road	Airway	Waterway	Railway and Other	Total
Total	88.7	2.0	0.2	9.1	100
Of which:					
Austria	94.2	0.3	0.1	5.3	100
Bulgaria	91.1	0.7	0.6	7.6	100
Czech and Slovak Republic	96.9	0.2	0	2.9	100
United Kingdom	42.2	28.3	1.2	28.3	100
France	70.3	11.9	0.4	17.4	100
The Netherlands	80.4	8.0	0	11.6	100
States of ex Yugoslavia	91.1	0.5	0	8.4	100
Poland	88.5	0.7	0	10.8	100
Germany	90.8	3.0	0.5	5.7	100
Italy	77.1	9.3	0.4	13.2	100
Romania	86.9	0.1	0	13.0	100
Switzerland	51.0	21.7	0.6	26.8	100
CIS countries	80.7	3.9	0.9	14.5	100
The USA	34.7	23.7	2.0	39.6	100

Individual tourism and Organised Trips

Most of the incoming traffic in Hungary consists of individual visits. The proportion of organised trips represents only about 10 %. This share corresponds to the international trends, due to the fact that as people become more and more experienced travellers, their feeling of security increases, language problems become less important, either because they speak the language of the host country or know another language that helps them to get by. In addition they can pick their choice from a variety of good quality maps and guidebooks. In other words, they require less and less organised travel.

The main functions of the Hungarian tourist offices are the organisation of commercial accommodation and sale of recreational programmes. However, the number of organised trips is continuously falling and is limited to special attractions.

TOURIST ATTRACTIONS OF HUNGARY

Of the numerous attractions for tourists in Hungary the following were mentioned most frequently in the latest study, conducted by the National Market Research Institute, taking polls of 1000 foreign visitors. The attractions are listed in an order of importance:

1. The beauty of the land
2. Hungarian cuisine
3. Aura of cities and villages
4. Hospitality
5. Romantics
6. Advantageous prices
7. Political changes

According to the latest study, conducted in 1992 in Norway and Switzerland, the greatest attractions in Hungary were found in the following elements in order of importance

1. Folklore, music, the puszta (Hungarian plane)
2. Culture specialities
3. People, hospitality

On the basis of the mentioned market research studies and the experience of experts, it can be stated that Hungary's natural and non-natural attractions are equally important. Hence the combined competitiveness of both influences the role which a settlement or a region can play in attracting tourists. According to many opinions, the most important internationally competitive tourist attraction of Hungary is the capital, Budapest. As in the case of most large urban settlements or capitals, this attraction mainly lies in the fact that the city offers many attractions in a concentrated space, including:

- the beautiful panorama, part of the World Inheritance;
- spas, caves remnant pieces of historic periods Roman Empire, Ottoman Empire;
- historic buildings, museums;
- rich cultural events, theatre performances, concerts, festivals.

The Danube Bend and its small towns, especially Szentendre (attractive because of its art life) Visegrád (the Renaissance centre of Hungary) and Esztergom (the capital of the Danube Bend, which is the local centre of Hungary's Roman Catholic Church) are all major attractions. In most cases, the tourism package offered for the Danube Band also covers a so called puszta programme. The image of Hungary incorporates horses, the puszta and folklore – so these should be incorporated in such packages. Over the years, two main centres have been developed in the country to host such programmes: Bugac, in the territory of the Kiskunság National Park, and Hortobágy, part of the Hortobágy National Park.

Year after year, these two centres attract thousands of tourists, the main attractions being horse riding shows, the special Hungarian hospitality and Hungarian cuisine. According to the views of the tourist office, the interest in such programmes has gradually decreased over the 90s at these locations, because the visitors prefer the increasing

number of cottages offering family hospitality in the vicinity of Budapest. Moreover the foreigners visiting Bugac and Hortobágy mostly do not realise that they are in the territory of a national park and that besides the horse riding shows numerous other unique attractions are available in the region.

