

**Nyugat-Magyarországi Egyetem  
Közgazdaságtudományi Kar**

**THE ANALYSE OF THE EFFECT BY THE SOCIETY AND CULTURE  
IN AN ECONOMICAL DESTINATION**

***/Turism research the Órség/***

**Doctor (Ph.D.) disquisition theses**

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## 1.1. The aim and the notably of the thesis

The nominee's dissertation texts one Hungary öko-tourism destination developing storiette, to the area typical life cycle curved location our experiences its investments, and the analyses main points the social - cultural potencies analyses, the inferences redraft, and the further searching tasks his declaration. The tourism results conscious with analysis connects-system recognesing, the surroundings practise its effects searching and system building upon extend economic motives effectiveness. The tourism social - cultural its effects its investments Hungary perspective not played due main point the it had passed ages tourism searching pallets, nevertheless, that – the book-maker according to – everything tourism development the regional population lifequality the lifts have to, that célja should be. The tourism developments, projectfundament research amongst but the regional attitude-analyse have to be, whose uppermost searching aspektusa the tourism social - cultural its effects measuring.

Lengyel Márton according to „a tourism protagonist the population – without you all this not it might bring create and nothing nor vein, if for the whole not lessee she is selves Ergo the positive economic motives results give the lifequality of the population betterments. The tourism the human factors the uppermost units amongst belong to, that way one the inhabitants behaviour greatly warp the gave territory, product tourism effectualness. The international searches ( primarily English and German) the tourism social - cultural its effects its investments the it had passed in decades substantial searching territory it had been, recognizes that the fact, that the tourism such complex system, which fruition in the event of intermediately or straight the regional population considerable on the part of escribe. Not satisfactorily simply the tourism then economic motives influence foreshow, required the tourism effects also hearken the gave territory population in the event of. These the trials mickle his role have to, that receive on the future the decision, how to improve or full not recommendable the tourism regional developments.

## 1.2. The aim of the searching

Paper conduct searchings aim on the one hand the tourism social - cultural its effects peroration and syntasis, or with these analysis connections scientific results show, on the other hand the above results on the basis one Hungary ökotourism destination, the Órség, assay the tourism its effects. The Órség , the tourism the one uppermost formation economic motives factors you could mention, these outgrowths the regional population considerable part of her sight valamilyen in the kind of.

The task that's why strangely important, since the Órség ( the butler i style according to ) the tourism initial developmental there is. Significance over and above that, that if the tourism sure effecte-analyse already the evolution initial, take shape scape kismet off, way there is to that , that the social - cultural potencies uninterruptedly open-eyed sure off. The paper the next one kérdéskörökre searches the take :

1. The tourism social - cultural its effects international and domestic conspectus.
2. The tourism social - cultural its effects exploration, analyses.
3. The tourism social - cultural its effects theoretical style predominant hetnek the in practice.

### 1.3. The searching methodology

The searching the triangulation principles (Tomcsányi , 2001) on the basis it's happend, in order that, how wide of a circular shape pick up informations the book-maker the desztination form the tourism social - cultural its effects researche. The primer searching the regional population troll 2005 in the summer of - in the autumn of I was made questionnaire survey. The questionnaire warning is one - one settlement issurance in its issue and the questionnaire thereto it's happend. The primer from the research solely the regional inhabitants vettek part, since the searching solely the regional turisztikával in the eye behavior, the holiday-maker - host connection, or the tourism its effects referable population respected. The primer searching one other side reported the ún. structurally interviews preparations regional tourism, self-rule cognoscenti, or the regional tourism enterprises, mayor, civilian structures representative, and the tourism acting his role undertaking regional inhabitants help. The structurally interviews was on the one hand, that ken the cognoscenti view, on the other hand qualitaieve and qvantitaive date select reported the way, that the population through sight potencies should be the real situation. The szekunder searches on the one hand the indicate be ( the dissertation insets ), or the tourism treating literature listening( his book, statistics, story, treatises ), on the other hand the tourism social - cultural its effects and the regional inhabitants e potencies referable percepcióival connections szakirodalom processing reported.

