

Edited by
Ágnes Erzsébet Hojcska

CHANGING SPA TOWNS



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Hungarian Spa Towns Association



2nd SCIENCE PAPERS OF THE SPA TOWNS

CHANGING SPA TOWNS

Edited by

ÁGNES ERZSÉBET HOJCSKA

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FOREWORD

CHANGING DIMENSIONS OF SPA TOWN RESEARCHES

The increasing value of health, the penetration and dynamic increase of health tourism can be experienced worldwide, that is the reason why spa towns come more and more often to the focus of science nowadays. The 2nd Science Papers of the Spa Towns presents the new scientific results of the changing spa towns in an international context, both the tight profession and for the general public interested in the theme. Current theme for researches of changing spa towns: time and service dimensions of spa towns; cultural economy in spa towns and the healing spa towns. We thank for the writers the valuable studies, we thank for the lectors to the studies scientific valuation and that it with selfless their work contributed to the professionalism of the book.

Dr. Zoltán Szabó
President of the Organising Committee





SPA TOWNS IN THE SYSTEM OF HUNGARIAN SETTLEMENT DEVELOPMENT AND THEIR OPPORTUNITIES FOR DEVELOPMENT RESOURCE ALLOCATION

FÜRDŐVÁROSOK A MAGYAR TELEPÜLÉSFEJLESZTÉS RENDSZERÉBEN ÉS FEJLESZTÉSI FORRÁS ALLOKÁCIÓ LEHETŐSÉGEIK

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Abstract

In Hungary, the urban development system and concepts affected by the needs of social, economic, sectoral and territorial sectors operate in different territorial levels. Adapting to this, settlements, including spa towns determine their development priorities, adapting to national sectoral development policies and funding opportunities. In order to assess the success of the conscious and planned development of settlements, it is necessary to analyse and compare the regional (in micro-regional, county, regional level) strategies with the types of funding allocation opportunities. The main question of our research is how some municipalities have created synergies with the aims of urban development and how many of the funding allocation opportunities have been utilized?

The key success of spa towns is the effectiveness in the competition for funding sources and in tender activities, which is closely consistent with the efforts of their town developments. Based on the results, it can be stated that the existence of local-level urban development strategies and

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concepts generates an intensive and widespread funding source allocation. The well-articulated, unified, long-term and complex development policy concepts come along hand by hand with good ability for appealing resources and with complex settlement development.

Keywords: development policy, funds of the European Union, health tourism, settlement development, tender

Összefoglaló

Magyarországon a társadalmi, gazdasági, ágazati és területi szükségletek alapján meghatározott településfejlesztési rendszer és koncepciók működnek a területi szinteknek megfelelően. A legtöbb település, köztük a fürdővárosok is meghatározták a kitörési pontjaikat és célterületeiket fejlesztéspolitikai dokumentumokkal összhangot teremtve a magasabb prioritású koncepciókkal. A tudatos és tervezett településfejlesztés sikerességének vizsgálataként szükséges a térségi (kistérségi-, megyei-, régiós) stratégiák elemzése és összevetése a forrás allokációs lehetőségek típusaival. E problematikából kiindulva kutatásunk alapkérdése, hogy egyes települések milyen összhangot teremtettek a településfejlesztés céljaival, valamint a forrás allokációs lehetőségek milyen széles körét hasznosították?

A pályázati forrásokért folytatott verseny, és a pályázati tevékenység eredményessége egyik kulcsa a fürdővárosok sikerének, mely szoros összhangban áll a településfejlesztéseik törekvéseivel. Az eredmények alapján megállapítható, hogy helyi szintű településfejlesztési stratégiák és koncepciók megléte intenzív és széleskörű pályázati forrás allokációt generál. A jól artikulált, egységes, hosszú távú és komplex fejlesztéspolitikai koncepciók együtt járnak a jó forrásvonzó képességgel és a komplex településfejlesztéssel.

Kulcsszavak: egészségturizmus, európai uniós források, fejlesztéspolitika, pályázat, településfejlesztés

Introduction

In the middle of the 2014-2020 programming period in Hungary, tourism as a tool of regional development, has become a priority in every destination, its importance has continued to grow and its economic impact has become dominant (Kincses 2009). Building on the 2007-2013 development funds of European Union (EU), as a result of the previous cycle of funding allocation, the realization of supply-side investment needs has become continuous, accordingly the intensiveness of raising capital and the number of other types of settlement developments began to increase.