TOURISM POLICY OF HUNGARY

The highest co-ordinating body of tourism in Hungary is the Hungarian Tourism Board (HTB), operating within the organisation of Ministry of Industry and Trade. Its task is to develop a tourism policy for the country, to promote developments of tourism importance, to develop regulations and financing constructions, to perform national marketing work and to maintain tourism representative offices abroad.

The work of the HTB is supported by the National Tourism Council, the members of which represent all ministries involved in tourism and the leading tourism organisations.

The control organisation of tourism at the regional level has a peculiar structure. The recreational areas like Lake Balaton, Lake Velence, the mid-Danube area, the Mátra-Békk mountain ranges, Sopron and Kőszeghegyalja are controlled by executive committees responsible for the co-ordination of tourism development in several counties. The committees have been increasingly transformed into bodies and councils of bottom-top organisations. The county-level tourism offices are also being restructured. By separating their profit-oriented from their non-profit activities, it is being found possible to assign the latter ones to county-level local authorities.

The tourism development concept designed by the HTB has a separate chapter on the future role of local authorities, with regional contracts based upon their integrity and reinforcement of their tourism development co-ordinating function. The new tourism development concept was accepted by the Government on August 12, 1993. The most significant goals of this concept are:

- to increase the foreign currency tourism revenues;
- to create jobs;
- to enhance the financial and intellectual enrichment of the population;
- to promote environment-friendly developments;
- to create appropriate supply meeting the demands of tourists;
- to create a new country image.

The present image of Hungary is of mass tourism. Most visitors are familiar with the capital, Budapest and Lake Balaton. However, Hungary has many other attractions, which have either not yet been utilised or have been under-utilised, but which could be developed into competitive tourism products. Among these unique attractions, priorities should be given to culture and nature, which are the basic elements of ecotourism.

ECOTOURISM IN HUNGARY

In most countries of the world, the conservation of nature has turned out to be much more important for the tourism sector, than the tourism sector for nature conservation.

Hardly any tourism oriented country can thrive on its cultural and mass recreational beaches, waterfronts, horse-riding resorts, ski-resorts, etc. These would not remain attractions if they are not properly placed in agreeable and scenic natural surrounding. In any country with relatively large tourism revenues, as in Hungary, proper attention must be given to adequate protection and management of natural areas. That is of national economic importance.

Hungary plays an important role for the conservation of nature on a European level. The country may be regarded as a biogeographical meeting point of major geographical biotopes. Ranging from vast river plains to low mountains, these areas contain a large variety of major biotopes and microclimates. In this country numerous species find the limits of their geographical distribution but under circumstances that vary greatly from their distribution centres.

Most of these precious species and natural conditions are protected in a network of some 1,000 reserves. Of particular interest are the national parks, which world-wide have the dual objective of conserving some of the highest values in natural resources and at the same time, facilitating for present and future generations, the enjoyment of those resources. In Hungary ecotourism is a special form of tourism, which is mostly developing in national parks, where both the natural features, i.e. flora and fauna, and the cultural features, i.e. traditions, life-styles, special economic activities attract the tourists. In order to work out a development plan for ecotourism, in 1992 in Hungary has started a research programme in the Kiskunság National Park, one of its five national parks.

KISKUNSÁG NATIONAL PARK (KNP)

The territory of the KNP – the so-called puszta founded in 1975 – accounts for 35,859 hectares. Its characteristic feature is that it consists of seven separate parts, where one can find all the natural treasures worthy of protection in the area between the rivers Danube and Tisza.

The seven parts are the following

1. Upper Kiskunság puszta (1,061 hectares);
2. Upper Kiskunság lakes (3,905 hectares);
3. Kolon Lake at Izsák (2,962 hectares);
4. Sand-dunes of Fülöpháza (1,992 hectares);
6. Sand-dunes and puszta of Bócsa-Bugac (11,488 hectares);
7. Töserdő and the back -water of Tisza at Szikra (698 hectares).

As far as the appreciation of the natural values of KNP is concerned, 5 areas were recognised as Biosphere Reserves by UNESCO in 1979 and the Ramsar Convention is valid for the Upper Kiskunság Lakes.

