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**INVESTIGATION OF OPPORTUNITIES MADE BY THE JOINING
OF TOURISTIC ORGANIZATIONS
IN THE SOUTHERN-TRANSDANUBIUM REGION**

*MOŻLIWOŚCI ROZWOJU PRZEZ ŁĄCZENIE SIĘ ORGANIZACJI
TURYSTYCZNYCH W REGIONIE POŁUDNIOWO-NADDUNAJSKIM*

Key words: tourism, region development, Southern-Transdanubium Region, Hungary

Słowa kluczowe: turystyka, rozwój regionu, Południowo-Naddunajski Region, Węgry

Abstract. The key to staying competitive is innovation and development. Small ventures, manufacturers and suppliers struggle to find the monetary needs for research and development. In this study the aim is to investigate the opportunities made by creating joint organizations in order to increase opportunities for all involved entities in a given region. The range of the investigation is narrowed down to the Southern-Transdanubium as one of Hungary's less developed region, and the activity is restricted to tourism. The range is still wide as tourism includes leisure activities, hiking, festivals and even wine tasting. The results revealed that since 2009 tourism in the investigated region has been heading in the right direction and that TDM (Touristic Destination Management) organisations and clusters provide a good fundament for development and innovation.

Introduction

The joining of various organizations help tourism to become more developed. This process is represented by TDM organisations and Clusters. TDM (Touristic Destination Management) aims to create and operate a sustainable and competitive touristic-system in the hosting region. The underlying principles of TDM-organisations are as follows Hanusz [2011]:

- bottom-up strategy: the system cannot be created from above, but inspiration is necessary; the establishment needs to be started from the bottom, where the presence of enterprises and local government is direct,
- partnership: the organization can only be created by ventures joining with each other,
- money and competence: the essential necessary legal and economic/monetary support needs to be provided for the organizations; by this it is meant that the money required for operation is present and the availability for the organisations to have comments in matters related to tourism,
- expertise: the system can only stay in operation with the appropriate skills, thus continuous education and approach development is required.

A cluster is an integration of businesses, which together with the joining of social institutes, work in the same sector, are close to each other, are competitors and cooperate with each other, are connected by long term business dynamics, innovation, efficient and cost reducing methods [Deák 2002].

In other words the cluster is a strategic league of ventures, which differ from unions. It is a non-profit organisation; the costs required for operation are covered by the members from their savings generated from the cluster's actions. The activity of the clusters is done according to the syndicate contract determined and accepted together by the members. A cluster can be horizontal or vertical depending on the, market sector, industry or targets. Usually it has a regional extent.

The cluster is advantageous for small and midsize ventures. Usually these ventures do not have enough capital for European competence, technology and product development. It is nearly impossible for them to "stay on their feet" in the long term without innovation. Therefore every

attempt which aims to integrate the separated small ventures while keeping their image and can help to increase income is a useful tool for European challenges where an uncertain future awaits small ventures as a result of globalisation. Clusters showed good results over the past years in the west and are now supported by the EU also.

In this study I wish to narrow the range of TDM and clusters only to the ones related to tourism and rural areas.

Research method and methodology

The research was done using secondary data collected from online sources such as the Hungarian central statistical office (KSH); the Hungarian TDM association; and the National innovation office. Earlier studies with appropriate information were also used. The collected statistical data was processed by Excel 2003.

Research results

The Southren-Transdanubium region contains three counties which are: Baranya, Somogy and Tolna. The region is bordered by Lake Balaton from the East; however the areas near the lake are not included in the region, which influences the touristic position of the region [Aubert, Szabó 2007]. First, the registered TDM organisations in the Southern-Transdanubium region were listed. There are 7 associations operating in the area and two more which are present near the region's border. The 7 TDM organisations are summarised in Table 1.