In the new development policy cycle, the strategic environment of development policy changed significantly, and several times after the change of regime the institutional system of regional development was completely restructured (Fazakas – Szabó – Török 2002). Instead of the former regional level, planning is done at county level, and instead of former separate regional operational programs, 18 counties are being developed as part of one operational program (Gálosi-Kovács – Haffner 2017).

The National Development 2030, National Development and Territorial Development Concept based on the amended Regional Development Act of 2013 was adopted by the 1/2014. (I.3.) parliamentary decree, which defines long-term development policy objectives, integrated with national and EU strategies (NF 2030 2014). The National Development and Territorial Development Concept has defined the development priorities of the development policy for 2014-2020. Eco-tourism and health tourism are emerging as a new breakout points, including:

- Promoting health tourism based on natural healing factors and medical services;
- Qualitative and complex supply development;
- Modernization of tourism institution system;
- Complex utilization of thermal-, medicinal- and mineral waters;
- Innovations in healthcare industry;
- Renewal of education and training;
- Generating know-how health care industry.

Demonstrating the national strategic coherence and interdependence, the National Tourism Development Strategy 2030 was adopted in 2017, which

aims are: making tourism a driving force for sustainable economic development; providing a quality experience with wide access and innovative solutions; and creating a strong national tourism brand (NTS 2030 2017). In this strategy, as in the National Development and Regional Development Concept, emphasized the importance of inducing managed tourism projects. The Hungarian Tourism Agency in order to support directly and indirectly the implementation of product and attraction enhancements, based on an unified destination approach. The pillars of the strategy include:

- Narrowing spatial and temporal concentration and reducing spatial and thematic isolation, by reducing seasonality and distributing visitors in a more balanced way;
- Offering qualitative experiences;
- Multiplier effect;
- Improving accessibility;
- Dissemination of innovative tourism solutions;
- Promoting the tourism related education, training and research.

By these pillars the toolkit of complex tourism development is available for successful implementation (Hangodi 2018).

Based on all these national strategies, several concepts have been created or renewed in different types and themes, for example:

- Development concept of counties
- Development program of counties
- Integrated Urban Development Strategy
- Development strategy of health resort
- Settlement Appearance Guidelines
- Settlement Development Concept.

These development documents were created by incorporating project ideas from local actors. Due to conscious planning, tourism harmonizes with urban development, and the coordinated tourism development was implemented at destination level (Szabó 2017).

The competition between destinations in the planning period of 2007-2013 was replaced in the 2014-2020 cycle by a kind of homogenization, and the central role of the state was strengthened, thus, the development of destinations has also become more top-down. Fundraising ability depended on

central decisions to a greater extent, and the influence of local actors on processes was depreciated.

From this perspective, the basic question of our research is whether a spa town where the settlement development is conscious and planned can be successful or not. Through case studies of some settlements, we also examine whether the projects being implemented were consistent regarding with the aims of settlement development or not, and how many of the funding allocation opportunities were utilized?

1. Methodology

In Hungary, the National Health Tourism Development Strategy aims were to improve the quality profile, however, the National Tourism Development Strategy 2030 aims were about complexity. This means an integrated development of the existing offer of spa tourism, i.e. developing the quality of the environment and services at the major health resorts, as priority destinations. It is also important to satisfy the needs of the target groups as high-quality as possible, and to create an appropriate environment to enhance competitiveness. The new strategy sets out to achieve international appeal as a key of long-term goal, through real demand-driven developments and segmentation of the target group according to the profile of the spa (Szabó – Hojcska 2017).

In our previous studies, we analyzed the tender activity and effectiveness of health tourism and settlement development of 23 settlements (Hangodi 2018), in the present study we show a complex analysis of 10 settlements from the previous analyzed settlements, in which tourism development was targeted (Table 1).

