

# Possibilities of Country Development From the Point of View of Tourism - An Investigation in The Káli Basin (West Hungary)

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## Abstract

As the result of our study - based on representative opinionnaire -, the following suggestions were made in connection with the regional development of the Káli Basin: It would be important to prove the accommodation possibilities in the outskirts area of the basin (i.e. in Balatonhenye and Monoszló villages). The beautiful landscape and its view points are the main attractions for the visitors, therefore besides the development of ecotourism it would be useful to represent more aesthetical values of the area and to open newer view points. Further effort should be made to preserve the scenic values of the villages and to avoid overcrowding. The spatial structure of the tourism must be changed as well. The visitors attention should be drawn to other points - by signs, building foot paths - outside of the strictly protected zones (i.e. the beech tree at Óshenye, the rock field at Kővágóórs), so the most visited rock field at Szentbékálla could be lighten. **Keywords:** Srem, thermal and mineral waters, medical and balneological tourism, and recreational tourism.

**Keywords:** ecotourism, sustainable tourism, regional development

The ecotourism is one of the most dynamically developing province of tourism. Its planning and developing appears more and more frequently in the regional development concepts of the micro-districts. As far as the ecotourism is based on the natural values, and it exposes and shows but in the same time loads these values, it is very important to plan this kind of tourism paying special attention. In practice it means, that it has to explore the demands of the touristical market, the interest of the local citizens and besides these it means the study and monitoring the tolerance of the natural environment. (Radics I - Varga, 1986; Kerényi, 1995).

The Lake Balaton is one of the most important site of the international tourism within Hungary. The Káli Basin is situated on the northern shoreline of the lake, therefore it is part of the Balaton Touristical Region (Fig. 1.).

The most famous visitor attractions are the rock fields in the neighbourhood of Salföld, Kővágóórs and Szentbékálla villages. The Kis Hegyes Tó and the Hegyes Tó are further geological and geomorphological values. Important botanical sites are the lakes of Fekete-hegy (as Lake Kálomis) and the largest lake of the basin, the Lake Kornyí, mostly because of their special hydrological characteristics and wet plant associations, other important botanical values are the rare species of the Sásdi Meadow. The area of the Káli Basin is protected since 1984, and now it is a part of the Balaton National Park, with its 9111 ha sized territory. Because of the aforementioned natural values and the changing demands of the touristical market, the ecotourism should be the most important province of the developing tourism. This development has to be made in harmony with the wishes of the local people and with the nature conservation (Seregélyes, 1993)

## The aim of the study

In this research we have studied the demands of the visitors and the local people in the Káli Basin using statistical dates, representative questionnaire's and making interviews with the leaders of the local governments. Another aim of our investigation is to study the target points of the tourism, its spatial distribution as far as it will point out to the most loaded areas and to its disproportionateness. Based on this study we would like to give suggestions to the tourism development conceptions of the micro-regions of the area (Szilassi, 1997).

## Methods

To explore the target points of the tourists in the Káli Basin, we have used questionnaire's. These were filled by 510 visitors (Hungarians and Germans) on the most visited view points of the basin. It was made in between 15. August and 15. October 1998. (i.e. On that information points of the National Park, which are signed on Fig. 4.) The questionnaire can be considered as representative, because the total number of visitors on the Hegyes Tó was 4987 in this period. The aim of the questionnaire was to study the demands of the visitors and study their spatial distribution. To evaluate the distribution of the tourism between the villages, and to explore the demands of the local citizens we have made inter-

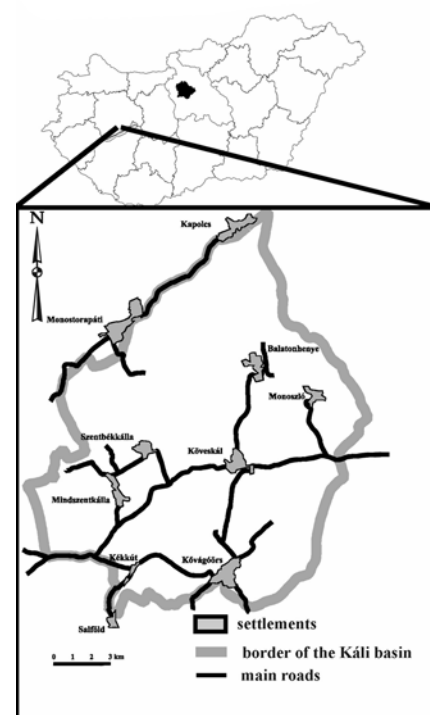


Fig. 1. Location of the research area

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views and we have analysed statistical dates.