Table 1. TDM organisations and descriptions operating in Southern-Transdanubium

Tabela 1. Organizacje TDM i opisy działań w Południowym Naddunaju

TDM organisation/ <i>Organizacje TDM</i>	Description/ <i>Opis</i>
Harkányi Turisztikai Egyesület	Touristic association of Harkány – focuses on thermal water related services found in Harkány, but also deals with the surrounding settlement touristic attractions such as wine tourism in Villány and Palkonya [http://www.harkanyturizmus.hu/harkany_es_kornyeke/] <i>Koncentruje się na usługach związanych z wodami termalnymi występujących w Harkany, a także zajmuje się atrakcjami turystycznymi, takimi jak turystyka winiarska w Villány Palkonya</i>
Irány Pécs Turisztikai Nonprofit Kft	Head to Pécs touristic non-profit Ltd. – concentrates on the touristic attractions in Pécs [http://www.iranypecs.hu/] <i>Koncentruje się na atrakcjach turystycznych w Pécs</i>
Orfűi Turisztikai Egyesület	Touristic association of Orfű – focuses on services and accommodations found at Orfű and surrounding settlement; it also concentrates on events and programs in Orfű [http://www.orfu.hu/] <i>Koncentruje się na usługach i zakwaterowaniu w Orfű i w okolicy osady, a także na wydarzeniach i programach w Orfű</i>
Szekszárd és Térsége Turisztikai Közhasznú Egyesület	Touristic public benefit association of Szekszárd and its region – concentrates on the touristic attractions in Szekszárd and surrounding region [http://www.szekszard.hu/] <i>Skupia się na atrakcji turystycznych w Szekszárd i okolic</i>
Mecsek-Hegyhat Turisztikai Egyesület	Drum of hill Mecsek – touristic association aims to popularise and preserve natural and monument values; in the region there is great touristic potential, especially ecotourism [http://www.mecsekhegyhat.hu/tdm/] <i>Stowarzyszenie ma na celu popularyzację turystyki i zachowanie walorów przyrodniczych oraz pomników przyrody; jako region ma duży potencjał turystyczny, zwłaszcza w ekoturystyce</i>
Mohácsi Városszépítő és Városvédő Egyesület	Association of city protection and city cosmetics in Mohács – focuses on the cultural values in Mohács [http://www.mohacs.hu/] <i>Koncentruje się na wartościach kulturalnych w Mohács</i>
Szigetvári „Zrinyi 1566” Turisztikai Egyesület	Touristic association of Szigetvár “Zrinyi 1566” – focuses on touristic services found at Szigetvár [http://www.tdmszigetvar.hu/] <i>Koncentruje się na usługach turystycznych znalezionych w Szigetvár</i>

Source/*Źródło*: www.tdmszovetseg.eu edited by Brix

As mentioned earlier, TDMs were created to increase tourism. To measure the volume of tourism a good method is to analyse the total number of visitors attending public accommodation establishments. The results are shown in Figure 1. By analysing the data in Figure 1 it can be seen that the number of visitor varied between 700 and 800 thousand annually, but in the last year it reached a new maximum by reaching over 850 thousand visitor arrivals. In 2009 the economic crisis led to a sharp decrease in visitors. However, since then their number is constantly increasing. The relation between visitor increase and TDM activity is, hard to prove, but can be a possible explanation.

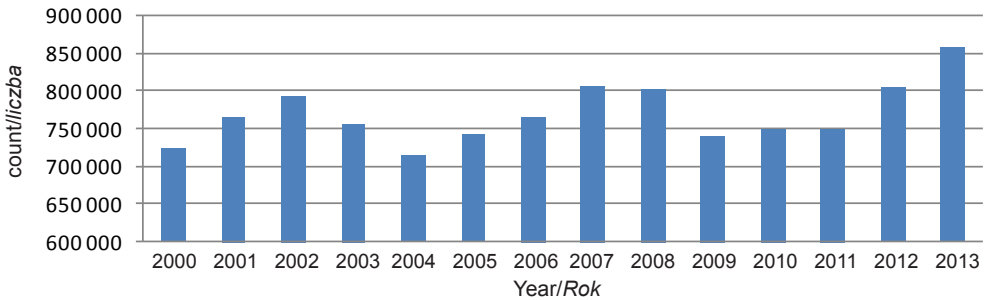


Figure 1. Tourist arrivals in public accommodation establishments in Southern-Transdanubium
Rysunek 1. Pobyt turystów w publicznych obiektach noclegowych w Południowym Naddunaju
 Source/Źródło: www.ksh.hu edited by Brix

To determine which areas are worth developing in order to attract further visitors the main motivating properties need to be mapped. Data showing the motivation for the domestic trips with overnight stays are shown in Figure 2. It can be seen that there are two major reasons for travelling, one is to visit relatives and the second is leisure activity (to relax, get entertained, go sightseeing and hiking). The first motivation (visiting relatives) can only be influenced indirectly; therefore the aim is to create those attractions listed as the second group of reasons.

