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**The role of tourism in rural development through a comparative analysis of a
Greek and a Hungarian rural tourism area**

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ABSTRACT

The rural regions occupy a largely extended part of the European Union and they are characterized as vital for economic growth and social cohesion. Agriculture and forestry represent activities which occupy large fields of land and play a primary role in the managing of the rich natural resources and in the formation of the landscape in the rural regions, where they constitute an essential part of the natural environment and cultural heritage.

Rural development is a crucial tool for the redevelopment of the agricultural sector and the promotion of differentiation and innovation in the rural regions. The enlargement of the European Union has changed the map of agriculture and an appropriate redevelopment procedure is essential for the development. The rural development policy can contribute decisively to the proper orientation of this process towards a more flexible economy of higher value added, taking always into consideration the cultural, social and environmental singularities of the rural regions.

An integrated policy on countryside development should always consider the potential of each region, the needs and the potentials of the rural sector for increase in value added, as well as the productive singularities regarding the cooperation and the sustainability of operations, and finally the rural families strategies as expressed through the liveliness in the search for complementary activities and for the ensuring of the essential social services. Actually, the rural community has already proceeded towards a union of the rural and the non-rural activities in a way that ensures a worthy primary production, as well as simultaneous business action in commerce and gradually in the industrial sector and in the services.

At the same time, the small country town becomes the centre of these developments constituting thus, an unquestionable social, cultural and economic centre. However, this role is not institutionalized nor reinforced by supportive mechanisms. Although spatially the organization of the supportive mechanisms at the level of a prefecture's capital seems to be right, their operation does not highlight nor support the potential and the advantages of their regional economies which are organized around the town. This results from the inadequate operation of the unions, the lack of specialized executives and also from the contrasting interests which are developed between the capital of the prefecture and the town, regarding the claim of the local commercial market and the investments for the formation of employment posts.

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The present study begins with the need for new ideas and complementary activities in the rural sector, which will suggest methods that will lead to sustainable development and also to the formation of the necessary conditions for the fulfillment of the needs and prospects of the rural regions residents, so that extended urbanization will be suspended or limited. In this study we present the importance of marketing and management as a strategic procedure contributing to rural tourism development and competitiveness. Our aim is to recommend the appropriate strategies and techniques that need to be implemented for successful solutions to the problems. We examine Greek and Hungarian villages, that display different levels of rural tourism development, where with the help of personal field research, questionnaires and interviews of the local citizens and entrepreneurs working in rural tourism, we could answer some questions. Moreover, we evaluate the similarities and differences that we discovered during our research and we recommend the positive and negative steps for each country. We investigate, in an extensive bibliography, the way in which rural tourism is developed in each country and which good practices are followed.

The analysis of these points proves that the two countries are full of natural beauty, mountain areas, rivers, lakes, biotopes and cultural traditions that may even derive from the ancient times. The planning and development of rural tourism depends on the geographical location and the existence of the previously mentioned characteristics, the architectural infrastructure of the region, the natural, cultural and traditional heritage. After the selection of the appropriate region, the status of the infrastructures and settlements is examined in order to ensure that they are environmentally-friendly, they offer comfort and cleanliness and are specialized in quality services. It is very important for the success of rural tourism that the internal structure is based on the continual training of the owners and their specialization in the offering of qualitative services. The services offered include accommodation and food, the sports and tourism facilities, as well as the participation in rural activities and the informing of the visitors on issues of rural life. An essential specification is the offering of qualitative services which will be certified by qualified organizations, which will determine the quality criteria. In conclusion, the use of technology contributes to the saving of time for the materialization operators and for the general public. The use of the internet, the reservation system, even the tourism agents

contribute to the promotion of rural tourism in both countries and its wider expansion, too.

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CHAPTER 1

INTRODUCTION

Tourism constitutes a multidimensional phenomenon, which has followed the evolution of man. Nowadays, it constitutes a social necessity or even a social right as this is recorded by the increasing number of tourists. Tourism has played a determinative role in the developmental course of many regions, in the developed as well as in the developing world. Tourism has been studied for its economic (Martin and Uysal, 1990; Mathieson and Wall, 1982), environmental (Farrell and Runyan, 1991), cultural (Chambers, 1997; Smith, 1989), and social (Milman and Pizam, 1987; Wyllie, 2000) impact. Initially, it was presented as a direct developmental outlet for regions endowed with natural and cultural resources. However, nowadays the promotion and the evolution of tourism often constitutes a target of high priority and also an alternative option for any region, even for the ones that lack significant wealth-producing resources.

The contribution of tourism to the development is marked by the fact that a system of activities, products, production units, enterprises and organizations is involved in the tourism net. The study of tourism does not represent an independent science, as it requires the analysis of a considerable number of human and other natural parameters that are connected with different scientific fields. Even from the pre-war period, sciences such as economy and history, as well as the sciences of sociology, anthropology, ecology and architecture have contributed greatly to the analysis of the tourism phenomenon and also to the conduct of the consequences that the tourism development has brought about. (Tsartas, 1996)

The trends of the world market, the consumer needs, the revision of the viewpoint regarding what defines life quality and primary goods, the awakening of ecological consciousness and the global tourist experience that had been accumulated throughout all the years that followed the recovery, during the fifties and the sixties, have led to the revision of the policies and strategies that have been implemented in the field of tourism up to the present.

The need to find a new developmental process, which will not exhaust the environment and the natural resources of the tourist destinations, but will exploit them in a viable way, so that they can be profitable to the forthcoming generations, acquires

the dimension of a promising evolution which is able to enrich tourism with new products that can satisfy the satiated consumer public. Several regions, usually mountainous or semi-mountainous, which are plagued by devastation and desertion, develop a new kind of tourism which seems to offer them a second chance of development, along with the social, cultural and environmental advantages which it entails.

The increasing environmental awareness of the population in general or the tourist market specifically, and the targets for a viable and ever profitable tourist development that various agencies(international, government, academic, business)are aiming at, are considered to be the primary promotional factors of Rural Tourism which almost all policy – makers are now aware of and anxious to develop. Rural tourism, as a category of the broader category of “Alternative tourism”, is now a major pillar of the nascent tourism strategy for many countries. Rural tourism strategies in various countries have in common that they are a major growth areas that can be used to boost local communities, and aid the seasonal and geographic spread of tourism (Richards, 1996)

1.1. Background of the study

Recent studies about rural tourism have focused on identifying the characteristics, development, marketing and management of rural tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit rural destinations. There have been many studies that focus on the rural tourism development of countries in Europe. Other studies are about countries that did not belong to the Soviet Union such as Spain, (Perales, 2002), Cyprus (Sharpley, 2002), Portugal (Kastenholz et al., 1999), Austria (Embacher, 1994), Germany (Opperman, 1996) and England (Gilbert, 1989; Unwin, 1981; Alexander and Mckenna, 1998). Some others are about ex communist countries such as Lithuania (Ramanauskiene et al., 2006), Slovenia (Koscak, 1998; Verbole, 1996), Slovakia (Clarke et al., 2001), Romania (Nita and Manolescu, 2005; Turnock, 1990) and Czech Republic (Cihar and Stankova, 2006). Of course, there is a large amount of other national studies throughout the world such as in Israel (Fletcher and Pizam, 1997; Reichel et al., 2000), Japan (Murphy and Williams, 1999; Knight, 1996) the USA (Luloff et al., 1994; Gartner, 2004), New Zealand (Ryan, 1997; Pearce, 1990) and Taiwan (Hong, 1988), but unfortunately there have been few comparable studies between countries.

In particular, there has been only one comparison study between an ex communist country and a member of the European Union (Hegarty and Przeborska, 2005), but there has not been any study up to now that compares Greece and Hungary. These two countries seem to share many common characteristics such as population, unemployment but also many differences such as ground morphology, lifestyle, etc. There have been very few studies on rural tourism development for these countries and most of them are not directly related to rural tourism, but they include it in their research. For Greece, there are studies about women partnerships and their role in rural tourism development (Iakovidou and Turner, 1995; Karasavvoglou and Florou, 2006), the role of local communities (Andriotis, 2005; Erotokritakis and Adriotis, 2006), small enterprises (Kornilaki, Thomas and Font, 2006) and local authorities (Adriotis, 2002a). For Hungary, there are studies directly related to rural tourism by Cartwright, 2007; Rátz and Puczkó, 1998; Fletcher and Cooper, 1996; Kovacs, 1993; Szelenyi, 1982; Szabo, 2005 and studies that are related to rural tourism to some extent such as the relation of rural tourism with the hosts (Povedak and Povedak, 2003), guests and visitors (Flaisz, 2003), and development tools like festivals (Gerhath, 2003) or invented traditions (Pusztai, 2003).

1.2. Research purpose and hypotheses

The beginning of the present dissertation was characterized by the wish to investigate rural tourism in general and identify the relationship between rural destinations in old EU and new EU members by analyzing the similarities and differences in Greece and Hungary. Rural tourism in these countries is a rapidly growing niche market which is sustained by an increasing number of domestic and international tourists. Therefore, this study has as a starting point four specific hypotheses to investigate and verify:

1. There are differences and similarities between a new European community member and an old European community member concerning how they develop rural tourism activity. Thus, we will suggest the best way of implementation through a long-term plan.
2. Factors can be considered to be the main driving forces behind economic development in rural areas in the EU during the last decades, and policy makers should successfully implement measures to encourage economic development in rural areas.

3. Rural tourism plays an important role in sustaining rural cultures and contributing to sustainable rural development. The images of rural tourism as perceived by rural tourism hosts and visitors and as projected in rural tourism brochures and websites are very important, as well as, the comparison between perceived and projected images with ideal rural images.
4. It is crucial for sustainable regional development to stimulate and promote entrepreneurship in rural tourism.

1.3. Structural model of the study

One of the most crucial problems that everyone who investigates rural tourism activity faces is the definition and the accurate comprehension of what rural tourism is. Therefore, in order to succeed in the comparison between the two countries, we will examine a large number of articles, books and magazines in order to reach the specification of the concept of rural tourism. In the second chapter, as an introduction, we will investigate the wide category of alternative tourism and the generation of rural tourism. With the examined bibliography we attempt to comprehend the concept of rural tourism and develop a definition which will be appropriate for the explanation of the term. Then, we will examine the evolution of rural tourism in Europe and we will prove the significance of this activity. Moreover, we will focus on the positive and negative impacts of rural tourism, the way of management and marketing development in rural regions, and also the importance of the co operation among the various stakeholders and the development of sustainable rural tourism.

At the end of this chapter we will investigate in detail the various problems that inhibit the development of rural tourism activity and sometimes results in unsuccessful sustainable development. Afterwards, we will demonstrate the appropriate tactics for the development of this activity and we will try to predict the future through the development of various scenarios and hypotheses about future rural tourism development.

In order to succeed in the comparison between the two countries we will use secondary data such as statistical data from each country's statistical services, websites and advertising brochures. Additionally, we will develop a primary research through the use of questionnaires and interviews for the conclusion of crucial results

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regarding the similarities and differences in rural tourism activity between the two countries.

Three study areas were examined in each country. The Hungarian villages Kárász, Magyaregregy, Szászvár and the Greek villages Vria, Ritini and Elatochori were selected for this study. The choice of these areas was based on several criteria, including: significant employment declines in natural resource sectors such as agriculture and forestry, and their location in areas characterized by the presence of mountains, rivers, valleys and other natural amenities. The dominant forms of tourism in these communities are closely linked to natural amenity features, with all three areas exhibiting a transition towards tourism-based economy. At Vria and Magyaregregy rural tourism has just started to develop, at Ritini and Szászvár rural tourism is at a secondary development stage and at Kárász and Elatochori rural tourism development is at an advanced level. Conclusively in the last chapter, we analyze the outcome of our study and explain its contribution to the educational and research community.

1.4. Study contributions

This study will explore potential differences and similarities in rural tourism development between Hungary and Greece using geographically similar Greek and Hungarian territories as a paradigm, as a possible theoretical framework. We believe that this study will examine the way in which rural tourism is developed in each country and in the future, it can be employed by the public policy office as a useful tool. Through the establishment of the differences and similarities, we are able to recommend the positive elements and eliminate the negative ones in the two countries' ways of rural tourism development. We also hope that with the definition of the term "rural tourism" we will help the research and academic community in the continuing debate about this issue. Further research on the core family viewpoint and values will be useful, especially because it relates to constrained entrepreneurship. There might be considerable unrealized potential for growth within this business sector which will emerge when specific barriers are identified and countered. Moreover, a lot of weaknesses are inherent in such small tourism businesses, especially in areas characterized by seasonality of demand, and therefore, solutions must be found to assist owners to cope, and where possible, to overcome the

limitations. The field needs more systematic comparisons among the various settings in which family businesses occur, particularly along a continuum from peripheral to urban. Rural and peripheral areas are especially influenced by family business, so research directed at those settings should be a priority.

1.5. Limitations

Unfortunately, all studies have limitations. One restrictive factor was the difficulty in finding statistical data. In Greece in particular there are no statistical data about the development of rural tourism and therefore, the study is based on oral elements that we elicited from interviews with the involved operators. We could, of course, claim that the term “private accommodation” is approved for the study on rural tourism development, but we believe that it has statistical value only if there are data per geographical region. Thus, there are data for the three villages in Hungary, but unfortunately there are no corresponding data for the three villages in Greece. A second restrictive factor was the lack of knowledge of the Hungarian language. Although we have found plenty of articles and websites in English and Greek, unfortunately we could not obtain information in Hungarian due to the lack of knowledge of the language. This is a restriction because in a website of FATOSZ, for example there was much more information in Hungarian than in English at the same website. A third restriction was the fact that when you examine three regions of a country, you cannot be sure that the situation is the same in the whole country. We tried, of course, with the use of the existing bibliography to eliminate this restrictive factor as much as possible.

CHAPTER 2

LITERATURE REVIEW

2.1. Need for new models of tourism development

Tourism due to its great contribution to the improvement of the standard of living for the local population, the formation of employment posts, the ensuring of capitals for new investments, the improving and the development of infrastructures etc. is employed by many governments as a mean of financial and social development (Smith and Krannich, 1998; Verbole, 2000; Keller, 2002; Andriotis, 2001). On the other hand, apart from the positive outcomes, tourism affects negatively the tourist reception destinations in ways such as: the imitation of foreign models by the local citizens, the commercialisation of human relationships, the transformation of regions of exceptional natural beauty into over satiated urban regions, the pollution of the environment, the negative cultural changes, etc, (Kokkosis, 2001; Kokkosis and Tsartas, 2001; Spilanis, 2000). Because of its extensive negative results, tourism very often has been criticised by many commentators (Romeril, 1985; Vanhove, 1997) as a “monstrosity”, which apart from its short-term income, most times contributes to the destruction of tourist regions and their cultures.

This negative criticism mainly concerns the promotion of mass tourism as well as the fact that most tourism income drains away from the local economy, with many tourism enterprises (mainly of large scale) buying imported products and occupying foreign manpower while belonging or being administered by non local persons (Andriotis, 2002b). Therefore, much of the incoming money in a tourist reception destination which would promote, under different circumstances, the improvement of the standard of living for the local population and increase the domestic per capita income drain away from the local society, while at the same time the increasing numbers of tourists contribute to the downgrading of the residents standard of living and also to the alienation of social institutions. This is the exact reason why the tourism development should be carefully planned according to the natural resources of a region (Formica, 2000; Gunn, 1994; Inskeep, 1991). All the tourism regions are broadly divided into urban, costal and rural. There are four categories according to the region’s capacity to receive tourism and the nature of the tourists’ experience. This categorization represents a wide variety from organized mass tourism to the experience of undiscovered places (Cohen, 1972), including:

- Organized mass tourism destination
- Individual mass tourism destination
- Explorers' destinations
- Drifters' (wanderers) destinations

Due to the negative consequences of mass arrivals, during the last decades there has been a need for finding new models of tourism development. Specifically, the interest of many investors, development agencies and researchers is focused on the promotion of milder forms of tourism development that do not exclusively aim at financial profit, but take into account and show great respect for the environment and culture, as well as the satisfaction of the local society's needs. This means that a milder approach to the development of tourist destinations has started, creating thus a new philosophy, the philosophy of alternative tourism as a type of active tourism which is opposed to the model of mass development. The formation of this new model, objecting to the massiveness of tourist traffic, has gained various followers and supporters in a wide range of social groups and movements, who support in different ways the search for a different model of local development (Tsartas, 1996).

2.2. Alternative tourism

Tourist experience is a many-sided process (Maslow, 2003; Csikszentmihalyi, 1998), which is developing ploddingly (Hoffman et al., 2000; Entrikin and Berdoulay, 2005), and is understood as a temporary escape from everyday life in order to gain experiences (Michalkó, 2004). On one hand, tourists are facing problems in their effort to respond to an environment which is new to them and on the other hand, the natives cannot always adapt easily to the increasing requirements of the touristic demand and accept the new facts in their lifestyle (Huang and Stewart, 1996). During the historical development of the phenomenon of tourism, there are references which prove that the alternative forms of tourism have been developed since the early years of tourist activity and in particular, some of them represented the only form of tourist activity at that time.

Of course, since that period, many other forms of tourism have been introduced, however several contemporary well-known alternative forms are really not new at all. The main alternative forms have their roots in ancient times and they developed during the BC centuries along with the general phenomenon of tourism. Such forms

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include the professional tourism, conference, cultural, religious, health and sports tourism (Sfakianakis, 2000). These forms have appeared in Mesopotamia, Egypt, Persia, ancient Greece and in the Roman Empire. Professional journeys were made by Egyptian and Assyrian public servants who used to travel for state affairs. We also know that the Egyptians used to make day trips to the banks of the Nile for washing, which is a type of riverside tourism. Conference tourism developed in Ancient Greece with the institution of Amfictionies, which were meetings among the representatives of neighbouring tribes for the solution of problems of common interest. The first Amfictionia took place in Thermopyles in 1522 BC and after that, they took place in regular intervals in Delphi, Viotia, Poros and in Delos. During the last millennium before Christ, there was a development of sports and religious tourism, mainly in ancient Greece. Sports tourism included the ancient Greeks' journeys to the places where the great pan-Hellenic sport events took place in honour of their gods. Such sport events were the Olympic Games which took place in Olympia in honour of Zeus, the Pythian that took place in Delphi in honour of Apollo, the Isthmian Games in Corinth's isthmus in honour of Poseidon and the Nemea in the region of Nemea in honour of Demeter.

Religious tourism was the ancient Greeks' journeys to the great religious feasts in honour of their gods. Such feasts were the ones in honour of Dionysus, the Eleusinian mysteries in honour of Demeter and Persephone, the Panathinaia in honour of Athena, and many other minor feasts. The connection between sports and religious tourism is typical of this era, as the games were in honour of gods. Herodotus and Pausanias are considered as the first traveller-tourists and pioneers of touring tourism, as they were also the first tourist-guide writers.

As far as health tourism is concerned, it was developed in Ancient Greece where the existence and the use of hot water springs for therapeutic reasons is referred to by many historians and philosophers of that period. The Asclepiads are known as the first health centres found around the thermo metallic springs. Water-therapy was greatly spread during the Roman times as the first spa centres were founded. We can consider a form of cultural tourism in combination with relaxing tourism, the journeys to the Seven Wonders of the World which included Ancient Ephesus, which was visited by 7.000.000 tourists every year for entertainment and participation in the cultural activities.

Certainly, the concept of alternative tourism as it is defined and known nowadays, has been developed mainly during the last 30 years. It was formed by the intensification of tourist industry and its results. Nowadays the concept of alternative tourism covers many types of tourist activities, that are called green tourism, nature tourism, integrated tourism etc (Boo, 1990; Lindberg and Hawkins, 1993). The main characteristic of alternative tourism activity is that it is often a limited – scale, low – impact, community-based activity with main focus on sustainable development. Many researchers claim that it was created as a balancing tool against mass tourism and its negative reactions (Butler, 1992; Sindiga, 1999). Alternative tourism is a tourism activity which is balanced by natural, social and community values and as Smith and Eadington, (1992) say, alternative tourism has fewer and less severe negative effects on destination areas, environment and their populations without diminishing the positive economic effects.

Alternative tourism has several definitions and this causes confusion about it. As it was previously mentioned, many researchers use alternative tourism as an opposing definition to mass tourism (Weaver and Lawton, 2002) but almost all conclude in one very significant outcome; that alternative tourism can succeed only on condition that it is implemented in a sustainable way. The idea behind sustainability is that there cannot be any tourism development regardless of nature, but on the contrary any tourism development should enhance the natural riches and contribute to the propelling of socio-economic progress of the region. Therefore, the increase of the awareness in environmental sensitivity, ecological consciousness and the combination of them with tourism activities resulted in the evaluation of mass tourism against alternative forms of tourism. The development of the alternative tourism has as fundamental condition, the protection of the environment and the resources of the tourist destination, but also the development of the local economy. This does not mean that alternative tourism is a panacea or that it is always more successful than mass tourism. It simply means that during the development of an alternative tourism activity our main purpose is that it meets the needs of the current generation without compromising the ability of the future generations to meet their own needs (Weaver and Lawton, 2001). Therefore, we do not disagree with the definition that Wearing, (2001) and Aabo, (2006) provide in their researches about alternative tourism. According to them, alternative tourism can be defined as forms of tourism that set out

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to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experience.

Alternative tourism is supported by governments, because it contributes to the lengthening of the tourist period to 12 months and also the exploitation of the potential of some areas which are not associated with traditional tourist activities. There are many types of alternative tourism and new ones are developing rapidly. According to Gartner, (1996) and Tezcan, (2004) the most well known sorts of alternative tourism are:

1. Cultural and historical tourism, which constitutes a form of tourism in which tourists mainly aim at participating in cultural activities in general. In particular, this type of tourism, which is rising worldwide, includes visiting historical monuments, archaeological sites, museums, galleries, concerts, theatre, etc.
2. Health tourism which is developing as one of the basic forms of alternative tourism. Tourists of this type basically aim at the restoration and preservation of their health, remedy and recovery after various diseases, etc. The basic characteristics of this form of tourism refer, on one hand, to the customers who are exclusively old or middle-aged persons; and on the other hand, to the tourism destination, where the health services are offered and which is defined solely by its natural resources. Countries such as Hungary are able to develop such forms of tourism as they have the appropriate facilities such as spa centres, etc. and accommodation with complementary settlements.
3. Conference and congress tourism. This type of tourism includes any kind of organized activity such as conferences or meetings with a large or small number of participants and at any level; local, national or international. Conference tourism has a limited time length, usually of two to four days, and therefore it is combined with another form of tourism such as city tourism, educational tourism, etc. A prerequisite for the development of conference tourism in a tourist reception country is the development of the appropriate infrastructure and superstructure.
4. Sports tourism. Sports tourism is a dynamic form of tourism that the tourist reception countries try to develop in the frame of their effort to differentiate their

tourism product and in this way to exploit the inactive months and attract various categories of tourists, mainly of high income level.

5. Adventure tourism. It constitutes a form of tourism which is characterized by the element of the unexpected and the unknown. Photography safaris, wandering in unknown regions, rafting, etc. The persons who are attracted by this type of tourism are mainly young people, and it is considered as a way to fulfill the need or the wish that the modern man has to free himself/herself from the stress of the modern way of living and the routine boredom.
6. Contact-with-nature tourism (such as ecotourism, farm tourism, village tourism or rural tourism). All these types of tourism have been developed because their aim was the harmonious development of tourism and the environment. The rapid and fierce growth of mass tourism lead to the search for another form of tourism activity, that is related to forms of tourism activities that are incorporated organically and harmoniously in the rural or mountainous region and include activities which are either complementary or do not contrast with other activities. We can indicate that contact-with-nature tourism such as ecotourism, rural tourism etc, is different from mass tourism in the following points:
 - The destinations of “alternative tourists” are not necessarily based on the Sun-Sea-Sand triptych, but may be regions that are interesting in terms of natural environment.
 - The means of transport leading to them
 - The behaviour of tourists, who are usually conscientious and have an ecological education
 - The tourist facilities are usually small-scale and not luxurious hotels.
 - The length of the tourist period as it is not restricted by the concept of seasonality as much as the mass tourism destinations.

Rural tourism relies heavily on environmental attractiveness and healthy outdoor pursuits. It might be expected that tourism and hospitality operators would be especially motivated to adopt sustainable development practices (Getz and Carlsen, 2005). Additionally, the definition of “rural” is associated with the assumption that countryside life is what urban life is not, which means that the attraction of

countryside lies in what city life cannot provide. (Hall, 2001) Rural tourism has developed significantly worldwide and has acquired an important role for the development of each country's rural territories. (Reichel et al., 2000; Kneafsey, 2001; Thomson, 2004). It is argued that rural tourism can provide economic, social and cultural benefits and dangers as well. Regarding economy it can serve to diversify the local economy, to offer new markets for local products and services, to provide new sources of income for farmers and to promote the formation of new businesses and enterprises (Papageorgiou and Fouli, 2002).

All countries regardless of their social and political background have realized that rural tourism, if it is implemented with prudence and specific criteria, can upgrade the economic condition of a territory (Kastenholz et al., 1999; Petrelka et al., 2005). For all those reasons rural tourism is very important for every country in the world, because it enables the countries that do not have beaches or other tourist attractions to develop a tourist activity that will keep the domestic tourists in their country, while it will attract foreign visitors and it will also reinforce the local communities.

2.3. Defining rural tourism

As far as the definition of rural tourism is concerned, an agreement has not yet been reached and therefore it ranges from a simple definition such as “tourism that takes place in the countryside” (Rátz and Puczko, 1998) or “Rural Tourism is a mild form of sustainable tourism development and multi-activity in the rural region”¹ to a broad one such as “a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their businesses” (Gannon, 1994). This matter has been the subject of many debates in the literature without arriving at any firm consensus (Pearce, 1989; Bramwell, 1994). The confusion becomes even greater when someone tries to find out what the difference is between rural tourism, farm tourism and village tourism. Some researchers believe that these two types of tourism are subcategories of rural tourism (Kornellia Kiss, Interview 2007) and others believe that they are autonomous categories. Some researchers define rural tourism as a development tool, like Webster in 1975 and Villiers in 1997 who claimed that rural tourism is a tool which increases the capacity

¹ www.agrotour.gr AGROTURISTIKI S.A., is a specialized sector controlled by the **Ministry of Tourism Development**, tries to fully develop **alternative tourism forms in Greece** by establishing services for the support of relevant businesses and sectors.

of rural communities to control their rural milieu in a more gainful way or that rural tourism is a kind of sustainable tourism that takes advantage of the resources having only a few harmful impacts while significantly increasing the benefits (Rattanasuwongchai, 2001).

In fact, a simple definition of rural tourism, such as the one previously mentioned, does not cover all its aspects, but it is equally difficult to give a more complex definition which includes all its features. The right definition should be more futuristic since, as the World Tourism Organization claims in its publication “Tourism 2020 Vision”², rural tourism has a great potential and it is expected to increase significantly in the next five or ten years.

One of the most “acceptable” definitions is the one given by Lane, (1994). Lane said that rural tourism is tourism located in rural areas i.e. areas which are rural in scale, character and function reflecting the unique patterns of the rural environment, economy, history and location. The problem is that not every kind of tourist activity which takes place in rural areas is strictly “rural” (Petric, 2003). According to Lane, any activity that is not an integral part of the rural fabric and does not employ local resources cannot be considered as rural tourism (Tchetchik, Fleischer and Finkelshtein, 2006). Perales (2002) made an effort to solve this definition problem by claiming that there are two types of rural tourism. The traditional one, which is based on farm accommodation and the modern one, where the visitors expect to make a much deeper and profitable use of the landscaping, environmental, natural and architectural resources. Some countries are still on the traditional mode and some are on the modern type.

The Organisation for Economic Co- Operation and Development, (1994) also tried to investigate this matter and it pointed out that if someone wants to define rural tourism should first define rurality which is the central and the unique selling point in the rural tourism package. According to this study rural tourism cannot be developed everywhere but it should have the following characteristics:

- Be located in rural areas

² *Tourism 2020 Vision* is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. www.unwto.org

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- Have specific features such as being small-scale, always in open space and having a close relationship with nature, heritage and "traditional" practices
- Be rural in scale, both in terms of buildings and settlements and, therefore, usually small scale
- Growing at a small rate, traditional in character, and connected as much as possible with local families which decide how the territory will be developed. A lot of times they take decisions with a scope to develop the long term profit of the area
- Be sustainable, in the sense that its development should help sustain the special rural character of an area. Sustainability is the only method to make a good use of the resources and it is also a tool which is recognized by all the different rural tourism stakeholders.
- Have many different forms, representing the complex pattern of rural environment, economy, and history.

Moreover in the present study by O.E.C.D. there is an analysis of the difference between urban and rural tourism, which is defined by Breiling, (2005) as all non urban tourism. We can see the differences between urban and rural tourism in the following table (1).

After a detailed examination of the relevant bibliography, along with our personal impressions by interviews and our personal experiences and judgments, we have reached the conclusion that rural tourism could be defined as a tourism activity which consists of other smaller subcategories such as farm tourism, village tourism etc which is growing in order to help, to develop and promote the “rurality tourism milieu” of each rural region through a sustainable procedure that sets out to be consistent with natural, social and community values. “Rurality” can be simply defined as “the state or quality of being rural”³. The notion “milieu” can be defined as the socio-cultural and the geographic environment of the individual and their subjective psychological implications (Michalkó and Rátz, 2006) and tourism milieu may be understood as a meta-level of the destination as a tourist product: “it contains

³<http://YourDictionary.com>

the abstract components of tangible reality, and while each milieu element may be perceived individually during the routine consumption of the site, it is the elusive totality of all the elements that is able to create a feeling of attraction in visitors” (Michalkó and Rátz 2006:100). By blending these definitions we can say that “rurality milieu” is the state or quality of being rural and its elements are able to create a feeling of attraction to visitors.

Urban Tourism	Rural Tourism
Little open space	Much open space
Settlements over 10.000	Settlements under 10.000
Densely populated	Sparsely populated
Built environment	Natural environment
Many indoor activities	Many outdoor activities
Intensive infrastructure	Weak infrastructure
Strong entertainment	Strong individual activity base
Large establishments	Small establishments
Nationally – Internationally owned firms	Locally owned firms
Much full time involvement in tourism	Much part- time involvement in tourism
No farm involvement	Some farm involvement
Tourism interests self supporting	Tourism supports other interests
Workers may live far from workplace	Workers often live close to workplace
Rarely influenced by seasonal factors	Often influenced by seasonal factors
Many guests	Few guests
Guest relationships anonymous	Guest relationships personal
Professional management	Amateur management
Cosmopolitan in atmosphere	Local in atmosphere
Many modern buildings	Many older buildings
Development – growth ethnic	Conservation/ limits to growth ethnic
General in appeal	Specialist appeal
Broad Marketing operation	Niche Marketing

Table 1. Urban and rural tourism differences. Source (Organisation for Economic Co-Operation and Development, 1994)

Through the previous definition of rural tourism we have specified what rural tourism means for us. We hope, of course, that this definition can be applicable wherever needed, although it is very difficult as there is no unified product. Even in Europe for example, there are crucial differences in the way rural tourism is developed.

2.4. Rural tourism in Europe

Different forms of rural tourism have developed in different countries. And different researchers like Przeborska and Majorek, (2003) and Rátz and Puczko, (1998) examined rural tourism development in these countries. In Slovenia for example, the most important form of rural tourism is tourism in family farms, where guests stay either with the farmer family or in a guest house, but visiting farms in order to have a meal and explore the farmyard is also popular (Verbole, 1995). In Greece, the main provision of rural tourism product is bed and breakfast with accommodation in

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traditionally furnished rooms with traditional breakfasts often based on homemade products (Michalkó and Fotiadis, 2006; Fotiadis et al., 2007).

The experience throughout the world, as it has been recorded since 1950 in France, Italy, England, Ireland, Denmark, Germany, Belgium, Holland, Israel, America and Canada shows that **the model of rural tourism varies** as regards its form and its rate of development. This depends on the special characteristics of each country, its economic structure, the extent of exploitation in the farm, the level of growth of the co-operative movement, the agricultural overproduction, the local enterprises, the agricultural income and the level of the peripheral inequalities. Rural tourism has been established in Europe in the following two basic forms:

- *The form of “farm house holidays”* which is wide spread in countries where the concept of “farm” is interwoven with farming operation (Austria, Germany, etc.) and the guests participate in the farmers lifestyle and farming activities.
- *The form of “bed and breakfast”* which involves the construction of tourist accommodation and rooms to let in small non-urban settlements or in farming lodgments (cottages) within a rural settlement and provides tourists with hospitality. This system is a common practice in countries such as Britain, French, Italy, Ireland, etc.

The “**farm tourism industry**” is especially developed in France, Austria and Germany. Only in Austria there are 28.000 farms which are suitable for farm tourism (10% of the total), when in Sweden and in Switzerland this percentage reaches the 20%. In these countries the farm is for the tourist-visitor a place to stay and also a place for farming activity. The visitor stays in the farm and during his/her stay takes part in the agricultural (farming and animal breeding) activities. The typical characteristic of the farm in rural tourism is that the same place combines accommodation with agricultural activity.

The **types of accommodation** occurring in **Europe** are the following:

- Houses for renting which are independent from the farmer family’s house.
- Rooms to let within the farmer family’s house.
- Camps/camping in farms.

- Farms specialized in particular type of hospitality.

Rural tourism in Europe constitutes a long established institution, but recently its importance has increased, both as a tourism resource and as a source of revenue for the rural community. Nowadays, consumers desire more experiences than the traditional beach holidays type can offer. They prefer individual forms of tourism, flexibility, different types of accommodation, activity holidays and more interaction with the Nature. In all the European countries rural tourism is regarded as a complementary activity and not as a basic one, and it usually has a limited season length.

Rural tourism cannot be the same all around Europe, since the rural regions in Europe obviously differ in character among themselves. Factors such as the climate, the landscape and the population density all differ significantly and the first differences that we observe between Greece and Hungary are the ones related with the above mentioned factors. This difference is usually reflected in the wide variety of economic activities in rural areas, and in the problems, opportunities and challenges the rural populations face in these areas.

Rural tourism is an important segment of European tourism and the EuroGites⁴ conference in 2003 reported that there were more than 200.000 providers of 'Farm and Village Tourism' registered in Europe, with more than 2.000.000 beds. The total number of rural tourism accommodation providers may be much higher. Hall et al., (2003) give estimates of between 10% and 25% of total tourism. It is estimated that stays in rural accommodation in Europe bring in 12 billion in direct spending. Taking into account multiplier effects brings the total to more than 25 billion. Day visits and spending on items other than accommodation will make these amounts much higher. In many countries, their own domestic market is the largest as far as rural tourism and agro-tourism are concerned. There is, however, little systematic and comparable information available in terms of quantity. Very few countries collect data specifically relating to rural tourism. Hungary is successfully collecting data about rural tourism activity; on the contrary Greece does not have such a system.

⁴ <http://www.eurogites.org>

2.5. Importance of rural tourism industry

The United Nations⁵ report that 43 percent of the world's population lived in urban areas in 1990; a 34 percent increase since 1960. During the last two decades many programs and actions have been developed in many European and other countries to support the economy and the social life of the countryside. The agricultural and animal-breeding production has been supported, local infrastructures have been constructed for tourist activities and there has been a great effort in order to keep country life alive. In some cases those efforts were successful and in others unsuccessful. To be successful, each country should consider the countryside as one of its great founts, which is able to ensure autonomously its proper survival and also to contribute determinatively to the total financial, social and cultural development. This philosophy of development should not only imbue the rural but also the tourist policy of a country, so as to promote the materialization of a complete and multi-field strategy for the sustainable development, on conditions regarding the protection of the environment as well as the preservation of the cultural heritage.

Rural tourism can become not only a remarkable complementary income resource, mainly for the rural population, but also an important mechanism for a new balance and a dynamic relation between the urban centres and the inland. This dynamic relation will allow the expansion of the financial and social tourist activity in time and space. Rural tourism is related with small-scale tourist activities, of family or co-operative type, which are developed in the rural regions by people who are occupied in agriculture. Its basic aim is to provide the farmers with alternative solutions for their occupation and also to improve their income and their life quality.

The exploitation of a region's resources is conducted by the local enterprises, who do not disregard the cultural heritage. Thus, the local community is provided with the chance to develop and preserve the folklore or to revive forgotten arts and practices, to produce traditional products (textiles, embroideries, traditional desserts, marmalades, pasta, sweet-smelling herbs, etc.) Moreover, they can revive local customs and organize traditional feasts, preserving people's memory. All these maintain and do not alienate the character of the countryside, but they highlight the variety and the uniqueness of each place. Furthermore, the connection between the

⁵ <http://www.un.org/english>

remote regions and the urban centres is ensured, and the most important is that new perspectives are open for the young people of the region. In particular, rural tourism contributes to the reformation of the countryside, because:

- It promotes the agricultural income, either directly, as an additional resource of income for the farmers who are complementary occupied with rural tourism, or indirectly by contributing to the general flow of money in the region.
- It helps the residents of these regions to remain in their native village, so as to prevent rural depopulation and confront urbanism.
- It provides alternative and complementary occupation solutions to those parts of the population who either cannot live only by the agricultural exploitation or they live in the urban centres and are willing to be activated in the countryside, in quest of a different quality of life.
- It contributes to the preservation of traditional forms of rural occupation (home handicraft, etc.) which are restricted by the globalization of the markets.
- It functions as a mechanism of direct selling, promotion and advertising of rural products and services; especially the authentic local products which are characterized by quality, hygiene and trade names.
- It contributes to the revival of traditional settlements.
- It supports the protection and the promotion of the natural rich of the countryside (regions of natural beauty, remarkable natural ecosystems, natural and rural biodiversity).
- It enriches the basic national tourist product of each country with complementary qualities, which make it different and more attractive and competitive in the international tourist market.
- It contributes to the promotion, the exploitation and the protection of the cultural heritage and fund in the countryside as a tourist resource, and also the humanizing of the relations between the visitors and the residents of the countryside and the environment,

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- At the same time it incorporates the countryside in a more balanced tourist income breakdown.

On an international level, the concept of rural tourism requires that all the participating nations should envision a mode of managing the natural resources which will satisfy the financial, social and aesthetic needs, while it will also preserve the cultural integrity, the essential biological processes, the biodiversity and the life protection systems. In a few words, rural tourism should aim at: the protection and the reinforcement of the environment, the satisfaction of the basic human needs, the improvement of equality in the present society as well as the one between the present and the future generations, and finally at the improvement of the financial data and life quality of the local residents (Gee et al., 1997).

Strategies using tourism as a motor of growth in rural areas emerge in different contexts. They are basically concerned with enabling rural producers to reduce reliance on agriculture and engage in new economic opportunities that are competitive in the global markets, which now reach their doorstep (or farm gate). In Eastern Europe, the emphasis has been more on tourism as a tool for rural regeneration following agricultural collapse, while in Africa the emphasis is more on diversification of under-developed areas.