Settlements	Grant (HUF)
Mórahalom	17 532 851 855
Vásárosnamény	16 423 422 422
Lenti	7 058 308 424
Sellye	5 571 429 595
Füzesgyarmat	4 388 641 768
Hévíz	3 501 232 555
Harkány	3 326 772 736
Szentgotthárd	3 174 051 483
Velence	2 786 162 203
Túrkeve	2 586 099 222
Bük	2 235 833 516
Bogács	2 017 541 264
Igal	1 958 670 129
Visegrád	1 913 568 313
Cserkeszőlő	1 876 403 513
Egerszalók	1 801 446 120
Martfű	1 722 683 747
Zalaszentgrót	1 597 996 326
Csokonyavisonta	1 026 575 120
Zalakaros	974 187 205
Hőgyész	601 491 694
Berekfürdő	443 128 689
Kehidakustány	308 959 988
Összesen:	84 827 457 887

Table 1 Exemined settlements

Source: own editing based on National Health Strategy 2007 and Project Finder Application

The interval of the research was determined in accordance with the 2014-2020 EU planning cycle, which reflects the effect of the allocation of earlier developments and its differentiation between 2007 and 2013. The study based on two databases, on the one hand we used the „Application of development resources” database, on the other hand we compiled a set of indicators from the Hungarian Central Statistical Office. The „Application of development resources” database is provided by the 'Project Finder Application' on the Prime Minister's Széchenyi 2020 (Internet1), which is a

multi-level list of resources, supplemented by rural development to enforce the principle of complexity. Another source of the study was a database of social, economic and demographic indicators, which was prepared by using data from the Hungarian Central Statistical Office (Internet2).

In our research, besides the analysis of the databases, we also examined several important tourism- and EU resources in order to expand the range of the indicators of success, including:

- Operative program for spatial development (TOP)-1.2.1 Socially and environmentally sustainable tourism development;
- Operative program for economic development and innovation (GINOP)-7.1.2 Development of infrastructure of active tourism networks;
- Operative program for economic development and innovation (GINOP)-7.1.3 Complex tourism development of health resorts
- Operative program for economic development and innovation (GINOP)-7.1.9 Development of integrated product and service areas in tourist frequented areas.

We assigned indicators to the database (such as the number of resident population and the number of guest nights), which made it possible to study the diversification and changes of destinations. The results were compared with settlement development plan documents of ten settlements (Lenti, Füzesgyarmat, Hévíz, Szentgotthárd, Velence, Bük, Cserkeszőlő, Egerszalók, Zalakaros, Berekfüdő), in this case we made quantitative content analysis.

In the case of the selected settlements, we analysed the existence and content of the following development policy documents: settlement development concepts, Integrated Urban Development Strategies, Integrated Settlement Development Strategies, county and regional development documents, Settlement Appearance Guidelines, Local Equality Action Program and development strategy of health resorts. If documents existed, we made quantitative and qualitative content analysis based on predefined keywords, looking for the question whether they were included in the documents, how often, and in what context. We also examined the relationship and coherence of the documents. Finally, we examined whether the aims of the documents are in accordance with the theme of

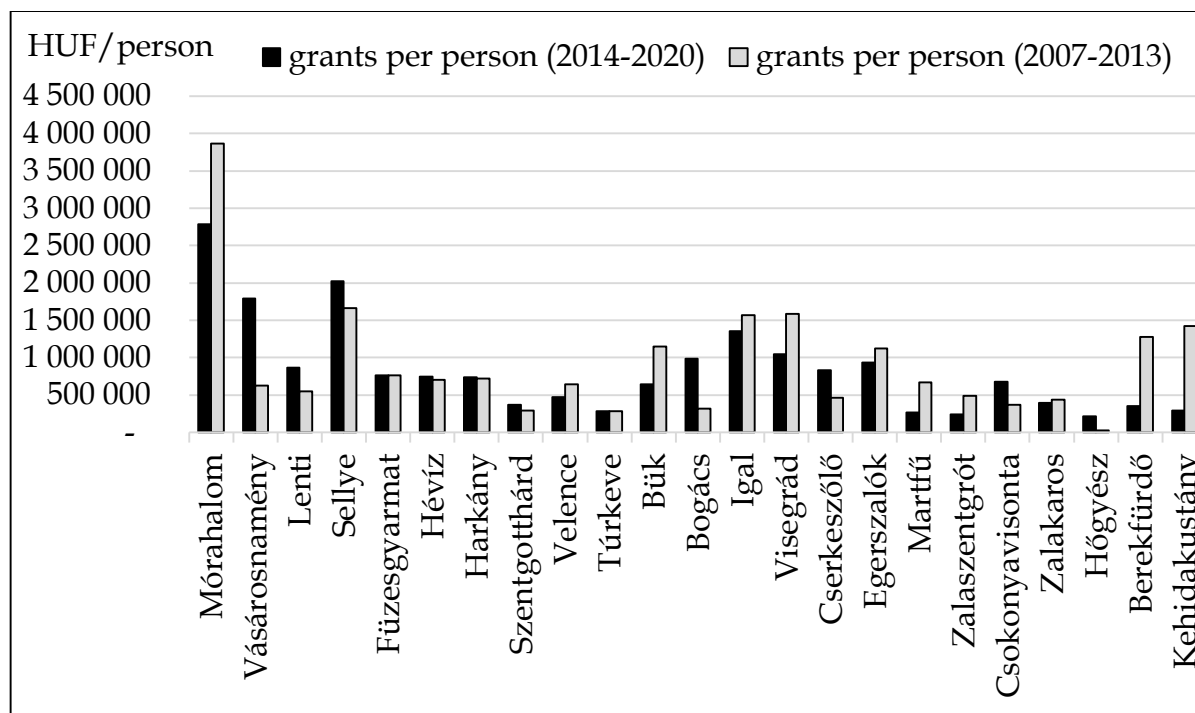
the tenders and with the aims of the usage of the awarded funds and with tender activity.