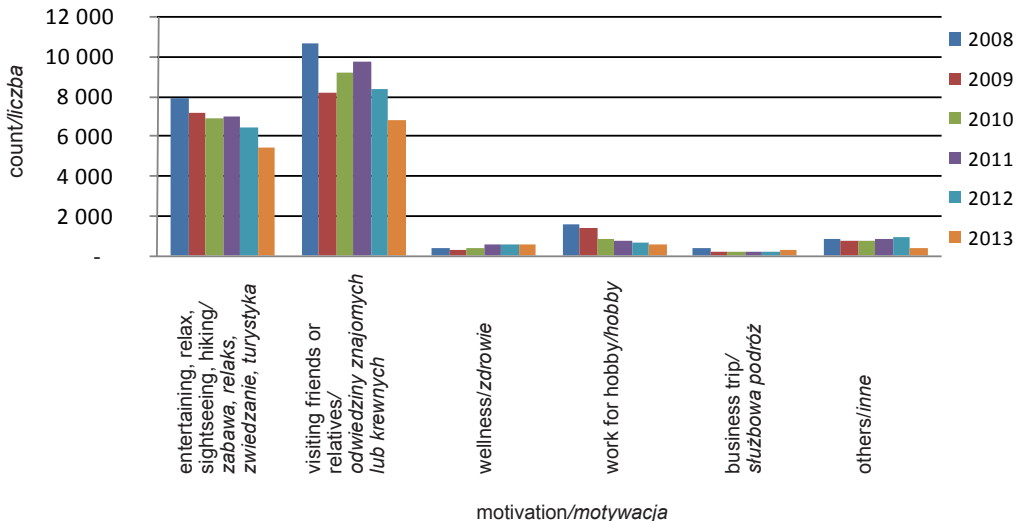


Figure 2. Number of domestic trips with overnight stay by motivation
Rysunek 2. Liczba podróży krajowych z noclegiem według motywacji
 Source/Źródło: www.ksh.hu edited by Brix

Creating new touristic attractions requires relatively large monetary sources, which are not an option for most touristic Ltds. However by joining and creating an association, the cost can be reduced. There are several invitations to tenders for TDM organisations. This is the major source for development and innovation. In 2013 a total of HUF 224 million was won by TDM organisations in the Southern-Transdanubium region [www.turizmusonline.hu].

The Drum of hill Mecsek tourist association received HUF ~50 million support for their development plans, which aims to increase visitor nights in the region and to place thermal spas as the long term attraction (located in Sikonda and in Magyarherterend, two small settlements).

The Touristic public benefit association of Szekszárd and its region received ~ HUF 49 million support from which developments, aiming to provide more active opportunities for the visitors, are created. These developments include: a bike hiring system, creating information boards on existing trails, creating accommodation and event catalogues, creating interactive boards and IT systems. Touristic association of Szigetvár “Zrinyi 1566” received ~ HUF 42.5 million support. The association’s aim to increase the notoriety of Szigetvar’s attractions and services, thus most of the amount is spent on marketing and service development.

Beside the DTM associations there are also clusters present in Southern-Transdanubium. The clusters are not limited to touristic activities; therefore there are a wide range of clusters present. Furthermore tourism at clusters are based on product/service while tourism at TDMs are based on location/area. [Zima 2013]. In Table 2, only the clusters related to tourism and touristic products are summarized.

In 2010, the tenders originally opened for TDM organizations were expanded and clusters were also included, which made it possible to appeal for development funds [Szabó 2010]. With the funds the clusters can place emphasis on innovation and quality. With their marketing activity clusters play an important role in increasing the region’s competitiveness [Gonda, Spiegel 2012].

