



# ***Students Scientific Conference***

## **The determinative role of tourism**

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Banská Bystrica

2015

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# **THE DETERMINATIVE ROLE OF TOURISM**

## **Introduction**

It is a well-known fact that the meaning of tourism is very important all over the world. It has got a really strong economic influence, and it also means a lot to people's feelings and needs. In my talk I am going to introduce you the beginning of tourism and how it has become the most determinative economic sector.

Let's start with defining what tourism is. When the word 'tourism' comes to our mind, we usually think about going abroad. This definition is not far from the truth. The World Tourism Organization defines tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism can be described as a system, which contains:

- the environment
- the main components
- the functions and interactions of all these things
- and its all operation mechanisms.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world . Modern tourism is closely linked to development and encompasses a growing number of new destinations . These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports , food products or automobiles . Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries . This growth goes hand in hand with an increasing diversification and competition among destinations.

This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets . As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

## **The Ancient Times**

Primitive people moved to other places for the purpose of getting food. During their wanderings they travelled the continents, where they could find a "normal" way of life and they temporarily or finally settled down.

About 6,000 years ago, the first commercial types of accommodation started to appear in Egypt. The main forms of early tourism were business trips and pilgrimages. Audience was organized for the ancient olympic games. Messengers were sent to invite people to watch the games.

The Roman Empire provided excellent conditions for travelling. Road networks helped the commerce of the empire and the journeys of free people.

In the Middle Ages, the feudal society did not travel a lot because of wars and the lack of safety. Pilgrimage was main purpose of going abroad and made people not to stay in just one town or village. Towards the end of the Middle Ages, we can observe some early cultural tourism.

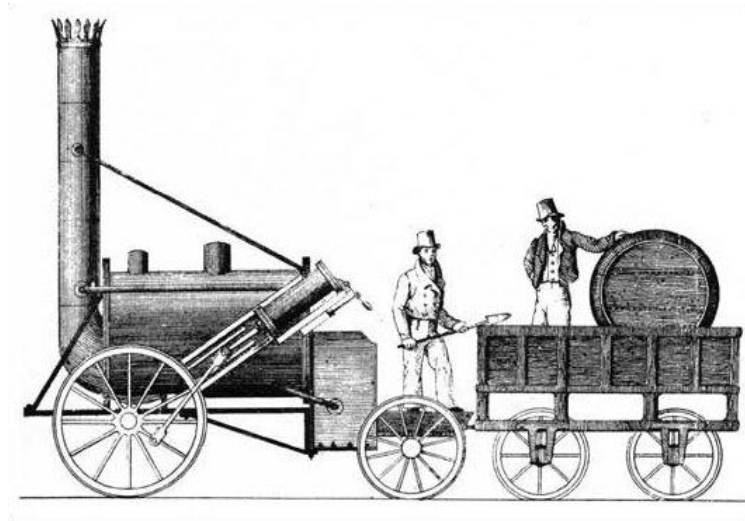
## **The new age**

In the new age, with the change of financial background, journeys are expanded. : The achievements of the industrial revolution gave a considerable impetus to the development of transport, and also created the base of modern tourism.

This period of time was introduced by the revolution of transport. The steam-engine was invented by James Watt in 1778.

Railways first preferred commercial travellers, but they soon realized that they can find passengers who wanted to travel. In this case, they introduced preferential prices and organized private trains for them.

Drawing of the first steam-engine



Source: Wikipedia

The real novelty was introduced by Thomas Cook in 1841. The package tours have become a wide-spread phenomenon in the world. 6 million visitors were counted at the first exhibition in London. More than half of the visitors were organized by the Cook travel agency.

## **The 20th century and the importance of mass tourism**

At the end of the 19th century, the use and spread of inventions identified the tourism of the 20th century. The first bus was invented by Karl Benz in 1896. The Wright-brothers invented the airplane in 1903 which became the main vehicle of tourism in the 1950s. As for Hungary, the first Hungarian car and bus were invented by János Csonka at the beginning of the 20th century. The development of tourism was interrupted by World War I. The boom of tourism was interrupted by the economic crisis in 1929-1933.

