Development and marketing of the tourism destination of Lake Balaton

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Hungarian-Belarusian Tourism Working Group meeting
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Environment

- Lake Balaton is one of the most significant natural assets of Hungary -

- natural shallow lake
- size of the lake: 594 km²
- catchment area: 5775 km²
- maximal depth: 10.2 m
- average depth: 3.2 m
- the lake’s length: 77 km
- the lake’s width: 12 km (at the widest point)
- the length of the shore: 235 km
- average summer temperature: 20 °C
- average ice-thickness: 20-25 cm
Economy
– Balaton region generates 1/5 (1/3) of tourism income of Hungary –

• Bathing in Lake Balaton started in 19th century.
• The permanent population is about 275,000 people.
• Considering the families of weekend house owners it rises above 500,000 people.
• In summer time with tourists and visitors, the population increases up to 1-2 million people.

Programming
– well supported by plans –

PROGRAMS and FUNDS
• National Strategic Reference Framework (NSRF) of Hungary 2007-13
  • and corresponding operational programs and action plans
• Rural Development Program 2007-13
  • within Local Development Strategies and Action Groups

Lake Balaton PROGRAMMING DOCUMENTS
• Lake Balaton Long-term Regional Development Concept (-2020)
• Balaton Regional Development Strategy 2007-13
• Balaton (detailed) Development Program 2007-13

AREA SPECIFIC REGULATIONS
• Act No. XXI (1996) on regional development and spatial planning /Lake Balaton Development Council/
• Act No. CXII. (2000) on the Regional Development Plan of the Lake Balaton Recreational District and Rules of the Lake Balaton Regional Development
• Lake Balaton River Basin Management Plan according to WFD/
• and related Government resolutions

VISION SET IN THE STRATEGY
The Lake Balaton region aims to become a model of naturalness with high standards of living in the Central-European Region. Building on the unique natural and cultural features of the lake and its surrounding landscape, the region offers exclusive and attractive living, recreational and working environment.
**Water Quality**

– improved but still vulnerable –

- Emerged in the early 80’s
  - eutrophication accelerated
  - mass blooms of blue-green algae
  - devastation of fish populations

- Action Plan was set by the Government to reduce nutrients load
  - Sewage system development
  - Reduction of effluents limit of P
  - Control of livestock breeding
  - Dredging in most polluted areas
  - Reconstruction of Kis-Balaton wetland

**Water Quantity**

– 2010 extremely wet year, while 2011/12 is extremely dry –
Shore zone rehabilitation
- control on man-made interventions -

- To restore/ keep good environmental quality
- To ensure free public access to the lake
  (min 30% of the shore area that belongs to the built up area of the settlement)

- Number in the specific town / total number in the region
- Started in May 2008 – work in progress, regular update is needed

Regional Development Database (example)
– by settlements

<table>
<thead>
<tr>
<th>Type of development</th>
<th>No</th>
<th>Jel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels (4*, 5* new or upgrade)</td>
<td>7/40</td>
<td></td>
</tr>
<tr>
<td>Ports (sail boats, boats)</td>
<td>2/30</td>
<td></td>
</tr>
<tr>
<td>Beaches, spas, aqua parks</td>
<td>1/36</td>
<td></td>
</tr>
<tr>
<td>Theme park, complex objects</td>
<td>0/8</td>
<td></td>
</tr>
<tr>
<td>Wine tourism</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Cycling, horserd., eco-tourism</td>
<td>4/44</td>
<td></td>
</tr>
<tr>
<td>Golf tourism</td>
<td>0/7</td>
<td></td>
</tr>
<tr>
<td>Cultural and Entertainment</td>
<td>5/14</td>
<td></td>
</tr>
<tr>
<td>Townscape revitalisation</td>
<td>7/114</td>
<td></td>
</tr>
<tr>
<td>Industrial and economic</td>
<td>1/7</td>
<td></td>
</tr>
<tr>
<td>Camp sites</td>
<td>1/13</td>
<td></td>
</tr>
</tbody>
</table>
Planned Developments (example 2008)
– by type of developments: ⛺ hotels (4*, 5*) and ⛺ campsites

Economic benefits
- estimating the value of shore zone developments -

Changes of property prices [HUF/m²] in time of the main zones of the towns
International Cooperation
- EU funded projects -

**InTourAct – Integrated Tourism Action Plan for SEE Excellence**

- South-East Europe Program (October 2012 – September 2014)
- 11 partners from 7 countries (Italy, Bulgaria, Greece, Slovenia, Croatia, Bosnia-Herzegovina and Hungary)
- Lead partner: Province of Rimini, Italy

**Goals:**
- Identifying common principles and indicators for integrated and sustainable tourist development, supporting decision-makers
- Developing common innovative tools, which aims to improve the accessibility of the SEE tourism region
- Increasing tourism supply, improving the visibility of alternative tourism destinations
- Raising awareness about integrated sustainable development

**Activities:**
- Organization of Integrated and Sustainable Tourism Forum at international and local levels
- Preparation of a common platform for integrated and sustainable development
- Elaboration of Integrated and Sustainable Tourism Action Plans
- Application for the „European Destinations of Excellence”

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**TOURAGE - Developing Senior Tourism in Remote Regions**

- INTERREG IVC Program (January 2012 – December 2014)
- 12 partners from 10 countries (Bulgaria, Finland, Greece, Ireland, Latvia, Poland, Romania, Slovakia, Spain and Hungary)
- Lead partner: Regional Council of North Karelia, Finland

**Objectives:**
- To enhance regional economy by the means of senior tourism development and to support active and healthy ageing

**Activities**
- Identification and exchange of good practices which help to take over the challenges connected to senior tourism (“silver tourism”)
- Evaluation of the most important challenges of silver tourism
- Exchange experiences on senior tourism through successful seminars, working groups and study visits
- Development of joint methodologies and giving policy recommendations based on good practices exchanged during the project
- Find solution to turn population ageing also into asset and overcome structural change by new innovative means

www.tourage.eu
Living Lakes
- International Lake Partnership -

- Non-governmental, non-profit organisation, founded in 1998
- Headquarters at Lake Constance, Germany

- Major goals:
  - Promote sustainable development in lake regions
  - Constant exchange of experience and information (8th LLC, Norwich, UK, 2003)
  - Mutual support in carrying out concrete environmental campaigns
  - Promote lake issues at a global level (UNEP/ILEC World Lake Vision)

102 members =
33 international partner lakes
13 candidates
55 national partners and
1 honorary member

... if you have any further questions, please contact us:

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