2. Differences in European Union funding for municipalities

Our previous research shows the Hungarian amount and structure of development funds from the EU funds supplemented by the domestic contribution. The level of financing was showed by the regional support map of 37/2011. (III. 22.) Government Regulation 25.§., as a result, the regional disparities which caused by the differentiation of funding intensity were also shown (Laws1).

In the case of the 10 settlements involved in the survey, in the 2014-2020 period the received EU subsidies allocated almost 28.2 billion HUF development funds, so 99% of the 2007-2013 programming period's funds have already been tied up (Figure 1).

Figure 1 Changes of EU tourism grants per person (HUF/person)



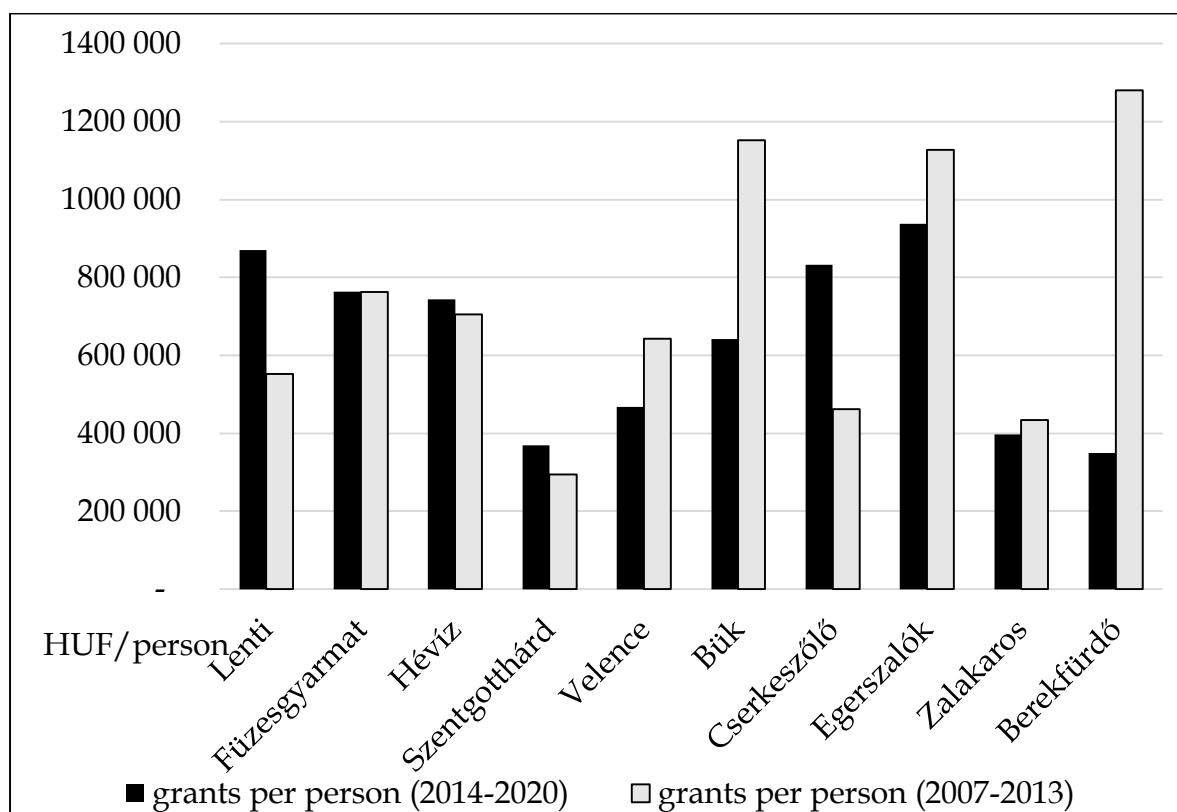
Source: own editing based on Project Finder Application

The examination of settlement-level resource involvement also confirms the territorial disparities between the destinations in terms of the development periods.