A world conference was organized about tourism in 1980 in Manila. Its official name is Manila Declaration On World Tourism. It says that "Tourism is considered to be an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Its development is linked to the social and economic development of nations and can only be possible if man has access to creative rest and holidays and enjoys the freedom to travel within the framework of free time and leisure whose profoundly human character it underlines. Its very existence and development depend entirely on the existence of a state of lasting peace, to which tourism itself is required to contribute."

Tourism is not just an economic category, but important political, social and cultural factor, it has got significant enviromental influence and a fundamental role in the evolution of quality of life.

## **Hungarian tourism centres and the culinary tourism in the south region**

Budapest became one of Central Europe's most popular tourist attractions in the 1990s. Attractions in the city include the Buda Castle which houses several museums including the Hungarian National Gallery, Matthias Church, the Parliament Building and the City Park. The city has many museums, three opera houses, and thermal baths. Buda Castle, the River Danube embankments and the whole of Andr ssy Avenue have been recognized an UNESCO World Heritage Sites.

Budapest



Source: [budapest.hu](http://budapest.hu)

The view of Budapest



Source: Wikipedia

Lake Balaton in western Hungary is the largest freshwater lake in Central Europe. It is the second most important tourist destination in Hungary. 2.5 million tourists visited the lake in 1994. Hungary's other tourist attractions include spas, excellent facilities for activity holidays, and cultural attractions such as the villages of the Great Hungarian Plain and the art treasures found in Budapest. Hungary has more than 400 camping grounds. There are more than 2,500 km of dedicated bicycle routes in the country. Fishing is popular in Hungary and almost half of the country's 130,000 hectares of rivers and lakes are used by anglers. The country has excellent opportunities for birdwatching, and horse riding and hunting are also popular.

Lake Balaton



Source: Google

The major cities and attractions of the Southern Great Plain (Dél-Alföld) are Szeged, Gyula, Békéscsaba, Kiskunhalas, Baja, Kalocsa and Kecskemét. The River Tisza is the focal point of the Southern Great Plain region of Hungary. This area has the highest number of sunny hours a year in the country, and as such, it has become an agricultural treasureland. Although Southern Great Plain is the region of the Puszta, an infinite flat land with peculiar natural treasures this area has countless other lesser-known attractions in store for you.

- some lively cities with stunning architecture, interesting museums and vivid cultural life
- small villages where people preserve the folk customs and crafts of their ancestors
- thermal baths with medicinal waters
- regional culinary delights

The Gyula Castle Baths Health Resort are in a spa town of 35,000 inhabitants in the southeast part of Hungary, 220 km from Budapest. Visitors wishing to rest or recuperate in a protected natural environment can revitalise themselves in 8.5 hectares of ancient parkland, a health resort belonging to the former Almásy castle. The 72-degree medicinal water of the Castle Baths, rising from a depth of 2,005 metres, has helped to heal patients for decades. There are 20 pools in the Castle Baths Health Resort and these are constantly maintained. Besides the pools with medicinal water, there is a competition swimming pool, a Jacuzzi, a pool with artificial waves and children's pools for families coming to Gyula. The reddish-brown medicinal water is excellent for the treatment of locomotor disorders, topical nervous disorders, and inflammatory gynaecological conditions. Gyula is well-known within the Baths of Hungary. In the baths, guests are cared for by staff specialising in rheumatology, physiotherapy and sports medicine.

Gourmands can also enjoy the delicacies of the table in Békéscsaba. One of the best-known foods is the smoked sausage that bears the name of the city. Slovak dishes include strapachka. These are dumplings made with potatoes that are browned in butter or bacon dripping. The dumplings are then topped with breadcrumbs, bacon, cooked cabbage, chives or green onions and/or cheese. They are served as a separate course, as a side dish with meat, or

can be the main dish. There are also various kinds of cabbage soups and the famous plum pálinka (a traditional type of brandy), which are a must for those who love to wine and dine.

Visitors to Békéscsaba can choose from a wide selection of quality gastronomic and cultural events all the year round.