In Europe, tourism has long been considered as a catalyst for the regeneration of rural areas, particularly where traditional agrarian industries are in decline (Williams and Shaw, 1998; Hoggart et al., 1995). Studies of rural tourism are predominantly set within a European (including Eastern European) or North American context, focusing largely on domestic visitors and economic restructuring. Farm facilities and infrastructure (such as basic transport) are in place, thus the strategy is to adapt them for tourism purposes, market the rural attractions, and draw clients, particularly domestic visitors, from the cities. There is evidence that in Europe rural tourism has made important contributions to rural incomes both at the level of the individual farmer and more widely in the local community (English Tourist Board, 1991). While not necessarily substituting the agricultural income, it has delivered supplementary income and inter-sectional linkages.

This approach to rural tourism has received priority attention in Hungary since the fall of the iron curtain and the collapse of communism. The need for rural regeneration

has been immense. In the early 1990s, countries in Eastern Europe needed to respond quickly to previously unknown circumstances: high levels of industrial closure, a loss of Soviet-controlled markets, breakdown of the non-competitive and over-staffed agricultural sector and consequently high unemployment, price inflation and diminishing living standards. High unemployment due to privatization of large-scale agricultural co-operatives, coupled with a new freedom to move to urban centres severely depopulated rural areas. At the same time, the level of domestic travel was seriously reduced due to financial constraints, a thirst for the outside world, and loss of financial subsidies for previous forms of 'social' tourism. Interregional travel, on which former Eastern Bloc countries depended heavily, was reduced to a minimum.

At the same time, interest by Western visitors in previously unseen countries and attractions increased drastically. The early 1990s were characterised by large-scale, short-stay tourism, especially from Germany to formerly closed-off countries such as Hungary. Although, the overwhelming demand was initially for urban destinations, such as Budapest, rural tourism made sense since Eastern Europe is generally more rural than Western Europe (in terms of levels of urbanisation, and socio-cultural characteristics). Rural areas in the East should be able to offer an appealing product to the West, if appropriately developed and promoted. Furthermore, rural areas were in dire need of regeneration and means to operate in a market economy.

In developing countries, the language of policy-makers focuses more on diversification than regeneration of the rural economy. In this context, the problem is not so much the structural collapse of agriculture, but the insufficiency of agricultural livelihoods, and the search for new sources of growth and economic opportunity. Smallholder farming is facing growing constraints (both in terms of local resource base and international competitiveness, Ashley and Maxwell, 2001) and cannot meet the needs of a growing population. During the last decade there has been a consensus that social investment alone cannot reduce poverty, and that growth is essential. This applies equally to rural areas, despite their lower comparative advantage; thus attention is crystallising on the dilemmas of how to promote the non-farm rural economy (Start, 2001).

In addition, there are other reasons for promoting rural tourism that relate to development of the tourism product, and this is quite different to the poverty-rooted objectives of promoting rural development. These are, nevertheless, important

motivations to understand as they influence wider institutional support for rural tourism.

An important objective for tourism planners is to diversify the tourism product (e.g. the development of culture, adventure tourism) with the aim to encourage visitors to stay longer and, ideally, spend more, and/or to develop a more distinguishable destination identity. These 'new' features of the rural product can provide the basis for a revised marketing programme. Such niche products may well be promoted in quite isolated rural areas, sold as 'off the beaten track' rather than the more developed agricultural areas. Or they may be proximate to cities and resorts, in order to provide add-on excursions. Thus, they have relevance to different types of rural areas.

Another objective of tourism managers, and one shared by conservation professionals, may be to disperse tourists away from existing 'honey pots'. There may be a lot of good reasons to encourage concentrations of tourism activity in one area – such as to limit negative impact spreading more widely, to take advantage of economies of scale, or optimise different land uses. But some times it becomes necessary to take pressure off key sites, particularly if resources are being over-used or limits to capacity in peak season are being met. This requires dispersing tourists geographically, including into surrounding rural areas.

2.6. Impacts of rural tourism industry

The impacts of tourism are classified, according to Kreag, (2000), into seven general categories:

1. Economic impacts
2. Environmental incomes
3. Social and cultural impacts
4. Overcrowding impacts
5. Impacts on the rendered services
6. Impacts on the state and municipal taxes
7. Impacts on the attitude of the community.

In all the above categories, tourism has positive or negative impacts (table 2) depending on the examined region (Belishe and Hoy, 1980; Perdue et al., 1987).

Positive Economic Impacts	
Increase in occupation-productiveness Increase in incomes Increase in taxation profits	Improvement of infrastructure Improvement of the rendered services GNP increase
Negative Economic Impacts	
Inflation Increase in prices Seasonal occupation	Changes in the established mode of working Increase in the cost of investment formation
Positive Social Impacts	
Better education Construction of entertaining facilities	Modernization
Negative Social Impacts	
Creates competitiveness Causes noise and tensions	Causes fear due to the increase of criminality Changes the local habits
Positive Cultural Impacts	
Improves and develops the local attractions Revives the old customs	Protects the cultural heritage of the region
Negative cultural Impacts	
Changes the cultural habits of the locals when they imitate the foreign ones.	Decreases the handwork and develops the industrial cultural manufacture
Positive Environmental Impacts	
Institutes rules for the protection of regions Protects the wildlife	Encourages environmental education
Negative Environmental Impacts	
Decreases the water reserves Causes air and environmental pollution	Disturbs the flora and fauna of the region

Table 2. Brief representation of the positive and negative impacts of tourism.

Source (Tosun, 2002, Weaver and Lawton, 2001)

Rural tourism usually does not have differences regarding its impacts compared with those of tourism in general; even though seemingly, its development definitely has lower impacts than mass tourism. The aim and the precondition of rural tourism is, of course, that its impacts will be as mild as possible. The researchers firstly examined the impacts of tourism on local society and the consequent changes regarding the social-demographic characteristics (Pizam, 1978; Liu and Var, 1986) and then they examined the financial impacts in detail. It seems that the modern research is focused on the environmental impact and the need for sustainability (Jurowski et al., 1997) which is achieved through rural tourism. In the next section, the major positive and negative impacts in each category are discussed.

2.6.1. Environmental impacts

In many researches the problems of sustainable forms of tourism are often highlighted (Hunter, 1995). There are a few studies concerning the relation between the

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environmental movement and tourism, or the degree of engagement of tourism businesses in the minimization of the environmental downgrading, despite the current interest of scientists, politicians and of people in general, regarding the human impact on the environment and also, despite the increasing interest in tourism activity as a geographic, social and financial phenomenon (Cohen, 1978). The main difficulties in the research about the impact of rural tourism at the environment are related with the following issues : a) the difficulty in dissociating the burden resulting exclusively by tourism from the burden of the environment by other human actions, b) the difficulty in the quantification of the individual burden of tourism to the environment in order to form an overall view c) the researches are usually focused on the major problems of a region and thus, there is not an overall view about the rest of the elements, and d) the shortage of comparative elements of the regions regarding the conditions before the emergence of environmental problems, so that a precise evaluation of the amount of the consequent impacts can be made (Wall and Wright, 1977).

Rural tourism and tourism in general seem to have two opposing relations with the environment: one coexisting / conjunctive and one conflicting (Budowski, 1976). The first one emerges when a series of phenomena are hang together. Such indicative examples are the restoration and the conservation of historical monuments with the contribution of tourism, the creation of parks with wild animals and the protection of the natural environment (beaches, mountainous regions, wetlands, etc.). However, in several cases tourism develops against the natural environment, forming thus a conflicting relation with it. Typical examples of such a relation are the trespass of vegetation (Westhoff, 1967), the pollution of coasts and the uncontrollable behaviour of the tourists against the natural environment, which bring about considerable disruption in the ecosystems (flora and fauna).

The major impacts of rural tourism development at the environment are condensed in the disruption of balance in ecologically sensitive regions (mountainous regions, wetlands, etc.), the emergence of conflicts about the land use and other competitive, productive or not uses, the exceeding of the limits regarding the potential of the rural regions, and finally, problems concerning development, function and management (Kokkosis and Tsartas, 2001). As useful objects of study, we could consider the impact of tourism on the changes in land use and the evaluation of the alternative uses, the impact on the urban designed environment and residential quality, on the

availability of tourism products as well as on their price fixing, on the value of landed property and their taxation and finally, on the quality of settlements that accommodate the local residents (Mathieson and Wall 1996).

2.6.2. Socio-cultural impacts

The continuous development of rural tourism leads to the formation of new productive relations in the rural regions. Gradually the sector of services is increasing and there is a development of infrastructures and functions which aim at the service of tourists. Especially in cases with rural social structures of the traditional type, those processes lead to the formation of a different social structure with special characteristics, which are directly influenced by tourism development (Zaharatos and Tsartas, 1999). Social exchange theory was used by many researchers to explain the relationship between rural residents and tourism. McGehee and Andereck (2004) used it to specify the factors with its valuable for rural residents to support tourism. From their study we receive the same results as Wang and Pfister (2008), that rural communities in general, are positively inclined toward tourism.

In rural regions, the total tourism development leads the local society to dualism: one part of the society lives according to the morals, the customs and the traditions of the rural region, while the other becomes more modern as it readjusts to the new demands imposed by tourism. These impacts are more obvious in regions with a rural social structure, where the movement of the population is usually low and the social integrity is taken for granted. The occupation in the field of tourism and the consequent raise in the income, as well as the gradual improvement of life standards in general, are two factors that promote the intense occupational and social movement. The growing social and occupational movement mainly concern three groups of the population: young people, women and businessmen who are directly or indirectly associated with tourism. (De Kadt, 1979; Tsartas, 1989):

- The young people, as they have a greater access to education and a positive attitude towards tourists, are the ones who display the more intense mobility within the new productive structure of tourism. This is one of the main causes of the gradual downgrading of the rural sector, as the younger residents abandon it for the tourist industry, which is more prestigious and profitable.

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- Women also gradually elevate their social status through their occupation in tourism as employees or as small-scale entrepreneurs. This outcome is determinative, especially in the rural regions, where women before the advent of tourism, were exclusively occupied in the rural sector.
- The tourism entrepreneurs are the ones who usually gain high incomes and social prestige within a small period of time in the rural regions. They are considered as the model of success and social rise by the residents, while their social and political role in the course of general development is of great importance.

Tourism affects certain fundamental functional parameters of the social structure in the rural areas. The role of the family is downgraded due to the independence of the young people and women, because of the new productive relations. This process leads to the challenging of the traditional family ties and it often brings about conflicts within the family (Zaharatos and Tsartas, 1999). The impact of the urban models on the local morals and lifestyle is also determinative, as it results in the increase of alienation and social anomy phenomena and finally, in the establishment of attitudes characterized by the domination of the individual profit over the collective one.

The domination of new urban models leads young people to the gradual abandonment of the local customs. Their occupation with tourism often does not allow young people to attend them. Moreover, there is an intense commercialization of the cultural events which discourages the participation of many locals (Zaharatos and Tsartas, 1999). In some other cases the effort to advertise elements of the local tradition results in fabricated authenticity. This is an effort to persuade the tourist that what he/she sees is truly traditional and drive them to buy more products.

In order to face the social and the cultural impacts of tourism on the local society, some measures should be taken that will contribute to the following:

- The adopting of developmental models on a local level that will display a balanced relation between the needs and the demands of the society, the culture, the environment and the economy.
- The quest and the prominence of the local tourism resources that could contribute to the attraction of tourists who look for a more original interaction with the local culture or alternative tourist activities.

- The constitution, on a local level, of agencies (associations, organizations, unions) who participate substantially in the developmental procedures and in the control of tourism, too. These agencies represent a more general turn towards the local dimensions of the tourist development.
- The attempt to develop the infrastructures and services that reinforce the sustainable characteristics of the tourist development in the modern world.
- The ways of managing and controlling the various impacts of tourist development on a local level. Within this framework, there is a special study on the functional interconnection between the international, the national and the local level of tourist development.

2.6.3. Economic impacts

Rural tourism has plenty and various economic impacts. In the modern society where man needs much and earns few, an economic up growth is very important for rural communities. Rural tourism, in the areas where it is implemented, is creating new jobs (Backman et al., 1995; Var and Kim, 1990; Keogh, 1990; Soutar and Mcleod, 1993), and improves the living standards (Um and Crompton, 1990) by creating better education and public infrastructure. Although rural communities in some cases might resist rural tourism, they are aware that rural tourism activity aids the community's and the country's economy (Ahmend and Krohn, 1992). Of course, there are also negative economic impacts, since there is an increase in the prices. In a few words, we could mention the most crucial economic impacts:

a) Occupation. Rural tourism constitutes an occupational sector and it often creates occupation posts, mainly seasonal ones. In many cases the occupation in this sector is combined with another sector of economy such as agriculture, which results in the increase of the family incomes.

b) Peripheral development. The rural tourism development has raised the incomes, the occupation and the investments, and it also expanded the productive basis of the local economy in geographically secluded, disadvantageous regions which resulted in the termination of immigration and the improvement of the standard of living and life quality.

c) Taxation incomes to the state. The investments on the rural tourism regions lead to an increase of the state's taxation incomes.

d) Inflation and raise in the property value on a local level. Rural tourism often creates inflation pressures with a consequent raise in the cost of living on a local level. The excessive raise in the land price is often the result of rapid creation of allotments. In a recent research, Wang and Pfisser (2008) discover that 99% of their responders in a small community in North Carolina stated that even though they do not have a direct economic benefit from tourism, they are positive towards tourism development.

2.7. Entrepreneurship in rural tourism

Entrepreneurship is a valuable element for rural tourism development. Entrepreneurs are usually the first who welcome changes in rural areas. Entrepreneurship provides the catalyst for increasing productivity, as well as increasing diversity and volume of goods and services produced in an area (Acs and Armington, 2004). Without the entrepreneurs the exchange and circulation in the economy would be impossible, and therefore they have a crucial role in the system since they deal directly with supply and demand, and they lead the system forwards or backwards. By engaging in arbitrage and bearing risk, the entrepreneur has an equilibrating function within the economic system.

The most famous economic model dealing with entrepreneurs is the theory of Economic Development (1911), where entrepreneurship is the primary engine of economic development. If knowledge is not easily accessible at every point in space, the location of knowledge production and the characteristics of knowledge diffusion become a crucial issue in understanding economic development. (Acs et al, 2002). It shifted the main paradigm of entrepreneur as manager of the firm to the entrepreneur as leader of the firm and innovator. (Lordkipanidze, 2002) The governments can create policies that encourage entrepreneurial behaviour, which means that within a generation, a society or community of people can become more or less entrepreneurial. There is a strong connection between the culture of a people and its tendency to be entrepreneurial. Understanding the cultural and social basis of a particular community or region, e.g. rural, can provide an appropriate starting point for building a more entrepreneurial society and economy. Many countries are seeking to increase their entrepreneurial vitality through the high business start-up and exit rates in order to contribute to economic growth and development.

If new firm entry is so important to the economy, then this suggests that public policies should be more oriented towards removing barriers to business entry and exit and thus, stimulating the supply of potential entrepreneurs. The role of the government in stimulating and creating an appropriate environment at the country level to address the supply side of entrepreneurship, is important, focusing on people who have the motivation, the finances and the skills to start new business. Moreover, efforts should be made on creating a culture that promotes entrepreneurship throughout society and develops a capacity within the population to recognise and pursue opportunity. Policies and programmes should be targeted specifically at the entrepreneurial sector in order to increase the overall education level of the population, specifically ensuring that entrepreneurial training is readily accessible to develop skills and capabilities to start a business, to facilitate the start-ups by influencing the supply of potential entrepreneurs.

For the stimulation and promotion of entrepreneurship, different, less traditional, macroeconomic instruments and policies should be employed as entrepreneurship generates growth because it serves as a vehicle for innovation and change. Hungary innovation system is still in transition (Varga and Szerb, 2002). Thus, in a regime of increased globalisation, where the comparative advantage of OECD countries is shifting towards knowledge-based activity, not only does entrepreneurship play a more important role, but the impact of that entrepreneurship is to generate growth (Audretsch and Thurik, 2001). By Lundstrom and Stevenson, (2001) entrepreneurship policy is defined as:

- Policy measures taken to stimulate entrepreneurship;
- Policy measures that are aimed at the pre-start, the start-up and post-start-up phases of the entrepreneurial process;
- Designed and delivered to address the areas of motivation, opportunity and skills;
- With the primary objective of encouraging more people in population to consider entrepreneurship as an option.

Within the private sector of tourism, one may find essentially three types of enterprises:

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- The individual or family business, operating on a relatively small scale, often within or very close to their home, with limited capital commitment and mainly using their own labour. Such enterprises can easily take decisions and cope with fluctuations in trade. However, they may face difficulties in raising the capital for significant expenditure and keeping the changes in the 'climate' of markets, regulations, tax systems, etc within which they are operating. They tend to expand their business in a step-by-step way, avoiding risky adventures. Most farm-based tourism enterprises, small guesthouses and tourist related shops fall within this category.
- The small company with up to twenty-five employees usually controlled by a family or a small number of people who are locally based. They tend to have a loyalty to the local area and therefore employing local people, working with local suppliers, etc. Their staff often includes part-time or seasonal workers to suit the pattern of tourism and therefore of work, and this enables them to control costs and to cope with fluctuations in trade. The team of staff in such an enterprise may be large enough to allow the manager or others to specialize on marketing, regulations, accountancy and other aspects of the business, and their level of turnover may allow them to amass or to borrow capital for significant new investment or upgrading.
- The larger company, which usually has multiple facilities, not always in the same region – for example a chain of hotels, restaurants or spas. They may have no strong loyalty to any region and may seek their employees (particularly in the higher grades) and their suppliers outside the region. They are usually highly professional and well aware of what tourists expect by way of standards, and they command the resources needed to meet new market demands. These three types of enterprise can usually coexist well in a rural area, because they tend to appeal to different segments of the overall tourism market of the area.

Rural Entrepreneurships is generally associated with small and medium-sized enterprises (SMEs). SMEs are considered to be the most important sector of a nation's economy. Underneath the smooth path of macroeconomic aggregates there is a very active microeconomic world. Massive reshuffling of the factors of production is

constantly taking place (Acs, 1999). They provide and create jobs, especially during times of recession; they are a source of innovation and entrepreneurial spirit; they create competition and are the seedbed for future businesses. SMEs are vitally important for a healthy, dynamic market economy. In general, tourism-based entrepreneurship would mean all commercial enterprises or activities, whether micro or macro in nature, located in urban or rural areas, owned by individual small-scale entrepreneurs, groups of business partners or large-scale private and public limited liability companies that provide a range of services in the tourism industry. These services include transportation, hotel and catering industry, travel agencies, tour operators, entertainment, production and marketing of works of arts and craft, sport tourism and development of games reserves, parks and zoological/botanical gardens. Thus, the tourism industry can be seen as a mixture of public and private organizations that are actively involved in the development, production and marketing of both products and services that may provide the needs of tourists.

Entrepreneurship is a major driving force behind rural and nature-based tourism. Thus, the role of a tourism entrepreneur is vital for the development of rural tourism. Tourism comprises mostly small enterprises and is dependent on innovation for the development of new products. Therefore, entrepreneurs can contribute to the economic and social well-being of the local communities.

In the changing environment of rural areas and traditional agricultural economies, it is essential to find new means of livelihood and alternatives for entrepreneurs. Innovation is a key mean of gaining and maintaining competitive advantage and exploiting the opportunities created by change. Nature and rural based entrepreneurship may offer a relevant alternative. Particularly, it can be defined as environmentally responsible entrepreneurship based on resources and experiences offered by nature. In entrepreneurship, nature is a significant factor and it must be taken into consideration in an ecological perspective. Nature-based entrepreneurship involves a lot of areas requiring specific information. It also includes a different kind of industry. This is the reason why meaningful information about nature-based entrepreneurship is difficult to find. Nature-based entrepreneurship can be classified into the following categories:

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- 1) Responsible tourism and other experience services based on opportunities offered by nature;
- 2) Environmentally-responsible processing of wood and products obtained from wood other than in large and medium-sized industry;
- 3) Sustainable exploitation of wild berries, mushrooms, herbs and other products gathered from nature and utilization of wild plants in landscaping;
- 4) Small-scale and sustainable exploitation of peat, stone and other minerals;
- 5) Sustainable exploitation of water resources (e.g. spring water), snow and ice;
- 6) Other services based on nature (e.g. nature photography, implementation of recreation services, also renewable energy services such as solar energy, tidal energy, EMS services, green purchase, education, etc.)

Entrepreneurship demands an enabling environment in order to grow. Entrepreneurial culture, climate, infrastructure and support are important elements for an enabling environment. The creation of such an environment starts already by the formation of an appropriate institutional framework at the country level to address the supply of entrepreneurship, focusing on the number of people who have the motivation, financial means and the skills to start a new business. Policies and programmes should be targeted specifically at the entrepreneurial sector, to increase the overall education level of the population, specifically ensuring that entrepreneurial training is readily accessible to develop skills and capabilities to start a business. To facilitate the start-ups, one has to begin by influencing the supply of potential entrepreneurs. Within the tourism sector, and especially in rural tourism, entrepreneurship has gained an increasing importance, as it is a major driving force behind rural tourism. As tourism comprises mostly small enterprises and is dependent on innovation, entrepreneurship can be vital for the development of rural tourism.

2.8. Rural tourism demand, supply and management

The analysis of tourism supply has gained momentum since the erosion of tourist resources caused by mass visitations. Since then tourism has been defined as a landscape industry, and regarded as fully integrated with its environment. This new perspective has served as a catalyst for change in long-term planning and policy making.

The tourist product is comprised of elements such as attractions, services, and infrastructures. Together, these elements comprise the total appeal of natural and manmade characteristics that may exist in the area. Because they differ in nature, researchers have found it difficult to develop a measurement that is capable of examining, evaluating, and comparing many diverse resources, such as theme parks and historical monuments. For example, the intrinsic characteristics, such as use, contribution, and appeal of a lake differ from those of a museum. Each museum or lake is unique in its features and appeal and cannot be appraised as identical to other tourism resources labelled with the same name. Despite this, a universal way of measuring the various tourism elements is crucial, if the attractiveness of a given area is to be evaluated.

Tourism literature offers a wide range of approaches that have been used to determine the magnitude of the appeal of a given destination. The nature of destination attractiveness studies may be supply or demand oriented, and/or supply and demand based. Supply studies investigate existing resources (i.e., museums, state parks, lakes, ski resorts) to measure the attraction magnitude of the area. These studies are objective in nature and make use of secondary data which specify the characteristics of the variable or single unit of investigation (Smith, 1987; Spotts, 1997). There are two typologies of demand studies. The first is represented by the investigation of the actual visitation patterns; it is objective and uses secondary data. The second measures the perceived attraction generated by a single resource or by a region or destination. The studies related to the second typology investigate perceptions, are more subjective in nature and use primary data. The most popular demand measures for determining the attractive power of a region or destination include:

- number of visitor arrivals or number of participants;
- tourism expenditures or receipts;
- length of stay or tourist nights spent at the destination site;
- travel propensity indexes; and
- tourist preferences.

Generally, demand indicators are easily available and very simple to use in terms of comparability and homogeneity. Demand measures are often used to demonstrate that one region is more attractive than others because it receives more visitors, generates

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more tourism receipts, or encourages visitors to stay longer. This approach is based on the belief that visitation or consumption characteristics are relative to the attractiveness of the area (Oppermann, 1994). In short, the conjecture is that the greater the attraction power of a destination, the higher the number of tourists (and/or the length of stay or the generated tourist receipts). Nonetheless, visitation might be influenced by variables other than simply the attractiveness of the destination. For instance, economic recessions and international armed conflicts have proven to deeply influence visitation patterns despite the absence of changes in the overall appeal of tourist destinations (Cha and Uysal, 1994; Formica and Olsen, 1998; Jurowski and Olsen, 1995).

Among the various sources of measuring attractiveness from a demand perspective, tourist preferences appear more accurate than actual visitation or tourism receipts. In fact, tourists are the ultimate judges in determining the level of attractiveness of a region. Their perceptions about a given area determine its success or failure as a tourist destination. Since perceptions are reality in the traveller's mind, it does not matter how many tourism resources are available in a given area when its overall attractiveness has already been defined (Echtner and Ritchie, 1993; Leyele, 1996). However, the limitation of tourist preferences as attraction measures is that human perceptions are based on personal and cultural beliefs and are influenced by promotional activities and previous experiences (Milman and Pizam, 1995). In addition, factors like particularly bad weather or a special event may create a distorted perception of a tourist destination.

The supply approaches to tourism attractiveness investigate and measure tourism resources and their spatial distribution. Generally, attraction measures based on supply indicators are quantitative in nature. The supply perspective determines the overall attractiveness of the area by performing an accurate inventory of existing tourism resources. For example, in analyzing tourism resources using a regional perspective, Smith, (1987) considered accommodation, recreation establishments, and cultural and natural attractions. Among the variables that Smith used to investigate tourism regionalization in Canada are cottages, marinas, campsites, golf courses, horse riding establishments, and historical sites.

Tourist attractions and resources can be expressed using different measures, such as square meters (forested land), degrees (temperature), miles (roads), and bedrooms (hotels). The existence of tourism resources in a region is a necessary element of tourism attractiveness, but it cannot predict the magnitude of the attraction of that region. Otherwise, by simply increasing the number of museums, lodging facilities, and hiking trails we would be able to increase the overall attractiveness of a region. The pulling force of a region depends not only on the number of tourist resources located in a given area but also on how these resources are valued and perceived by tourists.

The inventory of attractions existing in a given area and their subsequent evaluation does not guarantee a comprehensive measurement of tourism attractiveness. The attraction power of tourism resources not only depends on their objective value, but also on the favorable/unfavorable perceptions of a given area. It is therefore necessary to determine destination attractiveness from both an objective (supply) and a subjective (demand) perspective. Tourism planning integrates all components of supply and their interaction. These components represent the drawing forces generating tourist demand. Lodging and other service facilities function as supporting units and should not be considered as prime motivations to travel (Gunn, 1994). Tourism supply is comprised of attractions, transportation, accommodation, other support services, and infrastructure.

Attractions. This is an indispensable ingredient of tourism supply. In fact, all the other components of supply depend upon major tourist attractions. Attractions may be classified by ownership: non-profit organizations, private businesses, and government agencies. Another classification is defined by the tourists' length of stay: a zoo, or a historic site are touring attractions, whereas convention centres, beach resorts, or vacation villages are destination attractions. The most widely used classification related to tourism attractions is based on the resource foundation criteria. This separates natural features—wildlife nature—from manmade structures— historical bridges, casinos, and amusement parks. Many intangible socio-cultural elements should be considered in classifying attractions, such as language, music, traditional cuisine, etc.

Transportation. This component of supply is critical in predicting tourism trends and development of tourism destinations. In the post World War II era mass tourism

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depended on the development of a railway network. Most early tourist attractions, amusement parks, beach resorts, and spas, were located in the areas surrounding railway stations. The post World War II rise in automobile travel and the most recent increase in air transportation have heavily affected the patterns of tourism flows as well as destinations planning and development.

Accommodation. Pearce, (1981) classified accommodation in three major components. First, the commercial sector, which is mostly represented by hotels, motels, and vacation villages. There is also the private sector, which includes second homes, time-sharing properties, and residential buildings used to host family members and friends. Last, there is a hybrid classification, defined by camping and caravanning activities, where private tents and campers or caravans are situated in areas—campsites— managed by business firms.

Other Support Services. Tourists need not only a place to sleep but also a wide range of services that ensure a pleasant stay. These services have been classified by Defert, (1967) as: basic (groceries), trade (communications), comfort (clothing), security (health care), and luxury (jewellery).

Infrastructure. The tourism phenomenon relies heavily on public utilities and infrastructural support. Without roads, airports, harbours, electricity, sewage, and potable water, tourism planning and development would not be possible. Generally, infrastructures developed only for residents need to be expanded to serve travellers. From a profitability perspective, infrastructure differs from attractions, transportation, and accommodation because it does not generate revenues directly. In literature, the constructs of “attraction” and that of “resource” have been loosely interpreted and used interchangeably. Indeed, in operationalizing tourist resources and measuring the overall attractiveness of tourist regions, researchers have consistently included the four attraction elements—attraction, transportation, accommodation, and other supporting services—as tourist attractions.

There are three factors of rural tourism demand, whose coexistence is essential for its development:

The area. As regards the **area**, its available rural tourism resources determine its attractiveness, which subsequently determines the demand from the visitors-tourists. The natural environment, the geomorphology of the area, the agricultural landscape,

the architectural and cultural heritage and tradition, are elements of the area that can respond to the visitors-tourists' imagination and attract and invite them to visit. This means that unless an area has got a special characteristic, which can attract the visitors' interest, rural tourism does not have the potential of development.

The product. The rural tourism product incorporates and symbolizes the image of the area, as it is registered in the agricultural landscape, the lifestyle and the local culture. In this sense, the rural tourism product should be differentiated from the ones of other areas and be unique in the particular area. The rural tourism product is separated into the services (which include hospitality and activities) and the products.

Concerning the services, hospitality should be provided in accommodation which reflects the local architecture and the local culture, having as a dominant characteristic the maintenance of the personal relationship between the guest and the host. The activities should exploit the natural and cultural resources of the host region. The element which should characterize rural tourism is the effort to provide the guest with the potential to have a personalized contact, to integrate into the natural and human environment of the host community.

Regarding the products, they can be used either as an element of the traditional cuisine that is offered to the tourists, or as a product for sale. In order to promote the traditional rural products, the producers should try to ensure the originality and the quality of the products produced in the area, as well as their differentiation. Originality and quality are the comparative advantage and the differentiation of the products will result in increase of demand.

Locality. Locality is the element which differentiates rural tourism from mass tourism and the element which should support every effort of its development. The parameters which mainly constitute the locality in rural tourism development and subsequently the increase of demand for this type of alternative tourism are the following:

1. The emergence of an area (limited geographical area) or of a village as a tourist destination of regional, national or international range. This procedure is accompanied by the development of the relative infrastructure and services, which are characterized by quality.
2. Specialized profile of tourism development based on a significant tourism resource-or group of tourism resources- which exists in the region.
3. Promotion of the unique elements of the local culture, the history, the environment or the traditional products as differentiating characteristics of the

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area's development, compared to other areas. In this frame locality emerges as the key element of the marketing and advertising of an area.

4. Revival and relative emergence and promotion of the elements or the products of local tradition and culture, e.g. industrial or handicraft practices, cultural events or activities, production of traditional products, etc.
5. Products made by local traditional practices. This locality may be atypical or certified.

An overview of the literature on tourism planning has suggested that the most popular and modern planning approach to tourism is best defined as a systems analysis of tourism planning (Formica, 2000). It is an integrative approach that factors all the components influencing the tourism phenomenon and their inter-relationship. As set forth by Fagence, (1991) a solid tourism plan for the 1990s and beyond is a tool for managers and investors to:

- Identify the geographical aspects of tourism attractions, transportation, and accommodation in a given area;
- Control the changing pattern of spatial suitability within the national or regional policy;
- Determine and encourage the integration of various kinds of tourism development and their interactions with other economic and social activities; and
- Conceive integrated strategies and policies to develop synergistic strategies with governmental and/or entrepreneurial activities with the ultimate goal of maximizing coordination between private investments and public infrastructures.

In conclusion, tourism planning is now being recognized as a necessary complement to the tourism system. Most public and private tourism organizations integrate tourism planning to the already existing frenetic promotional activities that have been conducted in the recent past. Tourism planning is now used in conjunction with promotion to determine: what needs to be promoted, where it is, how well it meets market needs, how well it fits the community, how it utilizes resources, and how it can be expanded or newly developed (Gunn, 1994).

Rural tourism is a useful developmental tool but it is not easy to balance demand and capacity and optimise the benefits for both the tourists and the rural areas they visit.

Specific aspects need to be carefully managed. A rural area is something like a corporate brand where the local society is its employees. These employees have an important role in the way customers (tourists) perceive the corporate brand (Yavin and Fargas, 2005). If they do not cooperate well, then the development will be unsuccessful. These include

- The inter-relationship between tourism and other local activities such as agriculture, transport, crafts and service provision.
- The effects of the seasonality of the tourism industry.
- Control of visitor numbers and of physical and social impact so as to avoid losing or damaging those qualities and characteristics which were the basis for the original tourism development.
- Protection of the environment – allowing only the kind of development which is sensitive to the area’s natural endowments; improving public transport; supporting environmental improvements in village and countryside.
- Quality – setting, communication and maintaining standards.
- Social issues:
 - achieving co-operation, co-ordination and commitment among the various interests involved in rural tourism
 - community involvement in strategic planning and management of tourism
 - the problem of uneven gain from an area’s tourism development
 - the nature of the jobs and training opportunities arising from tourism development

Given the long list of problems outlined above, can tourism strategies make an effective contribution to rural development? The answer according to most authorities is a carefully qualified ‘yes’. However, even when a successful management strategy is implemented, tourism alone would not be able to solve all rural regeneration issues. It would be disastrous if it could. Tourism can contribute to regeneration, but an area would suffer in the long term, if tourism came to be a dominant activity. The aim of any tourism strategy should be to assist the balanced development of an area, not to

convert it into a resort complex dependent solely on the travel trade. The case for managing rural tourism rests on four points.

1. Firstly, the tourism industry is now well established and mature. Clients are more discerning and many seek a carefully managed, quality environment on holiday, rather than just a holiday. The industry is beginning to realize that it has long term environmental responsibilities, and management techniques can help meet those responsibilities.
2. Secondly, rural tourism is different from resort tourism because it operates in a very sensitive human and fragile physical environment. Management is therefore essential if the very qualities on which the rural holiday relies should not to be lost through inappropriate or over-development.
3. Thirdly, because of many new and inexperienced small enterprises involved in the rural tourism sector, a unifying strategy is essential for business planning purposes. The initial development of this new sector frequently requires public sector finance; some form of strategic plan is normally necessary to gain access to that finance.
4. Finally, tourism management is beginning to evolve into something more flexible and enterprise-orientated than simple land use and infrastructure planning. This process may still have a long way to go, but most commentators and many experienced members of the industry see management as a necessary future tool. On balance, therefore, it seems that there is a powerful case for the creation of rural tourism management strategies.

2.9. Rural tourism marketing

Marketing as a term is not so easily understandable since there is always confusion as to what exactly it means. Some people believe that marketing is only selling or advertising, and others believe that marketing is only research for potential costumers or research for product construction. This difficulty in defining marketing is bigger in rural areas since the educational level is usually lower than in urban ones. More specialized meanings which deal with tourism sector and rural tourism like push- and-pull factors, relationship marketing (Shani and Csalasani, 1992; Fyall et al., 2003) and

tourism milieu (Michalkó and Rátz, 2006b) is usually “terra incognita” for farmers and rural entrepreneurs.

As Gilbert, (1989) notices with rural tourism, the dilemma is that marketing has to take into account the fragile nature of the product it is promoting. This product is also characterized as being a public product and as such, much of the access is open to everyone that demands it. Even when access is confined to specific footpath or bridleway networks, the attitude to the countryside is that it is open for public use. This leads to problems of control, conservation and types of access. To market a rural area is therefore not to sell that area. Marketing is a management approach which can systematically help to develop a rural area while recognizing that the quality of the product has to be protected. Upgrade the quality, means that in the same price, a given quality level leads to higher customer satisfaction and sales volume today than in the future (Voros, 2006).

One of the greatest limitations of tourism in the rural milieu has been the lack of marketing strategies and actions aimed at promoting and commercializing the products of this type of tourism and placing significance on the rural populations, their ways of living and their activities. In order for an endeavour in tourism in the rural milieu to be successful, the installation of local tourist agencies and operations is desirable. These in turn should bring more attention to all the available products, establish closer relationships with farmers, be more sensitive to the local potential and problems, and exploit different market niches adequately. “Rural economies are no longer agriculturally centred but are, to varying degrees, in transition to diversified, service – based economies” (Robets and Hall, 2003 p. 261).

If rural tourism endeavours are to continue to act as catalysts for economic growth in rural area, they must be properly marketed. Marketing is about sales not just promotion and the tourism market is competitive and ever-changing. Rural tourism products are individual yet, interdependent and also intangible and therefore require a specific marketing strategy. Heneghan, (1997) identifies four key elements in rural tourism marketing, namely, Product, Place, Price and Promotion. Successful marketing depends on finding the appropriate mix of product, place, price and promotion.

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Product. Rural tourism products need to be market-led, quality-focused and accessible. They are often combination products offering tailor-made packages of accommodation and activities. Greece and Hungary, as mentioned in a following unit, have considerable differences in the product. More specifically, Greece provides a luxurious product, while Hungary provides a more traditional product.

Place. There are many aspects of the total tourism experience and place is a key to customer satisfaction. Not only the holiday location itself, but also ease of travel to and from the destination is important for the customer. Therefore, marketing strategies for rural tourism must include information on access and ensure maps and signposting are satisfactory. Standards at the holiday destination and the hospitality and welcome offered also convey a special sense of place. The two countries differ considerably in Place since in Greece rural tourism is mainly developed in mountainous or semi-mountainous regions, while in Hungary in some cases in rural regions in plains.

Price. Price is perhaps the most significant marketing tool but it must reflect cost, competitiveness and value for money. A difference observed between Greece and Hungary is the difference in prices. In Greece rural tourism is expensive, while in Hungary the prices can be characterised as satisfactory.

Promotion. Promotion for rural tourism takes many forms – web-sites, advertising, promotional fairs, direct and indirect publicity and personal selling. Many enterprises and areas trying to increase their share of the rural tourism market have found that co-operative marketing is more effective. Although the two countries differ in the previous three elements, they employ the same promotion methods. Advertising brochures and website advertising are the main ways of promotion for their product.

Lately we observe that since there was evidence that tourism can contribute to rural revitalization (Cai, 2002), the rural communities and entrepreneurs started to organize and develop themselves on a marketing level. And although the intention is good, there are many problems. Rural areas do not seem to have the funds to hire consulting firms to conduct feasibility studies (Formica and Mcclery, 2003). There is a lack of tourism expertise, particularly in terms of networking (Beeton, 2002) and most rural tourism business invest relatively little in marketing and related training (Lane 1994; Clarke 1999).

Marketing rural areas (or rural marketing) in most cases is equal to tourism marketing. Products are rarely produced in a village, where as urban marketing does not only focus on tourist marketing. Rural marketing compared to urban one has usually more problems since in rural territories there is a seasonal demand, low level of per capita income, problems in product positioning and under-development markets. In rural tourism, the “village” is mainly consumed by tourist, whereas the consumers of cities belong to a wider variety of consumer segments. Studies have consistently demonstrated that tourism contributes as a relatively small proportion to farm incomes (Frater, 1983; Hjalager, 1996; Oppermann, 1996). Moreover, not all rural areas are equally attractive to tourists. Popular scenic areas create a ‘neighbourhood effect’ (Walford, 2001) of clusters of rural tourism enterprises whereas, in other parts of the countryside, the supply of tourist facilities is less intense. In short, the provision of accommodation facilities does not guarantee demand; the total product package must be sufficient to attract and retain visitors (Gannon, 1994). Considering marketing, individual farm businesses normally possess neither the skills nor the resources for effective marketing (Embacher, 1994).