Examining the totality of the EU development funding allocation of the settlements we can state that the EU subsidy in the analyzed settlements is differentiated, the average is 2,823 billion HUF, which is 76.5% of the average amount of received funds of the previously examined 23 municipalities (Hangodi 2018).

If we consider the total funding allocation facility of the surveyed settlements as an indicator of success for both development programming period, it can be stated that Cserkeszölő, Egerszalók and Lenti are the most successful settlements in the period of 2007-2013. However, in the period of 2014-2020, Berekfürdő, Bük and Egerszalók were the most effective in receiving funds (Figure 2).

Figure 2 Changes of EU tourism grants per person (HUF/person)



Source: own editing based on Project Finder Application

Based on the results it can be stated, that the allocation of funds of both programming period was almost the same in the case of the ten settlements, however, their ability for appealing support has already been different both in the level of investments and also among the successful settlements. Thus creating further territorial disparity between these settlements. Egerszalók can be considered an absolutely successful settlement based on the analysis of EU funding per capita.

3. Differences in tourism developments

With the support of recent planning periods, a remarkable growth has started in the health tourism supply (Printz-Markó 2016), which has also attracted the development of tourism suprastructure – i.e. commercial accommodations and catering facilities – supra-infrastructure (Michalkó et al. 2011). The competitive advantage of spas with a greater territorial appeal (for example Bük, Egerszalók) has further increased and they have become complexes with innovative and renewable services and mixed profiles (Hegedűs 2006).

The prominent role of the state can first be observed in the tourism development plan documents. First in the National Development Plan in 2003 (NFT 2003), then in the development documents of the 2007-2013 planning period (ÚMFT 2007). These strategies were complemented by the National Health Tourism Development Strategy in 2007 (OES 2007). These documents formed the basis for the currently operative National Tourism Development Strategy 2030 (NTS 2030 2017) and for the National Development 2030 – National Development and Territorial Development Concept (OTFK 2013).

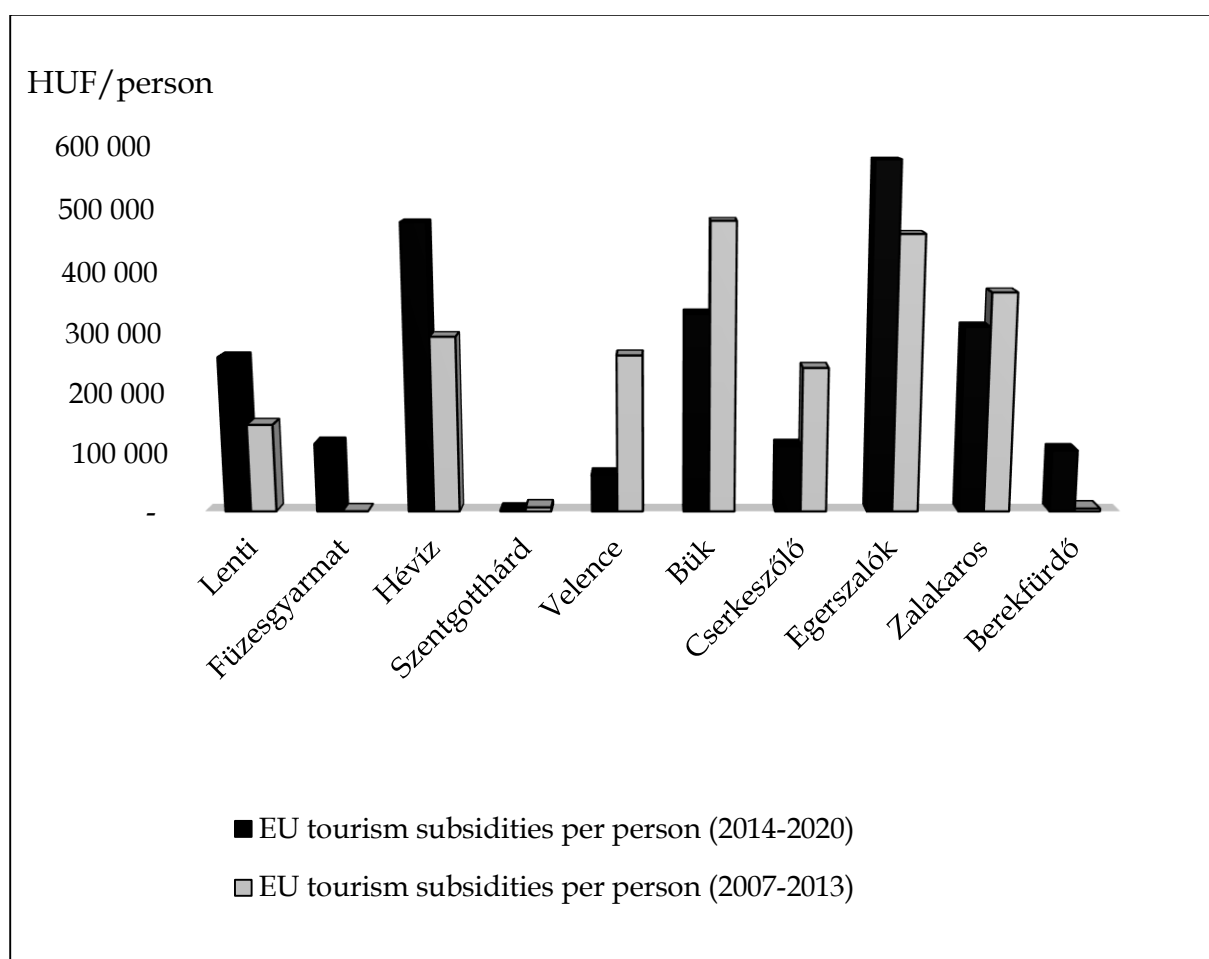
The tourism approach has started to change by these basic documents, where a medium and long-term task and toolkit have already been defined for state involvement, which fits into the complex system of Hungarian and EU development policy documents.