Held in October, the Csaba Sausage Festival has become one of Hungary's most prestigious gastronomic events. A series of cultural events and entertainments and 'disznóvágás' (killing a pig with the help of neighbours in a backyard and making sausages, ham and black pudding from it) add to the appeal of the festival. The true highlight of the festival is a sausage-making contest, where Hungarian celebrities also try their hand every year. Open-air events in Békéscsaba include the Csaba Beer Festival, Csülökpárádé (a cooking competition where different varieties of 'csülökpörkölt' (pig's trotters stew) are prepared) and Lecsó (thick vegetable stew which includes peppers and tomato, onion, lard, salt, sugar and ground paprika as the basic ingredients) Festival.



Source: bekescsaba.hu

## **Positive & Negative Impacts of Tourism**

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

### *Economic Effects -- Positive*

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

### *Economic Effects -- Negative*

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

### *Social Effects -- Positive*

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses.

### *Social Effects -- Negative*

Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values.

### *Environmental Effects -- Positive*

Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

### *Environmental Effects -- Negative*

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise.

## **What does sustainable tourism mean?**

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. A key aspect is respect for the people who call the location home, the culture and customs of the area, and the socio-economic system. While sustainable tourism is sometimes confused with ecotourism, ecotourism is actually only one aspect of sustainable tourism.

### *Ecotourism*

Ecotourism is the act of visiting a location and leaving very little impact. Conservation of an area's resources, such as energy and water, and preservation of the land and wildlife are important aspects of ecotourism. While natural ecosystems such as forests, waterways and deserts are often focuses when discussing ecotourism, the concept extends to all of an area's environment, including cities and area attractions. The resources that were available to the

locals when you entered the location should still be available in exactly the same condition they were when you leave.

### *Local Customs*

Sustainable tourism focuses on respect for an area's cultures and customs. The concept is not to hide your own culture, but to try to absorb and understand the local way of life. According to the tenets of sustainable tourism, sharing your own culture with the locals and trying to promote tolerance between your culture and the local culture during your visit are encouraged.

### *Economic Sustainability*

Through awareness of the environment and the local culture, you leave behind the resources and customs that keep the local economy going strong. By purchasing local products and using local services, you help to enhance the local economy. These are the main ideas of economic sustainability.

Sustainable tourism also strives to involve the locals in the tourism industry, so that financial gain from visiting tourists stays within the community.

### *Social Sustainability*

The social aspect of sustainable tourism pays special attention to human rights and increasing the opportunities for all members of a society. While economic sustainability promotes the idea that tourism profits be kept within the local community, social sustainability deals with the distribution of these profits. The emphasis is on preventing the exploitation of one group of a society for the financial gain of another.

### *Focus on Tourists*

While the majority of sustainable tourism's aspects are focused on local sustainability, they should not overshadow the concept of tourist satisfaction. Many locations rely heavily on the tourism industry, so providing tourists with a rewarding experience is essential to economic success. As long as guests visit with the intention of leaving natural resources and local customs intact, the location is left with the resources to provide future tourists with the same enjoyable experience.

## **Personal experiences and conclusion:**

I have conducted a research using a questionnaire. I have received 50 responses and my findings contain some interesting information. The majority of responders (84%) were women. The average ages of responders are between 16 and 25 years, but there are some people between 26 and 35. I had four responders of the age of 50. Most of these people have graduated from high schools, but there are some university students, too. One of the questions I asked was: "How many times do you travel a year?" Well, the answers are not surprising to me, because they usually travel 2-3 times a year, but some of them travel just once a year. There was an 'I don't go abroad' opportunity and I asked them why they don't go abroad. These pieces of information are crystal clear and so true. 62.5% of the responders said that the reason why they didn't go abroad was of financial nature. They can afford only one journey in a year. It is quite sad to me, because I think people should save money to relax. Another reason is health problems and some of them can not travel because of their working conditions. The responders are getting the information on their holiday destinations from the internet (52.2%) and relatives and family friends (47.8%). Nobody gets information from commercials and advertisements. I asked them how many days or weeks they spent on holiday and the answers are quite gloomy. 43.5% of the responders are on holiday for 3-4 days. 30.4% spend one week and only 4.3% are on holiday for more than two weeks.

In my opinion, Hungarian people really like travelling and going abroad, but their financial status can not afford more than one journey in a year which is really disappointing, comparing to other countries. But hopefully, this problem will change soon and our kids will see how beautiful and amazing the world is when they grow up.

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