### 1.4. The disquisition of the contexture

The paper portrayed searching the international and domestic tourism already employe plans raise. Nevertheless, that In Hungary the tourism the one most important economic motives branch reckons, take effect the domestic population considerable on the part of the standard of living quality, little those the searches the introversion, which this way to the area appertain (Gergely , 1989, 1992, 1995; Hummock 1993; Legyel Rátz Palanca 2003). By the time unconditionally plus have to undersign, that the forthcoming szakirodalom greater part of her stranger department literature, and on time the tourism researche initial termin truly.

**That way the Órség graduated searching on the one hand increases this the spacing, on the other hand since the Hungarian tourism searchers almost solely the singular destinations economic motives or ecological character they are investigating, important know them the tourism potencies, which singular territory social – changes the cultural system.**

The trials one gave time to create an other situation. The book-maker to your plans between is the paper improveing, cyclical, longitudinal fundament exam kismet, that thorough possibilities provides the population perception influential factors changing analysis, and those its effects continued rating. Besides further possibility, that the analyses settlement almost also have to study the truer area scene assistance, or in the border presentation sentry-go - vendetta territory its investments means further searching direction. The paper four main share disrupting. The first partly the tourism social - cultural its effects theoretical system review run into row , the international and the domestic. The second partly the scanned touristical destination geographical, economic motives, tourism types, the tuorism, than tourism category most typical run into show, and these knowledge integration the sentry-go. The triplicate head the Órségnek, than tourism, the life - period analyses the butler i style with the help betide plus. The fourth head the scanned its territory perfection empirical searching results, the hypotheses elfogadásának or possibilities, or the suggestions expectative its effects analysis run into row.

The tourism the global economy one most important sector. Already the tourism improved initial term emerge the demand to that, that the singular countries tourism powers mensurable

and this through comparable should be. On this the theory supported the as roman ENSZ Conference the International Tourism , which the since also universally used determination, definition the tourism international statisztikájában.

These according to the visitor everything such person aki immutable inhabitancy without, other country travel, except that, that the sorted country searcher her activities. The visitor, than collector category get the ramblers aki for at least loads off the sorted desztináci and the time satiation, or store, family, deputation or conference. The triplicate category the picnicker who 24 in the class minuses loads off the desztináci ( here the voyaging part mistresses also include, but the not ) ( Lengyel Holloway Palanca, Puczkó -Rátz 2004).

The roman - ENSZ as tourism definition the World Tourism Organisation WTO es The Hague his declaration it made it total. This recent and of a circular shape established notional célú definition according to : „a tourism set the heads tenant - and foreheads without everything free motion , as well as the those resulting desiderata satisfaction substantiated facilitates WTO, 1989).

***The definition not restrict the tourism troll pertinent , the telemeter and the motivation. That way not work odds the time, or the tourism between. The tourism social studies history approximation already such uniformity. The singular explorative schools each signa , that the tourism remarkably composite phenomenon. That way the it had passed in decades the hereunder ( peroration : Rátz 2004):***

A typical human beahior Przeclawski „the culture were divorcemend ( Greenwich „demokratozationed trip Cohen „az imperialism one side,” Nash Crick „modern time work Cohen „toy” Cohen Graburn „ the traditional pilgrimage modern formája” MacCannell Cohen Allcock „ fundamental cultural motifs manifestation” Cohen „changing triggering modulus Bystrzanovski Jafari Gergely „foregin culture”Cohen „etnikai connections one type ( there is den Berghe Cohen „freetime- migration” Böröcz „iparág” McKercher „neokolonialis one side” Cohen Krippendorf „a peace industries ( Lengyel 1999.”)

These the sociology sideways word circumscriptions – full variety, the different sideways history approximation because of – laborious the singular tourism part area results . Full thus the WTO (1989) determination territory authoritative, since this seem the BEST possibility the searching empirical show.

## **2. THE THESIS OF THE DISSERTATION**

- 1 The Őrség small area the tourism positive and negative quality also observable.
2. The tourism positive and negative its effects the social - cultural sap several territory
3. The ramblers and the regional between the cultural odds not mickle , thus the regional the tourism szocióökonomical influence, than the cultural its effects.
4. The szocióökonomical potencies the regional best sight, than the cultural character factors practise potencies.
5. The small area population considerably upholds the tourism further evolution.
6. Rather positive suggest the tourism presence those heft there is the tourism.
7. Those the regional inhabitants the tourism its effects positive sphere value, actively upholds the tourism, however negatively value, those not upholds.