As a result, the multiplier effect of health tourism is further enhanced in the socio-economic life of each destination (Aubert 2001, Michalkó 2001,

Pál 2005, Puczkó – Rátz 2005, Smith – Puczkó 2010), inducing an integrated long-term territorial development impact (Aubert 2011), coordinated with the aims of national and EU planning documents (Rechnitzer – Smahó 2011).

The differences between the settlements were examined relatively, proportionally to the population. Based on the analysis of the changes in indicators, the fund allocation capacity of the examined municipalities showed an average 4% increasing in the recent period, compared to the 2007-2013 cycle, even so the fund allocation decreased in nearly half of the destinations (for example Bük, Zalakaros) (Figure 3).

Figure 3 Changes of EU tourism subsidies per person



Source: own editing based on Project Finder Application and Hungarian Central Statistical Office

Based on the analysis of the 2014-2020 programming period and the changes from the previous period, Egerszalók excel mostly from the settlements. However, several health resorts with international importance (Hévíz, Zalakaros) or with certified medicinal water (Berekfürdő, Füzesgyarmat, Lenti) have gained a competitive advantage due to the developments, which has contributed to the development of the settlements and to stimulating the ability of tender actors to continuously renew themselves.

4. Coherence between tender activities and development policy

Almost every settlement in Hungary has defined its break-out target areas and focus points with some type of development policy document. However, in order to examine the success of conscious and planned settlement development, it is also necessary to compare regional (in county and regional level) strategies with the investments. While in the past all strategic documents were available on the online interface of the settlements, nowadays the lack of documents has made our research more difficult. In many cases the existence of these documents were strengthened by only a decision of a city council.

Each of the analyzed settlements has a regional development concept, but the existence of settlement-level strategies shows a little differentiation (Table 2). This has a significant impact on the success of tendering in the third EU funding period, beside that new regional development documents have been created, which further deepened the specialized development of each settlement, such as the Integrated Urban Development Strategy and Integrated Settlement Development Strategy and the Development Strategy of Health Resorts.