## Results

According to the statistical dates the type of the tourism and its intensity are very different in the settlements within the Káli Basin. There are only five villages, where the tourists can find accommodation, these are Szentbékállá, Mindszentkállá, Köveskál, Kapolcs and Monostorapáti. Most of the visitors have own property in the area. The tourists from Budapest bought mostly houses in Kékkút and Salföld. In the villages on the margin of the Káli Basin (i.e. Balatonhenye, Monoszló) the tourists can not found any possibilities of accommodation, and what's more, these villages are characterised by large number of elderly people and high unemployment ratio. Therefore these peripheral, poorest villages do not get any part from the income. As far as most of the tourists lodge outside of the Káli basin (frequently in one of the villages on the shoreline of Lake Balaton), and they just come to the basin occasionally. Therefore it would be necessary to establish more billets in the Káli basin. (Fig. 2) It is rather feared that these villages will be abandoned similarly to Salföld and Kékkút, and they will become resort settlements. The consequence of this process is that the traditional landuse pattern will change, so the landscape will be different too. The greatest change is that the traditional vine yards on the hillslopes become resort gardens.

We will be able to find the right direction of tourism development and to change its contemporary trend only if we know the aim of the visits. In questionnaires the visitors evaluated their aims on a 1-10 graded scale. (Fig. 3). According to the questionnaires it is obvious, that both the foreign and the Hungarian visitors come to this area because of its outstanding scenic beauty. Therefore, it would be an important goal to preserve this scenic potential, and to develop it by establishing new view points. It is obvious, that the local cultural programmes are attractive only for those who speak Hungarian (as the Art Days of Kapolcs). The third most important reason for visiting this place is that the basin is very close to the Lake Balaton. Most of the visitors stayed on the north shore of Balaton, and only very few of them in the one of the villages of the Káli basin. Nowadays the basin is less overcrowded than the shoreline of the Balaton, and it is another important attractive-