Davies et al., (2003) found that a strong positive co-relation exists between customer satisfaction and brand loyalty. He argues that loyalty is conceived of as the tendency to stand by one brand more than others and hence, it is clear therefore that satisfaction is linked to loyalty. Hallowell, (1996), goes even further to state that there is a relationship between customer satisfaction, customer loyalty and profitability. Rural areas wanted and still want to follow the notion of our century about “satisfied loyal costumers, who are revisiting the territories”, but their limited drawing power drove the small rural communities to approach their marketing activities in creating some times an illusionary destination image. Therefore, there is a need for collective collaboration and marketing through regional or national structures (Clarke, 1999). That’s the only way for the farming community to hurdle difficulties in adapting to a service role. According to Fleischer and Pizam, (1997), agricultural values and guest-service values are frequently incompatible, although this may be understating the depth of the challenge that farmers face, choosing to diversify into a service, or nonproductive role. More difficult for them is to understand new concepts like “push and pull factors or relationship marketing”.

Push and pull factors are concepts suggesting that people travel because they are pushed and pulled by some sorts of connatural powers (Uysal and Hagan, 1993). Push factors are created by the desire human being have (Chon, 1989) and motivates people to leave their permanent residence and travel elsewhere; pull factors are those that attract people to visit a specific destination after they decide to travel. The push motivations have been useful in explaining the desire for travel, while the pull motivations help illustrate the actual destination choice (Lam and Hsu, 2006).

Relationship marketing is a continuous effort to identify, maintain, and build up a network with individual consumers and continuously strengthen the network for the mutual benefit of both sides, through interactive, individualized, and value added contacts over a long period of time (Shani and Csalasani, 1992; Fyall et al., 2003)

If one tries to combine the two concepts, he will realize that they are interrelated. A customer is first influenced by the push factors, which are socio-psychological motivations that push the customer to travel, then there are the pull factors, that create an image for a destination and the customer, inspired by that image, decides where to travel. After that, relationship marketing starts to operate by creating a network which transfers as feedback valuable information about the needs, desires and expectations customers have. As we said above, image is a very important factor for marketing campaigns since it affects the customers' decision to visit a particular destination.

According to Gunn, (1972) tourists form an image of a destination after undergoing a multiple stage process. These include accumulating mental images of a destination (i.e., forming an organic image); modifying the initial image after more information (i.e., forming an induced image); deciding to visit one destination, visiting the destination, sharing the destination, returning home and modifying the image based on the experience at the destination (Yuksel and Akgul, 2006).

2.10. Rural tourism development strategy

Rural tourism is not a panacea (Singouridis and Fotiadis, 2005), since it seems to have not only positive but also negative consequences (Mason and Cheyne, 2000; Johnson et al., 1994). The locals usually believe that during this fermentation there is some negative impact, but conclusively they do not reject rural tourism as a development tool for their area (Fotiadis, 2006; Fotiadis, 2007; Gitelson, 1998; Jurowski, 1998). Moreover, the rural communities as well as the central and the local government were

trying to find suitable development policies to upgrade regional economies since they realized that agriculture has changed dramatically since the massive introduction of new technologies in the production process, commonly known as green revolution (Leite and Radhakrishna, 2002) and that's why rural tourism enjoys varying degrees of state support (Gartner 2004; Hall and Jenkins, 1998). As it happens with all incoming changes, Rural Tourism has positive and negative results and that's why as growing incentives result in the expansion of rural tourism, their impact attracted the attention of a range of specialists (Ashley, 2000; Holland et al., 2003; Wilson et al., 2001). A specific benefit of rural tourism development may be the increasing number of opportunities for social interaction for local people who often live relatively isolated lives in agricultural communities (Swarbrooke, 1996). It requires co-operation, training, sound leadership and commitment from local people, very demanding requirements in a disintegrating local society (Kovács, 1997).

Any strategic plan for rural tourism development should be based on the need to incorporate the interactions between the various policies, the actions and the interventions of tourism, as well as the other related sectors. Within an overall and wider developmental framework, a long-term perspective should be developed, which will aim at:

- The avoidance of the splintering off due to rural tourism development.
- The development of the appropriate means to achieve a more general and more overall study of the results from the implementation of the policies of the developing strategy.
- The achievement of the best possible results and the sustainable development of rural tourism.

The developmental plan should be based on the following axes:

a) The existence of a model for the rural development of tourism, which evaluates the alternative developmental plans, is based on the valid analysis of supply and demand and consists of:

- Principles, conditions and prerequisites for a continuous and sustainable development of rural tourism;

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- Basic objectives of the strategic options concerning the available products, the structure of the market, as well as the organization of the tourism industry.

b) The formation of the basic tourism policy guidelines about tourism, which will be part of the net of developmental programs; policy measures and the actions that include:

- The structure (guidelines) and the diversification (phases) of the tourist product
- The structure of the market (sectors of the tourist market we wish to attract).
- The territorial region, the structure and the diversification (product diversification) of tourism development, and the recorded interconnection of rural tourism with the other sectors.

As far as the conditions and the prerequisites for the formation of an overall affective strategic plan, and for its implementation, we could mention some factors which shape and affect the effectiveness of the planning as well as of the system, such as:

- The political support, as regards its extent and continuity
- Sufficiency of financial resources, and managing and administrative effectiveness, mainly in the processes for the co operation and coordination of the various organizations.
- Overall consideration-sufficient knowledge and information, effective tools (e.g. legislative) and realistic planning of procedures.
- Satisfactory participation by the business sector and the market forces; development of ideal relations between the public and the private sector in the fields of development where it is necessary.

In the frame of a strategic plan for rural tourism development, the formulation of a developmental program in a given area (e.g. in a prefecture or region) includes the following:

1. A detailed specification of the developmental objectives in the area in general. These objectives involve the developmental variables (supply, demand), the time limits of development, the development of organizations (public and private), the essential interrelations with other types of tourism, developmental agents and

economic activities. This specialization of the developmental objectives will be based on the informative background, which depends on the existing resources, the possible purchases, as well as on an ideally functional framework, where all the specialized authorities of the area participate, and aims at an effective co operation-communication among them, as well as on the coordination of the various actions and suggestions.

2. Formulation of the basic parameters of the developmental program, which includes the following stages:

- Detailed analysis and formulation of the rural tourism programs in the area, the parts of the market (local and foreign) and the rural tourism activities which are incorporated and modulated according to the environmental resources.
- Detailed plans for the special sites of the area which cover the land-the structure and the environmental regulations (e.g. land use, infrastructures, etc.).
- Analysis/calculation of the essential financing measures (investing plans) for the implementation of the program in relation to the enterprising activity, the developmental companies (in and out of the region) and the legislative regulations.
- Management and marketing of the program. It includes, on one hand, the study based on the guidelines of the strategic plan and the alternative plans for the promotion of rural tourism, and on the other hand, the adoption of an appropriate combination of managing tactics, which will define:
 - I. The organizations and their participating procedures in the managing of the rural regions with an environmental friendly approach.
 - II. A net of specific managing measures, which covers the whole net of rural tourism regions
 - III. Expected cost and income.

3. The connection and the incorporation of sustainability in planning issues or in decisions about tourism marketing, is related, according to some researchers, to the following six crucial points, which represent positive(the first three) and negative(the

other three) factors which affect greatly the demand (by increasing or decreasing consumption) and the enterprises.

- ❖ The customer's interest and demand for calming/restful holidays with opportunities for relaxing from the stress of everyday life and for outdoor activities in an attractive natural environment.
- ❖ Customer's interest in participating in the local cultural events, such as traditions and customs, visiting museums, exhibitions and festivals at the destination region, mainly away from mass tourism centres.
- ❖ Customer's interest in special rural tourism products or "green" products, which offer high environmental quality profits and experiences, and also contribute to the protection-upgrading of the environment.
- ❖ The customer avoids the annoying negative environmental conditions (e.g. pollution, littering), which cause obvious damage to the natural resources, and danger for themselves. From the customers point of view, a degrading product is mainly characterized by irritating-dangerous levels of pollution, littering or noise and by alienated natural landscapes.
- ❖ The customer avoids resorts which are malformed, overloaded with buildings and crowded with people. Those are often the result or the product of the commercial laissez-faire and the inadequate public control or even of the arbitrary building.
- ❖ The customer avoids destinations where the local people have an unfriendly or hostile attitude and where the quality of services, in relation to the behaviour of the employees, is not characterized by a friendly welcome.

2.11. Sustainability and rural tourism

The aesthetic downgrading of the formerly attractive landscapes, the low running of the water resources, the air pollution and the noise pollution, the multiplication and the uncontrollable sparing of solid waste, the traffic problems, the pollution of the sea and the beaches constitute a reality which undermines the attractiveness of the regions and the sustainability perspective. At the same time, the pressure for changes in the land use leads to trespasses of public land, blockade and privatization of communal resources, fires in the forests, abandoning of the farming activity and downgrading of

the soil. Under those conditions, the regions lose their attractiveness, the income decreases and the infrastructures operate faultily. Problems of sustainability are complex social problems because of their uncertainty, contradictions in scientific knowledge and the lack of common norms and values that relate to sustainability (Vargas et al, 2007).

The term of sustainable development describes the transformation process in which the exploitation of resources, the direction of the investments, the orientation of the technological development and the adaptations of the institutional framework match with the contemporary and the future needs. Here lies the distinctiveness of sustainable development, as well as in the acknowledgement that it is a continuous process of development. A sustainable development strategy focuses on the blending of three partial dominating objectives: the efficiency of the economy, the social equality and justice, and the protection of the environment. In other words, we could also establish traditions, looking for the character, invest in anti-pollution technology, and grope around their history.

The regions reformulate their image through the promotion of their comparative advantages. This is the point where the alternative forms of tourism enter. Substantially, it is about the rediscovery of the concept of tourism in which the tourist does not simply get out of his/her routine, he/she does not just change life styles for a few weeks, but he/she associates his/her free time with touring, discovery of new regions and new ways of living. If the alternative forms of tourism are related with the exploration of nature and history, and with the meeting of new people, it is true that along with them there will be a series of practices which could be laid under the auspice of sustainability: the protection of species and ecosystems, the rational managing of the natural resources of the region, the high quality of environment, the respect to traditions and history, the infrastructures and settlements with the lowest possible environmental aggravation, the small hotels, the healthy diet, etc. Thus, the opinion that tourism and protection of the environment are two incompatible terms has gradually started to change and the potential of their coexistence has also started to be acknowledged. People are able to create healthy, ecologically based, organic communities, living on and from nature (Kiss, 2005)

This new perspective is the outcome of the ascertainment of the intense interactions between the quality of the environment and the development of certain activities (e.g.

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agriculture, recreation, tourism, etc.), where the downgrading of one has negative consequences to others. The relation between tourism and environment was very popular during the '90s, after the expansion of the concept of the environment and its near congruency with the quality of life. Thus, the '90s are characterized by the agonizing effort of the tourism destinations for ecologically sustainable economic development.

Sustainable Development was first defined by the World Commission on Environment and Development, called Brundtland Report in 1987 as development, that meets the needs of the present without compromising the ability of future generations to meet their own needs. Five basic principles were identified: the idea of holistic planning and strategy making; the importance of preserving essential ecological processes; the need to protect both human heritage and biodiversity; to develop in such a way that productivity can be sustained over the long term for future generations; achieving a better balance of fairness and opportunities between nations. The achievement of sustainable development demands a new approach to development planning whereby the total costs and benefits are considered and fully integrated into the planning process from the beginning.

Sustained economic development and quality of life depends on the quality of the environment. Although economic growth itself leads to increased production and consumption, more efficient use of environmental resources and a reduced reliance on waste and emissions is required. Therefore, economic development and social prosperity, which are basic for development planning, should be integrated closely with environmental enhancement and protection.

Similarly to the concept of sustainable development, the concept of sustainable tourism has evolved, which according to World Tourism Organisation (2002): Meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. This demands a long-term perspective and an attentive examination of the various ways in which tourism and the environment interrelate. It would be ideal if the tourism activities and facilities were specified within the

carrying capacity of an area so that its natural environment and the local communities are not disturbed (Flavin et al, 2002).

Nevertheless, this requires a holistic approach to the factors which affect sustainability (economic, social, cultural, political, managerial, equity and fairness), an awareness of how market economies operate, the ability to resolve conflicts of interest over the use of resources when they arise and also the involvement of all stakeholders in the decision-making.

Rural tourism represents one part of a greater issue-sustainable rural development. According to an assumption, rural tourism can provide real benefit to the local people, the economy and the environment of rural areas if it is integrated with other aspects of rural life. Without that integration, rural tourism may be a failure or a risk to the place or to its residents. There are many differences between rural areas regarding their character, their geographical location, the potency of their local economies, etc. Therefore, the problems that rural development faces and the possible solutions to them are not standard. However, they are all affected by changes, such as the radical changes in agriculture. Until the 1980s, the rural regions were primarily associated with the production of food, and the main objective of the rural policy was to encourage the production of more food in low prices. After that, two important events dramatically changed the scenery. Firstly, the success of the Common Agricultural Policy (CAP) in the early 1980s produced, for the first time, a surplus of milk, meat, wheat, wine and related products within the European Union. Secondly, in 1989 came the collapse of the Soviet Union, which quickly removed the Soviet market upon which European farmers had depended.

These two major events along with other factors, affected the European policies regarding agriculture which started to change at a fast rate. World trade negotiations may require the European Union to reduce its financial support to farmers and its export subsidies on food, and to open the European food market to countries outside the EU. Moreover, there is an increase in public awareness about animal welfare on farms, livestock diseases and their potential impact on human health, and also the impact of intensive agriculture upon environment.

The previously mentioned factors have caused a shift from the 'more food at a low cost' approach to a wider concern about the well being of the people, the economy

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and the environment of rural areas. More specifically, the basic concern is to strengthen and diversify the economy and the environment of rural areas. Rural tourism is no longer the dominant sector of rural economy and the farmers are not just producers of food, as they have also adopted other roles as entrepreneurs in other fields, producers of resources to which value can be added in the local economy, providers of space for recreation or leisure activity, protectors and maintainers of the natural and cultural heritage. This is a context in which rural tourism can play an enlarged role as a significant sector within diversified local economies and as a source of new activity and income for farmers.

All the tourism regions are broadly divided into urban, costal and rural. There are four categories according to the region's capacity to receive tourism and the nature of the tourists' experience. This categorization represents a wide variety from organized mass tourism to the experience of undiscovered places (Cohen, 1972), including:

- Organized mass tourism destination
- Individual mass tourism destination
- Explorers' destinations
- Drifters' destinations

As far as rural regions are concerned, they may fall anywhere in the above mentioned range. In order to specify and diversify the models and stages of rural tourism development, we need to refer to the relative importance of tourism in the local economy. We could, for example, distinguish three kinds of regions by taking into account the scale or the impact of tourism:

- Modest tourism – where tourism development is of small scale and is more complementary rather than primary in the local development process. Some examples of forms of tourism that are likely to be developed under this model are agro tourism, ecotourism and cultural tourism. They provide benefits to individual farmers or other entrepreneurs, while they account for only a small proportion of the local economy. In these cases there seem to be more advantages than dangers for the local community along with a desire for future development (Fleischer and Felsenstein, 2000).

- Dominant tourism – where tourism is a primary sector in the local economy and may have more significance than farming and crafts. The tourism development may be mainly in intensive forms, but also with mild forms in a complementary role. This dominance of tourism may lead to an unbalanced productive structure accompanied by an influx of outside investors and overexploitation of natural environment. The dangers of non-sustainable tourism development are more likely to appear in extreme form under this rather than other models.
- Balanced tourism – which represents an ideal situation for sustainable tourism development as in this type of tourism there is a balanced local economy in which tourism plays a dynamic role, while the other activities, such as farming and forestry maintain their importance. Some intensity of development is expected, combined with mild forms. This situation typically evolves through effective diversification of the local economy and the different sectors are more likely to support and benefit here from one another than in other models (Wales Tourism Board, 2000).

2.12. Rural tourism and sustainable development in Europe.

The European Union has normally been greatly interested in the development of tourism and in its possible impact on the environment. The 5th Action Program for the environment, called “Towards sustainability” has identified tourism as one of the basic sectors for action. This interest is the result of the opinion that tourism in the E.U. is an important activity, which has affected and will affect many regions as regards the biotopes, the natural resources and the infrastructures. The union’s approach believes that it should contribute to the effective confrontation with the problems that these sectors have by the identification of the reasons, the crucial impacts on the environment and their role in the achievement of sustainable development. In the travel exchange, there are three action guidelines which include the differentiation of the tourism activities, the improvement of the tourism services quality, the differentiation in the tourism attitude. The confrontation with the environmental problems that resulted from tourism should be based on the awareness that: the protection of the environmental quality is a prerequisite for the development and preservation of the tourism activity, within a more general strategic framework for sustainable development.

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Obviously, the future development of rural tourism seems to be closer than mass tourism to general issues that concern the development of a region and the protection, the promotion and the exploitation of the natural and cultural heritage. The policies on a regional, peripheral, national and European level should recognize the interdependence between tourism and the environment, and the incorporation of the objectives in the framework of an accomplished program which is based on the principles of the holistic approach and the sustainable development strategy. Tourism is a useful tool for the promotion of a region's natural and cultural identity, and it can also contribute to the reduction of the regional inequalities on a national and even on a European-international level.

Sustainability is an alternative way of living which aims at the return and the harmonious restoration of humans in the environment. According to the philosophy of the EU the return to the nature can be achieved through the use of technology. It does not suggest a cultural regression, but a change in its direction. This implies the ultimate mutual agreement among the economy, the society and the environment, in order to change the unorthodox trends which threaten the future of life quality and the limitation of social expenses. Europe should adopt a cohesive strategy for sustainable development, which will fulfill the political commitments of the EU as regards the economic and social osmosis with the environment. The European Summit has decided to boost the developmental co operations, for the promotion of governing and the support to the policies, considering that sustainable development demands global solutions.

Of course, during the development of a strategic plan there are many problems, as there is usually a tension between the involved parts. On one hand, there are the wishes and the problems of the region's residents and entrepreneurs. On the other hand, the potential offered by local resources and the market conditions, policies and regulations imposed or the support offered from outside. Therefore, it is crucial to comprehend the policy framework, which affects the regional development, including rural tourism. In Europe this means particularly the policy framework of the European Union, considering that the EU is growing rapidly in size and influence. (Dower, 2002) The EU has formulated some basic policies or initiatives for the support of entrepreneurship in rural tourism for Sustainable Regional Development:

- The report of ‘The future of Rural Society’ in 1987
- The LEADER Initiative, launched in 1991
- The Review of the Common Agricultural Policy in 1992
- The Cork Declaration on Rural Policy 1996

There was also further significant shift in policy in the EU, which is reflected in Agenda 2000, the major policy statement agreed at the Berlin summit of March 1999. Agenda 2000 has a broad concern with enlargement of the Union and re-allocation of EU funds. Its policies cover the period 2000 to 2006. In this paper, only policies relevant to rural development are emphasized. Briefly stated these are:

- A progressive reduction in funds for support of production, processing and export of food
- The formation, within the Common Agricultural Policy, of a ‘second pillar’ associated with rural development
- The rural development regulation, under which EU member states prepare and implement their own rural development programs with elements deriving from a range of possible activities set by the regulation –one of which is the development of rural tourism
- The LEADER+ initiative, aimed (like its predecessors LEADER I and LEADER II) at promoting action by local partnership to pursue integrated rural development in many regions of the EU. With Agenda 2000, the EU made a first step to reform the Common Agricultural Policy and to focus more on integrated rural development. It is believed that rural development programs will be more effective if they are actively supported at a local level. There is much talk and action about local partnerships, local action groups and ‘bottom-up’ action.

EU wanted to help the countries which was entering the EU and that’s why it created the SAPARD regulation. “The idea of a pre-accession measure particularly for agriculture and rural development first appeared in Agenda 2000, and a draft version was launched for CEE countries” (Nemes, 2005: 28). The total budget of SAPARD was 520 million/year for the ten countries (table 3). As we can see at the table Hungary holds the fourth position in the amount of money. Hungary was the first who

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signed the SAPARD deal but the last who managed to pass the EU regulations for receiving the sponsoring. (Andrew Cartwright, personal interview, 2008).

BULGARIA	52.124€	LATVIA	21.848€
CZECH	22.063€	POLAND	168.683€
ESTONIA	12.137€	ROMANIA	150.636€
HUNGARY	38.054€	SLOVENIA	6.337€
LITHUANIA	29.829€	SLOVAKIA	18.289€

Table 3. Allocation of SAPARD resources amongst applicant countries (Million Euro/annum). Source Commission, 1999.

On a national level, the rural tourism policy is focused on the need for qualitative upgrade of each county's tourism product aiming at the expansion of seasonality, the maximization of income, the renewal of the tourism product and the promotion and protection of the environment as a tourism resource, which is a mean for the achievement of all the previous objectives. The aim is the qualitative upgrade of the tourism products offered, the preservation of the special image of local customs and culture, the guidance of development and of the public and private sectors investments in a mild form of tourism which respects the environment. On an entrepreneurial level the sustainable development policy faces significant difficulties which result from the uncertainty regarding the level of accomplishment and the geographic region of reference for sustainability. The means that we can use are the studies concerning the environmental impacts, the planning and the tracing of the zones, as well as the promotion of competitiveness and the adoption of prizes and labels such as the European prize for the tourism and the environment which was adopted in 1995 by the EU. The "green approach" to tourism is a relatively new phenomenon in the private sector. Partially it is based on the demand by clients and the acknowledgement that the future of tourism depends on the environmental quality of a region-destination and that the environmental solutions can improve the efficiency of function with the programs that reduce the unnecessary waste.

One of the first countries which confronted directly with that issue was Canada. For the promotion of sustainable development the National Conference for the Environment and Economy was established. In 1991, the National Tourism Union of

Canada⁶ in collaboration with the Conference formed a moral code for the tourists with the following instructions:

1. Enjoy our varicolored natural and cultural heritage and help us protect and preserve it.
2. Help us in our preserving efforts through the effective use of resources such as energy and water.
3. Experience the friendliness of our people and the hospitality of our communities. Help us preserve them through respect to the traditions, the habits and the local regulations.
4. Avoid the activities which endanger the safety of wildlife or may destroy our natural environment.
5. Choose the tourism products and services which show social, cultural and environmental sensitivity.

The development of rural tourism integration is of high importance. Nevertheless, it is difficult to find actual instances of integrated tourism development, although the concept has received attention during the past decade. The problem does not seem to be lack of intent or desire by the local communities to achieve integration, but rather lack of comprehension as regards the nature of sustainable tourism and uncertainty to build a long-term vision for the future.

It is often claimed in literature that community-based approach to tourism development is a prerequisite for sustainability. Community-based tourism planning is primary for two reasons. Firstly, in order to avoid conflicts, tensions and anti-social behaviour, which may appear if the development of tourism does not correspond with the community's wishes and objectives; this is possible if outside interests dominate local tourism. Secondly, the local people have the moral right to participate in the development of the industry which may bring both benefits and costs to their community. This is specifically significant in the rural context because local people sometimes have the tendency to develop a "symbiotic relationship" with their environment. However, it is hard to integrate tourism development into a community without causing some problems to local people, as tourism can bring both

⁶ <http://www.ic.gc.ca/epic/site/ic1.nsf/en/home>

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opportunities and threats. A positive development will be achieved if the local people participate in the decision-making process and if they can feel that the development will bring real benefits to them.

The planning and management of rural tourism may involve a large number of stakeholders, from the public/private and the voluntary sectors. The public sector may be responsible for the provision of public services, policy-making for rural development, including tourism, and land-use planning. The private sector is often interested in providing accommodation and other services having as motivation the economic benefit. The voluntary sector is likely to include conservation bodies that deal with the natural or cultural heritage of the area or local groups concerned with various aspects of local development. However, these different stakeholders can find themselves in conflict over the objectives of rural tourism development. Therefore, creative ways are needed to resolve such conflict and to promote communication and cooperation between the different parts and their interests.

Creative and new ways for rural tourism development are necessary. Entrepreneurship in this integrated approach can be useful by adopting a role of innovator and initiator. Offering of a unique tourism product, or at least one that is especially attractive, will attract visitors to an area. Visitors may need accommodation, food, information, transport, entertainment and a variety of services. This combination of different elements is referred to as a tourism product or destination. This unique tourism product can be best created when there is communication and cooperation among different parts and interests.

A sustainable regional development with the participation of the local community in rural tourism may provide many benefits, such as new jobs, new enterprises, diversification of activities, etc. Sustainable entrepreneurship practice can be considered as turning locals into entrepreneurs and involving them into sustainable tourism development in the region, thus promoting and increasing the local people's understanding of the benefits of tourism and sustainable tourism development. This involvement may help to avoid conflicts of different interests in rural tourism development and can help potential entrepreneurs to find opportunities in developing new tourism products and services.

Rural tourism should be seen as a part of a more general theme, that of sustainable rural development. Moreover, the context within which rural tourism can play an enlarged role as an important sector and as a source of new activity and income for farmers was introduced. As rural regions display differences concerning their character, geographic location, etc. the same happens in rural tourism – regions vary greatly in their capacity to attract and absorb tourism. This indicates that there are no standard solutions in rural tourism development as in rural development. Different types and models of rural tourism development were described; different rural regions may fit anywhere in this range.

Additionally, the policy framework which affects rural development and consequently rural tourism was also presented. Moreover, to complete the brief picture of rural development and rural tourism, several concepts were introduced helping to understand the challenge of rural development. These concepts are: integrated rural development; the concept of four ‘pillars’ of rural development, that illustrates the idea of integrated rural development; and a community-based development. All these concepts have a focus on society, economy and environment and are based on collaboration and cooperation with involvement of local community, as a basis for sustainable rural development.

Even though rural tourism has the potential to be one of the most effective tools of regional development, it has not grown up to the expectations so far. Developments in a fast changing international scenario continue to throw into stark relief the necessity to re-think rural development policies. Globalization, changes in the public financing of the agriculture sector and the emergence of important non-farm niche markets put rural regions in direct competition confronting them with threats and opportunities that require new policy instruments and skills at the national and sub-national level. Changes do not affect only markets and economic actors, but question the role of institutions, private actors and the civil society in rural development. Moreover, processes of administrative, political and fiscal decentralization put more emphasis on the capacity of local actors and renewed horizontal and vertical relations.

CHAPTER 3

DATA SOURCES AND METHODOLOGY

3.1. Research method

Depending on the sources of data collection, there are two basic types of research:

- ❖ The secondary research which is based on the collection of data that already exists and they have been collected for another purpose.
- ❖ The primary research which displays an especially wide field of applications in the tourism market research.

In particular, if the essential elements cannot be found in secondary sources, their collection is conducted by the tourism market itself. These elements are original and they are collected for the solution of a specific problem. In the particular case of the two countries, both types were selected. In order to compare rural tourism development between Hungary and Greece, we employed the tools that we considered as important. In particular, we employed secondary data from any available source and primary data from questionnaires and interviews taken.

3.2. Primary data

The primary data came from three researches. In the first research we compared how rural tourism was developed in Greece and in Hungary in order to find out the similarities and differences between them. The methodology applied for the collection of valuable data was the questionnaires (Appendix 1). A part of this research was presented successfully in 2006 in an international conference in Crete - Greece⁷. The second research examines the reaction of the local society to the forthcoming changes. That is what the society considers as likely to happen or what has already happened as a result of rural tourism development. This research took place only in Greece, because we diagnosed that there was a gap on research in Greece about the serious matter of cultural interactions which occur from rural tourism development. We selected three areas in Pieria prefecture which are situated in different mountains and

⁷ Michalkó G. and Fotiadis A. (2006) The role of the rural tourism in assuring the sustainable development of the agrarian territories: comparing the Greek and Hungarian prospects.. *International Conference of Trends, Impacts and Policies on Tourism Development*, Heraklion, Crete. Greece 15-18 June 2006

they display different levels of development. We presented a part of this research in an international conference in Siofok – Hungary⁸. We did not conduct a corresponding research in Hungary, because other researchers had already explored that issue, such as Rátz (2002), Rátz and Puczko (1998), Puczko and Rátz (2000). The third research examined the two countries in order to establish the various rural tourism stakeholders and find out the differences regarding their views and opinions. The methodology applied for the collection of data was personal interviews (Appendix 2). This research was presented in an international conference in Athens – Greece⁹. Moreover we conducted a comparison between the websites and the advertising brochures that the two countries use and also the rural milieu that the two countries outflow to their present and future tourists (Fotiadis, Michalkó and Rátz, 2007, 2008).

The questionnaire is the most widely used research tool for data collection. The main advantage of the questionnaires over the other research tools is based on their great flexibility and adaptability regarding the ways in which the questions can be expressed. As concerns the present research there will be a structured questionnaire which includes specific closed questions which aim at precise answers. The possible alternative answers are predefined and they are part of the questionnaire (Christou, 1999). There are three essential conditions that ensure authentic and honest response to a question: The persons who are inquired should be able to understand the questions, be able to provide the information asked and they should also be willing to give the information, otherwise they will not answer at all or they will not give an honest answer. The questionnaires include:

- I. Open questions totally unstructured.
- II. Closed questions (simple alternative, multiple choice, grading scale)

The analysis and the evaluation of the collected data was conducted through the use of the special EXCEL software by MICROSOFT and the specialized statistical program

⁸ Fotiadis A. (2006) Cultural Interactions in the Rural Tourism. *2nd International Conference Tourism as a Meeting Ground of Cultures*, 4-6 September, 2006. Siofok. Hungary

⁹ Fotiadis A. and Michalkó G. (2007) Rural tourism stakeholders and their difference in approaches. *Atiner. 3rd International Conference on Tourism*, July 5-6, 2007. Athens. Greece

SPSS. SPSS¹⁰ (originally, Statistical Package for the Social Sciences) was released in its first version in 1968, and is among the most widely used programs for statistical analysis in social science. It is used by market researchers, health researchers, survey companies, government, education researchers, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored with the data) are features of the base software. Then, the collected data should be analyzed and evaluated appropriately. Additionally, the collected data are presented through the use of graphs in order to enable the comprehension of the results.

3.3. Study region

During the collection of data, we try to describe the profile and the special characteristics of the study region. The presentation of the region should have a historical, diachronic dimension. It should not be a simple static description of the current situation. Moreover, it should reflect, as much as possible, the specific needs and prospects of the population. In our first and second study, we examined three Greek and three Hungarian villages. The examined Hungarian villages are Kárász, Magyaregregy, Szászvár and the Greek villages are Vria, Ritini and Elatochori, as we firstly wished to comprehend who take part in the rural tourism activity. The choice of these areas was based on several criteria, including: significant employment declines in natural resource sectors such as agriculture and forestry, and their locations in areas characterized by the presence of mountains, rivers, canyons and other natural amenities. Therefore, we formed a stakeholder's map which was the result of interviews and personal estimations by the writer. The second study examined the hosts in both countries and its aim was to find out how they developed their activity, what their mistakes were as well as their similarities and differences. In our third research we studied three Greek villages in the prefecture of Pieria (Agios Dimitrios, Litochoro and Elatochori). This research approached the local society of the region through the use of a questionnaire, as well as of personal interviews. The study of the local society in Hungary was based only on literature review, personal interviews in the examined villages and personal visits of the writer to rural tourism regions.

¹⁰en.wikipedia.org/wiki/SPSS

3.4. Secondary data

For a complemented research about rural tourism in Hungary and Greece we used different statistical data sources. Firstly, the Hungarian Central Statistical Office and the National Statistical Service of Greece, secondly the World Tourism Organization and thirdly, the European Statistical Office. In all the cases we collected data about tourism in general in Hungary and Greece and specific data about private accommodation and rural tourism in Hungary and Greece, wherever that was possible. Moreover, we used different articles that were published by the Hungarian Ministry of Agriculture and Regional Development (MARD, 2007) or Organization for Economic Co-operation and Development and other published articles by different authors which were directly or indirectly connected with rural tourism in Hungary. Additionally, we used articles and researches related to rural tourism in Greece and to the way in which it has been developed during the last decades. Hungarian Central Statistical Office had the ability to provide us with the necessary data for rural tourism development. Unfortunately, the National Statistical Service of Greece could not provide us with the necessary data. For that reason we applied to every Greek organization which could provide us that data. We send a written application to Pan-Hellenic Hotelier Federation¹¹, Business Confederation of Rented Rooms and Apartments¹², Pan-Hellenic Tourism Entrepreneurs Federation¹³, Agrotouristiki S.A.¹⁴, Hellenic Chamber of Hotels¹⁵, Association of Greek Tourism Enterprises¹⁶, and National statistical Service of Greece¹⁷ and from all we received the answer that they did not keep any data at that moment relevant to rural tourism. Due to this lack of statistical data, we conducted an interview with the president of the municipal enterprise of the municipality of Pierion (Mr. Drougkas) who gave us a very significant study by the municipality in collaboration with the Aristotle University of Thessaloniki regarding the development of the mountainous region of the municipality of Pierion (Stamos, 2000)

¹¹ www.pox.gr

¹² www.familyhotel.gr

¹³ www.poet.gr

¹⁴ www.agrotour.gr

¹⁵ www.grhotels.gr

¹⁶ www.sete.gr

¹⁷ www.statistics.gr

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Information on tourism in Hungary is available from the Hungarian Central Statistical Office and is based on border crossing and provides statistics on border crossing to neighbouring countries and on the number of Hungarians who leave the country through the Budapest airport and a small number of temporary airports. We used the following secondary data from Hungarian Central Statistical Office. The one is “Hungary in Figures, 2006” (HCSO, 2007b) which presents in different tables the general characteristics of every sector in Hungary and the other is “Hungary, 2006” (HCSO, 2007a) which describes in detail the situation in each chapter of the Hungarian life.

The National Statistical Service of Greece is the General Secretariat of the Ministry of Economy and Finance, and is structured as follows: there is the Central Service, with two General Directorates and twelve Central Divisions and one Decentralized Division. Individuals, households, public and private enterprises of almost all the branches of economic activity (agricultural, industrial and commercial enterprises, enterprises providing services), state services, local government, public utility organizations, educational establishments, hospitals, social insurance organizations etc. consist the sources from which the National Statistical Service of Greece collects data. These data are then tabulated after the appropriate processing. The response rate of the above sources is considered satisfactory and facilitates the collection of data by the National Statistical Service of Greece. The statistics compiled by the National Statistical Service of Greece – monthly, trimestrial, annual, quinquennial and decennial – cover almost all the activity sectors, including tourism.

The World Tourism Organization (WTO)¹⁸ publishes data on visitor arrivals and tourist arrivals in most destination countries and we also obtained some data from there, such as the basic indicators of Hungary or Greece and others, and we compared them with the data the Central Statistical Offices provide and we realized that they match. The World Tourism Organization (UNWTO/OMT) is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

¹⁸ www.unwto.org

The World Travel & Tourism Council¹⁹ (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, World Travel & Tourism Council has a unique mandate and overview on all matters related to Travel & Tourism. World Travel & Tourism Council works to raise awareness of Travel & Tourism as one of the world's largest industries, employing approximately 231 million people and generating over 10.4 per cent of world GDP. From there we used a report about Greece and tourism impact on employment and economy (World Travel & Tourism Council, 2006).

Eurostat publishes data for the European Union and we obtained from there some interesting data about rural tourism, length of stay in rural tourism territories and others. The Statistical Office of the European Communities was established in 1953 and its mission is to gather and analyse figures from different European statistics offices in order to provide comparable and harmonised data to the European Institutions so they can define, implement and analyze Community policies. From Eurostat we used the Eurostat Pocketbook, (2007). This Pocketbook is the second in a series of Eurostat pocketbooks containing statistics on tourism. It provides key facts and figures on tourism in Europe. The data have been directly taken or derived from Eurostat databases. The data are presented from two main viewpoints. The first part contains the general information needed to evaluate the importance of tourism sector in relation to the economy as a whole. The second part contains data that are specific to tourism and presents detailed information by country. We also used a wide variety of tables found in the Eurostat website and we formed tables concerning both countries.

The Organization for Economic Co-operation and Development was created in 1961 and its tourism committee has the hope to grasp the overriding trends, including structural change, in the tourism travel and recreation industry, to give governments a clearer understanding of their role and of how they must tailor their action. We used from Organization for Economic Co-operation and Development, (1994, 2005) the “Place-based policies for Rural Development Lake Balaton Hungary (Case Study)” and “Tourism strategies and rural Development”

¹⁹ www.wttc.travel

CHAPTER 4

RURAL TOURISM IN HUNGARY

In the following chapters we will analyze by using secondary data the way Rural tourism is implemented in Hungary and we will examine how tourism is development in the areas that we use for our empirical research. Firstly we will confer to Southern Transubania region, then we will investigate Baranya County and finally we will refer to the three villages which we will contrast. The office of Tourinform²⁰ in Kárász , Hungary has provided valuable assistance in the collection of primary and secondary data. You can find Tourinform offices in more than 140 different places all over Hungary. They distributed the questionnaires to the hosts and provided us with any information we asked for. Moreover, our interviews with Mr. Laszlo Cismadia president of the Hungarian Federation of Rural and Agrotourism and Mrs Kornellia Kiss Research Director at the Hungarian National Tourist Office were valuable regarding the development and operation of rural tourism in Hungary.

4.1. Hungary

Hungary is a landlocked country in central Europe. Covering an area of 35,934 square miles (93,030 square kilometers), the country is in the Carpathian Basin, surrounded by the Carpathian Mountains, the Alps, and the Dinaric Alps. The Danube River divides Hungary and bisects the capital, Budapest. Hungary lies within the temperate zone and has four distinct seasons. The first Hungarians have been living somewhere in the East, close to the Ural Mountains, before they came to their present position. The Kingdom of Hungary was established in 1000 by King St. Stephen. Until the middle of the nineteenth century, Hungary was a primarily rural agrarian society. Often Hungarian villages had large populations. The church was always in the center of the village. Many settlements were "two-church villages," indicating that two groups settled there at different periods. On the Great Hungarian Plain instead of villages, there was a loose network of huge agrotowns that were located far from one another, each with a population from 20,000 to 100,000. Until recently, most Hungarians engaged in agriculture. The large agrotowns were administered as villages, with most of their inhabitants living like peasants. In the early eighteenth

²⁰ www.tourinform.hu

century, individual, isolated homesteads sprang up. Only seasonally occupied at first, they eventually became permanent residences of mostly extended families. However, even though about 50 percent of the people in the agrotowns lived and worked outside towns on these homesteads, they still considered themselves townspeople.

As a result of industrialization after the establishment of the Austro-Hungarian monarchy in 1867, a number of industrial-commercial-merchant cities sprang up. Between 1867 and the beginning of World War I, Budapest grew into a huge metropolis with a population of over a million. In the center of cities there are city halls and other public buildings as well as churches, shopping districts, and remnants of traditional marketplaces. Some churchyards still have small cemeteries. Until recently, it was customary to have a *tiszta szoba* (clean room) in peasant houses that was used mainly for special visits and particular rituals and occasions such as births, christenings, weddings, and funerals. There were also "sacred corners" that were decorated with pictures of various saints and pictures and statues brought back from Catholic pilgrimages. In Protestant households, the walls of those rooms depicted religious reformers and the heroes of the 1848 revolution. On October 23, 1989 Hungary was renamed Republic of Hungary and regained its active leadership role in the Central Eastern European region. In 1999, Hungary became a member of NATO. Hungary successfully concluded its accession negotiations with the European Union in the end of 2002, and became a member of this organization on May 1, 2004. Hungary borders with Austria, Slovakia, Ukraine, Romania, Serbia, Croatia, and Slovenia (figure 1).