8. Those the regional akiknek have relation with the ramblers tight, somewhat readier the ramblers in the eye from the stereotypes acceptance.
9. Those the regional akik the ramblers tight connections could, the tourism connectionsbahaciour also best.
10. The Órség visitor ramblers introversion surpasses the small area social suffered tourism .
11. The summer season its seem holiday-maker presence the n negative attitude result the ramblers and the tourism in the eye.
12. Those the regional akik the tourism paper , or there is the tourism labouring failymeets, the best sentence the tourism its effects , like the one lay off the tourism and there is not the tourism labouring its nor.

### 3. The searching new results peroration

Uppermost result seen, that one newer tourism searching locks off , or for it

I was made off the In the arts 2006. autumnal searching also , which too the regional tourism connections social - cultural its effects scanned. Assignment run into , that the sentry-go ökoturistical area , which the tourism life cycle - curved according to , the take shape stages there is. The social - cultural potencies already the tourism e also more pontoon unequivocally possibilities , perception attitudes along. The primer searching distinguishably positive and negative szoció ökonomical , economic motives , cultural and other , the well-being some szintjéhez related perception.

That exam way , which primer population survey , and professional interviews series , as well as the personal also feature , affirmed , that the tourism the Órség the positive or the negative its effects also observable. The searching the book-maker through determinate variable wide troll , the social - cultural living everything hied evade , the potencies depth , intensity upscale. As fact have to handle the small aera tourism heft the small area economic motives system. At the moment unequivocally seen , that not yet the most important most improved modulus the tourism the desztinációban , but ereje , influential fractis series , the regional his opinion and participation paramour , willingness even more and more feme. This process the small area population unequivocally exert influence s the on the basis for it economic motives influence the uppermost amongst places. Of course not have to this the tendencies. This underneath the for him , that the sentry-go tourism arranger between – s not only the ( in it the villager tourism also ) typically – usually not the regional present plus. That way the by them sight potencies important sphere sight the economic motives character potencies appearance. This usually means: it is in the reality. Mindemellett , that the sentry-go tourism organisiing considerable partly not the regional possessors take part , that also means , that the manufactured goods they will abandon the destination drawings only the singular boarding-house, guest house etc. in the event of up.

Since the tourism usually not the regional participation the tourism lesser , that way perception also primarily the in his outlook poses , changes , diversities. This process however not negative and clinched process. The people lifequality uppermost the financial factors is built. The tourism its effects measuring in the event of on this financial factors troll the , the income standard , the infrastructure territorial tear down , the subject to the provisions of , the standard of living also have to. These the factors positive direction change

the tourism have to achieve the. Considerable as fact have to notice, that the positive, and economic motives potencies next to, negative, economic motives character potencies also the survey során. That way the vehicular ratios, the facilitates quality, weakness mentioned. The explication plausible.

Since the Órség one national park territory can be found, thus mickle, which, for instance. the stiffer means (that otherwise it's not necessary), not the tourism designing procession check in the. The comparatively get married the at the moment operate infrastructure appropriate almost satisfy. Thereto only one improver, the ökoturizmus participant ramblers not unconditionally belong to the ramblers troll akik everyway require the facilitates, the infrastructure tall presence. The show up those the not szoció potencies also, which however the tourism negative. The clamour, the different asocial behavioral normal appearance, the congestion etc. All of these the potencies respective potencies, trusts the Órség and the population in its issue the ramblers presence koncentrálódik the summer months (typically July - August months), or the different rendezvények, festivals period. Ergo these the potencies truly the helyeket the undress living kategorie, and one, only the their number t observable The Órség Hungary yet today yet somewhat knew tourism The the tourism developments, than conscious not it's happend. The take shape villager the his restaurant, loaners, silvan schools started the entrepreneur will owing. The environmental protection and the redacted Fertő - Gamut and the Órség National park Directorate deals. Here however the prime way the natural worth trust, the impaired flora safekeeping. The searching on the basis the Órség yet today (take shape) tourism the hereunder characteristics dispose:

- The small area dispose the appropriate size and quality tourism product. The seize power is built tourism primarily the Órség National park deputize, the system typical tourism.
- The typical seize power deputize, that way other similar facility well distinguishable.
- The touris main the demotic architecture, the demotic traditional, the mettle, the good atmosphere, coolness, manifold scenery, hospitable people, security, gastronomy is.
- The tourism negative its effects not typically to the area. It remained the typical demotic rurális society and culture. The tourism, than product this way the individual in your culture is built.
- The guests decisive plurality inlander (homeward-bound) holiday-maker akik the acting searches up.