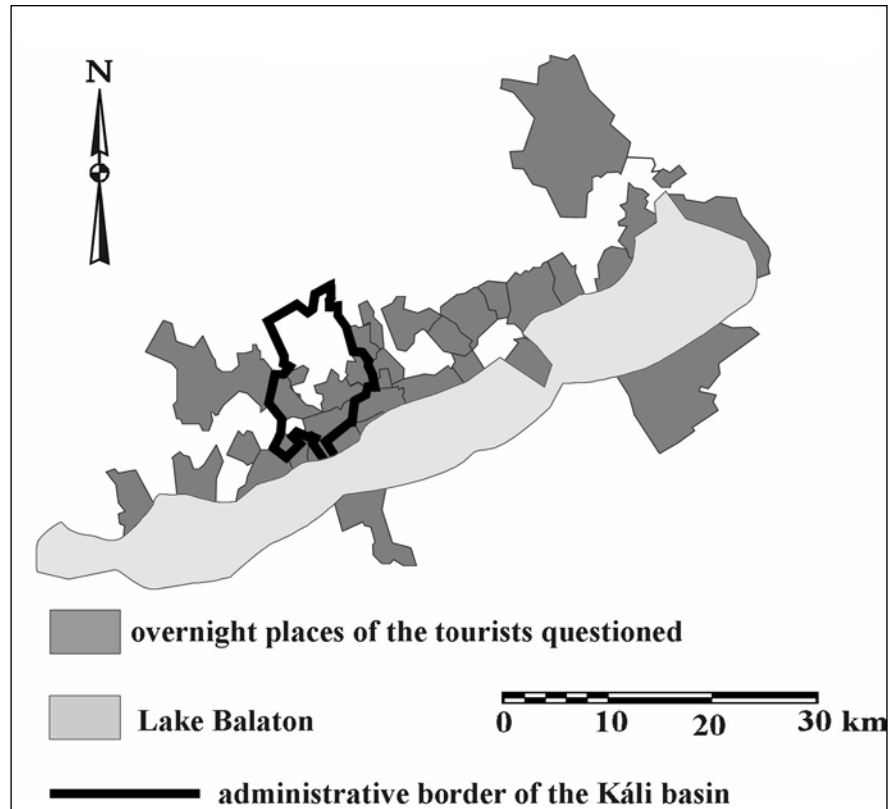


Fig. 2. Overnight places of the visitors in the Káli basin in 1998

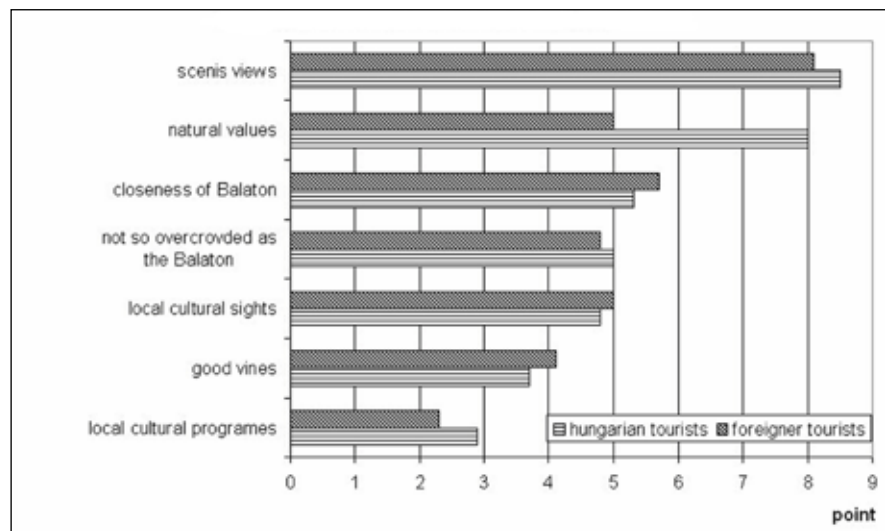


Fig. 3. The reasons of the visits in the Káli basin in 1998

ness for all the visitors. The result of the questionnaires here shows, that the upper limit of the visitors number is not determed by only the sensitivity of an area, but by the degree of overcrowdedness. Right now the number of visitors do not reached this critical limit.

The natural values of the area are very important touristical attractions, but some of these are within the strictly protected zone of the Balaton National Park. Those who stay in the villages pollute and load their environment, but besides, all the visitors contribute in the degradation of the vegetation, the spreading of weeds, and on some places in the foot path erosion. We think, that it is important to represent by numbers

that which touristical objects are the most frequently visited, and in what degree. (Fig. 4). Studding the spatial distribution of the visitors in the Káli Basin we can conclude, that great number of the tourists know only few, famous sites. The most frequently visited natural values are the rock fields in the neighbourhoods of the villages and the scenic view points (i.e. rock field at Szentbékállá, Lake Korny, Hegyes T). Nowadays those areas which are within the strictly protected areas are not well known, so not frequently visited. It is especially favourable on the Sásdi Meadow, which is the habitat of several strictly protected plant species.

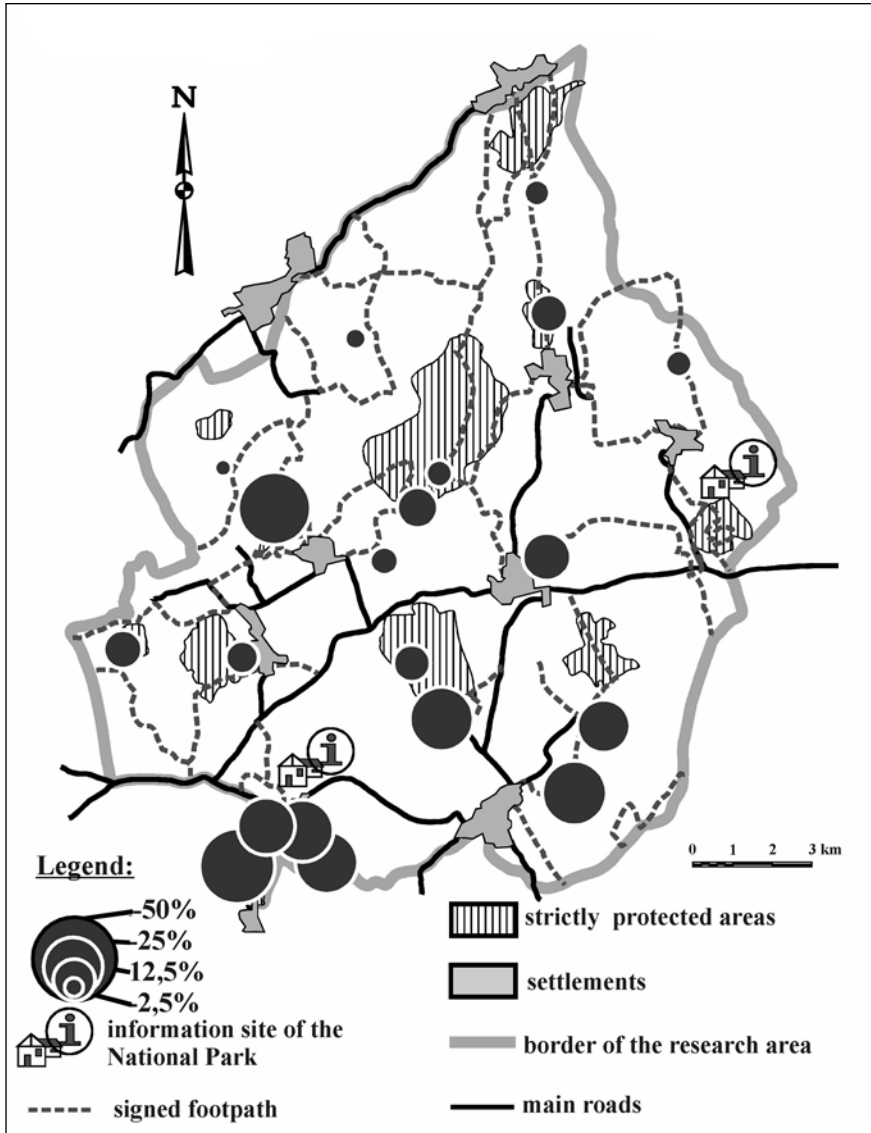


Fig. 4. Spatial distribution of the visits in the Káli basin in 1998

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