Figure 1. Map of Hungary

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

In Hungary live more than 10 million people and the overwhelming majority are Ugric or Magyar. The Magyars originate from the Central Asia and their language is not related with the language of the Slavs, who dominate in the Eastern Europe. For the 95% of the population, mainly Ugric, their first language is Hungarian, which constitutes a Finno-Ugric language that is not related with any other neighboring language and it has a distant relation with Finnish and Estonian. Twenty percent of the total population lives in Budapest, the capital, while the population of the second larger city is almost ten times smaller. As it is demonstrated in the table (4), the country's population is continuously decreasing which will result in ten years time in a decrease of 2.5%. However, the unemployment is decreasing through time and the 9.6% in 1996 has been reduced 2.1 percentage points, and becomes 7.5% in 2006. Hungary continues to demonstrate economic growth as one of the newest member countries of the European Union (since 2004). The private sector accounts for over 80% of GDP.

Year	Total Population (Million)	Total Unemployment Rate	Total Employment Rate	Gross Value Added – Agriculture, Hunting and fishing	Number of Agricultural Holdings	Agricultural Holdings with another gainful activity than production (%)
1995	10.321	N.D.*	N.D.	6.7	N.D.	N.D.
1996	10.301	9.6	52.1	6.6	N.D.	N.D.
1997	10.279	9.0	52.4	5.9	N.D.	N.D.
1998	10.253	8.4	53.7	5.5	N.D.	N.D.
1999	10.221	6.9	55.6	4.8	N.D.	N.D.
2000	10.200	6.4	56.3	5.4	N.D.	4.7
2001	10.174	5.7	56.2	5.2	N.D.	N.D.
2002	10.142	5.8	56.2	4.6	N.D.	N.D.
2003	10.116	5.9	57.0	4.3	N.D.	11.2
2004	10.097	6.1	56.8	4.8	966.92	N.D.
2005	10.076	7.2	56.9	4.3	773.38	5.1
2006	10.064	7.5	57.3	4.2	714.79	N.D.

* No Data

Table 4. General Information's about Hungary. Source: Eurostat

If we examine the agricultural sector, as demonstrated in the same table, we will observe that the agricultural sector faces serious problems, since from 1995 to 2006 there has been a 37.31% decrease in the Gross value added, and during the last three years 2004-2006, according to the Eurostat data, the number of agricultural holdings

has been reduced to 252.13 thousand (26.07%). As we can see in (table 5) the distribution of gross value for agriculture is continually decreasing, which means that more significant problems start to occur in the Hungarian villages.

Industry	1995	2000	2006
Total, billion HUF	4.933	11.563	20.467
Of which: distribution, %			
Agriculture	6.7	5.4	4.3
Industry	26.3	27.2	26.0
Construction	4.6	5.0	4.7
Trade and repair; hotels and restaurants	13.3	12.5	12.6
Transport, storage and communication	9.0	8.3	7.6
Real estate, renting and business activities	19.6	20.1	22.0
Public administrator, defense; compulsory social security; health and social work, education	16.9	17.4	18.4
Other community, social and personal service activities	3.6	4.1	4.4

Table 5. Distribution of gross value added by industries. Source Hungarian Central Statistical Office, 2007

Definitely these problems are not new to the country, because since the secession from the Russian domination in 1990 and the country's transition to a capitalist society, there have been many re-settings and upheavals. Among other transitive economies Hungary has been a pioneer in the transfer of central functions to the local level and in the refutation of the centralized structures of the socialist period. This specific course started during the '90s despite the deep economic recession and the financial austerity in the middle of that decade. Due to that early effort to transfer the central functions, the local governments in Hungary had their first experience with issues of economic management, strategic planning, municipal enterprises, public-private co operations and with the preparation and implementation of plans.

Southern Transdanubia is a statistical (NUTS 2) region of Hungary. It is part of Transdanubia (NUTS 1) region. Southern Transdanubia includes the counties of Somogy, Tolna, and Baranya. Its capital is the city of Pécs. Baranya is the name of an administrative county (comitatus or megye) in present Hungary, in the Baranya region, and also in the former Kingdom of Hungary and it lies in southern Hungary, on the border with Croatia. The river Drava forms part of its southern border, and the river Danube its eastern border. It shares borders with the Hungarian counties Somogy, Tolna and Bács-Kiskun. The northern part of the county is a mountainous with large forests (Mecsek Mountains). The central areas are shared between Baranya Hills and Villány Mountains. The very eastern and southern parts are flat.

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

The highest point in the county is the peak named "Zengő" in Mecsek Mountains, at 682 metres. This is also the highest point of the mountain range in question. The climate is Mediterranean, with a high number of sunshine hours. Baranya has the highest amount of rainfall in the country. Baranya is rich in mineral and thermal water, and also in other resources, 98% of Hungary's coal resources can be found here. The area has been inhabited since ancient times. Before the Hungarian tribes conquered the area, it was inhabited by Slav people. Stephen I founded an episcopal seat here. In 1526 the county was occupied by Ottomans, and was freed in 1689. Its medieval borders remained unchanged until 1919. According to the peace treaty of Trianon the southern part of the county (1163 km²) was lost. The re-organizing of the counties (1950) brought only minor changes.

Baranya has the largest number of minorities in Hungary (more than twice the country average), providing home to 34% of the German minority and 32% of the Southern Slav minorities in Hungary. Baranya is a county of extremes when it comes to regional structure. The county seat is one of the five largest cities (and three largest agglomerations) of Hungary, but more than 2/3 of the municipalities are small hamlets with a population under 500. Half of the county's population lives in the county seat or in its immediate vicinity, while 22% of the population lives in villages that have less than 1000 inhabitants.

Magyaregregy is a village with 879 inhabitants at the south foot of the Mecsek. It has one of the nicest locations in Völgység. It was first mentioned in documents in 1554 by the name of Egregy, which refers to alder tree. The Maria church from the 18th century is on the Kálvária hill. The Méré castle (figure 2) was built in the 13th century in Gothic style on the site of a Roman watchtower. The one-time knight's castle was rebuilt in Renaissance style.



Figure 2. The Mare castle at Magyaregregy

Exhibitions of local and natural history are on display in the castle. There is an open-air bath with cold water in the vicinity of the castle. The Village day is held on 1st

July. On the first weekend of August the Merry-making of Márévár is held. Sights include: the educational path of geology, the ruins of a glass-work, a Roman watch-tower, and a look-out tower on Cigányhegy. In the Arnold-house you can visit the butchery museum exhibiting an original ice-chest. Kárász is a village with 390 inhabitants 9 km north of Komló. Church from the Age of the Árpáds originally built in Romanesque style. There are protected, rare plant species in the neighbouring forest.

Szászvár is a large village with 2.680 inhabitants, it is situated on the eastern slopes of the Mecsek hills in the northern part of Baranya county. There is a Roman Catholic church in the village, the adjacent castle is first mentioned in the documents in 1332. The so-called Gothic sedile, found during the exploration of the castle is unique. The castle is not open to the public, but the plans of the reconstruction have been completed and given permission, the tenders are underway. Sculptor György Kiss, György Zala's contemporary, was born in Szászvár. His works can be admired among others in Pécs, Budapest, Esztergom, Rome and Vienna. A permanent photo exhibition on his works can be seen on the first floor of Restaurant Vadrózsa. Near the border of the village black coal was mined for more than 180 years. The traditions of mining are presented today in the museum of the settlement. The village has been the administrative, commercial, educational and health-care centre of the region since the Turkish times. The cold water bath with modern water circulating equipment has been open since the summer of 2003. The Fishing lake near the border of the village and the sports ground are ideal for tourism. There is a permanent exhibition on the tools and relics of wine growing in the Wine house. The local wine growers in the row of cellars welcome visitors with a glass of wine. The Village House was opened in April 2005 with a cooking facility for 200 persons, a restaurant, club rooms and a garden.



Figure 3. Mushroom festival in Karasz

Kárász is a small village situated between the mounts of Baranya. First reports about this village were found in 1325 according to [tourinform](http://www.tourinform.hu)²¹ website. Moreover the first Hungarian Nestmaking Factory which was an example of incipience of nature protecting started up there. Diferend motions are illustrated every year in this village. For example at the summer of 2008 there was a mushrooms festival which was organised by the local community²².

4.2. Tourism in Hungary

Today in Hungary the local governmental structure includes two elected levels: 19 counties and 3.200 local governments. The average population of the local municipalities is 3.249, but more than 1.600 municipalities have less than 1.000 residents. It is obvious that this distribution compelled the country's government to think of methods for the development of those problematic regions, which were facing the usual problems of the rural regions, such as urbanization, unemployment, etc. The problem was more stressful because Hungary, apart from Budapest, is not gifted with impressive tourism characteristics, and therefore it was essential to develop activities which would ensure an income for the rural regions through the exploitation of the natural and the cultural resources of the country. Hungary is a landlocked country

²¹ www.tourinform.hu

²² www.karasz.hu

with limited resources for beach holidays or winter sports (Hungary Outbound, 2000). Hungary, along with many other countries, was in quest for ways to approach the developed European countries and realized instantly that one developmental solution is tourism. In Hungary, tourism is seen as playing important roles in the process of planned economic change (Hall, 1991; Fletcher and Cooper, 1996)

	2006	2007	2007	2007/2006
Hotel	13.700.998	13.971.122	70.4%	+2.0%
5*	1.366.849	1.445.512	7.3%	+5.8%
4*	5.068.148	5.401.429	27.2%	+6.6%
3*	5.859.126	5.963.136	30.0%	+1.8%
2*	1.008.330	759.390	3.8%	-24.7%
1*	398.545	401.655	2.0%	+0.8%
Health - Medical	2.652.769	2.701.388	13.6%	+1.8%
Wellness	1.254.851	1.424.924	7.2%	+13.6%
Pension	2.107.472	2.125.180	10.7%	+0.8%
Tourist Hostel	759.825	645.344	3.2%	-15.1%
Youth Hostel	695.895	698.104	3.5%	+0.3%
Resort	931.999	880.114	4.4%	-5.6%
Camping	1.455.837	1.538.768	7.7%	+5.7%

Table 6. Number of guest nights in Hungary, according to the type of accommodation. Source: Hungarian Central Statistical Office, preliminary data²³

Tourism plays a crucial role in the modern societies, since it recently became an important way for the development of human relations (economic and cultural) during holidays (Michalkó, 2000). Tourism is developed in regions which have the potential to attract the interest of the visitors and whose attractions and tourism resources are mainly the natural environment and the cultural resources. Hungary, as we can see at the previous table 6, is creating on a rapid rate wellness hotels and is reducing the number of 2 stars hotels. This shows that the hosts in the country want to offer a more qualitative and specialized product than they used to. The development of tourism in a region and the type of tourism reformation that follows, depend more and more on the quantitative and qualitative characteristics of the local resources, which define to a certain extent the potentials, as well as the restrictions for its tourism and economic upgrade. Hungary, after the split of the former USSR., realized the chances for its tourism development and tried to exploit them through the available means.

²³ www.itthon.hu

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Country	2000 (Thousand)	2006 (Thousand)	%
Romania	4661	8651	85,60
Slovakia	3921	7968	103,21
Austria	5139	6088	18,47
Serbia and Montenegro	2908	3315	14,00
Germany	2949	3222	9,26
Ukraine	2483	1874	-24,53
Croatia	3304	1307	-60,44
Poland	643	1303	102,64
Bulgaria	395	986	149,62
Czech Republic	352	978	177,84
Slovenia	733	731	-0,27
Italy	401	702	75,06
United Kingdom	212	361	70,28
United States	356	368	3,37
Foreign Visitors in Hungary Total	31,141	40,963	31,54
Hungarian Traveling Abroad	11,0665	17,612	59,15

Table 7. Foreign visitors in Hungary and Hungarians traveling abroad. Source: Hungarian Central Statistical Office, 2007.

Hungary borders with seven countries: Austria, Slovakia, Ukraine, Romania, Yugoslavia, Croatia and Slovenia and much of the outbound travel is directed to and through these countries (table 7). As we can see at the same table, 40.963 thousand foreigners arrived in Hungary in 2006 and compared to the 31.141 thousand in 2000 the foreigner tourism has increased by 31.54%, at the same time 59.15% more Hungarians are travelling abroad comparing to 2000 (Hungarian Central Statistical Office, 2007).

The growth of tourism in Hungary has been based on the two best selling tourism destinations – Budapest and Lake Balaton (figure 4). Budapest has much to offer in the way of culture and entertainment and is a strong magnet for both east and other tourists. Lake Balaton is situated in western Hungary. It is the largest fresh water lake in Europe. There is an overwhelming concentration of bed places in Budapest and Lake Balaton. Budapest with its international markets has the largest concentration of hotels, whereas Lake Balaton – an important domestic resort – has a much greater preponderance of budget accommodation.

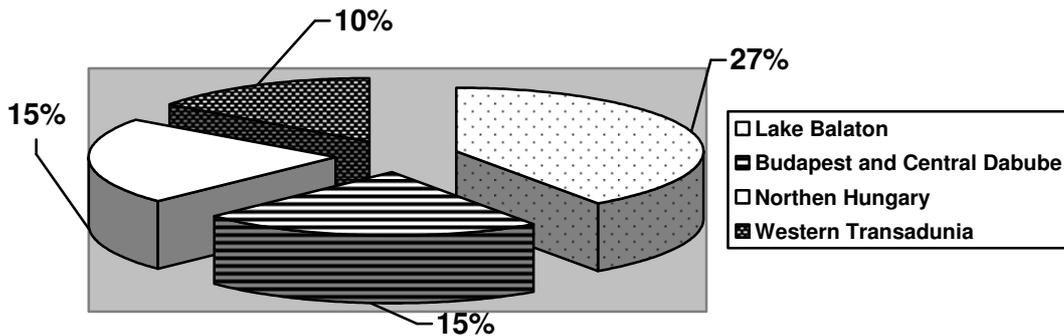


Figure 4. Most popular domestic destinations in Hungary, 2003. Source: Ministry of Economy and Transport, in Organization for Economic Co-operation and Development, 2005

Hotels and other collective accommodation in the country are increasing their power as we can see in the following figure (5). As it is presented, in 2003 Hungary had the largest amount of accommodation in all kinds, but in 2006 this amount eliminated by 15.04% for hotels and similar establishments and 25.16% for other collective accommodation establishments. As it is normal, bed places had exactly the same path as the previous category with 2003 to be the year with the highest percentage of bed places and a significant cutback in 2006.

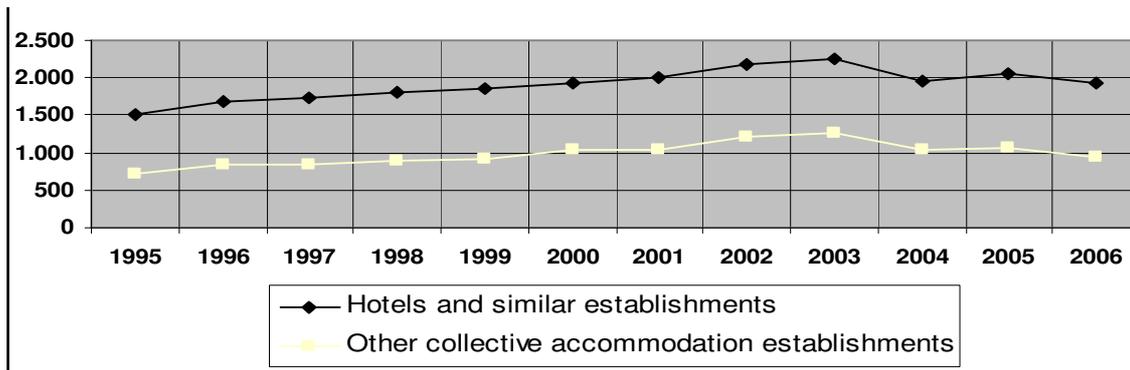


Figure 5. Accommodation establishments in Hungary 1995 – 2006. Source: Eurostat²⁴

If we examine Hungarian Central Statistics Office preliminary data for year 2007, we can see that Balaton and Budapest have a small increase in guest and guest nights when territories like Dél – Dunántul and Észak – Magyarország are decreasing their percentage (table 8). At Tisza – where a handmade lake was created, the increase is really significant, both in guests and guest nights.

²⁴ ec.europa.eu/eurostat

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Region	Guests 2007	2007/2006	Guest nights 2007	2007/2006
Balaton	16.9%	+6.2%	22.7%	+1.7%
Budapest, Közép-Dunavidék	38.7%	+2.5%	34.5%	+1.3%
Dél-Alföld	6.4%	+5.5%	5.6%	+1.4%
Dél-Dunántúl	5.0%	-1.9%	4.4%	-4.6%
Észak-Alföld	8.3%	+5.8%	9.4%	+1.9%
Észak-Magyarország	8.5%	-1.2%	7.1%	-1.5%
Közép-Dunántúl	4.4%	+1.4%	4.6%	+1.2%
Nyugat-Dunántúl	10.6%	-1.4%	10.5%	+1.6%
Tisza-tó	1.2%	+10.6%	1.3%	+7.9%

Table 8. Percentage of guest's and guest nights according to the tourist regions. Source: Hungarian Central Statistical Office, preliminary data.²⁵

If we examine the night spent in hotels or other collective establishments by residents or non residents (table 9), we will observe some interesting results. Night spent in hotels, regardless of the type of nights spenders (residents – non residents), is steadily increasing as we can see in the figure (6). On the other hand, night spent in other collective accommodation establishments, as we can see at the figure (7), has changed imprecisely in the last years, since in 1995, as we can see in the table, night spent by residents during other collective accommodation establishments was 1.552 thousand comparing to the 3.675 thousand night spent by non – residents. After ten years, in year 2005 we can see that there is a huge change since the night spent by residents was increased by 50.51% and nights spent by non- residents was decreased by 55.05%

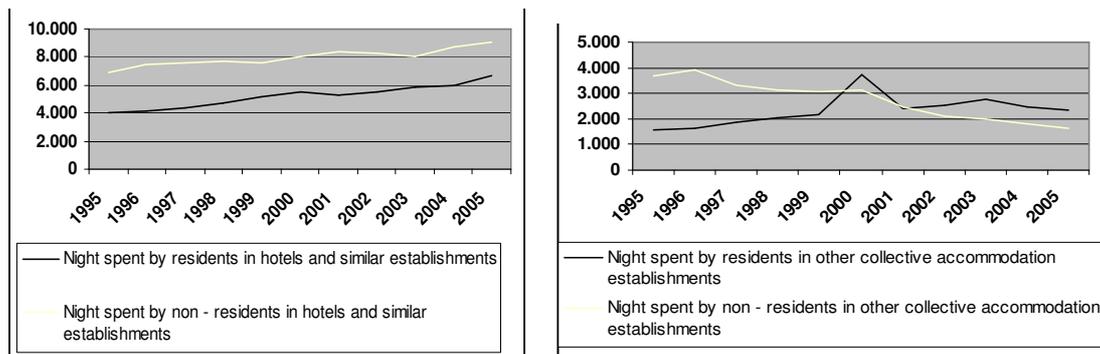


Figure 6 & 7. Nights spent in Hotels at other collective accommodation in Hungary. Source: Eurostat²⁶

Maybe this was a result that the Hungarian tourism authorities and planners, according to Fletcher and Cooper, (1996), have long been concerned, with increasing the regional distribution of tourists and excursionists: to spread the economic benefits

²⁵ www.itthon.hu

²⁶ ec.europa.eu/eurostat

and reduce environmental pressure. In the sphere of private accommodation, 40.500 registered hosts offered 230 thousand bed-places for guests on July 31, 2006. The number of hosts and bed- places was 5.5 and 4% less respectively than one year before.

HUNGARY	2002	2003	2004	2005	2006
Tourists			4.141	4.238	
Hotels and similar establishments	2.167	2.261	1.952	2.061	1.921
Other collective accommodation establishments	1.210	1.256	1.049	1.056	940
Bed places in hotels and similar establishments	155	159	158	162	154
Bed places in other collective accommodation establishments	181	189	179	167	146
Night spent by residents in hotels and similar establishments	5.574	5.824	5.933	6.622	7.284
Night spent by non - residents in hotels and similar establishments	8.260	8.046	8.729	9.127	8.524
Night spent by residents in other collective accommodation establishments	2.515	2.747	2.458	2.336	2.322
Night spent by non - residents in other collective accommodation establishments	2.101	1.994	1.779	1.652	1.522
Overnight trips by tourists				5.457	7.115
Arrivals by residents in hotels and similar establishments	2.273	2.380	2.452	2.778	3.007
Arrivals by non - residents in hotels and similar establishments	2.659	2.599	2.951	3.140	3.009
Arrivals by residents in other collective accommodation establishments	890	987	894	839	865
Arrivals by non - residents in other collective accommodation establishments	354	349	319	306	301

Table 9. Tourism Statistics for Hungary. Source: Eurostat.

As we said before, most of the bed – places in private room service can be found at Lake Balaton. 720 thousand guests paid for 3.1 million tourism nights in 2006 in the sphere of private accommodation. The turnover expanded, against the bed capacity decline, the number of guests and tourism nights rose by 8 and 5% respectively. The growth appeared almost entirely in the sphere of private room service. The share of total tourism nights represented 41% of total tourism nights, this share being fairly higher in 2005 (48%). As we can see in table 10, rural tourism bed places and number of tourism nights didn't change dramatically at the years 2005 and 2006. The analogy is almost the same with the private room service, with a small difference in the number of tourism nights.

Denomination	Number of establishments bed - places		Number of tourism nights	
	Thousand	2005 = 100.0	Thousand	2005 = 100.0
Rural room – service	42	93.6	573	100.9
Private room – service	189	96.6	2,521	105.9
Total	230	96.0	3,094	104.9

Table 10. Bed - place capacity and tourism nights at private and rural accommodation establishments, 2006. Source Hungarian Central Statistical Office, 2007.

As Cartwright, (2007) says, the pressure for an alternative rural development policy comes from the nature of changes in rural society and economy in the past 15 years. Hungary, like others in the region, has a large rural population and a settlement structure made up of many small villages, some in areas suffering from transition shocks related to the closure of large socialist era employers.

4.3. Rural Tourism in Hungary

Over 96% of Hungary's territory is considered to be rural areas by OECD criteria, 58% as predominantly rural. Seventy-five per cent of the total population lives in these rural regions: the percentage of those living in rural areas (31%) is three times higher than the EU average (9.7%). The demographic conditions of rural areas in Hungary are less favorable than those of urban regions. The birth rate is decreasing, the age structure of the population is unfavorable, inhabitants are moving away from small settlements and the proportion of the economically inactive population is high. (Organisation for Economic Co-Operation and Development, 2005)

Rural tourism in a country like Hungary, which is largely based on its rural potential, is a very important sector. Of course, it is not really a new product for the country, as before the Second World War, the holidays in the countryside were a developing trend and according to Kovacs, (1993) they represented a significant percentage (35%-40%) in the total share of the tourism market of that time. After the Second World War, this increasing course stopped (Szelenyi, 1982), and begun to regain its potentiality at a slow pace during the decade 1980-1990 (Rátz and Puczko, 1998). After the political changes in the country, there were serious problems due to the transition from a socialist economy to a capitalist economy. The rural regions of the country belonged to the central authority up to that point and suddenly, after the withdrawal from the Warsaw pact, some of the farmers lost their land and others with old titles gained land. The ones who turned out being occupied with the rural activities

had many gaps in education regarding crisis management and product promotion. In 1991 co-operatives had to designate different land funds to deal with the land compensation claims of those who had original land ownership before collectivization. Moreover, the development was unequal because of the different levels of regional development between the western and the eastern parts of Hungary (Horvath, 1998). The need for improvement of this situation in relation to the high levels of unemployment in rural regions, is more than twice the national average in small settlements, as well as the urbanization of the rural regions started to activate the central and the local government, and all the possible parts involved (Entrepreneurs, Local Community, etc.), in order to start developing the rural tourism activity. In order to change this image, the Hungarian Tourism Corp. started a campaign in 1997 to promote domestic (including rural) holidays (Rátz and Puczkó, 1998) and therefore the process begun and the following types of rural tourism accommodation were developed:

1. By using the already existing capacity
2. By renovating the guest room
3. By renovating a guest room and a bathroom
4. By building a new bathroom
5. By building a new guest room,

And provided the following types of rural tourism:

- By providing only accommodation
- By providing accommodation and breakfast
- By providing accommodation, breakfast and dinner (Szabo, 2005)

At Hungary according to the instrument 110/1997 - VI. 25 about «Governmental regulation for utilizing private accommodations for foreign touristic traffic» rural tourism can be materialized at all the settlements, which are not health centers, holiday or health settlements or any village-kind settlements according to the government regulation (253/1997 - XII. 20) About requirements of national resettlement and building, in already established territories with farms, family houses with the belonging buildings, rooms and places. That means that economic organizations can utilize its flat (used according to the law), within the compass of

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touristic activity, - if no other rule of law orders otherwise – for hosting paying guests or giving accommodation in villages.

The activity is qualified as work of hosting with tourism reasons, if the utilization of flat / holiday houses for the same guest doesn't take longer than 30 days. The activity of private hosting is: business-like, touristic utilizing of a private person's flat / holiday houses and of economic org. flat or a part of that with the belonging rooms and territories for the guests. According to the regulation, a holiday house is a single unit of resident or holiday, which is able to accommodate family(s) and can be put into classes (can be qualified) according to the rules of law.

According to the president of the Hungarian Organization for Rural Tourism Mr. Csizmadia (personal interview, 2007) , rural tourism in Hungary constitutes a type of tourism activity which provides a complementary income to people who have a different occupation who provide their unused accommodation to serve the needs of tourism. Therefore, it is a field of the country's tourism product which is crucial. As it has been previously mentioned, Hungary hasn't got natural tourism resources, such as sea, high mountains, tropical forests, etc.; nevertheless, it has got a developed cultural activity in almost every small village, spa, rivers and lakes that create a beautiful and very peaceful environment. According to Hungarian Statistical Central Organisation, (2007), in July 2006 there were 54 spa hotels and 42 wellness hotels operating in Hungary, providing all together 22.5 thousand bed places.

We believe that Rural Tourism in Hungary is still at an elementary level and the most important type of rural tourism is tourism in family farms or in village houses, where the visitors stay with the farmer's family or in a guest's room and they usually have the same meal with the family. The visitor is able to learn about the life in the village, their customs and traditions and also taste the local foods and drinks away from the stressful and noisy cities, in a totally natural environment.

However, we should point out that rural tourism does not operate satisfactorily in some cases, as there are examples where rural tourism is not related to agriculture and the hosts provide very little facilitation regarding food and other programs (Szabo, 2005). The hosts usually face difficulties in selling their products to the visitors, either because they lack the appropriate education, or because they are not able to make appropriate cost estimations for their products. Another issue is the infrastructure

works that are needed, as someone, for example, who wishes to travel to a rural region, may find it difficult to approach it.

Additionally, rural tourism in Hungary usually takes place during the summer and often a large percentage of visitors come from Germany and Austria. The visitors stay averagely for 5.3 days and the prices are actually low in comparison to other countries. The local community in these areas usually does not speak any foreign language and the ones who do, mainly speak German, not English. According to the website of the 3rd European Congress on Rural Tourism "Challenges and Strategies for Rural Tourism"²⁷, the foreign rural tourists who visit Hungary are basically interested in three types:

- Firstly, stay in rural regions that are relatively close to popular destinations with a very low cost
- Secondly, stay in rural regions where festivals or special feasts take place and
- Thirdly, gastronomy and wine feasts

There are official organizations which work on the promotion and generally the marketing of rural tourism in the country and particularly the Hungarian Federation of rural tourism²⁸ which is a national Non Government Organization which deals with several issues of rural tourism in the country, Hungarian Federation of Rural and Agrotourism which provides information about rural accommodations, programs and events. Tourinform²⁹ which is situated in more than 140 different places all over Hungary and which can inform you about accommodation, restaurants, transport, programmes, attractions and services in the local, regional or national perspective, the Center for Rural Tourism which is a private enterprise which was formed 12 years ago and mainly deals with the renting of houses and there is also a non – formal Rural Tourism training Organization³⁰ according to the website of the Rural Tourism International - Training Network (RTI-TN)³¹.

Taking into account the further development of rural tourism in Hungary, a controversial issue is that whose interests should be given priority. The long-term

²⁷ www.europeanrtcongress.org

²⁸ www.datanet.hu/ftur/index_a.html

²⁹ www.tourinform.hu

³⁰ www.agroservice.hu/euragro.html

³¹ www.ruraltourisminternational.org

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consideration of the interests of the local residents seems to be one of the prerequisites of sustainable tourism development. From this perspective, the tourists should promote processes that will help the local societies in acquiring the same level of infrastructural development and comfort as urban societies, these processes are modernisation, urbanisation and agricultural change. However, this kind of development brings about changes in the overall landscape, the settlements' visual image and at the lifestyle of local residents, and these changes are not always welcomed by tourists. In Hungary, tourists are looking for the traditional village atmosphere which is associated for them with small thatched houses with white walls, geraniums in the windows, sweep-pole well, domestic animals, etc., so they prefer the conservation of the traditional village life which may be opposed to the local residents' wishes for development.

CHAPTER 5

RURAL TOURISM IN GREECE

5.1. Greece

Hellenism is considered as the cradle of western civilization. It is the inheritor of the legacies of classical Greece, the Byzantine Empire and of four centuries of ottoman domination; as well as the birthplace of democracy, western philosophy, drama, tragedy, comedy, political sciences, of the great scientific principles and of course, of the Olympic Games. The Greek language is one of the Indo-European languages with its first written documents dating to the 15th century B.C., which is still used nowadays.

After the Second World War a civil war broke out until 1949. Later, in 1962, Greece became a member of the NATO. In April 21st, 1967 the army abetted by the USA government, came to power after a military coup. The dictators later dissociated themselves from the King, deported him from the country and abrogated monarchy. The military Junta was the reason that caused, due to wrong handlings that were exploited by the Turkish side, the Cyprus issue, which lead to the islands breakup in 1974. After a plebiscite on the abolishment of monarchy on December 8th, 1974, the regime changed again into uncrowned democracy and a new constitution was formed by the fifth Revisional Parliament which came into effect on June 11th, 1975, which is still in force today, after its revision in 1986 and in 2001. Greece became a member of the European Union in 1981 and joined the European Monetary Union (EMU) known as the euro zone, in 2001.

The Hellenic Republic is in southeastern Europe at the point where the Balkan Peninsula juts into the Mediterranean Sea and forms a land-based connection to Anatolia and the Middle East. Initially restricted to the southern mainland and a few islands, Greece grew with the addition of the Dodecanese Islands in 1948. The country is bordered by Albania, the Former Yugoslavian Republic of Macedonia, Bulgaria, Turkey, and the Aegean, Ionian, and Cretan seas (figure 8). Greece encompasses 50.935 square miles (131.957 square kilometers). The terrain is 80 percent mountainous, with its highest point, at Mount Olympus. Only 25 percent of the land surface is arable, and another 40 percent serves as pasture. There are more

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than 2,000 islands, 170 of which are inhabited, and a long coastline. Greece is proud of its approximately 2000 islands and of its 42 mountains with more than 2000 meters altitude, including the variety of the geographical characteristics and the wide spectrum of flora and fauna. The main cities of Greece are Athens and Thessalonica. There are nine recognized regions: Thrace, Macedonia, Epirus, Thessaly, Central Greece, the Peloponnese, the Ionian Islands, the Aegean Islands, and Crete. Although these regions sometimes operated as separate entities in the past, they have been integrated into the state and their cultural distinctions are diminishing.



Figure 8. Map of Greece

Greece is placed between the 34th and the 42nd parallel of the north hemisphere and the sunlight is typical of almost all the year. The climate of Greece is characterized as Mediterranean, with mild winters and dry summers. There are rainfalls usually in autumn and spring. Nevertheless, there are regions with varieties of climate-ranging from the semi-dry, semi-deserted climate of southeastern Crete to the coldest and wet mainland climate of Rhodes. The rainfalls even during the winter do not last for many days and the sky in Greece does not remain cloudy for many consecutive days, which happens in other regions of the earth. The winter days of bad weather are often interrupted during January and the first ten days of February by sunny days, known from ancient times as Halcyon days.

Greece has a mixed capitalist economy where the public sector contributes almost to the half of the Gross National Product. Tourism is a very important industry, which

also contributes greatly to the Gross National Product, and it is a source of exchange. In 2004, the greatest industry in Greece with incomes of approximately 12 billion euro was the often relatively inconspicuous, navigation. According to the last census (2001), the resident population of the country is 10.934.097. The day of the census, in the country were present and registered (real population) 10.964.020. Approximately 97% of the residents are self-defined, at least by name, as Greek orthodox. There are about 500.000-800.000 followers of the old calendar throughout the country- over-conservative orthodox people, who use the Julian calendar and are devoted to the traditional Greek orthodox practices. The state does not keep statistical records about the religious groups, at the census the residents are not asked about their religious beliefs. During the last decades, Greece has received a great stream of immigrants. The total number of immigrants is reckoned to be about the 10% of the total population or 950.000 people. Legal residents of the country are about half of them, although the numbers display great fluctuation due to the lack of immigrant policy and to the instability of the neighboring countries where the immigrants come from. The biggest population groups, according to the 2001 census, seem to be the ones coming from Albania, Romania, Bulgaria, Pakistan, Ukraine, Poland, and Egypt.

5.2. Tourism in Greece

The cultural elements of Greece represent a crucial reason for the country to be one of the most well-established tourism destinations in Europe, although its tourism industry is dominated by summer visitors attracted by the sun and the beaches. This is not surprising as the country has 15.000 kilometers of beaches. Moreover, Greece has 16 locations which have been characterized as global cultural heritage and provide enormous chances for tourism development. Although it has such a wide spectrum of attractions and tourism potential, Greece is considered to a great extent, as a sun and beach tourism destination. According to the World Tourism Organization, Greece is the 15th country worldwide in the arrival of foreign tourists. The number of aeroplane arrivals has increased because of the liberalization of the air transports and the limitation of ticket prices, while travelling by other means of transport has decreased. The arrivals of foreign visitors by cruise ships have been reduced to 20% mainly due to dependence on the American market. The basic means of transport is still the aeroplane. More than 80% of the tourists visiting Greece travel by plane, 14% by road and 4.5% by sea. According to a research by the World Travel & Tourism Council in

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2008 about the basic financial variables in 2008 and their potential in 2018, we can establish that Greece is enhancing the percentages and that Tourism is still going to be one of the most significant industries in Greece (Table 11).

	2008 Estimation	2018 Forecast
Contribution of Tourism to Gross Domestic Product	37.3 bn€ (17.2%)	69.6 bn€ (18.0)
Employment	963.000 (20.9%)	1.349.000 (21.9%)
GDP growth for Tourism Economy	3.7%	3.9%
Export earnings from international visitors	15.1 bn€ (29.8%)	29.8 bn€ (28.8%)
Capital Investment	7.5 bn€ (14.4%)	14.7 bn€ (14.9%)
Government operating expenditures	2.6 bn€ (8.1%)	3.5 bn€ (3.2%)
Personal Travel and Tourism	16.8 bn€ (11.7%)	30.4 bn€ (11.8%)
Business Travel	1.8 bn€ (0.8%)	0.9 bn€ (0.9)

Table 11. 2008 estimation and 2018 forecast of the basic tourism variables in Greece. Source Word Tourism and Tourism Council, 2008

In 2005, in comparison with 2004, there has been an increase of 4.7% in arrivals in the ten busiest airports in Greece, according to the Civil Aviation Authority data and a corresponding increase of income to 6.7%, according to the official data by the Bank of Greece. In the 80s and 90s there was a dramatic increase of arrivals of foreigners. The number of foreigners in Greece has developed gradually; the arrivals of foreigners are increasing through the years, with the exception of a few negligible drops in 1991, 1995 and 1996 (figure 9). The incoming tourism earnings have risen during the last two years at current and real (deflationary) prices.

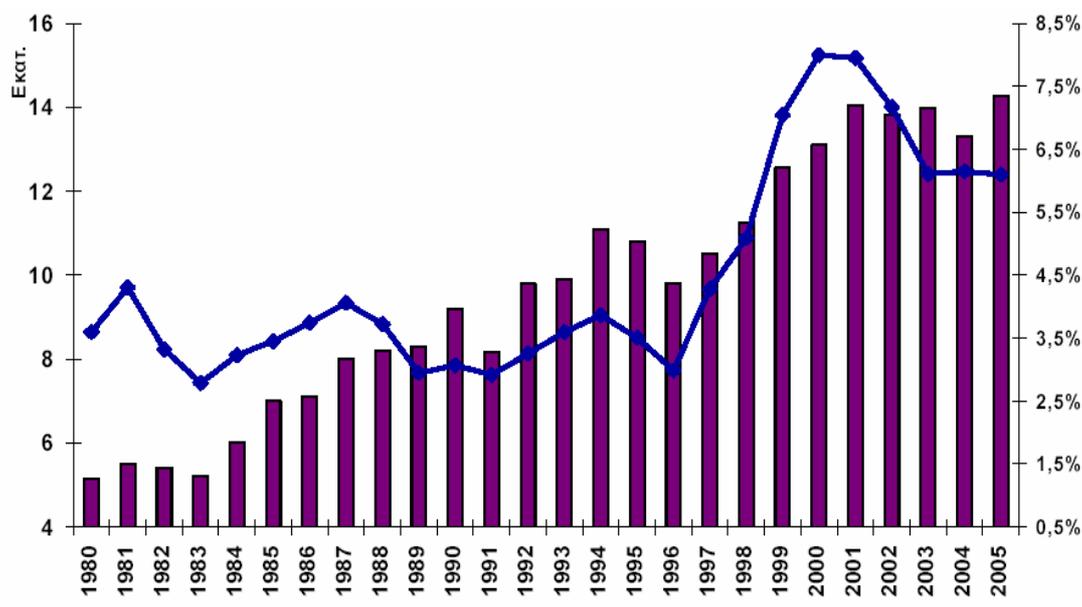


Figure 9. Greece arrivals and incoming tourism earnings. Source: National Statistical Service of Greece

*The arrivals do not include cruises

**In 1998 and in 2002, changes in the methodology of collecting data about the earnings

The income from tourist services in Greece has increased greatly during the last 30 years and in current prices the per capita tourist expenditure has been tripled. During the 1995-2004 decade, the tourist earnings from foreigners in Greece displayed a surprising growth, as they increased cumulatively 134.4% above the inflation, while there has been a corresponding increase 44% of the total domestic financial activity (or Gross National Product). As a result, the tourist earnings from foreigners (3.5% of the GNP in 1995) reached in 2004 6.2% of the GNP, while the ratio of the earnings from foreign tourists in Greece to the relative expenses of the Greek tourists abroad has been raised from 3.1 in 1995 to 4.5 in 2004 (figure 9). The foreign tourists spend in Greece more than fourfold over the Greek tourists abroad.