Important question the tourism demand the Órség also. That's it generic question suggest that, that in reality in what way va at all the tourism its influence. Actuarially also vanishing those introversion akik that supposes, that this influence seasons without also show up. For it further outgrowths, that the tourism negative its effects also only seasons within sight the regional. The short season unfavorable potencies the regional well tolerable. All of these collate declarable, that the Sentry-go not tapasztalhatók the typical. The season show up ramblers introversion nor ripens off that the speckle, that the congestion some standard means. The he asked me according to also, the more ramblers also could welcome. The short

season , the ramblers relative small the regional tourism truly economic motives not show realness determine plus , that the area not seen the ticket clerk.

### **3. 1. The searching theoretical significance**

Than already the paper bevezetőjében also mention run into , In Hungary so far little his attention got the turizmus research , the better desztináci population influential social - cultural potencies its investments. The tourism searches considerable part of her the economic motives potencies aspektusait scanned. The Órség the tourism related searches there is not cognizance. The rant , or the tourism sights peroration olvashattuk. Present paper searching that's why, since the sustainable tourism developments impracticable the social - cultural way respect without.

The searching the tourism its effects referable theoretical models out of the Butler - sort life cycle - curved , the Órség and exam run into row. The searching over and above that scanned , that the regional change how many respond plus the Doxey - sort Irridex - style. The Órség the tourism slightly two in decades foretime regard back. geographical situation ( borderland ) , specific economic motives - political spatial necessitated. Thus presumable it had been , that the tourism also sure individual strokes. That way the life cycle - curved controversial applicability newer exam adjunct hozzá e searching. The Órség tourism storiette it strengthened that the hypothesis , that the tourism Butler creates life cycle form strongly hanging. The sentry-go life cycle - curved storiette simply for two decades stretch back , and, that one politically totally closely-knit territory become she's popular desztinációvá. The style application remarkably laborious task it had been , yet in this the also , paralleling data hive. The hiatus embraced the national park through readied some of the age-old foretime look back visitor data , or the small area referable KSH ) lodgement also.

The made tourism facilitate the the discriminative , established , favourable changes bearing choices. That way everything tourism decision , development that, that the the development - evolution során the regional életminősége better. The WTO according to , that the tourism social - cultural its effects favorably should be the populations the tourism everything stepping be ought vonni. The developments the helyieknek due sciences , information have to injunct , this but the helyiekkel continue consultations can be achieveve. This tourism integrated designing.

On several occasions the negative appearance one - one tourism development lockets in a simple way the appropriate informations lack of because of arose. The searching results usable on the one hand the Órség the tourism adottságainak further, or the similar dowries dispose tourism practical. Important , that the analyses, then such character social - cultural potencies, which one area tourism warning vehement. These the negative potencies reducible or.

### **4.Suggested searching directions**

The it had passed in decades In Hungary the tourism social - cultural its effects slightly I was made scientific demand trials s cognizance according to at the moment nor liquor such direction searches. The small area kiválasztásának way between strong motivation pleaded , that Hungary ne one emphasized , in decades since she's popular replicate the book-maker , where the in plans already edified theses well. These on the basis the sentry-go tourism rained the option , where the tourism growths the initial stages there is. The tourism social - cultural its effects results the is a classic certify , with that the odds , that the potencies into the depths , positive and negative types , not yet approximatate plus the theoretical stories

Trials inferences the warning have to venni, that the require preferences and the kiküszöbölhető inconveniences should be s with this the regional upholding the tourism. The



paper the tourism social - cultural its effects the regional population leant. Important searching direction will be on the future the population perception and the objective changes paralleling , analyses. Not only the Órség , but national almost also this single troubles impact , since not there are statistical data. Tother trouble e searches, that the időkorlátai decently greater , i.e. one such searching ( population perception and objective changes paralleling ) minimum duration 5-15 year would it be. The paper, that the sentry-go stations it's happend the population. This that's why also important , since the domestic conspectus after the book-maker not met such direction approximation , innuendo yet the same small area, tourism desztinációkban also differently the regional the tourism in the eye. The population tourism social - cultural its effects truly largely hangs the magterületektől truly way , the population economic motives, the.