The main task of KNP is to protect and maintain the characteristic landscape of the Kiskunság, the more significant natural treasures of the area, the geological formations, the world of waters, the fauna and flora, as well as to carry out scientific research and to present it to the public.

At the same time it also has the task to maintain the traditional animal husbandry of

the puszta and to preserve the ancient Hungarian domestic animal species as well as the typical remains of the typical life-style of the farms.

In order to protect the special values of nature, certain parts of KNP can only be visited with special permission or with professional guidance. The following areas are freely accessible: Töserdő, Bugac Puszta, the horse-race course of Apaj and the roads on the territory of the National Park.

Present Tourism of the Kiskunság National Park

Tourism activities in national parks of Hungary are performed on a rather narrow scale, as generally only museums, exhibition halls, few rooms for accommodations, some guiding, and occasional special programmes are offered to visitors. There are several factors hindering the tourism activities of national parks:

- National parks function as organisations enforcing criteria of the protection of nature and not as businesses.
- The ownership still being unclear due to the ongoing transformation, hinders any initiative of national parks to expand their scope of activities.
- The strongest barrier is the lack of necessary expertise. Developments of any tourism activity requires appropriately skilled persons who are speak foreign languages and are also trained in the field of tourism.

The basis for analysing the success of tourism activities is generally related to the number of visitors. However, this should not be the case with the national parks. Because of their openness, the number of visitors cannot be registered. Measuring visitors numbers in National Parks is difficult. It is obvious that it would be practically impossible to classify the inflows into categories such as domestic and foreign visitors, individual and organised visitors, tourists and excursionists, etc.

Of the national parks of Hungary, the Kiskunság National Park has the best statistics on its visitors, but only visitors contacting the Directorate and using the tourism facilities within the territory of the park are registered. The actual territory, for which the Directorate is responsible, exceeds that of the National Park itself.

Distribution of visitors in the Kiskunság National Park (in 1992)

The distribution of visitors in the Kiskunság National Park (in 1992) was as follows:

- Sixteen per cent of the visitors registered by the Directorate were professionals. Fifty-two per cent of these were Hungarians and forty-eight per cent were foreigners (700 and 650 persons, respectively).
- The non-professional amounted to 7,000, of which 2,000 were Hungarians and 5,000 were visitors.
- The tourist businesses operating within the territory of the park, received a total of 78,500 guests .
- Distribution according to the countries of origin was the following: Germans – 45% , Austrians – 30 %; Swiss – 5 %; Dutch – 2%; Belgians – 2%; other Europeans – 15%; non-Europeans – 1% .
- Ninety per cent of the visitors arrived via organised tours.

- The share of students in the case of domestic turnover was 80%, while in the case of foreigners was 50%.
- The majority of the visitors were excursionists.

The tourism attractions in the KNP are of natural origin or man-made, but closely linked to the nature. Among the nature-based attractions, the most important ones are protected plants, animals, ancient domesticated animal types, geological formations, while the latter category covers shows, exhibitions and programmes demonstrating the natural attractions.

In spite of the fact that the tourism attraction of a national park is usually composed of several elements and that most of these attract both domestic and foreign visitors, only a selection of such attractions are popular, including horse riding shows, ancient domesticated animals and museums. Other attractions such as migration of birds, hunting and ancient forests, are regarded as important mainly by professionals or some special hobby enthusiasts.

The main attractions defining the image of the National Park stimulate mass tourism and increase the number of excursionists. Due to the lack of complex tourism products based on the combination of the respective attractions, the visitors traffic is disorganised, and the basic objective of the Park – the protection of environment – becomes impossible and tourism becomes more and more environmentally hostile.

Increasing the Length of Stay

At present tourism to the KNP is mostly excursion traffic, for mass tourism. The number of tourists staying for several days is not significant compared to that of the total number of visitors. The KNP however has numerous attractions which could be suitable for longer stays.