The overwhelming majority of the tourists visit Greece for the sun and the sea. The tourist demand for Greece results from the great supply of the “Sun and Sea” tourist product. The special or alternative forms of tourism are considered attractive markets for the support of tourism; however they have not been much developed in Greece yet. The length of stay for the foreign tourists is differing according to the purpose of their trip and their area of destination. The usual average length of stay for foreigners in Greece is 15 days, while their average length of stay in hotels in 2003 was 5.97 days, in 2004 6 days and 5.54 days in 2005. The tourist demand in the country is higher during the summer season. This explains the intense seasonality of the Greek tourism product, which focuses on the islands and its success mainly depends on the massive low-priced tourism programs (Table 12). This resulted in the limitation of tourism in mainland Greece in the past, while the islands had acquired a central role.

MONTH	ROOM OCCUPATION
January	25.2
February	28.9
March	32.5
April	32.6
May	49.8
June	68.2
July	83.0
August	89.9
September	73.4
October	44.3
November	30.8
December	31.1
AVERAGE	49.14

Table 12. Room occupation in Greece. Source: National Statistical Service of Greece, 2006

Greece displays a decrease in the market share as we can observe in the table 13 which is similar to the one of other mature destinations such as Italy, Portugal and

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Spain. On the contrary, countries such as Croatia, Egypt and Turkey display a remarkable increase, as they are developing tourism destinations, as Greece was during the eighties. If Greece wants to cope with the new situation, there should be a development of new types of tourism on a faster rate or the existing ones should be reinforced.

Countries	Internal Population / Tourists Arrival		Tourism Price Competitiveness Index
	1999	2005	
Greece	0.95	0.86	54.41
Turkey	9.62	3.39	84.77
Croatia	1.20	0.52	84.17
Italy	1.58	1.49	47.06
Spain	0.86	0.75	54.28
Portugal	0.87	0.86	59.65
Egypt	13.76	8.45	87.09

Table 13. Greek tourism in the framework of world competition. Source: Sampaniotis, 2006

The Greek tourism product needs to be redefined in order to exploit the variety of other available activities and destinations, apart from the traditional “sun, sea and sand” sector, and to extend the tourist season. The priorities in the development of the product should focus on the maximization of performance and on the minimization of the impact on the environment and on the local communities. Moreover, certain guidelines should be determined and promoted so as to maintain the national heritage and the cultural integrity (Word Travel and Tourism Council, 2006). The products that could mobilize tourism throughout the year include rural tourism, ecotourism, etc. The industry should concentrate on the increasing market partition in order to compete with developing markets such as Croatia and Turkey.

5.3. Rural tourism in Greece

Though the 70’s the Greek rural tourism began to be developed remarkably, because additional ways of hospitality were created, such as hostels and rooms to rent in small islands and settlements of the district. The creation of lodgings in these rural areas was enough to create the conditions for a limited in extend development of rural tourism. The first social group that was involved with rural tourism in Greece was the woman of agriculture. The General Secretariat of Equality supposed that it was the unique chance for the incorporation of rural woman in the social and economic life of her region, showing off her capabilities, beyond the narrow limits of housekeeping. As a result, 7 feminine partnerships were created which constitute profitable enterprises.

After the accession of Greece in the European Union, rural tourism was supported, initially, by the Ministry of Agriculture³² and later, by the Ministry of Tourism³³. With the support of the Ministry of Agriculture, until 1984 about 1 million € was given in order to finance 612 farmers, 19 communities, 9 monasteries and 1 company of agricultural development. Later, the Ministry of Agriculture with the support of EU started the business programme “Farming – Development – Reconstruction 2000 – 2006”. This was a programme of national range which included 7 axes of priorities which were materialized in 34 different allocated modes. The total cost of the programme comes up to 1.15 trillion € and it aims at the creation of 7.000 viable enterprises. Moreover, complementary activities started, such as the District Business Programs through equivalent interferences in problematic rural development in local level.

In 1991, Leader 1 started (1991 -1993) and, later Leader 2 (1994-1999) and Leader + having as a purpose to encourage innovative initiatives for the development in local level. The Ministry of Tourism started an important programme which was applied until 30 / 06 / 2006 and it strengthened the competitiveness between the tourist Mass Media. Activities financed are associated with the reorganization, the automatism and the electronic networking of the tourist regions, boosting the competitiveness of the rural tourist areas compared to the destinations that are advertised with the most advanced technological means in Greece, as well as abroad.

In addition, another considerable program of the Ministry of Tourism which was applied until 30 / 06 / 2006, was the qualitative modernization of the small lodgings. The qualitative modernization and the upgrade of the facilities of the small lodgings, which is a category that, as a rule, we meet in rural tourism areas, contributes significantly to the improvement of the offered tourism products and services. At the same time, it increases the viability and the competitiveness between the rural tourism business and the big investments in Greece and abroad. Greece tried to determine the conditions and the prescriptions for the quality of tourism which is offered in rural tourism enterprises and regions. As a result, a Greek prescription for Rural Tourism was created.

³² www.minagric.gr
³³ www.gnto.gr

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According to Agrotour S.A. a Greek Non Profit Organization, the Greek prescription for Rural Tourism, which was created by ELOT³⁴ is a result of many efforts for the creation of a pattern about the determination of quantity of the tourism that is offered in agricultural areas. This Greek prescription describes the terms:

1. Rural Tourism
2. Rural Tourism Product
3. Rural Tourism Destination
4. Rural Tourism Enterprise and
5. Rural Tourism Enterprise Types.

The prescription determines, also, the term rural tourism business. According to this definition, rural tourism enterprises are enterprises that are activated in rural tourism destinations – in regions with small population and limited development of tourism substructures – and provide one of the following services: accommodation, feeding, sightseeing and sensitization about the nature and environmental education. Greece is a country of 10 million inhabitants and a considerable number of the country's work force is occupied with agriculture. Rural tourism is placed among the agricultural activities and during the last years it has displayed an important development in contrast to the standard massive tourism.

There are several reasons which contribute to the evolution of rural tourism. One of them is the flight of people from their villages to a big urban city. These people often return back to their birthplace and rural areas because of their nostalgia or because they want to show their children where and how they lived through their childhood. As it is showed in Table 14, the increase of population in the district of the capital city reaches the important percentage 22.41%. On the contrary, the increase in rural areas is slight, and more specifically in Thessaly 2.59% and in Epirus 4.14% and in some occasions there is a considerable reduction in the population at the rest of Central Greece and Evia that reaches -34.19%. A second reason is the division of the tourism areas. This division of the natural and the tourism resources in Greece has resulted in a situation where in the same region mass tourism and rural tourism are both available.

³⁴ www.elot.gr Hellenic organization for standartization.

	1991	2001	Percentage of Modification
Geographical Region	Total	Total	
Total	10.259.900	10.964.020	6.86%
Attica	3.072.922	3.761.810	22.41%
Rest of Central Greece and Evia	1.260.945	829.758	-34.19%
Peloponnese	1.086.935	1.155.019	6.26%
Ionian Islands	193.734	212.984	9.93%
Epirus	339.728	353.820	4.14%
Thessaly	734.846	753.888	2.59%
Macedonia	2.236.019	2.424.765	8.44%
Thrace	338.005	362.038	7.11%
Aegean Islands	456.712	508.807	11.40%
Crete	540.054	601.131	11.30%

Table 14. Greek population in each region 1991 - 2001. Source: National Statistical Service of Greece.

The third reason for the development of rural tourism is people's need to return to their roots, joining in cultural and gastronomic habits of the past in agricultural areas. All these reasons constitute fundamental elements which can support the evolution of rural tourism in Greece. This type of rural tourism seems to gather the preferences of the foreigners who visit Greece for tourism reasons. They prefer this style of holidays. That is a type of holidays which is based, mainly, on activities at the sea and entertainment from the agricultural occupations or activities of the countryside (climbing, walking, riding etc). The trends in the field of interior tourism are different, as there is an intense preference for complex types of rural tourism. Mineral water springs, ski resorts, sports centers, campings etc, gather, as a rule, Greek visitors either for short holidays or for the weekends.

The main types of pure rural tourism in Greece

- Rural tourism in villages of exceptional natural beauty (mountainous or not) which attract visitors, exploiting the beauty of their place.
- Rural tourism in islands and coasts which exploit the sun and the sea mainly during the summer.
- Rural tourism in traditional settlements with an exceptional architecture which attracts the resident of the cemented urban centres.
- Rural tourism in regions close to protected areas, such as national forests and wetland habitats, which apart from their natural beauty, provide information to the visitors about ecology issues.

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- Rural tourism in partnership accommodations, where the members of the partnerships, mainly women, offer their products or the ones from the local production, and authentic hospitality.

The main types of complex rural tourism in Greece

- Rural tourism in regions with hot water springs, known as spa, where in specially organized rooms, the tourists get therapeutic treatments, in a combination of detoxification and body relaxation.
- Rural tourism in mountainous villages which are close to an organized ski centre, which is an attraction for the tourists.
- Rural tourism in rural regions with sport facilities which provide all the potentials for relaxation and exercise.
- Rural tourism in camp sites placed at the surroundings of rural settlements and connected to them financially, socially and culturally.
- Rural tourism for young children in camp sites with sport facilities, all-embracing hospitality and, educational and entertaining programs.
- Rural tourism in centres for passing tourists which are placed in special junctions and offer hospitality to the passer-by.
- Rural tourism in rural regions of cultural interest. The holidays in these regions are accompanied by intellectual activities.

All the previously mentioned types of rural tourism in Greece take place in rural regions; the type of accommodation mainly includes rooms within the house of the farming family or rooms at the extension of the house, or autonomous rooms outside the house, so as to secure the privacy of the family and of the visitors.

Central Macedonia is one of 13 regions of Greece and one of the regions of Macedonia. Macedonia is the largest prefecture in Greece and its capital, Thessaloniki, is the nation's second city. The region has a population of c. 1.875.000, representing 17% of the country's population and produces 17.5 percent of the GDP. Its prefectures are Thessaloniki, Serres, Halkidiki, Kilkis, Emathia, Pella, and Pieria. The region provides easy access to the Balkans through good road and railway networks. Large ports connect the Greek and the foreign harbours for convenient

transfer of goods and people. Thessalonica, the capital of the region, is 508 km from Athens.

The region has a long coastline on the Thermaic Gulf at Thessaloniki, the Thracian Sea to the east, and on the Aegean from the Halkidiki peninsula. In the northwest corner are the Prespa Lakes, one of Europe's most important bird shelters. To the south, Mt. Olympus, Greece's highest peak at 2.917 meters, rises from a plain just six kilometres from the sea. The region's fertile plains produce crops of cotton, wheat, peaches, and tomatoes. There is considerable dairy farming. This northern region of Greece is characterized by fertile plains lying between the coast and the mountains, and a well-developed industrial area supported by good infrastructure. About 670.000 residents are employed in public and/or private enterprises, 19 percent in agriculture, 25.5 percent in mining, foods and drinks industry, manufacture of clothing, textiles, and furs, and the manufacture of vehicles, and 55.5 percent in tourism.

The primary industries include biological agriculture (cereals, cotton, peaches, tomatoes, wine and olives), as well as foods and drinks manufacture, clothing, fur and textile manufacture, production of chemical products, and the manufacture of vehicles. The region's tourism sector includes 954 firms. Companies with FDI include Amylum Hellas, the Greek Central Paper Company of Macedonia, and Iliodomi S.A.. The region has two airports - Kavala, with daily flights from and to Athens and weekly flights to Germany, and Thessalonica's international airport with daily connections throughout Greece and to Europe and the Balkans. The railway station provides five express intercity services to Athens. The harbours in Kavala and Thessalonica are the two main commercial ports, and there are ferry connections to mainland Greece, the Greek islands and Turkey. An extensive roadwork of intercity buses serves the towns of the region. The telecommunication network is almost wholly digitized and supports both private and public services. There is a direct and continuous supply of liquid fuels.

Pieria is one of the fifty one prefectures of Greece. It is located on the south part of Macedonia (Central Macedonia). Its capital is Katerini. The name "Pieria" comes from the ancient tribe and the ancient land of Pieris. In Pieria there are many archaeological sites, such as Dion, Pydna and Platamon. Pieria is also the home of Orpheus and of the Muses. Mount Olympus, the highest mountain in Greece and the home of the Greek gods, rises on the south part of Pieria. The Pieria Mountains are on

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the west. The population has a tendency to increase, while the immigration stream is limited. The southern and the western part of Pieria are mountainous. On the contrary, the coastal part is an extended and fertile plain, which covers 40% of the prefecture's land. The ground of the prefecture is relatively poor in minerals; it is 36% lowland, 17% mountainous and the rest is semi-mountainous.

Three mountain chains end on the borders of Pieria: Olympus, Titarus and Pieria. The peaks of Olympus which are in the prefecture are Pantheon (2.917 m.), Skolio (2.911 m.), Fragou Aloni (2.684m.) and Metamorphosi (1.578 m.). From Titarus there are the peaks of Bulgara (1.689 m.), Kardaras (1.527 m.) and Titarus (1.839 m.). The Pieria Mountains cross the whole line of the west borders of the prefecture. In the prefecture there are small rivers and streams which flow from Olympus and the Pieria. The beach is extended and there are no natural harbours. Every year during the summer the beaches of the prefecture are filled with tourists. Many of the beaches have been prised with Blue Flags. The length of the coast in Pieria is more than 100km. The climate is mainland with warm summers and cold winters, and very healthy. At the coasts, the climate conditions are mild due to the influence by the sea. During the '60s, immigration counterbalanced the natural increase of the population. Pieria has 128,950 residents according to the 2001 census³⁵, which shows an increase of 10.1% compared to the 1991 census. The analogy of primary school students per 1,000 residents is over the greek average. Thus, 64 students corresponded to 1.000 residents in 1999.

In 1998 and 1999 Pieria seems to fall short in room occupation in relation to the Central Macedonia Region with 10 and 17.4 units respectively. Considering the duration of the tourism period and according to the "Hotel Guide of Greece" for 2002 which is published by the Hellenic Chamber of Hotels³⁶, the 221 out of the 315 hotels of Pieria, that is 70%, operate on a seasonal basis mainly between three to six months and only 94 of them (30%) seem to operate twelve months a year (we should emphasize that we considered as seasonal the accommodation without index). Taking for granted the natural resources of Pieria and especially the ones related with the mountains, Olympus and Pieria, and which definitely refer also to winter tourism, we notice that there is a large part of unexploited natural resources and also a one-sided

³⁵ www.statistics.gr

³⁶ <http://www.grhotels.gr/>

attachment to summer holiday tourism. Although this form of tourism is by itself more massive, as the large majority of Greek and foreign tourists associate their holidays mainly with the summer and the sea. Pieria has the natural resources that are needed in order to balance the 70% of accommodation that operate exclusively on a seasonal basis and to present a more “complete” tourism product which will be available during the whole year. All the above mentioned data in addition to one more, the intensity rate of the analogy of available tourist rooms per resident, which is equal to twenty in Pieria (available rooms which correspond to each resident), prove that tourism in this area is still developing under “industrial” type conditions and the area is classified in the areas of high tourism development, which is the second category immediately after the one of areas characterized as specialized in tourism. As we can see in table (15), Pieria had in 2007, a total of 373 units, 9.233 rooms and 17.839 beds. The problem is that the units were mainly 1 or 2 star hotels.

Pieria 2007						
	5*****	4****	3***	2**	1*	Total
Units	1	6	41	141	184	373
Rooms	190	688	1397	3488	3470	9233
Beds	356	1337	2712	6776	6658	17839

Table 15. Hotels available in Pieria, 2007. Source: Hellenic Chamber of Hotels

According to the Prefect of Pieria George Papastergiou and the representatives of the Prefecture Administration, today “the prefecture’s developmental potentials focus mainly on the strong productive potential and on the large number of natural resources in the sector of agriculture and tourism” (personal interview, 2006). These two sectors are determinant in the economy of Pieria and they have the major contribution to the formation of the Gross Prefecture Product.

The municipality of Pierion was founded in 1998 by the 2539/97 Law about the unification of the settlements of Ritini, Vria and Elatochori. It is a relatively small municipality with many problems and limited financial developmental resources, which fall short in their rates of development compared to the coastal and lowland parts of the prefecture of Pieria. The municipality of Pierion has an extent of 112.943 square meters and a population of 2.811 residents (National Statistical Service of Greece, 2001 census³⁷). The area is part of the massif of Pieria (it extends on the South east part) and a wider part of the massif formed by the other mountains that

³⁷ www.statistics.gr

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spread to the west (Titirus, Kamvounia, etc.), and functionally it is the extension of the largest and highest mountain in Greece, Olympus.

The (mediterranean) mainland climate is mainly the result of the big hypsometric differences, of the intense relief and of the wet winds from the Aegean. There are considerable snowfalls (snow height 1.5 meter) in the areas of high altitude and they are more often in November and March (figure 10). As regards the morphology of the area, the lowest altitude is 190 meters, while the highest altitude is on the peaks Of Thoma Rachi (2.023 meters) and



Figure 10. Village, Elatochori.

Saltapida (1.932 meters). The region from the point of the elements of flora, the forestry supplies, the ecosystems, mix of species, the microenvironments, the view and the changing colour compositions throughout the seasons of the year constitutes a complete environmental park. The region has a large number of forest paths and roads and the existence of the “Nature 2000-Pieria mountains” (Stamos, 2000) area is a significant part of this thematic environmental park.

According to a scientific research on the development of the mountain region of the Municipality of Pierion by the Aristotle University of Thessaloniki in 2000 (Stamos, 2000), the financially active population numbers 1.283 persons (48.32% of the total population). The demographic course was intensely negative. With a continuous reduction of the population since 1961 up to 1991 (+2.1, -1.5, -3.0, -14.6, for the decades 1951-61, 1961-71, 1971-81, 1981-91 respectively), but during the last decade, after the development of rural tourism and several developmental policies by the Greek government, there has been 5.95% increase (figure 11).

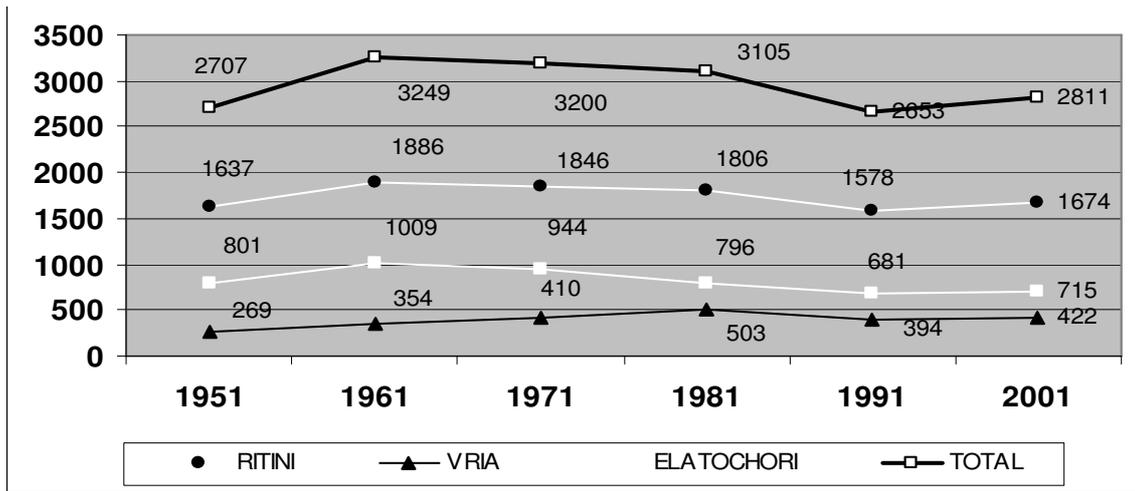


Figure 11. Population – Municipality of Pierion. Source: National Statistical Service of Greece, 2001

The local society despite the special and rich natural resources, mainly depends on the standard primary sections (agriculture, animal breeding, forestry). The employment is grouped at 60% in the primary section, 25% in the secondary section and 15% in the tertiary section (figure 12).

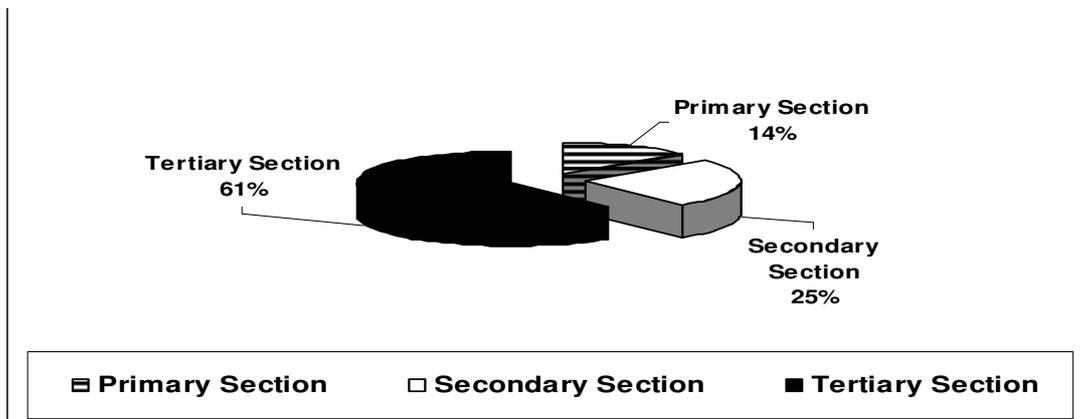


Figure 12. Employment distributions. Source: Stamos, 2000.

There are crucial shortages in infrastructures (watering, drainage, road construction) and the exploitation of the rangelands is not accompanied by upgrading interventions. The manpower is still not supported by administrative and social institutions and infrastructures in their recovery efforts. There are also shortages in the staffing of services as well as in the equipment of the Municipality (Drougas 2006- Personal interview). The education infrastructures seem to be adequate, but the problem lies in the reduction of the number of students due to the ageing of the population

CHAPTER 6

COMPARING THE GREEK AND HUNGARIAN PROSPECTS

6.1. Greek and Hungarian study areas

Three study areas were examined in every country. The Hungarian villages Kárász, Magyaregregy, Szászvar and the Greek villages Vria, Ritini and Elatochori were selected for this study. The choice of these areas was based on several criteria, including: significant employment declines in natural resource sectors such as agriculture and forestry, and their locations in areas characterized by the presence of mountains, rivers, canyons and other natural amenities. The dominant forms of tourism in these communities are closely linked to natural amenity features, with all three areas exhibiting a transition towards tourism based economy. At Vria and Magyaregregy rural tourism has just started to develop, at Ritini and Szászvar rural tourism is at a secondary development stage and at Kárász and Elatochori rural tourism development is at an advanced level. The three Hungarian villages are located in East Mecsek Valley which belongs to Baranya County. Szászvar is the biggest village (2.572 citizens) Magyaregregy (829 citizens) and the smallest one Kárász (367 citizens).

The three Greek villages are situated at the municipality of Pierion which belongs to the prefecture of Pieria which is situated at the periphery of Central Macedonia. Ritini is the biggest village (1.674 citizens), Elatochori (715 citizens) and Vria is the smallest one with (422) citizens. The study was conducted from December 2005 until March 2006. At our survey we tried to utilize three comparable methods. First we tried to compare the existing data which we tried to obtain from the Central Statistic Offices the two countries have and other governmental or not governmental organizations or unions. Secondly, in order to obtain a deep and comprehensive understanding of the difference cases, interviews with local people and the authorities were made in each case. The project investigated the similarities and differences in rural tourism development in Hungary and Greece and the sample incorporated several groups: tourists, local community, local and central authorities, NGOs, tourism and non-tourism organizations. Informal interviews were conducted with the tourists, local community and tourism and non-tourism organizations either by the authors or research assistants to collect their ideas and beliefs about rural tourism

development. Groups like Local and Central Government and NGOs were contacted through formal in depth interviews with open-ended questions, since this type of interview can provide detailed information on the attitudes of stakeholders to cultural tourism issues of a destination area (MacDonald and Jolliffe, 2003). Twenty interviews were made by phone and nineteen were conducted face to face. The average interview lasted approximately 30 minutes. The interviews were given in confidence and therefore are presented here anonymously. After collecting and investigating the research data we identified the different stakeholders and we separated each group in different categories according to our prospective and we delineated them in a rural tourism stakeholder’s map. Moreover we discriminate the different opinions for rural tourism development according to the most important groups. Finally we formed a questionnaire in which we could compare how the households promote and operate in each case. In Hungary the questionnaires were delivered with the valuable help of “Tourinform”, which is based in Karasz, and managed to distribute the questionnaire to the hosts. In Greece our team used a drop-off pick up method; this involved hand delivery of the questionnaire to each host, and then returning within 24 – 48 hours to pick up the completed questionnaire.

Rural tourism service in Hungary, according to the Hungarian Central Statistical Office as it is visible in table 16, is increasing rapidly and the same progress is occurring in the Baranya County.

	Number of units		Number of bed -places		Number of foreign tourist arrival		Number of domestic tourist arrival		Number of foreign tourist nights		Number of domestic tourist night	
	Hungary	Baranya	Hungary	Baranya	Hungary	Baranya	Hungary	Baranya	Hungary	Baranya	Hungary	Baranya
1999	5533	138	29768	707	42862	602	61153	3340	255944	2881	274541	12346
2000	6109	159	33502	848	40658	809	69174	3886	221126	3816	297362	16202
2001	6675	184	36884	998	45345	913	72141	4650	232810	3622	295679	19096
2002	6806	231	38740	1325	39919	638	82190	4598	215151	2994	360379	17232
2003	7264	242	41960	1375	33552	738	97906	6800	188 300	3 315	398229	22773
2004	7431	306	44365	1809	22217	978	107652	6549	106 970	4 175	388667	23051

Table 16. Rural room service. Source: Hungarian Central Statistical Office.

From 1999 until 2004 the number of units was raised 34% in Hungary and specifically in the Baranya county 121%. Bed places were raised proportionately 49% and 155%. The number of tourism arrivals raised 24% in Hungary and 90% in

the Baranya County. As we can see, the Baranya county tourism industry is developing extremely fast, in comparison with the Hungarian average (figure 13).

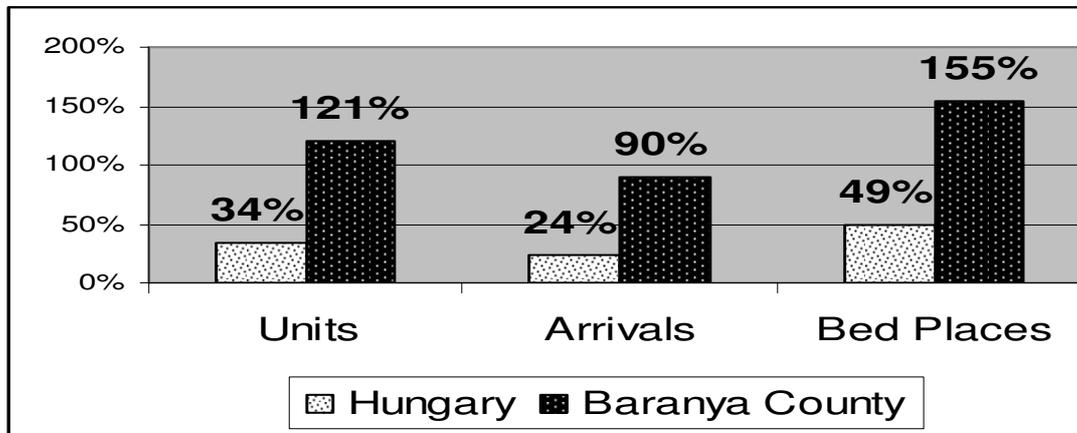


Figure 13. Comparing Hungary and Baranya County. Source: Hungarian Central Statistical Office.

If we examine the three villages in year 2004, there were 32 units, 247 bed places for village accommodation and 5.343 nights spent at these bed places. This tourism activity as we can see in table 20 is providing 783.000 HF (table 17) at the three villages a 36.25% of the total local tax income. As it is visible, this percentage is very significant for the local community and the Hungarian government should sponsor this growth with every method possible.

	Taxes from tourism	Total local tax income	Tourism income in the percentage of the total
Kárász	429.000	1.319.000	32.52%
Magyaregregy	297.000	2.573.000	11.54%
Szászvár	57.000	6.132.000	0.93%
Total	783.000	10.024.000	15.00%

Table 17. Rural tourism tax income. Source: Hungarian State Treasury³⁸

When our team tried to examine the Greek rural development, realized unfortunately that even though Greece has been implementing rural tourism for several years and even though it is sponsored by the European Community, the Central Statistical Office, the Greek Minister of Tourism and other organizations could not provide us with the necessary data (Rural room service progress), therefore we could not see how rural tourism has developed at the country in total and more specifically at the three villages. But according to the interviewers in Greece, the rural tourism development is raising with a rate of 50%. Moreover, according to the interviewers in both countries

³⁸ www.allamkinestar.gov.hu

the main problem is the limited tourism period. More specifically, among the Greek villages there are hardly any visitors during the summer and among the Hungarian villages there are no visitors during the winter. As they say, this problem is occurring mainly because almost half of the visitors in Hungary are foreigners from Germany and Austria which go there to relax from their stressful life in a quiet environment. The visitors of Greek villages are mainly Greeks who visit the sea during the summer.

6.2. Interviews

As we can see on the following figures (Figure 14 and 15), most of the interviewees belonged to the local community and to the tourism and non-tourism organization sectors.

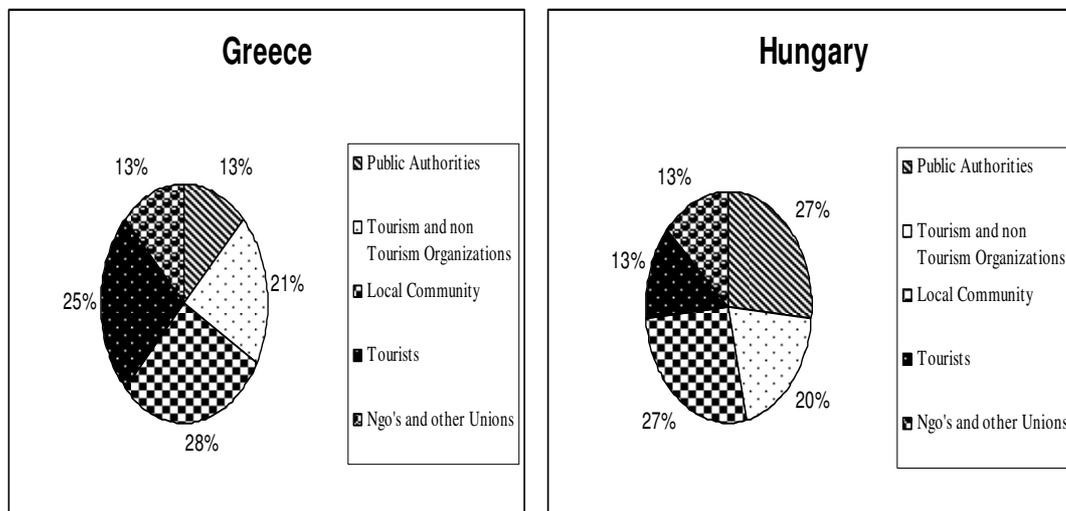


Figure 14 & 15. Interviewees in Greece and Hungary. Source: Fotiadis and Michalkó, 2007.

According to the socio-demographic characteristics (table 18), the majority of the respondents were female (58.98%). The examined population was between the ages of 45-55 which represents a 35.92% of the total sample.

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	N	Sample %		N	Sample %
Gender			Level of Education		
Male	16	41.02	Elementary School	9	23.07
Female	23	58.98	High school	21	53.86
Total	39	100	Lyceum	5	12.82
			College – University	4	10.25
			Total	39	100
Age			Profession		
< 30	9	23.07	Public Servant	2	5.12
30-35	3	7.69	Private Worker	9	23.07
35-45	9	23.07	Entrepreneur	10	25.64
45-55	14	35.92	Farmer	15	38.46
> 55	4	10.25	Pensioner	3	7.71
Total	39	100	Total	39	100

Table 18. Interviewees socio-demographic characteristics. Source: Fotiadis and Michalkó, 2007.

After collecting the different opinions from the above mentioned interviewees we classified rural tourism stakeholders according to our personal opinion and the general literature about tourism stakeholders. Anyone of course might categorize the stakeholders differently but this is the view we got at the examined villages. For example, we grouped together all the tourism enterprises, although we could classify them into more groups, such as hotel-owners, restaurant owners, etc.

6.3. Rural tourism stakeholders

Rural Tourism Stakeholders' attitudes toward the risks and benefits of the Rural Tourism development are shaping the outcomes of the policies which are implemented. Any kind of group or individual who can affect-no difference how much- or is affected (Freeman, 1984) by rural tourism development, can be defined as a stakeholder in this development. Some prefer narrow frames (Cochran, 1994) that only reflect very direct economic connections to the development, while others prefer broad midrange (Clarkson, 1995). Rural tourism stakeholder is not a narrow framework that includes only farmers, who became hosts, and tourists. We believe like many other authors, that it is useful to differentiate stakeholders as either primary or secondary (Carroll, 1989). Clarkson, (1998) has defined primary ones as those who have a “formal, official or contractual” relationship. Secondary are those who influence or affect, or are influenced or affected by, but not engaged in transactions with the corporation and not essential for its survival.

According to our beliefs, Rural Tourism can be separated into the following categories (figure 16) which continually interact and determine whether the development procedure will be successful or not:

Public Authorities. The public authorities are divided into the central, the peripheral and the local level. They are the ones who determine the tourism policy. They are usually responsible for the services and the infrastructure, as well as for the conduct of sums and for the checking of effectiveness.

Tourism Enterprises They involve accommodation owners, restaurant owners, souvenir suppliers, etc. There can be a distinction between the entrepreneurs who come from the local community and entrepreneurs who do not come from the local community.

Non tourism enterprises They include all the other entrepreneurs who do not take part in the tourism activity. They are divided into local and non-local entrepreneurs, too.

The Working Group The working group can be classified into various categories such as the ones who come from the local market and the ones who come from the foreign regions. Moreover, the employees may be men or women and they may work in tourism or in a non-tourist enterprise.

Tourism population. The local society may be the most crucial factor for the development of rural tourism in a region. We divide the population in terms of gender because there are different perceptions for each gender regarding competitiveness. Age is another important factor since there are different reactions towards changes across different age groups.

Tourists. The tourists are rural tourism's demand and they are either foreign or domestic tourists. They usually have different demands depending on the country they come from and on their age.

Non-governmental organizations, environmental and cultural unions, and educational institutions. They are usually the ones who promote sustainable development and try to maintain the natural and the cultural inheritance of a destination. They are also interested in the education of the human potential and in the overall increase of the quality of life.

Antagonists. As a matter of course the antagonists do not wish for their rivals' development. There are two kinds of antagonism; the internal one which takes place within the rural region and may be related to enterprises that are affected by the development of this activity, and the external one which is related to other rural

regions which recognize the fact that another region's development may decrease their own region's income

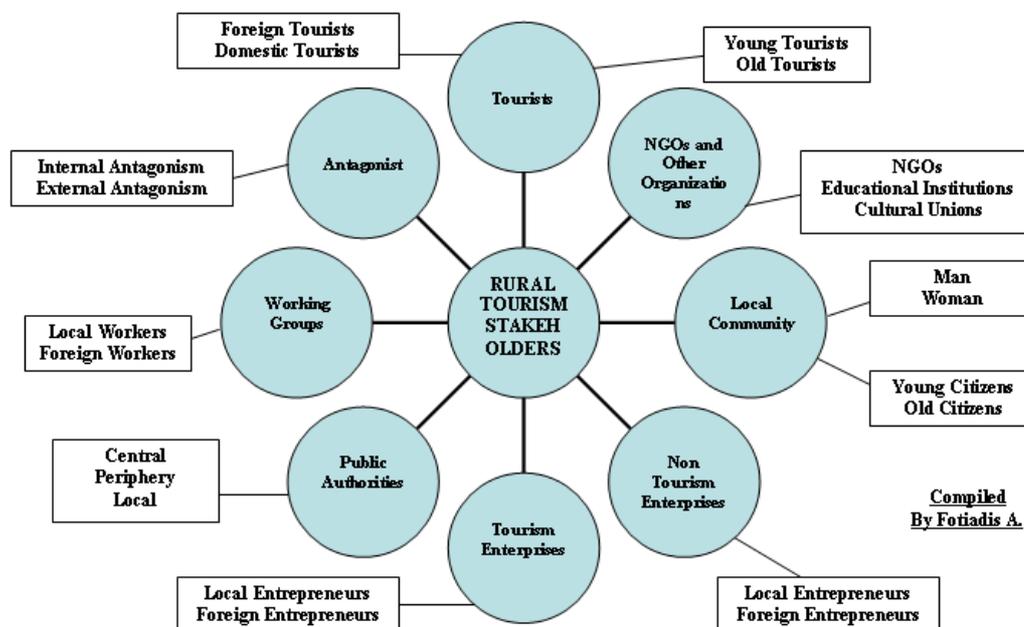


Figure 16. Rural tourism stakeholders map. Source: Fotiadis and Michalkó, 2007.

We should point out that we have grouped together all the tourism enterprises, although we could classify them into more groups, such as hotel-owners, restaurant owners, etc. According to the stakeholder theory these various groups can and should have a direct influence on managerial decision – making (Jones, 1995). In Rural Tourism the government usually sets the plans and the local community decides on their implementation. In this procedure every stakeholder conceptualizes rural tourism in a different way. The expectations of the central government are different from the expectations of the local government and the expectations of the local and not local entrepreneurs may also differ totally. At the same time, man and woman realize that the incoming changes will influence their position in the society and they are trying to find ways to react and protect themselves.

Difference in approach between males and females. Geert Hofstede, (2001) is a culture anthropologist, who is the prime expert in the intercultural communication area. He conducted a large study during the 60's and the 70's among more than 116000 people at a multinational giant, IBM in the Netherlands. He asked the

employees of this company about their values in their job. He put the answers under a statistical analysis and he found the following problem range, which is the same as with the answers with different solution for every country, and he created a four-dimension model:

The four-dimension model

1. large vs. small power distance
2. individualism and collectivism
3. masculinity and femininity
4. weak vs. strong uncertainty avoidance

This third part of his model is very valuable in rural areas. In these areas men are usually in a better “position” than women. However, rural tourism development is changing the status of women as they are becoming more autonomous by creating their own enterprises.

In Greece, for example, there are approximately 100 feminine rural – agrotourism cooperations with more than 2000 members according to Karasavvoglou and Florou, (2006). These feminine co operations are found in villages or small towns, usually produce traditional products, develop several programs – seminars in order to educate their members and face problems with the organization and the promotion due to the insufficient capabilities of their female members.

There are differences, of course, between the societies all around the world. In small power distance societies the main ambition is to reduce the inequalities and the differences among people to the minimum. Thus, children and parents are equal within the family, just like teachers and students. Austria, for instance, belongs to these countries. On the contrary, in the large power distance societies, the inequality between people is not only expected, but even desired. Malaysia is a typical example in this respect.