The tourism social - cultural its effects analysis the singular stations in the event of also off have to finishes , however first stepping the Órség , than whole unity required show , the that way subtracted inferences to hold waterto prise. The question is the weekendhous owns question also. The results light , that their number not warp the wok uped social - cultural effectpicture. Since presence the destination population – the personal interviews on the basis – positive affects conflictsource the regional and between them not discoverable. The survey 2005 in the autumn of I was made , ergo one gave time perception reflect. Everyway important , that about the region is going to longitudinal trials. These the longer periodic self deposit searches possibilities accord the population recognises further scanning , the it changed factors identification , the effectmechanism recognizing and the occasional reactions redraft. Besides the longitudinal trials to proves , that one bettor destination the regional stance the tourism considerable take effect the ramblers through developed dictum and wholesale warp the tourism long-run regional it's a success also.

## **5. Departement books , publications , recitations**

### **5.1. Department books**

- 2005 The echological tourism  
Lövér-Print Nyomda, Sopron, ISBN 963 936 4 584
- 2004 The improving of the tourismthe moment of the tourism by the improving of the aera  
Lövér-Print Nyomda, Sopron, 222p, ISBN 963 936 4 59 2
- 2000 Seasons and fashions  
Raabe Verlag, Budapest, ISBN 963 936 4 83 4

### **5.1.2. Universical notices**

- 2006 Bicletours cross the fruitgardens of the area , Mosonmagyaróvár, teaching book  
(Interreg IIIC Alicera)
- 2005 Furnishing by the small areas, Sopron, 2005 ISBN 9637044 00 0
- 2004 Marketingstratégia –case works  
Sopron, ISBN 963 9364 47 9
- 2002 Hotel-financing by the Örrség, Univesty of Veszprém, (on the Internet)

### **5.1.3. Foregin language notices**

- 2005 Interpretation of Doxeys Irridex and Butlers Model by the Touristical Attitude Measurement, 5th International Conference of PHD Students, Miskolc, ISBN 963 661 673 6 ö, ISBN 963 661 676 0
- 2005 Strategii de dezvoltare turistica a Euregiunii Bihor-Hajdú-Bihar, Cohnsiciul Judeteah Bihor
- 2003 Ecotourism – consumer acceptance accoding to an comparative analysis  
PhD Hallgatók IV. Nemzetközi Konferenciája, Miskolc, ISBN 963661 585 3 ö,
- 2001 Stadtmarketing =Qualitatverwaltung?  
Stadtkonferenz in Eisenstadt,

#### **5.1.4. Hungarian language scientific notice**

- 2007 The questions of the financiing city: the comfortable city the financiing city the livable city II-III kötet, ISBN 978 963 7385 79 7, Budapest
- 2006 the mantal-map of Moson, I. Kheopsz conferancia, Mór
- 2005 Effect-analyse by the tourism, Mokka Konferencia–Győr, By.: Józsa-Varsányi, ISBN 963 7175 25
- 2005 The histogrammatical analyse of the effect of the tourism in the Órség XLVII. Georgikon-days és 15. ÖGA meeting, Keszthely, ISBN 963 9096 99 7
- 2005 The a analyse of the touristical attitude-searcing, Marketing -books, Sopron
- 2005 The questions of the financial tourism of the Órség, Regianal conferancia, Pécs
- 2005 The analyse of the modells form Doxey IRRIDEX and Butler by the touristical researchings, OTDK Conferance-books, Sopron
- 2004 Economical tourism by the changing Hungary, Comitatus, ISSN 1215-315x
- 2004 The roll of marketing by the tourism, Hungary of the 21th century end the European Union Komárom, ISBN 963 7385 68 1
- 2003 The passibilitys of the economical tourims of Hungary afeter the communism, MTA VEAB conferance, Komárom ISBN 963 7385 67 3
- 2003 The best strategys of the economical tourism Marketing –teachers conferance, Debrecen
- 2003 Economiacaly tourism-analyse of Hungary, MMM conferance, Keszthely, ISBN 963 661 533 0
- 2002 The Euregion-West/ West-Pannonia tourism : improving passibilities ,Turizmus Bulletin

#### **5.1.4. Treatises**

- 2005 The tourism-strategies of the Rába-basign (autonomous order)

- 2004 the tourism strategies of Miskolc-Tapolca (autonomous order)
- 2003 the touristic possibilities of Esztergom (autonomous order)