Settlement	Settlement Development Concept	I U D S	I S D S	Settlement Appearance Guidelines	Development documents of counties	Regional development documents	Local Equality Action Program	D S H R	Total number of documents
Berekfürdő	1	0	0	1	1	1	1	0	5
Bük	1	1	1	1	1	1	1	1	8
Cserkeszlő	1	0	0	1	1	1	1	1	6
Egerszalók	1	1	1	1	1	1	1	1	8
Füzesgyarmat	1	1	1	1	1	1	1	1	8
Hévíz	1	1	1	1	1	1	1	1	8
Lenti	1	0	1	1	1	1	1	1	7
Szentgott-hárd	1	1	1	1	1	1	1	0	7
Velence	1	0	1	1	1	1	1	0	6
Zalakaros	1	1	1	1	1	1	1	1	8

Table 2 Distribution of development documents

Source: Own editing

Health, spa and wellness tourism has been emphasized in local, county and national strategies, which focuses on creating quality experiences and health tourism has become more prominent. In addition, there has been a significant increase in the implementation of complex, stackable and complementary developments.

In our research, we have listed the following as success indicators:

- Tourism subsidy per capita in the 2014-2020 planning cycle;
- Operative program for spatial development (TOP)-1.2.1 Socially and environmentally sustainable tourism development;
- Operative program for economic development and innovation (GINOP)-7.1.2 Development of infrastructure of active tourism networks;
- Operative program for economic development and innovation (GINOP)-7.1.3 Complex tourism development of health resorts

- Operative program for economic development and innovation (GINOP)-7.1.9 Development of integrated product and service areas in tourist frequented areas;
- and the number of regional development documents.

Based on the analysed success indicators we ranked the settlements, according to the results Egerszalók is the most successful destination, followed by Hévíz, Lenti and Bük (Table 3). However, considering the allocation of funds, Hévíz utilized nearly 2,4 billion HUF for development and Bük 1.7 billion HUF, while Egerszalók only 260 million HUF. In the case of most of the settlements, tourism development was based on TOP-1.2.1 and the largest allocation was from GINOP-7.1.9., however, only 3 municipalities have received EU funding in this development.

Settlement	EU tourism subsidies per person (2014-2020) (HUF)	TOP-1.2.1 (HUF)	GINOP-7.1.2 (HUF)	GINOP-7.1.3 (HUF)	GINOP-7.1.9 (HUF)	Number of documents	Grada-tion
Lenti	258.329	454.000.000	0	0	0	7	3
Füzesgyarmat	114.142	53.690.520	0	0	0	8	6
Hévíz	478.008	128.130.300	0	0	2.256.349.214	8	2
Szentgotthárd	1.000	199.991.746	0	0	0	7	7
Velence	61.437	0	399.803.500	0	0	6	9
Bük	32.9968	0	0	999.226.000	697.664.430	8	4
Cserkeszölő	110.500	197.287.362	0	0	0	6	6
Egerszalók	577.748	260.000.000	0	0	0	8	1
Zalakaros	308.370	0	0	0	650.000.000	8	5
Berekfürdő	102.976	130.471.043	0	0	0	5	8
Total	176.148	1.423.570.971	399.803.500	999.226.000	3.604.013.644	71	51

Table 3 Indicators of successfulness

Source: Own editing

Due to the differentiation of the results, we present the development policy coherence by four case studies.

5. Case studies: typical ways of attracting funds

5.1. The role of medicinal water in the development of Berekfürdő

Berekfürdő is a settlement with 1010 inhabitants in Karcag district, in Jász-Nagykun-Szolnok county. It's tourism which is based on thermal water can be linked to the conscious search for medicinal water, to the "source of miracle" in 1927, because during the test drilling thermal water, the "gold of Nagykurság" was found. The thermal bath of the settlement was built in 1929 with 1 swimming pool, which has continued to develop since the 1960s (Internet3).

The settlement, like Kehidakustány, has recognized the development opportunities based on the thermal bath nearly thirty years ago, which is also shown by the development of the settlement and the development of the bath, the latter based on private capital. In the first half of the 20th century the area consisted of 5 farms, which became a settlement due to its thermal water and infrastructure (Internet4). The planning documents are partly available, most of them became complex during the 2014-2020 planning cycle. The settlement is located near the Hortobágy National Park, the synergy with the tourism-based concept is well supported by the website of the municipal and the thermal spa.

Based on the analysed tourism indicators presented earlier, it can be concluded that Berekfürdő is received EU funds below the average in the 2014-2020 period through its tourism development projects, due to the lack of planning concepts. In addition, the first complexity project, the development of the main tourist square was launched in this planning cycle, which will increase the multiplier effect of the thermal spa.

5.2. Bük, as a role model of conscious spatial planning

Bük has 3544 inhabitants (Internet5) and the settlement is in Kőszeg district, in Vas county. The construction of the thermal spa began in 1962, and since the 1970s it has been a spa resort with international importance. Its development has continued with the involvement of private capital.