Individualism predominates in societies where the human bonds and relationships are not close and intimate and the most important is the self and his/her immediate family. This type of culture is the „me-culture” where children learn to think in terms of ‘I’. The United States of America are a typical example of this category. In collectivist societies, the individual since his/her birth is typically expected to become a member

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of a closely related group of people, to be loyal to that group and get their protection. This is the „us-culture” found in countries like Indonesia or Venezuela. In these collective societies, identity is based on that group of people or that social network, to which the person belongs.

In the masculine culture, which is typical of rural territories, the gender roles are in sharp contrast; men are supposed to be self-confident, ambitious, tough, focusing on financial success, while women should be modest, tender, concentrating on relationships and the circumstances of life. In the masculine cultures, the dominant value is that of the material success, of the progress. Money and material values are important. In the family, the father deals with money, the mother with feelings. Boys are not supposed to cry, girls are. The society sympathizes with the strong. These societies focus on work; people live in order to work; they release conflicts through efforts. Japan is a typical masculine society.

Rural tourism is changing these masculine societies and that’s why women are the greatest supporters of this development. Although men understand that this development will add an income to their family, they don not want to loose their position in it, therefore they might be negative to the development. This, of course, depends crucially on the country where rural tourism is developing.

Young and Old people difference in Approaches. The young people are in favor of a dynamic rural tourism development, as they expect medium-term profit for themselves and also for their region. They are the most significant stakeholders regarding the tourism development procedures as well as the issues of managing this development. The young people are often the ones who face the most important problems in rural societies since there are not many chances for occupation and thus, they are forced to leave and stay in the cities. The older residents on the other hand, are often more negative towards rural tourism development, as they are generally negative to forthcoming changes, to new customs and manners brought by the tourists, and they usually have a stable job and life routine that they are not willing to change.

Local and Non-Local Enterprises difference in approaches. In rural areas there are usually small sized enterprises which are either touristic or non-touristic and they either belong to local citizen or to lets say “foreigners”. There are a lot of studies that

examine small enterprises' behaviour and the factors that influence their development and their decision making (Gartner, 2004; Thomas, 2004). In these studies we can see that there are different opinions among the entrepreneurs regarding the environmental programs which a government implements in a territory. We believe that for local entrepreneurs rural tourism is the big lottery since it can help them avoid hardworking in the fields and help them become hotel managers. Therefore, the local entrepreneurs reinforce the development of rural tourism, but when they realize that someone else may also gain profit from this growth, they react strangely due to the lack of business knowledge. Sometimes they are even against development, because they find out that the "foreign" entrepreneurs are subsidized instead of them.

The non-local entrepreneurs are usually persons who were either born in the surrounding area and they have come back to their native place foreseeing the occurred chances or they are totally unrelated to the area, but they have also realized the beginning of a new business market and have resettled with the purpose of financial profit. They naturally approve the development of rural tourism activity and take advantage of their business knowledge in order to seize all the occurring opportunities. The difference in approaches between the two groups lies in their preferred way of development of rural tourism activity. The "foreigners", on the one hand, lack emotional obstacles and thus, they usually think that the area should be transformed so as to provide whatever the customer wishes. On the other hand, the local entrepreneurs believe that certain activities should not take place in their area due to their moral bounds. Accordingly, another distinction of the entrepreneurs as stakeholders is the one between the tourism and the non-tourism enterprises. The non-tourism enterprises in many cases are against the development of this activity. For example, the small shop selling fertilizers and farming tools will inevitably face problems, if a totally agricultural area is transformed into a partially agricultural one.

The differences among the entrepreneurs are similar to the ones that exist among the working groups. The employees coming from the local market usually have more moral bounds in comparison with the employees coming from other markets whose only purpose is money. All the above mentioned components should be taken into consideration and evaluated during the development of the business plan by the local, the peripheral or the central government.

Local and Central government difference in approaches. There are some differences regarding how these two parts are reacting towards the rural tourism development. Even though the local government is usually better informed about the needs of its society, it is not involved in the decision making about rural tourism development and therefore, it does not apply the policies in an enthusiastic rate. The central government is the one who decides and usually the same policies are implemented in every territory. However, not all the territories display the same potential for success and the policies fail. Moreover, the local government normally cares “too much” for the voters and that’s why it supports mainly the local entrepreneurs and the local workers. Therefore, it supports plans which might be less successful for the territory but will satisfy the locals.

Rural tourism stakeholders must understand that they are interdependent, and that they will benefit from their collaborations. Each category and each group must cooperate (central with local government, woman with man, touristic and not touristic enterprises) so as to find a way to benefit from rural tourism development. All the decisions should be taken after careful thinking and continuous communication across the different stakeholders.

Differences in the goal that each group has will always be an issue, but these differences must be joined together for a common goal which will be no other than the general prosperity. We hope that with our research we discriminated each group (stakeholder) and we indicated the difficulties which a rural territory might face while it is developing. Rural tourism has mainly positive supporters but as we have proven in some cases within each stakeholder category there might be reasons for negative reactions.

6.4. Rural tourism hosts comparison

The questionnaire, which was distributed to the hosts, was used to collect relevant data for the study. At the Hungarian villages since there are 32 hosts, a total of 32 questionnaires were handed out, 30 were returned, producing a 93.75% response rate. At the Greek villages there are 11 hosts and a total of 11 questionnaires were handed out, 11 were returned, producing a 100.00 % response rate. In total it was distributed 41 questioners and 39 were returned, producing a 95.12% returned rate.

Lately, some of the established destinations have been interested in rural tourism in order to differentiate their tourism product and market and to spread the benefits of tourism from the coastal resorts to the inland (Sharpley, 2002). Therefore we asked how many years they worked in the rural tourism section, in order to find out whether rural tourism is a new activity for them and how valuable has been the entry of the two countries in the E.U.. If the results proved that in Greece the rural tourism start up appeared earlier than in Hungary, this would mean that this activity was developed due to the European Union's sponsoring money. If not, then it would mean that rural tourism was mainly the result of the need of the local communities to solve their huge problems. A descriptive analysis of the study revealed the following about the hosts: The interviewers in Hungary have been in general in the host giving business for 7 years, 10% of them joined last year (2005). For the longest time (for 14 years) only one person takes part in the rural tourism. It is visible that since the government system changed, they joined in step by step. Before 1990 nobody was involved in rural tourism and, till today, more and more people join. Greece has been in host business in general for 3 years, 45% of them joined two years ago (2005). They joined two year ago because all of them were sponsored by the Greek government and the European Community.

We asked the hosts if they have ever stopped providing accommodation for more than a year because the provision of accommodation for tourists has become an essential element of agricultural business (Hall et al., 2005). Our aim was to realize how seriously and professionally they consider their business. We believe that when the percentage of entrepreneurs who stop their activity is low, they take their business in that sector more seriously and professionally (table 19).

		GREECE	HUNGARY	TOTAL
Yes	Count	0	3	3
	%	0%	100.0%	100.0%
	%	0%	10.0%	7.3%
No	Count	11	27	38
	%	28.9%	71.1%	100.0%
	%	100.0	90.0%	92.7%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 19. Hosting occupation temporary fold up.

We can observe that in Hungary a count of 10% has stopped providing accommodation for more than a year. Two of the Hungarian Hosts stopped because of

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a serious sickness and one stopped because he had to rebuild the building. In Greece, on the other hand, none of the enterprises has stopped. If we examine the total sample, we can observe that a count of 7.32% has stopped providing accommodation services for at least, one year. This means that the Hosts in Greece are more professionally active in the sector of rural tourism than the Hungarian Hosts.

		GREECE	HUNGARY	TOTAL
Private employee	Count	3	13	16
	%	18.8%	81.3%	100.0%
	%	27.3%	43.3%	39.0%
Entrepreneur	Count	8	1	9
	%	88.9%	11.1%	100.0%
	%	72.7%	3.3%	22.0%
Pensioner	Count	0	11	11
	%	0.00%	100.0%	100.0%
	%	0.00%	36.7%	26.8%
Unemployed	Count	0	1	1
	%	0.00%	100.0%	100.0%
	%	0.00%	3.3%	2.4%
Other	Count	0	4	4
	%	0.00%	100.0%	100.0%
	%	0.00%	13.3%	9.8%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 20. Host's occupational background.

The basic elements of rural tourism are rooms in small dwellings, which are situated in rural regions or villages. These dwellings are mainly family enterprises, with rural tourism as a primary occupation or as an additional source of income apart from agriculture (Zvaigzne, 2005). Regional surveys are useful in providing a better understanding of rural tourism attitudes as they are related to community involvement and changes (Petrzelka et al., 2005). We asked the hosts about their occupation before rural tourism, in order to find out what changes it caused to them. In this way we could define the occupational background of the hosts. Our target was to find out if most of the hosts used to be farmers or unemployed. If most of the hosts belonged to these groups, it would mean that rural tourism is helping the community by creating new jobs. If most of them used to be private workers, it would mean that they were in search for a new direction and rural tourism gave them the chance to move to a more interesting and profitable occupation. If most of them used to be entrepreneurs, it would mean that due to their previous experience they managed to realize and adapt quickly and easily to the forthcoming changes. In Hungary, the hosts before rural tourism mainly were private workers (43%) or retired (36%). Besides them, women

with small children take part in the host giving activity. It is worth considering that almost no entrepreneurs (3%) or unemployed are involved (table 20).

It is also important to point out that the misconception, that only old retired people are involved to rural tourism, now seems to fade out. In Greek villages the situation is totally different since almost all the hosts used to be entrepreneurs (72%) or private workers (28%). The fact that the percent of the unemployed ones is only 2.4% is disappointing. This means that rural tourism does not help in providing new employment posts, of new hosts. In Greece, although the development of new enterprises is subsidized with 15.000€, there are no Hosts with unemployment background.

		GREECE	HUNGARY	TOTAL
Primary sector	Count	0	5	5
	%	0.00%	100.0%	100.0%
	%	0.00%	16.7%	12.2%
Secondary sector	Count	0	5	5
	%	0.00%	100.0%	100.0%
	%	0.00%	16.7%	12.2%
Tertiary sector	Count	5	20	25
	%	20.0%	80.0%	100.0%
	%	45.5%	66.7%	61.0%
Other	Count	6	0	6
	%	100.0%	0.00%	100.0%
	%	54.5%	0.00%	14.6%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 21. Productive branch distribution

We also asked apart from accommodation, in which sectors the hosts are occupied (table 21). Rural tourism is developed in every country because it is supposedly providing an additional income (Szabo, 2005; Tchetchik et al., 2006) to the local community and especially to them who are coming from the primary sector. If they are mainly occupied in the primary sector it means that the hosts are mainly coming from the agricultural industry and the developing strategy was successful. If not, then it probably means that the development strategy wasn't successful.

The answers to that question caused some concern. Among the hosts in the Greek villages there is no one who is or was occupied in the primary sector (figure 17), while in Hungary the count is only 16.7%. So, there is a very important result; the village tourism hosts are not coming from the agricultural part, but from the service sector, applying thus the good practice and attitude they have acquired there.

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However, this is opposed to the reason why rural tourism is developed, which is the support of the agricultural sector with an extra income.

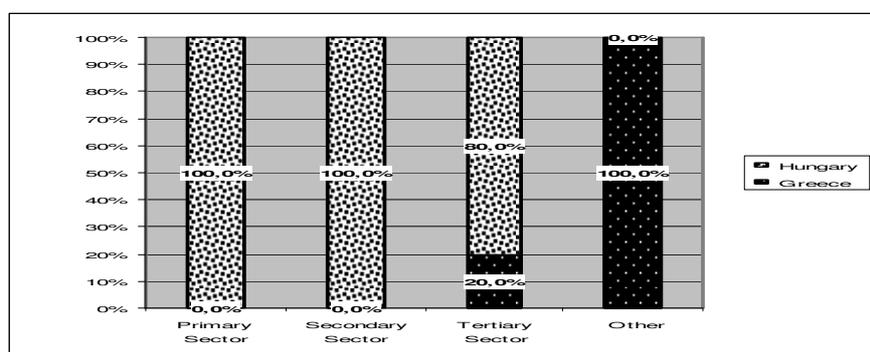


Figure 17. Productive branch distribution in Hungary and Greece

A crucial question was why the hosts are practicing this type of occupation. We asked this question because we wanted to find out whether their motive was money or they had a spare room in their house. One of our targets was to see how valuable rural tourism is for them.

			GREECE	HUNGARY	TOTAL
1	My wife and I lost our jobs and we did not have enough money to make a living	Count	0	1	1
		%	0.0%	100.0%	100.0%
		%	0.0%	3.3%	2.4%
2	I was pensioned and I wanted an extra income	Count	0	3	3
		%	0.0%	100.0%	100.0%
		%	0.0%	10.0%	7.3%
3	I was pensioned and I wanted to do something useful	Count	0	1	1
		%	0.0%	100.0%	100.0%
		%	0.0%	3.3%	2.4%
4	Apart from my job I needed an extra income	Count	4	0	4
		%	100.0%	0.0%	100.0%
		%	36.4%	0.0%	9.8%
5	I wanted to do something more secure and interesting	Count	3	10	13
		%	23.1%	76.9%	100.0%
		%	27.3%	33.3%	31.7%
6	There was a spare part in the house	Count	1	9	10
		%	10.0%	90.0%	100.0%
		%	9.1%	30.0%	24.4%
7	I inherited it and I did not want to leave it empty	Count	1	3	4
		%	25.0%	75.0%	100.0%
		%	9.1%	10.0%	9.8%
8	My family moved and I did not want to leave the house empty	Count	0	3	3
		%	0.0%	100.0%	100.0%
		%	0.0%	10.0%	7.3%
9	Other	Count	2	0	2
		%	100.0%	0.0%	100.0%
		%	18.2%	0.0%	4.9%
Total		Count	11	30	41
		%	26.8%	73.2%	100.0%
		%	100.0%	100.0%	100.0%

Table 22. Host's initiation reasons

It is visible, according to the questionnaires, that in both cases the living reasons do not matter, but the reasons related to the family living together and the use of the house matter much more (table 22). The reasons for practicing this rural tourism activity in Hungary are the occupation, the social role and the preservation of the shape of the building. The plus income is important too, but it is in the background, just like the assuring of living. Probably the reason for this can be that the village business is not such a big business. In Greece the plus income is very important since rural tourism is similar to the hotel industry, where it is mostly enough just to run the hostel.

Due to the previous question, we considered asking the Hosts whether rural tourism is their primary or secondary occupation, because rural tourism usually represents a complementary occupation. We have also wondered if rural tourism is simply a hobby for some of the hosts or an activity performed due to the spare room in their houses. If the results proved that it represented a complementary occupation, this would be satisfying because it would mean that the Hosts did not abandon their rural activities, but they exercise them along with their rural tourism activities. Agriculture should always be the main support of rural communities, rural tourism as a side line should provide more income and stability to farm households by adding new business opportunities (Arahi, 1998)

		Greece (Average)	Hungary (Average)
1	Rural Tourism is my basic income	2.54	2.30
2	Rural Tourism is an extra income	1.82	3.80
3	Rural Tourism is an interesting hobby	2.73	4.00
4	Unless I did it, the house would be empty	2.55	4.00

Table 23. Priority for hosts for rural tourism

For the Greek Hosts rural tourism represents their main income on a greater percentage than for the Hungarian Hosts (table 23). This may happen because Greece has been a member of the European Union for more years and much money have been invested on the development of Rural Tourism. An interesting difference is that for the Hungarians it is more a hobby than for the Greeks who probably practice this activity for financial profit. This is definitely related to the following question as it is obvious that the Greeks rent more rooms than the Hungarians.

We asked how many rooms they rent because in our personal visit at the researched areas we noticed that in Greece the rooms look more like hotels and not like rural

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houses. In Hungary they seem to rent mostly one or two rooms. By this question we could realize whether rural tourism is a serious business for them. In countries like Greece and Hungary there is much difference in how rural tourism is implemented, since in Greece the main provision of rural tourism product is bed and breakfast with accommodation in traditionally furnished rooms and with traditional breakfasts often based on home-made products (Michalkó and Fotiadis, 2006). Complementary activities - currently still on a limited scale - include restaurants and refreshment facilities or the organisation of cultural and recreational activities (Turner, 1993). Hungary is still in a primary stage and the most important form of rural tourism is tourism on family farms or village houses, where guests stay either with the farmer family or in a guest room, and they usually have the same dinner with the family (Fotiadis et al., 2007). Frochot, (2005) says: rural tourism can be limited simply to farm tourism but should include all the aspects of tourism that its physical, social and historical dimensions allow it to develop. As a mutual learning experience (Ingram, 2002), farmers have the possibility to share their abilities with guests and affirming, in this way, their role as loyal partners in the food chain; at the same time customers recall their memory of the past (a past of more genuine food and of forgotten tastes) and also rediscover their food traditions.

		GREECE	HUNGARY	TOTAL
1 Room	Count	0	29	29
	%	0.0%	100.0%	100.0%
	%	0.0%	96.7%	70.7%
2 Rooms	Count	1	1	2
	%	50.0%	50.0%	100.0%
	%	9.1%	3.3%	4.9%
>3 Rooms	Count	10	0	10
	%	100.0%	0.0%	100.0%
	%	90.9%	0.0%	24.4%
TOTAL	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 24. Magnitude of host occupation in Greece and Hungary

In Hungary a great count of 96.7% rents only one room, while in Greece there is no host that rents just one room (table 24). In average, each host in Greece rents 10 rooms. In Greece, 90.9% rent more than three rooms, as opposed to Hungary where there is no one renting more than three rooms. This is the main difference between the Greek and the Hungarian rural tourism development, since in Greece it is the main occupation and the main income for the ones who practice it, while in Hungary it is an extra income and a complementary occupation.

Since rural tourism in Hungary is characterized as more professional, we wanted to find out whether this means that the Hosts occupy more staff. Therefore, since in Greece there are more rooms, it would be reasonable to occupy permanent staff. On the contrary, in Hungary it would be reasonable if there was no staff. That question may have positive or negative results. The existence of staff may result in the decrease of the traditional character of accommodation, but it upgrades the level of the offering services. Rural tourism has many potential benefits for rural areas (Frederick, 1992). Tourism can be an important source of jobs for nonmetro communities, especially for those that are economically underdeveloped. Because jobs in the rural tourist industry often do not require advanced training, local residents with few skills can readily work as food servers, retail clerks, and hospitality workers. Tourism also not only offers business opportunities to local residents, but it can serve as a vehicle for marketing a place to potential residents and firms, as today's rural tourist may return later to retire or start a business locally.

		GREECE	HUNGARY	TOTAL
I do everything on my own	Count	2	6	8
	%	25.0%	75.0%	100.0%
	%	18.2%	20.0%	19.5%
Some members of the family help	Count	3	24	27
	%	11.1%	88.9%	100.0%
	%	27.3%	80.0%	65.9%
A friend helps without being paid	Count	0	0	0
	%	0.0%	0.0%	0.0%
	%	0.0%	0.0%	0.0%
I hire someone for a short period of time	Count	2	0	2
	%	100.0%	0.0%	100.0%
	%	18.2%	0.0%	4.9%
I have a regular staff	Count	4	0	4
	%	100.0%	0.0%	100.0%
	%	36.4%	0.0%	9.8%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 25. Rural tourism sideline

As the Hungarian host has only one room (house), all of them say that this activity cannot be practiced alone and they need help, which comes mostly from the family. None of the Hosts in Hungary hires staff, not even for a short period of time, which does not help in the decrease of unemployment as it happens in Greece. In Greece, 36.4% of the Hosts have regular staff and 18.2% hire someone for a short period of time (table 25). This of course, is normal because in Greece the average of the available rooms is much higher than in Hungary.

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As it has been previously mentioned, in Hungary tourists come mainly from the neighboring countries during their summer holidays, while in Greece the tourists are mainly Greeks who visit the rural houses at the weekend. Moreover, through the interviews that we conducted, we found out that the tourist period in Greece is the autumn and the winter, while in Hungary it is the summer. Therefore, we asked the Hosts which months they had more visitors (figure 18).

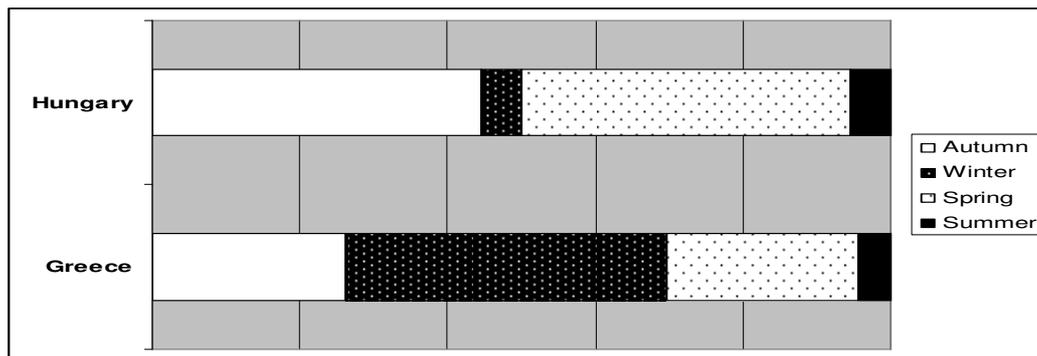


Figure 18. Rural tourism seasonality in Greece and Hungary

Another very interesting difference is that the seasonality is totally nonidentical, as in Hungary the spring and autumn periods are very active, in comparison to Greece where winter is very active. This happens mainly because the two countries have a different type of tourism. In the Greek villages there are Greek visitors who normally visit the coastal regions during the summer. In the Hungarian villages there are foreign and Hungarian tourists who normally travel when the weather is good (spring and autumn). In Greece the enterprises do not close for any reason, while in Hungary they may stop their operation during the winter season.

In the following questions we wanted to see which the offering services in the two countries are and at which level. Firstly, we asked about the offering services which are characterized by requirements for premises and environment, quest rooms, nutrition place and kitchen, shower and toilet and conditions of active rest (CoTour, 2005). From our personal visit to the regions, it was obvious that they covered premises and environment, so that our aim was to find what they offered along with the rented room.

			GREECE	HUNGARY	TOTAL
1	Accommodation only	Count	2	9	11
		%	18.2%	81.8%	100.0%
		%	18.2%	30.0%	26.8%
2	Accommodation and breakfast involved in the price	Count	3	1	4
		%	75.0%	25.0%	100.0%
		%	27.3%	3.3%	9.8%
3	Accommodation, breakfast and a meal involved in the price	Count	0	0	0
		%	0.0%	0.0%	0.0%
		%	0.0%	0.0%	0.0%
4	Accommodation, breakfast and two meals involved in the price	Count	0	1	1
		%	0.0%	100.0%	100.0%
		%	0.0%	3.3%	2.4%
5	Extra breakfast not involved in the price	Count	4	5	9
		%	44.4%	55.6%	100.0%
		%	36.4%	16.7%	22.0%
6	Breakfast and one extra meal	Count	1	2	3
		%	33.3%	66.7%	100.0%
		%	9.1%	6.7%	7.3%
7	Breakfast and two extra meals	Count	1	12	13
		%	7.7%	92.3%	100.0%
		%	9.1%	40.0%	31.7%
Total		Count	11	30	41
		%	26.8%	73.2%	100.0%
		%	100.0%	100.0%	100.0%

Table 26. Characteristics of offering services

It is interesting to point out that 26.8% of the Hosts provide only accommodation without breakfast or any other type of meal (figure 19). Of course, if the tourist wishes to have breakfast or one or two meals, he/she may do so at an extra price. In particular, the percentage of Hosts that offer a meal at an extra price represents 61.0% (table 26). Interestingly, in both countries the percent of the meals that are included in the price reaches only 2.4%.

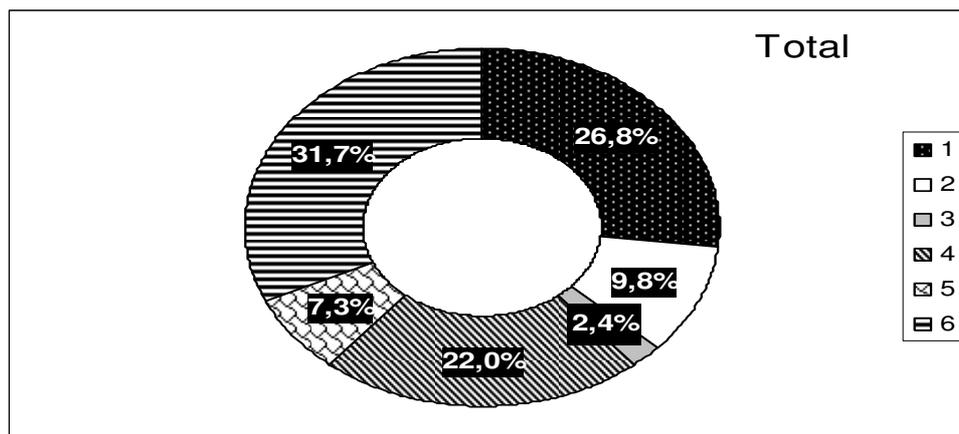


Figure 19. Characteristics of offering services

This means that, even though the Hosts are capable of providing all inclusive services, they do not do so, probably in order to decrease the price. However, we believe that it

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would be better for the tourist to know all the prices and to be provided with as many services as possible.

As it has been previously mentioned, a second important factor in the offering services is nutrition place and kitchen. Thus, we asked where the visitors take their meals, so as to find out whether the services are qualitative and whether the entrepreneurs take advantage of the visitors, as much as possible.

		GREECE	HUNGARY	TOTAL
Where they stay	Count	6	21	27
	%	22.2%	77.8%	100.0%
	%	54.5%	70.0%	65.9%
In an other place out of the village	Count	5	9	14
	%	35.8%	64.2%	100.0%
	%	45.5%	30.0%	34.1%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 27. Eating facilities

The main point of rural tourism is supposed to be that guests eat, at the house they rent, and do not have to go to a restaurant or take food with them. This happens mainly in Hungary where the percent of tourists that eat where they stay reaches 70.0%. In Greece this percent is lower, 54.5% and almost shared, as the percent of those who eat out reaches 45.5% (table 27). Another important factor concerning nutrition is whether the visitors have the same meal with the residents of the village. A visitor who is interested in rural tourism should not be offered with hamburgers from McDonalds. If traditional dishes are not provided, this means that the visitor does not enjoy what he/she had wished for. Another problem may be the lack of quality. The visitor, for instance, may enjoy perfect services where he/she stays, but may not find quality in the place he/she eats. Thus, the visitor will form a negative impression for the place he/she has visited. In Greece rural tourism is the main occupation and the rooms are many compared to Hungary, and the percent of Hosts who cook the tourists' meal and their meal in the same kitchen is very low, only 18.2%. In Hungary the percent is higher, although it is not satisfactory. We believe that in a rural tourism society the tourists' meal should be cooked in the place where they stay giving them the opportunity to taste the local recipes and to watch, if they wish, how each meal is cooked.

		GREECE	HUNGARY	TOTAL
Yes	Count	1	10	11
	%	9.1%	90.9%	100.0%
	%	9.1%	33.3%	26.8%
No	Count	10	10	20
	%	50.0%	50.0%	100.0%
	%	90.9%	33.3%	48.8%
Missing	Count	0	10	10
	%	0.0%	100.0%	100.0%
	%	0.0%	33.3%	24.4%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 28. Same meal with customers.

As we have mentioned in the previous question, the fact that the tourists do not eat from the same kitchen with the Hosts is unsettling. What is even more unsettling is the fact that a high percent of tourists eat different food from the Hosts. Although in Greece 18.2% cook in the same kitchen, only 9.1% have the same meal with the tourists. This means that 90.8% eat a type of food that probably is unrelated to rural tourism (table 28).

Many hotels and inns are famous for tasty, quality local food and drink products. The vision of this strategy is to build upon and strengthen these inherent attributes and to market them in a way which clearly portrays the unique qualities of this destination to the most important target – the domestic short-break leisure market. Food and beverages are considered as one of the major pull factors attracting visitors to a tourism destination. That why we asked the host if they offer traditional products to the quests. The aim was again to see if they offer all the necessary services and in which level they promote their local gastronomy.

	GREECE		HUNGARY	
	YES	NO	YES	NO
Wine	2	9	24	6
Traditional drink	8	3	23	6
Marmalade	9	2	21	8
Honey	9	2	19	10
Sausages	3	8	22	7

Table 29. Additional offering products.

Of course, it is encouraging that there are homemade products like homemade wines, honey or marmalade (table 29). The basic difference to this question is that in Greece, even though it is a country with very good wine, it is not extensively sold to tourists. This may happen because the Greek rural tourism villages are found in high altitude, where the conditions do not enable the cultivation of products for making wine. Both countries, at a high percentage, provide traditional drinks, such as ouzo and palinka,

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marmalade and honey. In Greece the percent of sausages provided is low, while in Hungary the exact opposite happens, as Hungary is famous for its sausages.

Guests express positive feelings as concerns interaction with farm animals. They all feel that city children have little, if any, contact with farm animals, so that being on a farm is good for them (Ingram, 2002). We believe that it is best for a rural tourism enterprise to offer as many services as possible. It is crucial for the parents that their children acquire knowledge and new experiences through rural tourism activities. Therefore, we asked whether the visitors are given the chance to exercise rural activities. The higher that percentage is, the closer rural tourism activity is to farm tourism. The lower that percentage is, the closer rural tourism activity is to the provision of accommodation exclusively.

		GREECE	HUNGARY	TOTAL
Yes	Count	0	15	15
	%	0.0%	100.0%	100.0%
	%	0.0%	50.0%	36.6%
No	Count	11	15	26
	%	42.3%	57.7%	100.0%
	%	100.0%	50.0%	63.4%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 30. Practicing rural activities

Hungarian villages also offer the chance to the visitors to work at the house (50%) reversely the Greek villages don't offer this possibility (table 30). But in both cases the visitor does not have the change to look into a village family's life. This is very unpleasing because it means that if a tourist comes to Greece with the expectation of milking a cow or watching how the crop is cut back, he/she will be unsatisfied since he/she is not given this chance.

We also asked about the connection between the house and the rooms of the customers. Usually in rural tourism the house of the Host and the rooms are in the same land. If they are in the same land but have different entrance, this is an element of professionalism. This also means that by this way the rural tourism host has more expenses to retain the house and that the customer may not be able to experience the real rural life of the host.

		GREECE	HUNGARY	TOTAL
The rooms are in the same land site but in a different building	Count	1	6	7
	%	14.3%	85.7%	100.0%
	%	9.1%	20.0%	17.1%
The rooms and my house are in the same building and have the same entrance	Count	0	2	2
	%	0.0%	100.0%	100.0%
	%	0.0%	6.7%	4.9%
The rooms and my house are in the same building but they have a different entrance	Count	6	12	18
	%	33.3%	66.7%	100.0%
	%	54.5%	40.0%	43.9%
The rooms are in a different land site	Count	4	10	14
	%	28.6%	71.4%	100.0%
	%	36.4%	33.3%	34.1%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 31. Connection between host house and tourist's rooms.

At this point we observe many similarities between the two countries (table 31). Regardless of the number of rooms that a host rents, in both countries the rooms are usually in the same land site and in the same building with their house, 54.5% και 40% respectively, but they have a different entrance for the tourists. This, of course, as opposed to the previous questions, causes many questions, as, even though they live close to the tourists, they do not provide all the services they could.

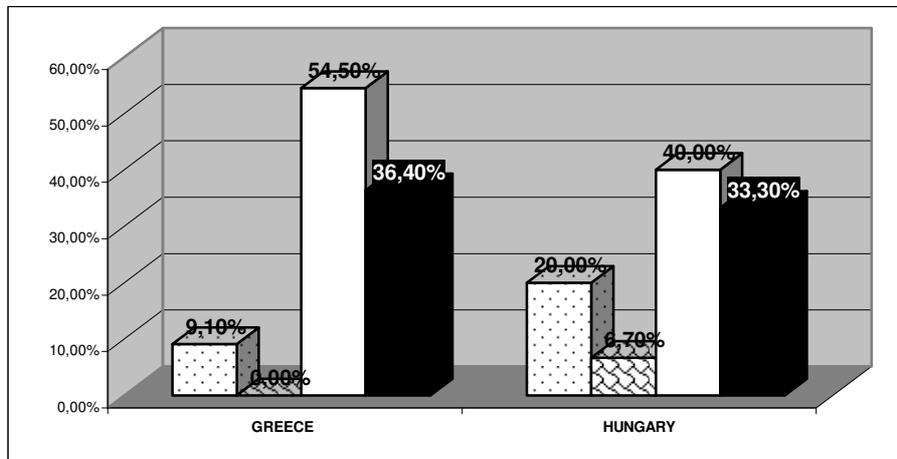


Figure 20. Connection between host house and tourist's rooms.

One of the strengths of rural tourism is repeat visitors loyalty. Davies et al., (2003) found that there is a strong connection between customer satisfaction and brand loyalty. According to him, loyalty is conceived of as the tendency to stand by one brand more than others. Hallowell, (1996) argues that there is a relationship between customer satisfaction, customer loyalty and profitability. We were wondering which is the percent of the customers who visit again the territories in both countries. Our aim was to realize if the customers are satisfied by the present services, and what is the

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reason of their revisit. Regardless of the parts that can be improved in both countries, visitors in both cases seem to enjoy their stay and that's why there is a returning rate of 42% and 30% proportionately. This means that both countries have the natural beauty and the essential characteristics for further development of tourism.

Furthermore, we asked the hosts about their customers' habits in their spare time, since we wanted to know if the territories are offering all the necessary supporting services to them. The primary purpose was to segment and profile the needs of rural tourists so as to provide a better understanding of rural tourism (Kastenholz et al., 1999) in Greece and Hungary. The answers are crucial for the formulation of a strategy for the development and marketing of activity tourism in rural areas (Augustyn, 1998).

	Greece			Hungary		
	Often	Sometimes	Never	Often	Sometimes	Never
Reading	6	3	0	4	23	3
Watch tv	7	4	0	6	20	4
Trips to the countryside	5	5	0	0	28	2
Trips to neighboring villages	6	3	0	1	4	25
Trips to the neighboring	5	5	0	0	3	27
Walking in the village	8	3	0	0	4	26
Riding bikes	2	3	4	7	16	7
Horse riding	1	5	3	15	14	1
Manual activities	0	4	5	14	14	2
Participate in occasions in and out of the village	4	5	1	3	15	12

Table 32. Rural tourist's leisure time

There are many differences regarding the characteristics of tourists related to their activities (table 32). In Greece, tourists at a high percent read, watch TV, make trips to the countryside and the neighboring villages and towns, as well as strolls in the village. On the contrary, in Hungary they do not make trips to the neighbouring villages and towns, or strolls in the same village. This may mean two things; either the villages in Hungary manage to keep their customers always in the village, which results in greater profit for them, or it is the result of the characteristics of the tourists. Marketing and development strategies in both countries should seriously consider customers needs and make the necessary efforts to satisfy them.

Regarding promotion and information through marketing and communication channels, word of mouth is one of the most important ways for rural tourism operators (Verenzi, 2002). Other tools are also used and we wonder which ones rural hosts use.

The main goal was to see if they advertise the right way and if the information they provide is understandable and realistic.

	Greece	Hungary
Internet	100.0%	63.3%
Brochures	81.8%	96.7%
Tourism offices	54.5%	13.3%
Television	27.3%	0.0%
Radio	36.4%	0.0%
Other	27.3%	20%

Table 33. Marketing tools

The visitors learn about the territories mainly from the internet and brochures the hosts use to advertise their company. In Hungary, it seems that they choose two ways of advertising, through tourinform and fatosz. On the contrary, in Greece the Agrotouristiki S.A. helps in their promotion. As a result of the limited financial potential of the rural tourism companies, there are no TV or radio advertisements for the Hungarian companies (table 33). As we can see in the Hungarian advertisement³⁹, in the internet someone can find information in four different languages and what is mainly advertised is the environment and not the quality of the house. In the Greek case the opposite happens; through the personal website of one of the Hosts⁴⁰, we can see that mainly what is advertised is the house (hotel) and not the general environment. This is happening mainly because the hotel is very beautiful and luxurious (Appendix 3). We believe that the reasons for these differences between the two countries are related to the fact that they address different target groups, as mentioned in a previous question.

In 1992, the Regional Development Fund was reorganised. The Hungarian Parliament passed the Law on Separate State Funds (LXXXIII./1992), to comply with the stipulation that the management of central funds must be based on legal regulation. The Law also stipulated that the guidelines for support and the definition of areas hit by employment problems should be controlled by a Parliamentary Resolution for a three-year period (Horvath, 1998). For the 2004-2006 periods, the whole of the Hungarian territory is set to benefit under Objective 1 of the Structural Funds through five development programmes. The overall aim is to bring Hungary up to the EU's

³⁹ www.fatosz.hu

⁴⁰ www.atrionhotel.gr

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socioeconomic level, with a view to sustainable development combining economic growth, social cohesion and respect for the environment⁴¹.

As far as Greece is concerned, the investing law offers attractive motives for investments above 100.000 €, in every field of economy, which are materialized throughout the country by enterprises of all scales, with a focus on small or middle-scale enterprises and on the arising fields of economy. As regards rural tourism, according to the Investing Law 3299/04 and after the recent riders, investing plans are reinforced in the field of tourism, (establishment or expansion of hotels, hotel update, turning traditional buildings into accommodation, etc.), and also in the field of manufacture and standardisation of rural products (wineries, dairies, organic oil standardisation, etc.) Actions for the reinforcement of entrepreneurship, in the mountainous and remote regions, as well as throughout the islands, are expected during the Fourth Programmatic Period 2007-2013 (MARD, 2007) when the 6 regional and the 5 peripheral programs of the National Strategic Reference Framework will be materialized. As we can see almost 20% of the regional programs in Hungary goes to tourism (Table 34).

Region	Regional Programs	Tourism	%
	Milliard Ft		
Del - Alfond	238.7	43.7	18.3
Del – Dunántúl	224.8	41.7	18.6
Észak – Alfond	310.9	56.5	18.2
Észak – Magyarország	288.1	60.0	20.8
Közep – Dunántúl	161.9	36.8	22.7
Közep - Magyarország	467.8	31.6	6.8
Nyugat – Dunántúl	147.9	34.9	23.6
Total	1.840.1	305.3	16.6

Table 34. Regional operative programs and their percentage for tourism reasons 2007-2013.
Source: Kovács and Gerlach, 2007

That was the reason why we asked the host if they ever made an application for the development of their company. Our aim was to know if the host knew about the above information and in case they had applied whether it had been successful.

⁴¹ The european structural fund (2004- 2006) - Hungary.
ec.europa.eu/archives/commission_1999_2004/balazs/news/document/hongrie_fs2004_en.pdf

		GREECE	HUNGARY	TOTAL
Yes	Count	7	8	15
	%	46.7%	53.3%	100.0%
	%	63.6%	26.7%	36.6%
No	Count	4	22	26
	%	15.4%	84.6%	100.0%
	%	36.4%	73.3%	63.4%
Total	Count	11	30	41
	%	26.8%	73.2%	100.0%
	%	100.0%	100.0%	100.0%

Table 35. Development possibilities

The percentages of applications to a European developmental program for each country are reversal. In Greece, there is a very high percentage of 63.6%, while in Hungary the percentage is not over 26.7% (table 35). We should not forget, of course, that Greece has been a member of the European Union for more than two decades, while Hungary has recently become a member of the Union.