The duration of stay at the KNP is probably rather short because:

- Generally speaking, those attractions that can be developed most easily have been developed so far.
- Tourism supply is built on the utilised attractions in a one-sided manner. No complex products have been developed so far.
- Potential tourists have no information about the treasures of the KNP and other tourism facilities of the region.
- The park effectively does not carry out marketing activities.
- The programmes and packages offered directly by the KNP or companies operating in the area of the Park are not adjusted to the international trends of demand.
- The Park has only limited opportunities to influence the turnover of ventures operating within its area.
- The KNP does not have sufficient number of professionals with proper skills, knowledge of languages and education in tourism.

Only when the listed factors are remedied would there be an opportunity to increase the length of stay of visitors to the KNP, and to promote tourism rather than excursionist traffic. Unfortunately the KNP does not include increasing the length of stay of tourists amongst its future concepts because the Park associated growth with a growth in the

number of visitors and not with the length of stay.

Their argument is professionally debatable since it is the excursionists who probably cause the most harm to nature. On the other hand, tourists having proper information and staying on the spot for days, participate in well-organised or even professionally guided programmes, and therefore their movement is under control. They also tend to develop a more thorough understanding of nature and thus help protect it to a higher extent.

Methods aimed at increasing the length of stay are the following:

- In order to better utilise the currently known features and opportunities, visitors ought to be informed about the different elements of events, accommodation, meals, etc.
- Beyond the currently existing features, attractions that can be a base for further products, but in which little interest has been shown so far, should also be assessed.
- Complex and competitive products should be created.
- The National Parks which own image should also be enhanced. The number of personnel with proper professional, language and tourism skills should also be increased.

PROSPECTS OF DEVELOPING ECOTOURISM

Tourism and the Environment

The basis of tourism is provided by the environment in its broad sense, that is natural, social and economic environment, their elements and combinations compose the attraction raising the interest of visitors. In connection with the development of tourism, special attention must be paid to the protection of nature and its carrying capacity since the future conditions giving rise to tourism would be damaged or destroyed without that.

A new approach to tourism development, referred to as sustainable tourism, relates to the importance of the relationship between tourism and environment (Inskeep 1991). Its substance is that those forms of tourism should be preferred which do not cause damages to the natural and cultural environment, i.e. features and resources are utilised in a manner which does not induce irreversible processes. Moreover it should help regenerate and protect them by re-evaluating them. Sustainable tourism development requires a complex impact studies of the natural, social and economic environment, and thus those development alternatives can be chosen that result in maximum social, economic, ecological and cultural benefits beside having no or minimal negative effect on the environment.

INTERPRETATION OF ECOTOURISM IN THE NATIONAL PARK

The benefits of ecotourism are not well articulated in Hungary and at present many people interpret that ecotourism based on exclusively natural attractions. In fact ecotourism means much more than that tourism based on not only natural environment but also cultural values, a fundamental element of which is the educational, learning, professional, scientific or research motivations of visitors (Blangy and Word 1993; Boo 1990; 1993)

The definition of ecotourism should encompass the following features:

- It does not encourage mass tourism.
- It does not utilise attractions in the usual way.
- It moderates seasonality.
- It increases the welfare of the local population and community.
- The visitors get in direct touch with the hosts environment and culture without exploiting them.
- Visitors are not only external spectators of the sights but they may also actively participate in them.
- It encourages maximum respect to nature and culture and thus the protection and reservation of them.
- It is consciously educational and informative.
- Possible negative effects can be minimised and kept under control.

At present ecotourism is only in its crucial stages in the National Park. Among actual attractions and resources only natural ones are utilised, actually in a way that encourages mass tourism and spontaneous tourism, e.g. horse riding show, puszta show and hobby trips, while the proportion of professional and educational programmes better related to ecotourism is extremely low.

Authentic utilisation of man-made attractions, i.e. the artificial environment of the culture, lifestyle, customs, traditions and economic and social situation and activities of the local population are completely missing from the supply of the Park.