Over the past nearly twenty years, the whole of Bük has been dynamically developing along complex strategies based on integrated tourism planning concepts. The internationally popular tourist destination gets the certification for becoming a health resort in 1979 (Internet6). The continuous and outstanding success of the settlement is due to the diversified allocation of EU funds based on the spa developments and complex planning programs. A successful destination that builds on health tourism has been created through conscious planning, urban management, and the use of local, natural resources. The spa complex is complemented by a variety of health centers, sports and active service activities, which enhancing health and wellness tourism (Martyin 2015). Based on these, the marketing tools of the settlement are also well structured, and the website of the settlement and the site of the medicinal spa create synergies.

Based on the analyzed success indicators in our research, it can be concluded that among the examined settlements, Bük was the second, due to the continuously renewed tourism concepts, through the four major tourism tenders, with 1.7 billion HUF EU subsidy during the 2014-2020 planning period.

5. 3. Egerszalók, the successful destination

The village of Heves County with 2000 inhabitants is located 5 km from Eger, one of the settlements of the valley of thermal waters. Besides the spas (unique combination of medicinal water and the landscape formed by the salinisation of water- carbonatite tuff), hiking trails based on special stone forms, wines and gastronomic events are the main attractions of the tourist micro region (Internet7).

Egerszalók, like Bük, is a popular tourist destination in the region due to the allocation of EU funding based on its complex planning programs and its development of the thermal spa. In the 2014-2020 development period tourism subsidy per capita is the highest in Egerszalók, among the examined settlements. Conscious planning and service complexes based on thermal water have made it the most successful settlement by utilizing natural and gastronomic features. As part of conscious planning, the marketing tools of the settlement are also outstanding.

According to the analyzed indicators of success, due to its long-term development concept and the allocation of funds, Egerszalók is the most successful of the 10 examined settlements, even though it has allocated only 260 million HUF from the tourism tenders.

5.4. Hévíz, a settlement based on synergistic tourism developments

The settlement with 4,634 inhabitants is in the Keszthely district of Zala county. The healing effect of Lake Hévíz was already known by the Romans. The creation of the spa is due to count György Festetics, who took possession of the spring and its surroundings in the middle of the 18th century. After that, spa life flourished because he purposefully built the spa. The present settlement was formed in 1946 by the unification of the villages of Hévízszentandrás and Egregy (Internet8).

Hévíz, like Egerszalók and Bük, is dynamically developing in alongside with developments based on its urban development strategies and integrated tourism planning concepts. With the conscious planning and utilization of natural resources, a successful settlement was born, based on the international health tourism. The spa is complemented by a health center, wellness, sport and active services, which is accompanied by settlement marketing, thereby boosting tourism of Hévíz.

Based on the analyzed indicators of success in our research, in accordance with its continuously renewing strategies, Hévíz received the most successful EU funding of 2.3 billion HUF in the 2014-2020 development period through four priority tourism tenders.

The four case studies reflect the emphasis on local tourism strategies, which are development concepts built on medicinal, health, wellness and active tourism. In order to increase the competitiveness of these four settlements, health tourism was developed, which is complexly complemented with by several services and tourism products enhancing the multiplier effect.

Based on the analysis, we concluded that the success of the settlements is determined not only by the existence of a long-term local development strategy, but also by the intensive tendering activity.

Summary

Building on the 2007-2013 EU development funds, as a result of the previous cycle of resource allocation, the realization of supply-side investment needs has become continuous. In the new development policy cycle, the strategic environment of development policy changed significantly, and several times after the change of regime, the institutional system of regional development was completely restructured.

The settlements involved in the analysis allocated nearly 28.2 billion HUF development funds in the period of 2014-2020, and the proportion of tourism subsidies increased by 4% compared to the 2007-2013 cycle. According to the examined indicators, the level of investments based on EU support was almost the same as in the period of 2007-2013, however, in the case of tourism subsidies per capita the resource allocation facility increased (Egerszalók, Bük, Hévíz and Zalakaros). The second measure of success was the existence and impact of local strategies, and the third was the ability to allocate funds based on 4 key tourism tenders. Examining the success of the settlements, it can be stated that those settlements are the most successful, which have long-term local development strategies and intensive tendering activity, among which the developments implemented by the examined tourism tenders are remarkable. Considering all these indicators, Bük and Hévíz are successful destinations in the competition of health resorts.

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