Our final question wanted to investigate if the host had good relationships with the social environment. We were wondering whether the village population envies the hosts since they are developing fast and how it can affect their relationships. We also wanted to see how they connect with other entrepreneurs, the local government and others. Our aim was to see if success is related to bad relationships.

	Greek Average	Hungarian Average
Village population	4.45	3.97
Other entrepreneurs	4.45	4.10
Local government	3.91	4.13
Tourist offices	3.82	4.53
Restaurants and entertainment enterprises in and out of the village	4.36	3.97

Table 36. Social relationships

In both cases the cooperation between the hosting and social environment is quite good and it seems that the success depends on the cooperation between hosts, local government, local community and visitors (table 36). There are, of course, differences since the relations of the Greeks with the local community seem to be better than the Hungarians, but they have a worse relation with the local government and tourist offices.

6.5. Statistically significant differences between Hungary and Greece.

On condition that we are using the statistical program SPSS for the analysis of the answers, we have decided to conduct a more detailed research in order to examine whether our previously mentioned observations are confirmed and to check whether

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we can obtain more information. In particular, we have decided to implement (as far as quality variables are concerned) a Chi-square test for relatedness or independence. We examined all the variables for statistically notable difference depending on the country, and we concluded that there is a statistically notable difference in the following cases (table 37).

Significant differences	DF, (Number of valid cases)	X² / Value
There is a difference in the type of their occupation before rural tourism depending on the country of the persons asked	4, (41)	0.000 / (24.056)
There is a difference in the sector you are working now or you used to work depending on the country of the persons asked	3, (41)	0.000 / (20.624)
There is difference in the reason why the Hosts decided to work in rural tourism depending on the country of the persons asked	8, (41)	0.008 / (20.840)
There is a difference in the ability of the tourists to participate in some rural activities in the Hosts house depending on the country of the persons asked.	1, (41)	0.003 / (8.673)
There is a difference in the applications for the development of the company depending on the country of the persons asked	1, (41)	0.029 / (4.742)

Table 37. Significant differences between Hungarian and Greek Hosts

6.6. Websites and brochures comparison

In order to have a better view of the similarities and differences between rural tourism development in Greece and Hungary, we have compared the formal websites of both countries about rural tourism and the advertising brochures they are using for the promotion of their country and in particular of the rural tourism sector. After that, through the use of a new concept called tourism milieu (Michalkó and Rátz, 2006), we compared the rural milieu of each country. The “tourism in the rural milieu” consists of leisure activities carried out in the rural zone and includes varying forms defined on the supply side: rural tourism, ecological tourism or eco-tourism, adventure tourism, cultural tourism, business tourism, youth tourism, social tourism, health tourism, and sports tourism (Verbole, 1997.)

In order to compare, we visited both the Greek National Tourism Organization and the Hungarian National Tourist Office websites. On both websites one can find general information about the different regions and short information about gastronomy, activities, accommodation and others. The websites are interposed in

different languages and specifically the Greek one in English and French and the Hungarian one in English, German and French. We decided to compare the websites that the two countries use to advertise rural tourism and see how those affect these differences. After comparing the National websites, we compared the brochures which we obtained by the Greek and Hungarian National offices. On the Greek website, there were hyperlinks with advertising photos that delineate rural tourism. On the Hungarian one, there was a collection of pictures that someone can see via a virtual link.

On the Greek website (Appendix 4), compared to the Hungarian one, there is a direct link to Agrotouristiki S.A., which is an organization with public wealth interest and it is supervised by the Greek Tourist Ministry. The purpose of this organization is to help the development, management and promotion of rural tourism in Greece. On Agrotouristiki S.A website, someone can find information about the organization, the quality certification the company provides to rural tourism stakeholders and updates about rural tourism news. Moreover, it provides free of charge a monthly informational - advertising magazine about rural tourism. There are two more websites that are manipulated by the same organization. The one, Ruralinvest⁴², offers a possibility to discover how to be sponsored for creating a rural tourism related company. The second one, called Agrotravel⁴³, has an advertising character, since it provides information and pictures about lodgings, Restaurants, Workshops, Activities, Products, Paths, Areas of Interest, Landmarks and others that are sorted geographically, by available services and by activity (Appendix 5). The main problem is that only Agrotravel provides an English menu.

Hungarian National Tourist Office⁴⁴ (Appendix 6) website refers to “Tourinform” in English and German but unfortunately you can not find any links to the website of the Hungarian Federation of Rural and Agrotourism. There, one can find much information in English and German about rural tourism and most of them are followed by a picture. Most of the pictures refer to accommodation, museums and sights (Table 38). An interesting element is that when someone is reading the page in Hungarian, he/she can find 70 links but it is not the same if he/she is reading it in another

⁴² www.ruralinvest.gr

⁴³ www.agrotravel.gr

⁴⁴ www.hungary.hu

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language (English and German) when he/she can read only 19 links. That means that foreigners get less information than Hungarians.

During the comparison of the two countries, it was easy to conclude why Greece has only Greek visitors since a foreigner would find it extremely difficult to find the right link and obtain the required information. Even though the Hungarian websites look more organized, they do not lay attention on information about sponsoring from the EU.

Type of Interest	Links with pictures
Accommodation	446
Riding	182
Spa	58
Museums	464
Sights	403
Natural Resources	65

Table 38. Type of interest in the Hungarian Federation of Rural and Agrotourism website. Source: Fotiadis et al., 2007

Another important weakness in both sites is that although they are controlled by the government they do not advertise all the companies. For instance, in the previous research, on the Greek site there are 11 hosts but only 7 are advertised on the website of Agrotourism, providing a percentage of 63.64%. More pitiful are the results in Hungary, since from the 32 hosts only 3 are advertised on the website of the Hungarian Federation of Rural and Agrotourism, providing a percentage of 6.2%. We must add that although an exhaustive search was made to collect (rural tourism websites) from the most widely used directories; the findings do not represent all the websites related to rural tourism.

Holiday brochures include two mediums for the communication of myth: 1) the photographic image and 2) the word (Wang et al., 2002). People process pictures differently since pictures are more memorable than words and aside from that they can evoke mental images. We collected Hungarian brochures from a “tourinform” office in Budapest and Greek Brochures from the Greek National Tourism Organization in Larissa.

In each case we found brochures in English language and we compared firstly the general pictures and we classified them into different categories. Secondly we compared the brochures the two countries provide for rural tourism, although the Greek brochure was in Greek language and the Hungarian in English. We found 15

Hungarian brochures and 9 Greek. All the Greek ones were referring to a specific location (table 40). On the contrary, the Hungarian ones were more general, referring to location, different styles of tourism and different touristic products (table 39).

Brochure title	Number of Pictures (Including Advertising Pictures)	%
Accommodation and Information Eger-Tokaj Wine	174	15.92%
The Puszta and the Lake Tisza	56	5.12%
Eger-Tokaj Wine Region	60	5.49%
Wine and Gastronomy Northern Hungary	93	8.51%
Tisza – Lake The Experience of a Water World	26	2.38%
Thermaexperience: South Great Plain	107	9.79%
National Parks of Hungary	54	4.94%
Northern Great Plain	25	2.29%
Lake Balaton Recreational and Activity Holidays	32	2.93%
Talent for Entertaining Gastronomy and Wine	36	3.29%
Towns and Culture Eger – Tokaj Wine Region	47	4.30%
Western Transdanubia	25	2.29%
Budapest and Surroundings	90	8.23%
Holiday in Villages of Hungary	116	10.61%
Step by Step Hungary	152	13.91%
Total	1.093	100.00%

Table 39. Hungarian brochures. Source: Fotiadis et al., 2007

The colours at the Hungarian Pictures were mainly green, yellow, brown and red and there are slogans like “Talent for entertaining” and “The meeting point”. At the Greek brochures the main colours were blue, green, white and grey and we didn’t find any slogans. Photographs of Hungary are found in the brochure Accommodation and Information Eger-Tokaj Wine Region, while most Greek photographs are related to Central Macedonia where the three examined villages belong. In the Hungarian leaflets we find 1.093 photographs, but in the Greek ones only 351.

Brochure title	Number of Pictures (Including Advertising Pictures)	%
Central Macedonia	93	26.50%
Crete	30	8.55%
Dodecanese	22	6.27%
Ionian Islands	34	9.69%
North Eastern Aegean	25	7.12%
Cyclades	61	17.38%
Peloponnesus	41	11.68%
Delphi	17	4.84%
Olympia	28	7.98%
Total	351	100.00%

Table 40. Greek Brochures. Source: Fotiadis et al., 2007

We classified the pictures in the brochures into six different categories with a limitation that each picture would be classified as unitary. After the classification we

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concluded that the Greek Brochures represent the tourists “milieu” (and competitive advantage at the same time) for Greece by extracting a 38.0% of sightseeing pictures and 35.0% of summer atmosphere pictures. Rural houses and rural nature have a satisfying percent 14.0% if we consider that rural tourism is not the main attraction for the country (Figure 21). The Hungarian Brochures delineate sightseeing pictures in a lower level 25.0% than the Greek but reversely they represent a much higher percentage in rural ambience pictures 27.0% (Figure 22).

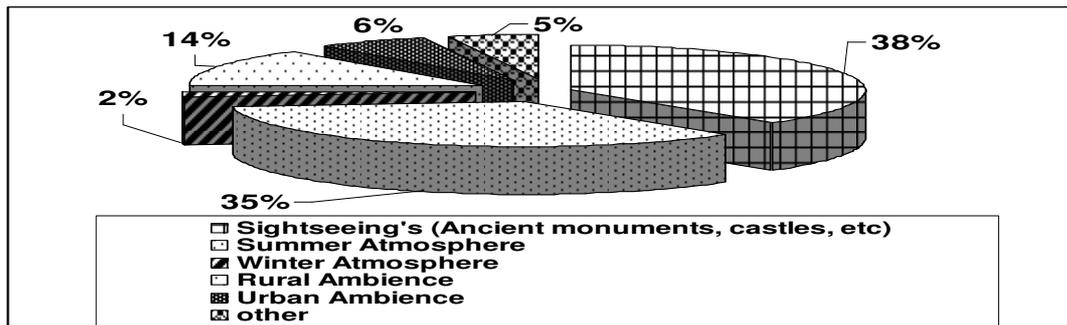


Figure 21. Greek brochures. Source: Fotiadis et al., 2007

An interesting ascertainment is that the Hungarian brochures include advertising pictures for hotels, casinos, car rental offices, something that we don't find at the Greek ones. In both cases the brochures seem to affect the rural tourism customers, since in the Greek case the continuous delineation of summer atmosphere 35% and the small one of winter atmosphere 2% explains why the tourists prefer not to visit rural destinations during the summer. In the Hungarian case the summer atmosphere percentage is low 7% and that probably explains why rural tourism attracts mainly customers during that period

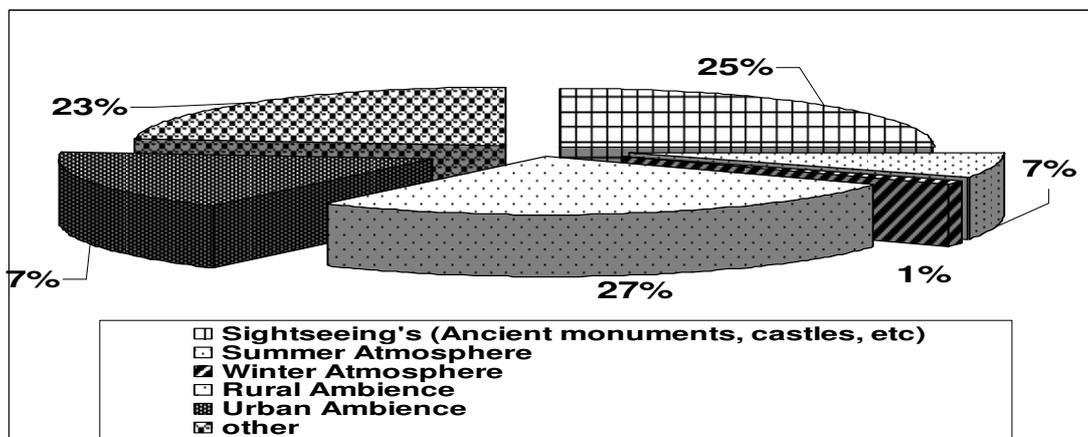


Figure 22. Hungarian brochures. Source: Fotiadis et al., 2007

The Rural tourism Brochures in both countries have almost the same structure. Their pictures are mainly rural houses, rural environment, animals, flowers and grasslands. At the Greek brochure there are no pictures with individual houses but there are more cultural and gastronomy pictures than in the Hungarian. Another weakness at the Greek prospectus is that there are no athletic theme pictures, while there some at the Hungarian Brochure.

6.7. The rural tourist milieu of Greece and Hungary

Due to the intangible nature of the tourist product, the image of a destination plays a particularly important role in influencing tourists' choices and their satisfaction, since they are motivated to act by perceptions rather than reality. The significance of the destination image – a relatively well-represented notion in tourism – in affecting the tourist experience, demands further analysis of the similarities and differences of the concepts of destination image and tourist milieu.

The destination image is a mental construct of ideas and conceptions held individually or collectively (Embacher and Buttle, 1989); it is comprised of cognitive, affective and conative components (Gartner, 1993). Although both the image and the milieu of a destination are dependent on visitors' subjective perceptions, image formation is possible on the basis of preconceptions, while the milieu corresponds to the internalization of personal impressions and first-hand experiences (Michalkó and Rátz, 2006). Potential tourists frequently create mental images of destinations in spite of their limited pre-visit knowledge (Laws et al., 2002). In contrast, the tourist milieu develops as a result of the visitor's sensual experiences of the destination's attributes, so it is predominantly based on actual observation and participation rather than on advance expectations produced by marketing communication and the general media. However, certain forms of communication, particularly films and novels, but also tourist brochures and audio-visual online information may also contribute to the prospective tourist's milieu perception, although personal involvement and experiences are essential for the development of the milieu concept.

Table 41 summarizes the main similarities and differences of rural destinations' tourist milieu in Greece and Hungary. Due to the milieu concept's complexity, only the key components are emphasized.

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	Greece	Hungary
Climate	Wet cloudy winters	Hot shinning summer
Dominant landscape element	Mountain ranges, valleys	Hills, valley, downs
History	Old Macedonian style	1960 structured style
Noises	Animals, Tractors, Bells	Animals, Tractors, Bells
Flavours	Olives, Feta, Trahana	Paprika, cooking fat, Pig
Smells	Fir cone, Gum-Resin, Animals smell	Smoke, manure, Trees
Visuality	White, colourless,	Dark, colourless,
Clothing	Old woman with black long dresses, work clothes	Rubber boots, Shabby work clothes
Language	Different pronunciation, limited foreign language	Different dialect, no foreign language
Religion	Christian Orthodox churches and priests	Catholic and Protestants churches
Traffic culture	Slow, calm, Motorbikes, Agricultural machines	Slow, calm, Bicycles, Agricultural
Public Hygiene	Clean, fresh air	Clean, fresh air
Host-guest relationship	Friendly, Warm welcome, Smile	Friendly, smile
Dissonance	Old and modern houses, Modern cafes	Reach and pure houses
Social Interactions	Helpful, open	Helpful, open
Perceived safety	Safety	Safety
Price level	Expensive	Low

Table 41. The key components of the rural tourist milieu in Greece and Hungary.

Source: Fotiadis et al., 2007

The above rural tourist milieu reflects the impression after visiting the Hungarian villages Kárász, Magyaregregy, Szászvár and the Greek villages Vria, Ritini and Elatochori and it refers to the main tourist seasons (winter for Greece and Summer for Hungary). According to the kaleidoscopic structure we manage to recognise the main similarities and differences in the Greek and Hungarian Rural milieu. We comprehend that there are many similarities in noises, smells, perceived safety and others. There are some small differences in categories like host-guest relationship, traffic culture, and there is absolutely different milieu in price level, religion and in history. We believe that these similarities exist because this is the usual rural milieu for every country. It is very common for the rural environment to be safe, with animal noises and food and tree smells. Little differences exist since each country has a specific temperament. The Greek temperament is Mediterranean and this explains why the host and guest relationship are tighter. The differences are explained by the way rural tourism is illustrated in each country. However, visitors' rural milieu perception is dependent on their own socio-cultural background: since the spatial structure and the cultural concept of "the village" are significantly varied throughout the world (Kiss, 2001), tourists tend to develop a preconception of "the countryside" as it exists in their home culture.

6.8. Cultural interactions from rural tourism in Greece and Hungary

In order to determine and compare the cultural interactions from rural tourism, we used the existing bibliography as well as a primary research on three villages in Pieria. We did not conduct a similar primary research in Hungary, because there are many scientific articles on the cultural interactions in Hungary. One of the key features for Hungary is the knowledge of economic, social and environmental impacts of tourism and the ability to adjust to these. In order to achieve this, well-grounded concepts for product development and marketing need to be defined by local actors both public and private. Understanding residents' perceptions may help local decision – making: improvement efforts may focus on particularly important and negative issues, and support for tourism development may be gained by promoting particularly positive and important variables (Rátz, 2000).

Rátz in 2000 carried out possibly the most well-founded research about the impact of tourism in Siofok, Hungary. In particular, she discovered that the main reasons for the positive attitude of the local society towards tourism are the occupation opportunities, the elevation of the quality of life; while they are negative towards this development because of the traffic problems and the availability of real estate (table 42).

Variable	Mean	Std. dev.
Employment opportunities	4.61	0.60
Language skills	4.56	0.67
Income and standard of living	4.46	0.67
Opportunity for learning more about other nations	4.45	0.56
General infrastructure	4.13	0.80
Quality of restaurants	4.12	0.96
Opportunity for meeting interesting people	4.04	0.89
Quality of life	4.01	0.82
Cultural facilities (theatres, cinemas, museums, etc.)	3.96	0.75
Opportunity for shopping	3.89	1.07
Leisure facilities	3.83	0.94
Tolerance toward difference	3.69	0.98
Attitude toward work	3.62	0.97
Sports facilities	3.59	0.76
Conservation of old buildings	3.57	1.14
Cultural identity	3.23	1.03
Relationship of generations	3.06	0.87
Religion	3.05	0.87
Housing conditions	3.04	1.12
Public security	2.44	1.26
Morality	2.40	0.94
Availability of real estate	2.17	1.02
Traffic conditions	1.86	1.12

*Response range between 1-5 with 1=significantly worsen and 5=significantly improve

Table 42. Residents' Mean Response to Tourism's Effect on the Region*. Source Rátz, 2000

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An important conclusion of the research is that, since the ulterior purpose of the development of tourism in small local societies is the improvement of the quality of life of the locals, their opinions about the forthcoming changes in their region should be taken into consideration. Unless the local society supports the effort, sustainable development cannot be achieved. Puczkó and Rátz 2000 conducted a research on the impacts of tourism in the Keszthely – Heviz region in Hungary. As we can see in the table 43 the local society definitely believes that tourism affects the natural and the built environment and considers this impact to be negative for the natural environment.

	Exist	Do not exist	Positive	Negative
Impacts of tourism on natural environment	86 %	14 %	43.6%	70.8%
Impacts of tourism on built environment	82%	18%	70.8%	25.2%

Table 43. Impacts of tourism on environment. Source Pucsko and Rátz , 2000

Pucsko and Rátz concluded that the local society blames the tourists and not themselves for the negative impacts of tourism and that the economic benefit is the main reason for doing this activity which unfortunately makes them neglect the potential risk of further expansion. Povedak and Povedak also reached the same conclusion and in their research they proved that the hosts were motivated mainly by economic reasons, and that one of the hosts' problems was their inability to communicate, because they were not proficient in any foreign language. Flaisz in her research claims that in Pusztamerges, which is a small village, the people are friendly and try to promote the positive elements of their village. According to Pusztai (2003) and Gerhath (2003) the local societies try to promote the positive local elements and also form new traditions in order to elevate their image. Moreover, they participate actively in the events which results in the strengthening of the social bonds. In this way they manage to have regular customers. "Repeat visitors are often considered a more attractive market segment than first timers, due to the lower costs and more limited marketing efforts required to reach them" (Michalkó and Rátz, 2008 pp. 21). Szabo (2005) concludes that rural tourism may create working facilities for Hungary and may contribute to social and economic development of rural areas. "Any tourism strategy should be designed to develop tourism optimally (in terms of local income/employment generation and maintaining local control), while minimizing the negative effects of tourism development on the environment and social fabric of the

community” (Fletcher and Cooper 1996, pp.188-189). A leading regional agency encompassing all rural tourism actors involved should be established to promote rural tourism initiative (Wade, 2005).

In order to achieve a better understanding of the reaction of the local societies towards the forthcoming changes in Greece, we conducted a study based on questionnaires. Our aim was to examine whether the people of the prefecture perceive the changes in the same way, regardless of the level of rural tourism development. Three Greek villages, Litochoro, Elatochori and Ai Dimitrios were selected for this study. In Ai Dimitrios rural tourism has just started to develop, in Elatochori rural tourism is at a secondary development stage and in Litochoro rural tourism development is at an advanced level.

The three Greek villages are situated in the prefecture of Pieria, which is situated in the periphery of Central Macedonia. Litochoro according to the Greek statistical office is the biggest village from the three with 6.789 citizens, Elatochori has 715 citizens, and Ai Dimitrios has 838 citizens. The study was conducted from December 2005 until March 2006. We formed a questionnaire (Appendix 7), in which we could compare how the villages operate in each case. We used a drop-off pick up method; this involved hand delivery of the questionnaire to each village and then returning within 24 – 48 hours to pick up the completed questionnaire. The questionnaire, which was distributed, was used to collect relevant data for the study. A total of 124 questionnaires with different demographical, economical, social and environmental questions were handed out at 3 different villages (Litochoro, Elatochori and Ai Dimitrios) to civilians, who live permanently there. 92 were returned, producing a 74.10% response rate.



Figure 23. Village, Litochoro

Litochoro (figure 23) is a traditional town on the slopes of Olympus, only 5km from the sea. It is the starting point for those who wish to climb Mountain Olympus and visit the National Park. It is a popular summer resort with hotels, rooms to rent, picturesque shops, banks, a health centre, town stadium with a football pitch, running track, indoor

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gymnasium and climbing facilities as well as a tourist information centre. Worthy of note are the old houses with their vivid coloring, built on the slopes of Olympus, the old fashioned buildings, steep narrow streets and typical traditional houses in the Macedonian architectural style. The "Katounia" park provides a recreation ground for both inhabitants and visitors. A new cultural centre was recently opened in this area, housed in a magnificent neo classical building with rooms for exhibitions, conferences and a naval and folk art museum.

Elatochori is a village situated on the mountain of Pieria and many years ago replaced the old village, which is to be found a short distance from the new village. An old school has been converted into a centre focusing on local culture and traditions. The countryside in the village is extremely beautiful. There are opportunities for climbing, hiking, mountain biking and off road motoring in the region. Rooms are available to rent and refreshment is available at the traditional centre, as well as traditional hostels.

Ai Dimitrios (figure 24) is a mountain village situated on a height of 850 m, on the Mountain of Titaros on the line, which separates Olympus from the Pierian Mountains. Notable for traditional Macedonian Architecture its houses and its local products, such as chestnuts, beech nuts, beans, potatoes, preserved fruit etc. One of the important sights of the area is the forest of chestnut trees as well as a Bronze Age burial ground at "Spathes". An unusual agro tourist activity is the unique opportunity to visit a wild boar farm, a short distance from the village. The area also offers walks, mountain climbing and 4-wheel drive motoring.

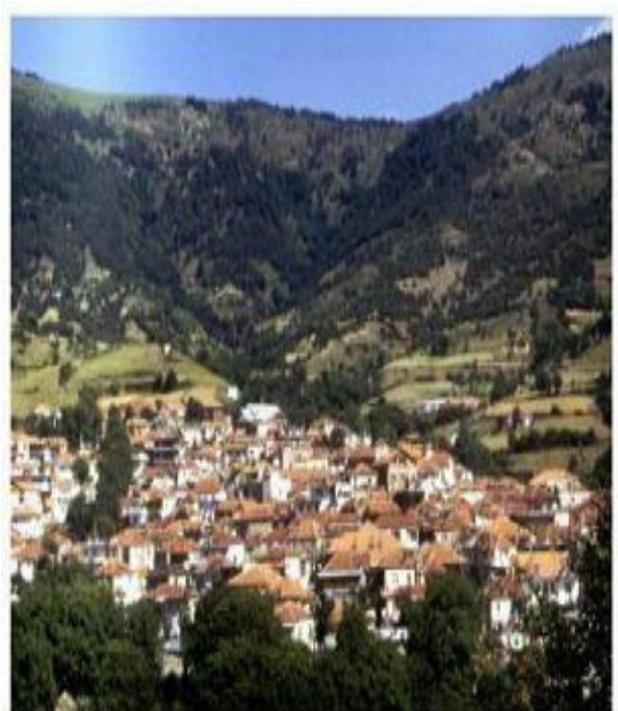


Figure 24. Village, Ai Dimitrios

A descriptive analysis of the study by S.P.S.S. software revealed the following results. According to the socio-demographic characteristics of the examined population, which is shown in table 44 the 92 respondents were divided as follows: Litochoro 49 questionnaires, Elatochori 28 questionnaires, Ai Dimitrios 15 questionnaires (Figure 25).

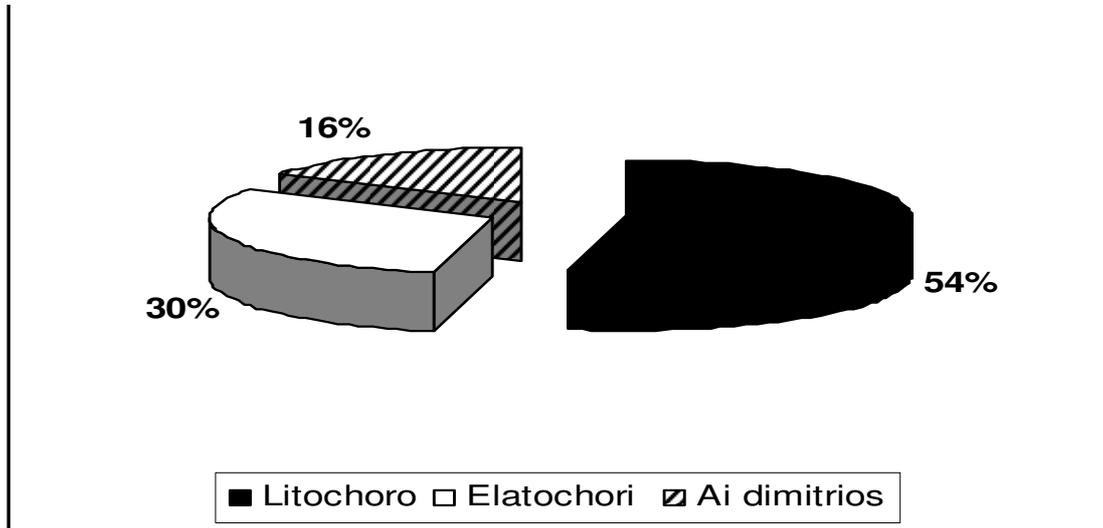


Figure 25. Sample distribution. Source: Fotiadis, 2006

The majority of the respondents were male (59.8%) and 40.2% were female. The examined population between the ages of 35-45 represents 48.9% of the total sample 45-55 represents 30.4%, under 30 until 35 represents 16.30% and over 55 represents only 4.3% (figure 26).

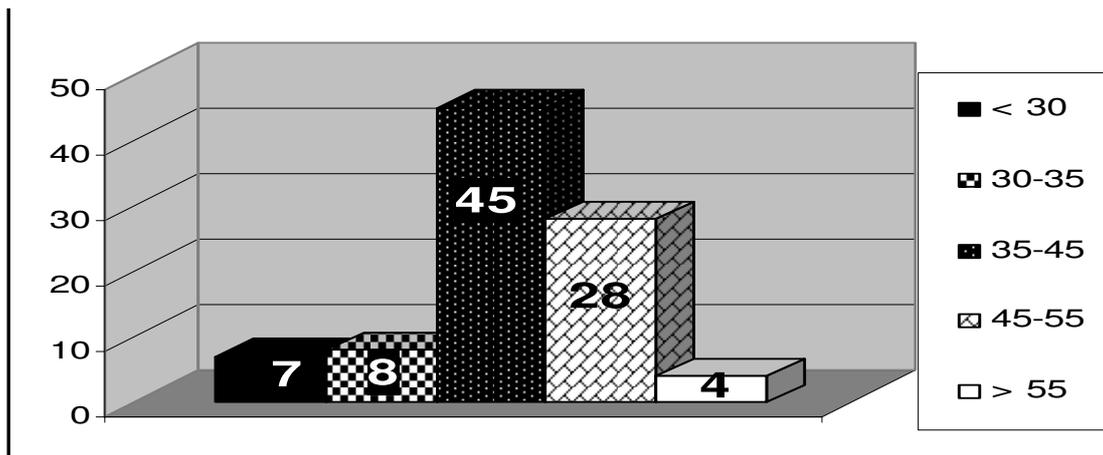


Figure 26. Age distribution. Source: Fotiadis, 2006

The educational level seems to be very low, since only 9.8% possesses a college or university degree, 68.50% possesses a high school or elementary degree and 21.70% possesses a Lyceum degree. Most of the people who answered the questionnaire are

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farmers (47.83%) or public servants (20.65%) and a small percent of them are pensioners (10.87%), private workers (11.96%) and entrepreneurs (8.70%) (table 44).

	N (Sample %)		N (Sample %)
Study Areas		Level of Education	
Litochoro	49 (53.3)	Elementary School	17 (18.5)
Elatochori	28 (30.4)	High school	46 (50.0)
Ai Dimitrios	15 (16.3)	Lyceum	20 (21.7)
Total	92 (100)	College – University	9 (9.8)
		Total	92 (100)
Gender			
Male	55 (59.8)	Profession	
Female	37 (40.2)	Public Servant	19 (20.7)
Total	92 (100)	Private Worker	11 (12.0)
		Entrepreneur	8 (8.7)
Age		Farmer	44 (44.0)
< 30	7 (7.6)	Pensioner	10 (10.8)
30-35	8 (8.7)	Total	92 (100)
35-45	45 (48.9)		
45-55	28 (30.4)		
> 55	4 (4.3)		
Total	92 (100)		

Table 44. Socio-demographic characteristics of the examined population in Litochoro, Elatochori and Ai dimitrio. Source: Fotiadis, 2006

Apart from the socio-demographic characteristics, in the questionnaire the economical, social and environmental anticipation towards rural tourism were examined too.

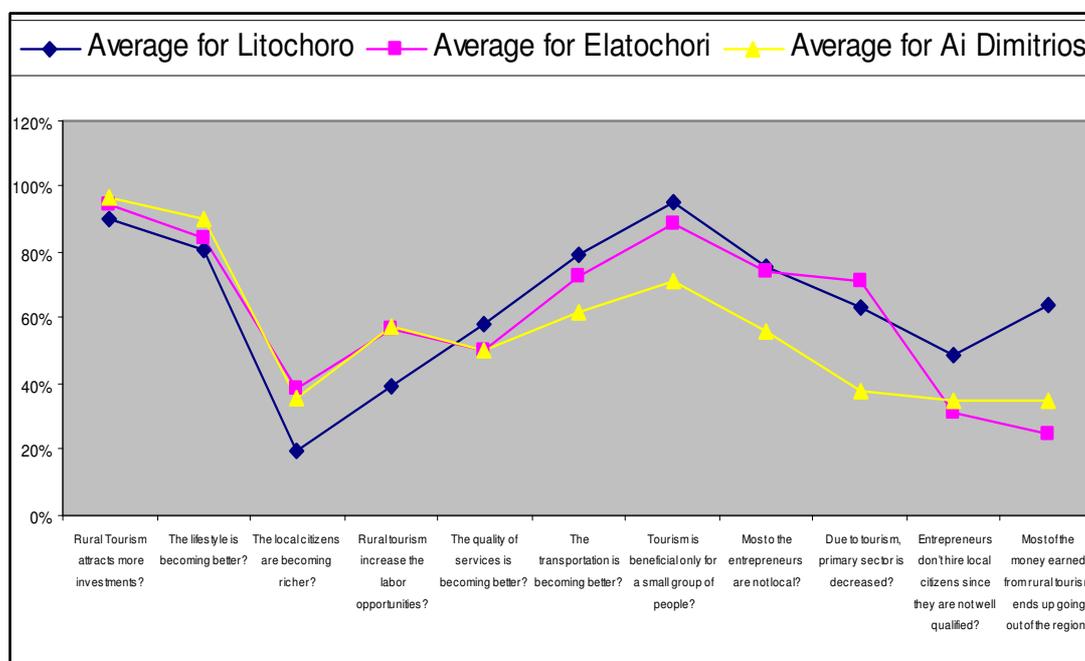


Figure 27. Economic impacts of rural tourism. Source: Fotiadis, 2006

In keeping with the answers about the economical reactions (Table 45) of rural tourism, the local citizens seem to agree that rural tourism attracts more investments and by these investments the transportation is becoming better and finally it provides better lifestyle. If we observe the figure 27, with the average positive scores for each village we will realize that in the first five questions Ai Dimitrios and Elatochori have almost the same average, and Litochoro has in this question, a lower score. After the fifth question Litochoro starts to have higher but almost the same scores with Elatochori, and Ai Dimitrios starts to have lower positive answers. In the last 2 questions Elatochori has the lowest answers.

Statement	Litochoro		Elatochori		Ai Dimitrios	
	Male	Female	Male	Female	Male	Female
Rural Tourism attracts more investments	28 (89%)*	16 (92%)	15 (96%)	11 (93%)	6 (90%)	7 (91%)
The lifestyle is becoming better	26 (80%)	14 (82%)	13 (83%)	10 (86%)	6 (90%)	7 (91%)
The local citizens are becoming richer	6 (20%)	3 (19%)	6 (36%)	5 (41%)	3 (38%)	3 (34%)
Rural tourism increase the labor opportunities	11 (33%)	8 (45%)	9 (54%)	7 (59%)	4 (57%)	5 (58%)
The quality of services is becoming better	15 (48%)	12 (68%)	7 (45%)	7 (55%)	3 (48%)	4 (52%)
The transportation is becoming better	25 (77%)	14 (81%)	12 (75%)	8 (70%)	4 (55%)	5 (68%)
Tourism is beneficial only for a small group of people	31 (97%)	16 (93%)	14 (90%)	10 (87%)	5 (67%)	6 (75%)
Most of the entrepreneurs are not local	25 (77%)	13 (75%)	12 (72%)	9 (77%)	4 (50%)	5 (62%)
Due to tourism, primary sector is decreased	21 (65%)	10 (61%)	11 (68%)	9 (74%)	2 (33%)	3 (42%)
Entrepreneurs don't hire local citizens since they are not well qualified	17 (52%)	8 (45%)	4 (25%)	4 (37%)	3 (42%)	2 (28%)
Most of the money earned from rural tourism ends up going out of the region.	22 (68%)	10 (60%)	5 (30%)	2 (20%)	2 (28%)	3 (42%)

*Positive answers

Table 45. Economic impacts of rural tourism. Source: Fotiadis, 2006

It is very interesting that although women have more positive answers in comparison to men, the difference in opinions between the two genders is extremely small. This is not an expected result since the society in Greek small villages is usually very masculine and we believed that woman positive answers will be much higher than man answers.

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In Litochoro, where rural tourism is more developed than the other two destinations, locals seem to be more negativist. They believe that most of the money ends up with going out of the region and that rural tourism development decreases significantly the primary sector. According to the social impacts (Table 46), the responders seem to be positive to rural tourism development, since they believe, that tourism created more employment opportunities and that rejuvenated old customs and local traditions, at the same time, rural tourism helped to develop arts and enhanced cultural exchange.

Statement	Litochoro		Elatochori		Ai Dimitrios	
	Male	Female	Male	Female	Male	Female
Rural tourism created more employment opportunities	18 (57%*)	11 (67%)	10 (62%)	8 (69%)	4 (55%)	5 (64%)
Rural tourism enhance cultural exchange	27 (84%)	14 (83%)	13 (84%)	11 (91%)	6 (92%)	7 (86%)
Rural tourism had rejuvenated old customs	29 (92%)	16 (94%)	15 (96%)	11 (91%)	6 (92%)	7 (92%)
Rural tourism upgraded local arts development	19 (60%)	11 (67%)	11 (67%)	7 (62%)	5 (65%)	5 (64%)
Rural tourism commercialized the local traditions	20 (61%)	11 (67%)	10 (65%)	9 (79%)	5 (78%)	5 (59%)
Rural tourism is reducing the importance of family	24 (74%)	13 (77%)	14 (92%)	9 (79%)	5 (72%)	6 (74%)
Rural tourism increased the social inequalities among local citizens	23 (71%)	14 (82%)	9 (59%)	8 (69%)	6 (81%)	6 (80%)
Local citizens start to have mimetic behavior due to prototypes created by visitors	26 (82%)	12 (70%)	12 (81%)	9 (79%)	6 (87%)	7 (86%)

*Positive answers

Table 46. Social impacts of rural tourism. Source: Fotiadis, 2006

Environmental impacts (Table 47) seem to be different in every village and this possibly is influenced by the level of rural tourism development. In Litochoro they believe that rural tourism increased the traffic congestion in the village. In Elatochori and Ai Dimitrios they believe the same but the percentage is lower than Litochoro.

In the following environmental questions, whether rural tourism increased the noise and pollution, the answers were almost similar as we can see in table 47. But in all the villages they don't really think that rural tourism increased pollution. At the question if construction of hospitality accommodations has destroyed the natural environment, although there are positive answers in all the villages an interesting point is that answers in Ai Dimitrios are higher than in the other 2 villages.

Statement	Litochoro		Elatochori		Ai Dimitrios	
	Male	Female	Male	Female	Male	Female
Rural tourism increased the traffic congestion in the village	28 (87%)	15 (90%)	12 (74%)	8 (75%)	5 (67%)	7 (84%)
Rural tourism increased the noise in the village	22 (70%)	11 (64%)	11 (68%)	9 (78%)	5 (67%)	6 (74%)
Rural tourism increased pollution	11 (35%)	8 (45%)	6 (37%)	4 (30%)	3 (42%)	3 (38%)
Construction of hospitality accommodations has destroyed the natural environment	20 (61%)	10 (59%)	9 (54%)	7 (60%)	5 (67%)	6 (78%)
Rural tourism is a factor of historical and traditional buildings restoration	24 (74%)	13 (76%)	10 (65%)	7 (60%)	2 (25%)	2 (28%)
Rural tourism improved roads and public infrastructures	26 (81%)	14 (80%)	13 (79%)	8 (74%)	3 (44%)	3 (42%)

*Positive answers

Table 47. Environmental impacts of rural tourism. Source: Fotiadis, 2006

In all three villages, it is agreed that rural tourism made the village more crowded, noisier and caused more traffic problems. In Ai Dimitrios, since rural tourism is at a primary level, they disagree that historical buildings have been rebuilt and that roads and public infrastructures have improved. On condition that the three villages are spread across the three geographical borders of Pieria, we realized that there is the same attitude in all the villages of the prefecture. The comparison between the bibliographic reference on Hungary and the primary research in Greece proves that there are not crucial differences, as people in both countries have a positive opinion about tourism mainly due to the positive financial impacts and negative opinion about the increase of noise, pollution and traffic congestion.