Table 2. Clusters in the Southern-Transdanubium related to Tourism

Tabela 2. Klasy w Południowo-Naddunajskim Regionie związane z turystyką

Cluster/Klaster	Description/Opis
Dél-Dunántúli Kulturális Ipari Klaszter	Southern-Transdanubium cultural industrial cluster – founded in 2007, focuses on culture industrial ventures to support development, help organize cultural services and seek cooperation with university R&D tasks [http://www.kikk.hu/hu/]/Zalożony w 2007 r., skupia się na przemysłowych przedsięwzięciach kulturalnych, wspiera rozwój usług kulturalnych i nawiązuje współpracę z uczelnianymi jednostkami B+R
Dél-Dunántúli Ökoturisztikai Klaszter	Southern-Transdanubium eco-tourism cluster – founded in 2010 gathers suppliers who provide eco touristic services and education in ecology [http://gyeregyalog.hu/]/Zalożony w 2010 r., gromadzi dostawców, którzy świadczą usługi ekoturystyczne i zajmują się edukacją ekologiczną
Dél-Dunántúli Rendezvényi Klaszter	Souther-Transdanubium event Cluster – aims to seek funds, build the region’s image, and to increase the prestige of festivals; helps coordinate marketing channels and developments [http://www.fesztivalklaszter.hu/]/Ma na celu budowanie wizerunku regionów i zwiększenie prestiżu festiwali, pomaga koordynować i rozwija kanały marketingowe oraz stara się o fundusze
Dél-Dunántúli falusi turizmus Klaszter	Southern-Transdanubium settlement tourism cluster – aims to help accommodations and services found at small settlements by organizing trainings, supporting local manufacturing, providing marketing and communication support, keeping in touch with event organizers [http://pannonborklaszter.hu/klaszter_foolda/]/Pomaga znaleźć zakwaterowanie oraz usługi na małych osiedlach, przez organizowanie szkoleń, wspieranie lokalnej produkcji, marketingu i komunikacji, zapewniając wsparcie i utrzymywanie kontaktu z organizatorami imprez
Dél-Dunántúli Borturisztikai Klaszter	Southern-Transdanubium wine touristic cluster – unites the wine related touristic ventures, to establish an effective, uniform appearance and distribution [http://pannonborklaszter.hu/klaszter_foolda/]/Łączy przedsięwzięcia turystyczne związane z winem, aby stworzyć skuteczny, jednolity wygląd i dystrybucję

Source/Źródło: <http://www.nih.gov.hu> edited by Brix

Summary and conclusions

In this paper the possible joining of ventures, manufacturers and suppliers and its advantageous effect on tourism in the Southern-Transdanubium region was investigated. The research showed that there are two major directions present. One is creating or joining a TDM (Touristic Destination Management) organisation and the other is creating or joining a cluster. Both associations aim to help development and make the ventures and region more competitive. The direct effects of these organisations on tourism are hard to determine, but positive tendencies can be noticed in the region's tourism, which can be related to the activity of the associations. There are several invitations to tenders for TDM and clusters (since 2010) in the region, which provide funds for development. In 2013, a total of HUF 224 million (~EUR 740 000) was spent on innovation and development in the region.

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Streszczenie

Kluczem do bycia konkurencyjnym są innowacja i rozwój. Drobne spółki, wytwórcy i dostawcy mają problem ze znalezieniem funduszy na badania i rozwój. Celem badań było określenie możliwości stworzonych przez zorganizowane grupy producenckie w celu zwiększenia rozwoju jednostek członkowskich w danym regionie. Zakres badań zawężono do Południowego Naddunaju, jako jednego z najmniej rozwiniętych regionów Węgier i objęto nimi działalność turystyczną. Wybrany obszar badań był szeroki, gdyż turystyka obejmuje aktywność rekreacyjną, wędrowki piesze, festiwale, a nawet degustację wina. Wyniki pokazały, że od 2009 roku turystyka tego regionu zmierza we właściwym kierunku oraz że organizacje zajmujące się zarządzaniem turystyką i grupy stanowią dobry fundament pod rozwój i innowacje.

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