Development of the ecotourism of the KNP would also mean that typical characteristic features of the region could become attractions, e.g. handicraft and special trades, the representatives of which know everything about material, technology, ways of use and the cultural historical background itself.

In agriculture and silviculture, traditional activities, forms and processing techniques, like cultivation of herbs and spices, rearing animals, fishing, wood felling, etc. can be promoted for raising tourist interest in such activities.

The most valuable facet of these potential attractions is given by the fact that the population living in the region still knows and exercises the above activities. This means that the development of ecotourism assumes and promotes the principles of ecology in industry, building industry, agriculture, transport, services sectors as well as in education and research.

POTENTIAL ECOTOURISM PRODUCTS

Development of ecotourism in the Kiskunság National Park means on the one hand the selection of the suitable attractions, and, on the other hand, the development of products based on them. The opportunities to create ecotourism products in the KNP are as follows

1. Tours for observing the flora including special tours for observing medicinal herbs;
2. Tours for observing the fauna including special bird-watching tours;
3. Adventurous tours to discover natural beauties;
4. Bicycle tours;
5. Hunting;

6. Horse riding tours, riding, carriage trips and training in these activities;
7. Learning bio-gardening including cultivation and processing of medicinal herbs and spices – joint work in the farms;
8. Understanding bio-processing – conventional technologies, such as dehydrating, drying, grinding, etc.;
9. Traditional Hungarian and bio-gastronomic programmes;
10. Getting acquainted with traditional viticulture and wine culture;
11. Studying traditional fishing;
12. Getting acquainted with wood felling and wood-working activities;
13. Programmes based on handicraft traditions and learning how to do them , e.g. weaving, spinning, embroidery, blue dyeing, glass painting, using twigs, bark, reed and sedge, throwing pot, leather-work, wood-carving, etc. and preparing toys and articles for everyday use;
14. Training camps for making adobe, building oven and preparing thatched roof;
15. Amateur, semi-professional and professional creative art camps (sculpture, painting, photographing, literature, music, dance and folklore).

This listing is not all inclusive, in the course of mapping the attractions of the KNP and its surroundings, characteristic features and traditions might be discovered which could be the bases of new products.

The main feature of the above mentioned programmes is that all of them are equally suitable for obtaining and improving knowledge, recreation, relaxing actively as well as meeting professional interests. The recommended ecotourism products have the advantage that the programmes by themselves encourage visitors to stay for several days, and, if they are combined, the result would be even better. As a result the unfavourable effects of excursionist traffic may be largely decreased.

The complex supply packages and the longer period of stay should induce an increase in spending. It is a further advantage that the in-park development of different programmes would significantly moderate seasonality, which is typical in Hungary.

The recommended packages would be organised ones and take place under guidance, therefore any potential negative effect made on the environment could be minimised, because continuous monitoring makes immediate control possible.

CONCLUSION

The suggestions put forward in this paper for the promotion of eco-tourism in Hungary are in line with sustainable tourism development, which aims at fulfilling economic, social and aesthetic requirements, but also pays attention to the maintenance of cultural integrity and biological and ecological balance (see Butler , 1992). Such development attempts to meet current needs but at the same time assigns importance to future needs.

Sustainable tourism implies that the actors in the tourist industry do not focus on growth per se, but emphasise the generation of employment and raising incomes as well as the living standards and the welfare of the host country. It excludes irreversible processes, and it requires that when the signs of natural resources becoming to exhaust are de-

tected, measures are taken to avert the danger.

The type of development associated with sustainable tourism requires guidelines for the level and the form of the growth considered to be acceptable. However, it does not exclude new opportunities from potential development. It demands maximum co-operation between tourism industry, researchers, decision-makers and executives. For this reason, the launching of new developments, suitable educational and training courses need to be started.

The development of eco-tourism as outlined in this paper was suggested with these principles in mind. It is based on a long-term perspective, and respects the cultural and environmental endowments of the host communities. It calls for further training and education, and calls for continuous monitoring so as to minimise negative impacts and to detect such impacts as early as possible.

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