

## Competitiveness of touristic destinations – how to measure

Zsófia PAPP

For effective tourism management it is essential for the destination to be able to measure its successfulness at any time – and to be able to determine the points where certain management interventions (marketing, development, etc.) can help to achieve success.

Several theories have recently been developed about destination competitiveness, trying to identify which factors can result in the success of a tourist destination. Many researchers have focussed on building up models based on those factors. Some model-builders aim to give a framework for all influencing factors, like the most quoted Ritchie and Crouch (2003) or Heath (2002). Other researchers, such as Dwyer et al (2002), stand on the other side, focussing on one single aspect like the price-competition among destinations for example. However, very few researchers have paid attention to developing an appropriate methodology for measuring competitiveness. As there are a lot of factors to be taken into account – even the most comprehensive model is not adequate to measure destination competitiveness.

This paper deals with models and measurement methods of tourist destinations competitiveness. The main question is if there is any appropriate measuring methodology, which can be used to any kind of tourist destination.

*Keywords: tourist destination, measuring competitiveness*

## Regions in the last 20 years of regional policy

János RECHNITZER

The institutional system of statistical-administration regions was set up 10 years ago in Hungary. Regional development councils as quasi government institutions were established at the end of 1998 and at the beginning of 1999. These institutions became the top-down appointed authorities for planning and development of NUTS2 territorial units consisting of several counties. In my study I introduce the Hungarian regionalization from the change of earlier regime until recent times. My analysis is based on the perspective of territorial development and regional policy. It does not include any evaluations based on the regional organization and management of state functions. Although I cannot avoid touching upon the indispensable central government level of administration and territorial organization, I do intend to focus my analysis on regional policy.

*Keywords: regional policy, spatial development, institutions*