CHAPTER 7

SIMILARITIES AND DIFFERENCES

Based on the data and information collected in the field research, the rural tourism development in Hungary and Greece are contrasted. Although there are many similarities in the rural tourism contexts between the two countries, the contrast between them reveals astonishing differences in their processes and outcomes of rural tourism development. In this conclusive chapter we will refer to the similarities and differences in rural tourism development between the two countries based on personal interviews and questionnaires, and we will mention which are considered positive and which negative in each country's development. These similarities and differences will be classified into some large categories. Particularly, we will classify them into:

- ❖ General similarities and differences, such as climate.
- ❖ Similarities and differences in management.
- ❖ Similarities and differences in marketing.
- ❖ Similarities and differences in Public Policy

In each category there are more differences than similarities. Public Policy is the only category where the similarities are more than the differences.

7.1. General similarities and differences.

Rural tourism cannot be the same all around Europe since the rural regions in Europe obviously differ in character. Climate, landscape, history and population density differ in some cases significantly and the first differences and similarities that we observe between Greece and Hungary are the ones related with the above characteristics (table 48). Through the historical examination of the two countries we can ascertain that they both have been in the foreground for hundreds of years. Definitely, Hungary falls short of ancient history in comparison to Greece, but Hungary excels in history related to the Middle Ages. This happens mainly because while the Austro-Hungarian kingdom was flourishing, Greece was under ottoman occupation. This difference normally affects rural tourism as someone who visits a rural village is interested in sightseeing in the near villages and towns. The two countries differ considerably in

the architecture of the houses in rural tourism regions, too. In Greece they are basically of old Macedonian style, while in Hungary of 1960 structured style.

Religion is considerably developed in both countries and one similarity that we observe is that in each village in both countries there is a dominating church in the central square, which can be employed as a tourism resource. There is, of course, the difference between the type of church since in Greece there are orthodox and in Hungary catholic churches.

	Differences	Similarities
Climate	√	
Landscape	√	
History	√	
House Style	√	
Religion	√	
Society Type	√	
Morphology	√	
Background of Rural Hosts	√	
Reasons for rural tourism development	√	

Table 48. General similarities and differences between Greece and Hungary

An important similarity is related to the population of the two countries as they both have almost 11 million residents (Appendix 8). However, the difference is that in Hungary the population tends to decrease, while in Greece it tends to increase. Another small difference in the examined rural villages as regards the rural tourism stakeholders is that the Greek rural communities are much more masculine than the corresponding Hungarian ones. Therefore, in Greece there is a social need for the development of rural tourism so as to improve the status of the woman in the rural society.

There are various similarities and differences in the basic indicators. We can notice differences on overnight visitors, arrivals from Europe, arrivals by air, rail and sea (table 49). We can also remark that there are significant differences in tourism expenditure in each country by inbound tourism and tourism expenditure in other countries by domestic tourists. We can perceive similarities on visitors, on arrivals from America and East Asia. Similar are also the arrivals by road, the Gross Domestic Product and the export of services.

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	Basic Indicators	Differences	Similarities
1.1	Visitors		√
1.2	Tourists (overnight visitors)	√	
1.3	Same-day visitors		√
1.4	Cruise passengers		
2.1	Arrivals by region: Africa		
2.2	Arrivals by region: Americas		√
2.3	Arrivals by region: Europe	√	
2.4	Arrivals by region: East Asia and Pacific		√
2.5	Arrivals by region: South Asia		
2.6	Arrivals by region: Middle East		
3.1	Arrivals by means of transport used: Air	√	
3.2	Arrivals by means of transport used: Rail	√	
3.3	Arrivals by means of transport used:		√
3.4	Arrivals by means of transport used: Sea	√	
6.1	Tourism expenditure in the country	√	
6.2	Travel	√	
6.3	Passenger transport	√	
8.1	Departures		
8.2	Tourism expenditure in other countries	√	
8.3	Travel	√	
8.4	Passenger transport	√	
10.1	Gross Domestic Product (GDP)		√
10.2	Exports of goods	√	
10.3	Export of services		√

Table 49. Basic indicators similarities and differences between Greece and Hungary

Morphologically there are crucial differences. Greece is extensively washed by the Mediterranean Sea; it has got some high mountains and a few plains. Contrarily, Hungary is not washed by the sea, it doesn't have high mountains and it is characterized by large plains. Moreover, in Hungary there are long rivers, such as the Danube which is dominant, and a huge lake (Balaton), while in Greece there are small rivers and lakes. These differences affect significantly the rural tourism development in each country, since their morphology compels them to provide a different product. Therefore, in Hungary rural tourism is more easily offered in combination with rural activities, while in Greece it is easier to provide a product which combines rural tourism with other forms of tourism such as winter sports, climbing, etc.

Greece has a Mediterranean climate and the levels of temperature are usually higher than in the continental climate of Hungary. Thus, in Hungary there are more rain and snow than in Greece. This results in a longer period of mass tourism in Greece than in Hungary. That is why the importance of rural tourism is much greater for Hungary than for Greece, from our point of view. Greece as a country manages to gain incomes from tourism for a longer period regardless of the resources. Rural tourism can help the two countries in extending their tourism period and finally their incomes.

A crucial difference is the background of the rural tourism hosts. In Greece, the ones who are occupied with rural tourism are mainly entrepreneurs or public servants, while in Hungary they are mainly pensioners or private employees and approximately 15% farmers. This is a very interesting element from the point of Public Policy, because it reveals that both countries fail in what rural tourism defines, that is in the support of the farmers mainly so as not to abandon their property. This means that the farmers of the six villages almost had not realized that there were chances for them and these chances were seized by entrepreneurs or private employees who knew how to operate in the business environment. This is a positive element, as the hosts are applying the good practice and attitude they have acquired there. However, a serious problem for the Public Policy of both countries is that the providers were mainly motivated by their wish to feel security or because they had a spare place; so that only 17% of them work for extra income. This is something that the two countries should take into consideration, because in this way one of the objectives of rural tourism is not achieved, that is occupation as an extra income.

7.2. Supply, demand and management

The two countries have a rapid rate of development. However, in the case of Greece we are based on the speculations of the persons questioned, while in the case of Hungary we are based on actual statistical data. The positive element is that as concerns supply and demand, both countries have an important rural tourism development. Moreover, as regards demand there are similarities in the fact that the tourism period is short, regardless of the fact that in both cases the houses are offered for the whole year.

One similarity in supply is the fact that in both countries most of the rural tourism accommodations were formed during the last three years, and that in this process mainly the European Union helped through its subsidies. Additionally, there is similarity in the offered product concerning what is offered along with the accommodation. The Hosts in both countries either do not include in the price any other offer apart from the room or they include only breakfast. It is even more surprising that most of them are able to offer all the meals in case the client asks for them at an extra price.

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Another similarity in supply is that the hosts who offer meals, offer them in the place where the visitors stay and not in other places. This means that the customers do not have to eat and spend their money somewhere else. However, it is negative that in both countries the tourists do not have the same meal with the local community, but something that is specially cooked for them. Thus, the tourists are not provided with the opportunity to taste the local gastronomic habits, which is one of the reasons someone visits a place. The two countries also have some similarities in the traditional products that they sell to the visitors. In particular, they both offer traditional drinks, such as tsipouro or paliga, homemade marmalade and honey, but they differ in the amount of sausages and wine they provide.

In their majority, the offered rooms are in the same land site and in the same building with the Hosts' house, but the visitors use another entrance. Moreover, many rooms are found in a different land site. This is interesting because although a different product is provided, there is similarity in this part. Maybe the Hosts in both countries know that in this way the visitors feel more comfortable and hospitable and that is why they have a high percentage of revisiting.

One difference concerning demand and management is related to the length of the tourism period. In Greece we observe that the rural tourism activity is mainly available during the winter months, but in Hungary during the summer (table 50). This may be the result of the fact that each country's rural tourism product addresses a different market. Hungary attracts more foreign tourists than Greece. Greece attracts basically Greek tourists. We believe that both countries can improve their effectiveness, if they manage to attract the tourists they lack. Hungary could attract visitors in the winter through its domestic tourism and Greece could attract visitors in the summer through the foreign tourists.

One important difference in supply between the two countries is that the average of rural tourism hosts has been active in Hungary for 7 years, but in Greece for only 3 years. This is very strange because Greece has been a member of the European Union for many years, while Hungary is one of its recent members. Moreover, we have to point out that in Greece they do not stop the rural tourism activity, although there are no visitors in the summer, while in Hungary a small percentage has stopped this activity for at least one year.

	Differences	Similarities
Rural tourism development rhythm		√
Small tourism period		√
Rural tourism best period	√	
Rural host product		√
Type of rural tourism product	√	
Creation of rural tourism accommodation		√
Continuing rural tourism entrepreneurship	√	
Type of accommodation	√	
Limitations in rural tourism management		√
Traditional products		√
Rooms	√	
Modulation		√
Rural tourism markets	√	
Rural tourism average	√	
Revisiting		√
Work during holidays	√	

Table 50. Supply, demand and management similarities and differences between Greece and Hungary.

Another difference in supply is the size and the type of the offered product. In Hungary there are usually small houses to rent with one, two or in some rare cases three rooms. In Greece rooms in hotels are rent. Each host usually rents 10 to 25 rooms and thus, the activity is exercised in a professional way which is close to mass tourism. If someone visits the rooms in Greece, he/she will find out that they are closer to luxurious suites with a fireplace and luxurious and expensive materials than to the rooms related with rural tourism activity. On the contrary, in Hungary the houses are simple and the management and marketing in general seem to be more amateur (figure 28). This difference affects the management, the marketing and the Public Policy that each country has to follow. This difference explains also the fact that in Greece the tourist is not given the opportunity to work, if he/she wishes, or even watch a rural activity, but in Hungary this opportunity is provided extensively.



Figure 28. Difference in rooms type between Hungary and Greece.

7.3. Marketing

In the sector of marketing we observe very few similarities and mainly differences. The two countries have similarities in the way they advertise their enterprises. They basically use the internet, advertising brochures and tourism offices. Of course, the crucial point is what they advertise through these means and who they address. Usually before the application of a promotional policy by an enterprise or an organization, the target should be specified. Greece and Hungary seem not to have specified who they address, since they employ the same, let us say, advertising strategy, but they actually differ in the product, the price and their current access to some markets. The two countries differ in the offering product since Eastern Europe is generally more rural than Western Europe (in terms of levels of urbanisation, and socio-cultural characteristics) and the product in Greece has similarities with village tourism while in Hungary with farm tourism. The difference in prices is an important factor in relation to who it addresses. In Greece it is quite expensive to rent one of the houses, but in Hungary the prices can be characterized as satisfactory. Hungary as mentioned before, addresses mainly foreign tourists from the near countries, while Greece addresses Greek tourists. Many foreign tourists want to visit Hungary because in the past they could not and the prices for them are extremely low. Greece attracts them because it is now a trend.

This explains the similarities and differences between the two countries as regards how the visitor spends his/her spare time. In Greece the visitors in their spare time read, watch TV, make strolls to the countryside, walk in the village or visit the near villages or towns. On the contrary, in Hungary these activities take place rarely. The visitors in Greece paradoxically do not exercise activities such as riding a bike or horse, manual activities, etc. Hungary is famous for its horses and these activities are very usual. There is a similarity between the two countries as regards the visitors' wish to participate in activities such as festivals and others either in or out of the village.

The Brochures which are related with tourism have differences between the two countries firstly in the language, since the Greek ones are written only in Greek, while the Hungarian ones use the English language, too. Secondly, the Greek brochures are related with a certain region, while the Hungarian ones are more general compared to

the Greek ones. The Hungarian ones are more general and they relate mainly with location, different types of tourism and different tourism products (table 51). The colours are totally different and in the Hungarian brochures there are additional elements, such as advertisements for hotels, car rent offices, etc.

	Differences	Similarities
Promotion style		√
Internet		√
TV	√	
Brochures		√
Radio	√	
Tourist offices		√
Product	√	
Price	√	
Market	√	
Tourist behavior	√	
Tourist participation in Festivals		√
Colours in brochures	√	
Promoting via brochures	√	
Websites		√
Sponsoring via websites	√	
Promoting via websites		√

Table 51. Marketing similarities and differences between Greece and Hungary

Through an examination of the websites used mainly for the advertising of the enterprises, we can find some similarities and a few differences. In the websites of Agrotouristiki S.A. and Fatosz we observe that someone can find general information about rural tourism and specific information about rural tourism accommodation. The Greek website mainly addresses the Greek tourists, while the Hungarian the foreign tourists. The Hungarian website does not mention any ways in which someone can be subsidized by the European Union, but in the Greek one through a hyperlink someone can easily learn all the necessary handlings.

A negative similarity between the websites is that they do not advertise all the hosts. This happens probably because they have to pay for their promotion. This is negative from the point of Public Policy and we believe that the two countries, as they know the serious problems that rural societies face, should have provided the potential for free promotion of the accommodation.

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Source	Backpacker	Visitor's	Tourist's
Internet	77.3%	70.7%	64.0%
Family and friends	66.8%	72.3%	74.5%
Travelers book	60.5%	29.9%	19.1%
Travel agency	28.5%	36.3%	43.1%
Previous Visit	21.7%	33.3%	27.8%
Newspaper magazine	20.6%	24.1%	23.9%
Brochures of tour operators	12.3%	11.0%	15.9%
Tourist offices	11.5%	11.8%	11.3%
TV – Radio	10.2%	9.9%	12.3%
Airlines companies	8.6%	10.6%	13.1%
Travel exhibitions	1.4%	1.4%	1.8%

Table 52. Travelers information sources according to the type of traveler (%). Source: Richards and Wilson, 2007.

According to Richards and Wilson (2007), the internet, the family and friends contribute significantly to the decision of a travel, no matter which kind of traveler. It is positive that the hosts in both countries use the internet as their basic advertising tool (table 52), but it is negative that the websites are not as functional as they could be. Loyalty is developed and therefore the hosts are advertised probably really well by families and friends. Hosts should cooperate better with travel agency, if they want to extend their customers since it is also a significant traveler's information source.

7.4. Public Policy

Greece as an old member of the European Union normally displays more intense activity in the sector of Public Policy. Particularly, we observe that in Greece 63.6% of the Hosts have been subsidized by the European Union, but in Hungary only 26.7%. Of course, if we consider the fact that Hungary has been a member of the Union for a short period of time, we realize that it is getting on well, even though it is behind Greece.

A serious problem in Greece which is directly related to Public Policy is the fact that it does not collect statistical data about rural tourism. Therefore, someone cannot safely judge whether a policy is successful or not, unless there is some way to compare a past and a future situation. On the contrary, in Hungary there are statistical data, even about the contribution of rural tourism to a community's incomes (table 53). Therefore, it is easier in Hungary to activate a statistic and elicit countable results.

	Differences	Similarities
European Union sponsoring	√	
Reason for sponsoring		√
Statistical data	√	
Need for Public Policy help		√
Successful Policies		√
Relationship with social environment		√
Good relationship with local government		√
Relationships with other entrepreneurs	√	
Local society	√	

Table 53. Public policy similarities and differences between Greece and Hungary

Although we do not have statistical data, it seems from our study, as mentioned before, that the policies are successful since they lead, according to the answers of the interviewed, to continuous development and high levels of revisiting. The policies in both countries have also managed to develop some similarities and differences in the relationships with the social environment. The Greek and the Hungarian hosts have good relationships with the entrepreneurs and with the local government. However, they have differences in their relationships with the local community, the tourism offices and with the restaurants and entertainment enterprises in and out of the village. The Greeks have a better relationship with the local community and with the restaurants and entertainment enterprises in and out of the village, while the Hungarians have a better relationship with the tourism offices.

7.5. Suggestions

In the new millennium, which rises, it is obvious that the needs, the preferences and the demands of a considerable share of tourists, on one hand, and the image of the rural society on the other, gradually change. The tourist wishes to see new landscapes and wishes to fulfill not only needs such as recreation, resting, calmness and revitalizing, but also learning about the nature and the rural sector. Life in the city along with the well-known problems of environmental pollution, noise, stressful way of living, intensifies these needs. Thus, the tourist starts seeking for contact with the nature, as he/she realizes that there they will find everything that the city life deprives them of. Mass tourism cannot satisfy the ones who wish for this type of calmness, contact with nature, knowledge and mixing with the region's culture and tradition. Concerning these elements, rural tourism can offer more than other forms of tourism. European regional policy and EU environment policy in general have undoubtedly had a strong impact on the processes of formal institution building and on spreading a new culture of coordination and/or cooperation among actors involved in policy

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making. Thanks to rural tourism, tourism becomes accepted as guest in agricultural development, while its host does not only operate as its manager, but he/she is the one who welcomes and guides the visitor so as to feel close to the hosting environment. For the present and future development of rural tourism in Greece and in Hungary, it is essential that a series of measures and initiatives are taken. Some of them are the following:

- Recording and formation of the natural and cultural map of each country, which will include the existing rural tourism regions and all the socio-economic elements that may contribute to the development of rural tourism.
- Participation in the managing and control of the development by the local authorities and residents, so as to maintain the local character and keep the added value of the providing services on the local level.
- Promotion of rural tourism as a complementary activity for the reinforcement of the rural income, which is characterized by a specified frame of principles for its development.
- Promotion and advertising of rural tourism initiatives, which have been well-organized and effective.
- Building the appropriate infrastructure, e.g. roads, so as to facilitate the access of the visitors to the regions, to provide medicare to the sensitive groups, such as the elderly, the children, etc., improvement of the means of transport, electric power supply, water supply etc.
- Expansion of the tourism period throughout the whole year, so as to provide the potential for improvement of the hospitality services, along with a parallel depression of their providing cost.
- Fulfillment of the visitors' demands not only at the level of accommodation (clean and comfortable rooms), but also of their interests in rural life and tradition.
- Development of national and regional rural tourism programs according to the European Union guidelines, so that they can be subsidized.
- Formation of priority measures for the development of rural tourism in mountain and disadvantageous regions.

- Collaboration of the residents with the local authorities and ensuring of a consensus on the development of rural tourism in their region and realization of the essential changes.
- Development of mechanisms that can predict or even try to discourage uncontrollable tourism development activities in the countryside (e.g. mass tourism activities).
- Formation of a framework of measures for the protection of the environment and for the maintenance of the cultural and tourism heritage.
- Taking measures for the restoration of the traditional settlements which attract the visitors (renovation and maintenance of traditional houses, churches, monasteries etc.)
- Publication and circulation, even out of the limits of the Municipality or the Community, of tourist guides and brochures about the rural tourism of the region and the traditional products.
- Programs of professional training for the residents of the rural regions and of foreign language learning at a basic level, so as to be able to cope with the demands of the parallel rural tourism activities (mainly for the young people and the women, so that they can take more initiatives).
- Resettlement motives for the domestic emigrants regarding the undertaking of business initiatives.
- Systemization of checking by qualified agents concerning the guidelines about the operation of rural tourism enterprises.
- Establishment of an organization that can co-ordinate the rural tourism initiatives.
- Formation of an international network between the two countries, aiming at the information about rural tourism issues, the expansion of knowledge, the offering of advice to the interested ones, etc.

7.6. Conclusion

The contribution of rural tourism to developed economies and to the economic restructuring of the weak European economies is unquestionable. The activities associated with travel, tourism and recreation affect people in many different ways and have a profound impact on social, cultural and economic perspectives of life in any society. The rural tourism industry encapsulates multiple sectors, for example

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hospitality, food and crafts, and can have significant benefits for local rural areas. Yet rural tourism instigates change in employment or customer protection, health, new technology, transport and culture. European tourism authorities and policy advisors generally believe that rural tourism can offer a “development path” for rural Europe. By contrast, central and eastern European countries have experienced different structural conditions to those of Western Europe and did not participate in the processes of agricultural restructuring accompanying the EU’s Common Agricultural Policy (Hegarty and Przezborska, 2005). Greece and Hungary could not be indifferent to the incoming changes, since the emphasis on rural development today is to provide greater equality for all rural people in incomes, housing, health care and other goods and services. Public policy is being used to disperse population and alter economic growth patterns.

In each country different kinds of rural tourism industry were created and since there was a lack of research we decided to investigate which differences and similarities we could observe. We formed four research questions, and through the research we managed to obtain significant results. These results were the outcome of sub-researches between the different rural tourism stakeholders in three villages in Greece and three villages in Hungary.

The first hypothesis was investigated and we observed that there were forty-two differences between the two countries and twenty-seven similarities. These differences and similarities were grouped in four different categories in order to be used as a starting point for further research in the future. The main difference was the way rural tourism is developed. In Greece it is illustrated in luxurious lodging houses or hotels which only provide rooms with village style furnishing. In Hungary rural tourism is unique and closer to country life. Of course, in both cases there are disadvantages such as short-length tourist period and the unconventional way of development. That unconventional way of development is the main problem why the local economy in both cases is not strengthening as much as it could.

Our second and fourth hypotheses were answered after examining our literature review. We explained how rural tourism was defined, how it is developed in Europe and how entrepreneurship, management and marketing should be illustrated. Moreover, we analyzed the different steps for successful rural tourism development

strategy which will achieve the optimum goal which is sustainable rural tourism development. Rural regions display differences concerning their character, geographic location, etc. and that is why they vary greatly in their capacity to attract and to absorb tourism. This indicates that there are no standard solutions in rural tourism development. Additionally, the policy framework which affects rural development and consequently rural tourism was also presented. Moreover, to complete the brief picture of rural development and rural tourism, several concepts were introduced helping understand the challenge of rural development. All these concepts must have a focus on society, economy and the environment and are based on collaboration and cooperation with involvement of local community, as a basis for sustainable rural development.

The third hypothesis was also answered. We point out during our research that unfortunately rural tourism enterprises tend to be small-scale and supply a highly seasonal market and they have limited marketing knowledge. Our method there was to compare brochures and the national websites of Greece and Hungary. By comparing the differences between the Greek and Hungarian National websites, we reached some interesting findings and we confirmed that the destination image, which was represented online by the tourist authorities, was not so easily accessible and not very successful. Moreover, we wanted to present a new element, which is called “rural milieu”. The perception of the rural milieu depends on the tourists’ background and their tendency to develop a preconception of “the countryside” as expressed in their home culture. We compared the rural milieu the two countries express and we indicated that a network between marketing plan and rural milieu is useful, since it provides additional market knowledge and may improve the understanding of rural tourism. Rural tourism marketing agencies have an opportunity to use rural milieu conducted on a continuous basis to track and understand changes in the behaviour and profiles of tourists over time.

We can claim that what is needed is a resource guide that proposes different methods of tourism development and provides tried and true scenarios. Rural communities should be given the opportunity to obtain the resources that will assist them in developing tourism. Tourism development tools include research, resource guides, “how-to” guides from successful communities, case studies, workshops, conferences, and training for rural leaders. The tourism development process must be delineated so

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that it can be illustrated and explained to rural community leaders. It is impossible to spend money on rural tourism and expect it to grow by itself. The two countries should take the warning and follow the appropriate practices mentioned in the bibliographical references or the effective practices which have been distinguished by the two empirical studies. They should implement a local rural tourism awareness and educational program to increase the involvement of area business owners, residents and youth with the benefits associated with rural tourism. As regards the Public Policies in both countries, they should organize meetings with rural tourism entrepreneurs in order to begin to establish connections between them and to identify needs and proposals. They should coordinate support from universities, state agencies and private consultants to help area residents and businesses develop business plans. They should implement a central facility in each rural area with high quality standards where local artisans can work and sell their wares and where local and state-made or grown products can be sold. They also have to work with state agencies and a professional marketing company to conduct regional marketing activities. The study of the consequences of rural tourism should proceed, before some countries elaborate local or national programs, which will have negative impacts instead of positive ones. Hungary as a new member of the European Union should be warned by the consequences in Greece. Hungary should upgrade its rural tourism activity to the professional level of the Greek hosts and should not make mistakes such as the lack of statistical data. Greece should contemplate the reasons that cause the delay in the implementation of corrective actions which have been successful in other countries such as Hungary. Additionally, both countries should realize that future specialized studies could determine the regions where rural tourism can be developed, its characteristics and the minimum standards of a qualified enterprise.

APPENDIXES

Appendix 1

QUESTIONNAIRE: SIMILARITIES AND DIFFERENCES BETWEEN HOST IN HUNGARY AND GREECE

1. HOW MANY YEARS HAVE YOU BEEN WORKING IN THE RURAL TOURISM SECTION?

1 YEAR 2-4 YEARS 4-6 YEARS 6-8 YEARS >8 YEARS

2. DID YOU EVER STOP HOSTING OCCUPATION FOR MORE THAN A YEAR?

YES NO

IF YES – WHY?

DUE TO ILLNESS TRAVELLING RECONSTRUCTION - BUILDING MAINTENANCE

LACK OF CUSTOMERS OTHER REASONS _____

3. WHICH WAS YOUR OCCUPATION BEFORE RURAL TOURISM?

PRIVATE EMPLOYEE ENTREPRENEUR PENSIONER UNEMPLOYED
OTHER _____

4. APART FROM ACCOMMODATION IN WHICH SECTORS ARE YOU OR USED TO BE OCCUPIED?

PRIMARY SECTOR SECONDARY SECTOR TERTIARY SECTOR
OTHER _____

5. WHY DO YOU PRACTICE RURAL TOURISM AND PARTICULARLY PROVISION OF ACCOMMODATION?

MY WIFE AND I LOST OUR JOBS AND WE DID NOT HAVE ENOUGH MONEY TO MAKE A LIVING	
I WAS PENSIONED AND I WANTED AN EXTRA INCOME	
I WAS PENSIONED AND I WANTED TO DO SOMETHING USEFUL	
APART FROM MY JOB I NEEDED AN EXTRA INCOME	
I WANTED TO DO SOMETHING MORE SECURE AND INTERESTING	
THERE WAS A SPARE PART IN THE HOUSE	
I INHERITED IT AND I DID NOT WANT TO LEAVE IT EMPTY	
MY FAMILY MOVED I DID NOT WANT TO LEAVE THE HOUSE EMPTY	
OTHER _____	

6. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

	TOTALLY DISAGREE	DISAGREE	NEITHER	AGREE	TOTALLY AGREE
RURAL TOURISM IS MY BASIC INCOME					
RURAL TOURISM I AN EXTRA INCOME					
RURAL TOURISM IS AN INTERESTING HOBBY IN MY LIFE					
UNLESS I DID IT, THE HOUSE WOULD BE EMPTY					

7. DO YOU RENT ONE OR MORE HOUSES?

1 2 3 >3

8. WHO HELPS YOU IN THE OPERATIONS OF YOUR BUSINESS?

I DO EVERYTHING ON MY OWN	
SOME MEMBERS OF THE FAMILY HELP	
A FRIEND HELPS WITHOUT BEING PAID	
I HIRE SOMEONE FOR A SHORT PERIOD OF TIME	
I HAVE A REGULAR STAFF	

9. IN WHICH MONTHS HAVE YOU GOT MORE VISITORS?

JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.

10. IN WHICH MONTHS EVEN THOUGH YOU KEEP YOUR BUSINESS OPEN YOU DON'T HAVE ANY VISITORS?

JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.

11. IN WHICH MONTHS YOU DO NOT WORK AT ALL?

JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.

12. WHAT CHARACTERIZES YOUR OFFERING SERVICES?

ACCOMMODATION ONLY	
ACCOMMODATION AND BREAKFAST INVOLVED IN THE PRICE	
ACCOMMODATION, BREAKFAST AND A MEAL INVOLVED IN THE PRICE	
ACCOMMODATION, BREAKFAST AND TWO MEAL INVOLVED IN THE PRICE	
EXTRA BREAKFAST NOT INVOLVED IN THE PRICE	
BREAKFAST AND ONE EXTRA MEAL	
BREAKFAST AND TWO EXTRA MEALS	

13. WHERE DO THE VISITORS EAT?

WHERE THEY STAY IN ANOTHER PLACE

14. DO YOU COOK IN THE SAME KITCHEN WHERE YOU COOK FOR YOURSELF AND FOR YOUR FAMILY?

YES

NO

15. DO YOU EAT THE SAME MEAL WITH YOUR CUSTOMERS?

YES

NO

16. DO YOU OFFER TO YOUR CUSTOMERS?

	YES	NO
WINE		
TRADITIONAL DRINK		
MARMALADE		
HONEY		
SAUSAGES		

17. DO YOU PROVIDE YOUR CUSTOMERS WITH THE OPPORTUNITY TO WORK IN YOUR HOUSE PRACTICING SOME RURAL ACTIVITIES?

YES

NO

18. WHICH IS THE CONNECTION BETWEEN YOUR HOUSE AND THE ROOMS OF YOUR CUSTOMERS?

THE ROOMS ARE IN THE SAME LAND SITE BUT IN A DIFFERENT BUILDING

THE ROOMS AND MY HOUSE ARE IN THE SAME BUILDING AND HAVE THE SAME ENTRANCE

THE ROOMS AND MY HOUSE ARE IN THE SAME BUILDING AND HAVE DIFFERENT ENTRANCE

THE ROOMS ARE IN A DIFFERENCE LAND SITE

19. WHICH IS THE PERCENT OF YOUR CUSTOMERS WHO COME AGAIN?

5%

5-10 %

20%

>20%

20. HOW DO YOUR CUSTOMERS SPEND THEIR TIME?

	OFTEN HAPPENS	SOMETIMES HAPPENS	NEVER HAPPENS
READING			
WATCHING TV			
TRIPS TO THE COUNTRYSIDE			
TRIPS TO NEIGHBORING VILLAGES			
TRIPS TO THE NEIGHBORING TOWNS			
WALKING IN THE VILLAGE			
RIDING BIKES			
HORSE RIDING			
MANUAL ACTIVITIES			
PARTICIPATION IN OCCASIONS IN AND OUT OF THE VILLAGE			
OTHER _____			

21. HOW IS YOUR COMPANY ADVERTISED?

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

INTERNET BROCHURES TOURISM OFFICES
 TELEVISION
 RADIO OTHER _____

22. HAVE YOU EVER MADE AN APPLICATION FOR THE DEVELOPMENT OF YOUR COMPANY?

YES NO

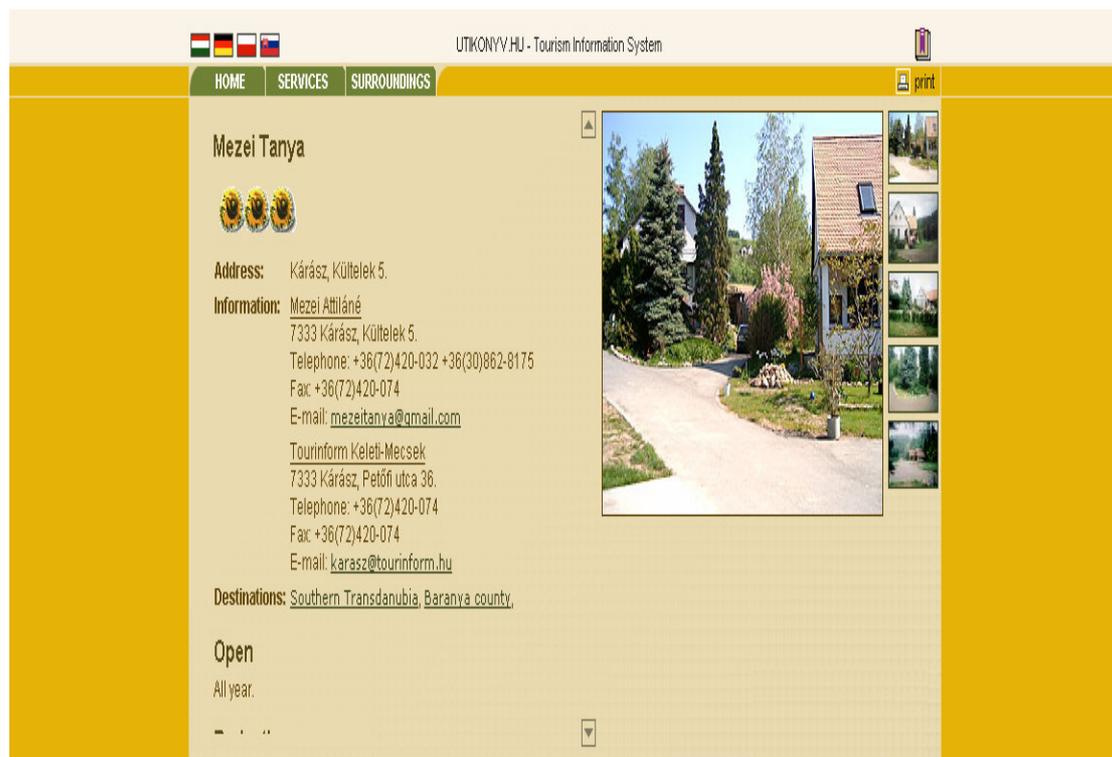
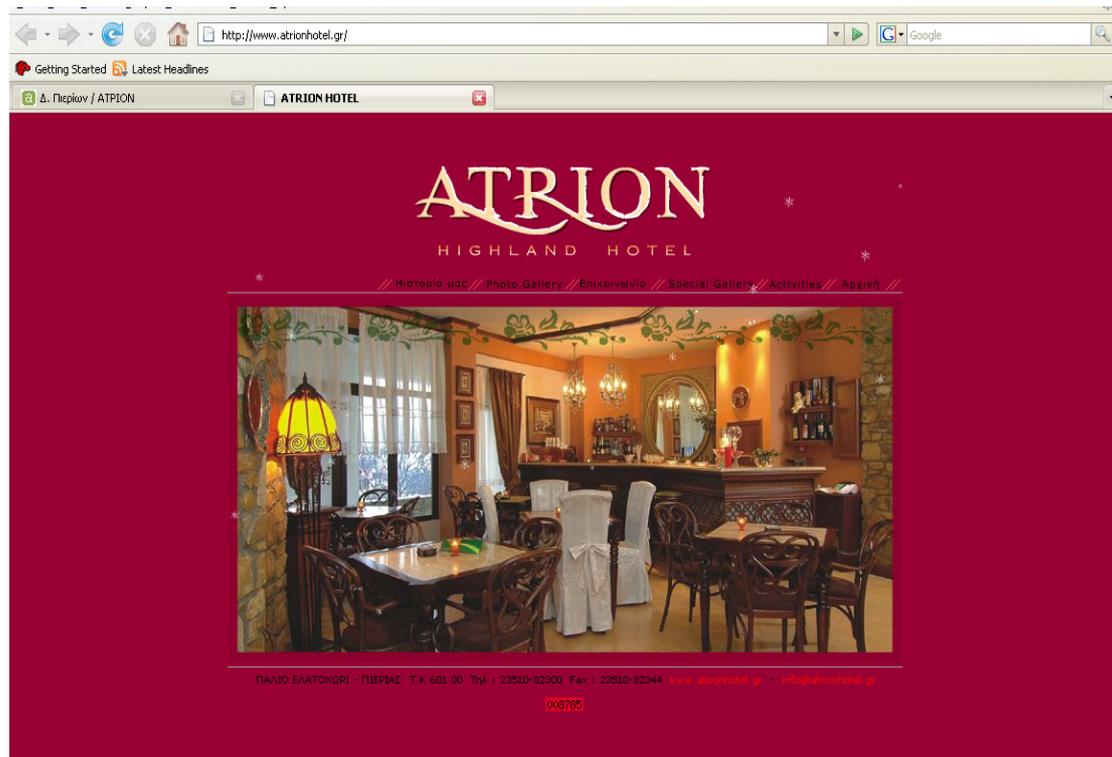
IF YES: WHERE – WHY – WITH WHICH RESULT

23. WHICH IS YOUR RELATIONSHIP WITH THE SOCIAL ENVIRONMENT?

	VERY BAD	BAD	NEITHER GOOD OR BAD	GOOD	EXCELLENT
VILLAGE POPULATION					
OTHER ENTREPRENEURS					
LOCAL GOVERNMENT					
TOURIST OFFICES					
RESTAURANT AND ENTERTAINMENT ENTERPRISES IN AND OUT OF THE VILLAGE					

**THANK YOU FOR THE VALUABLE
COOPERATION**

Appredix 2



Hosts websites in Greece and Hungary

Appendix 3

INTERVIEW PAPER FOR GOVERNMENT ORGANIZATIONS AND EMPLOYEES

Date: _____

Place: _____

Organization's Name: _____

Interviewer's Name: _____

Interviewer's Position: _____

Years of Experience: _____

Male: _____ Female: _____

Type of organization: _____

1. What role did you and your organization play in the planning and development of your country's rural tourism?

2. Who do you regard as the major stakeholders, impacted by the proposed development?

3. What did you / your organization seek to achieve and why?

4. What was the nature of government agencies support / involvement in the process?

5. Did any NGO help you in your plans for rural tourism development and how?

6. Are there any individuals who help you with your plans for rural tourism development and how?

7. Has your organization made any research about rural tourism development?

8. Are you satisfied with your organization's decisions about rural tourism?

9. What kind of promotional tools did your organization used so far to advertise rural tourism?

10. Are you satisfied with the marketing plans which were illustrated until now?

11. What are the problems in rural marketing?

12 Can you, please, define rural tourism?

13. What do you think the difference is among rural, farm and village tourism?

14. Other comments?

**THANK YOU FOR THE VALUABLE
COOPERATION**

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

Appendix 4



Hellenic Republic - Ministry of Tourism - Greek National Tourism Organisation⁴⁵.

⁴⁵ www.eot.gr

Appendix 5

ΑΓΡΟΤΟΥΡΙΣΤΙΚΗ Α.Ε.

Η Εταιρία | Πιστοποίηση | Ενημέρωση | Δραστηριότητες | Agrotavel | Ruralinvest

Αρχική σελίδα

Καλώς ήρθατε
...στον επίσημο δικτυακό τόπο της "Αγροτουριστική Α.Ε.". Εδώ θα βρείτε πληροφορίες και νέα σχετικά με τη δραστηριότητα της εταιρίας, το μηνιαίο newsletter, τις εκδόσεις μας κ.α.
περισσότερα για την ΑΓΡΟΤΟΥΡΙΣΤΙΚΗ ΑΕ

Αναλυτική αναζήτηση
Όρος αναζήτησης
Χρονικό διάστημα
Κατηγορίες Περιεχομένου

Τι είναι ο Αγροτουρισμός
Μεγάλος ολιστική ανάπτυξης της υπαίθρου

Πιστοποίηση
Πιστοποίηση ΕΛΟΤ 1417

Πρόσφατα νέα
Στη φάση ολοκλήρωσης το θεματικό πλαίσιο για τον Τουρισμό Υπαίθρου/ Αγροτουρισμό, με πρωτοβουλία της ΑΓΡΟΤΟΥΡΙΣΤΙΚΗΣ Ανακοινώσεις 26/02/2008
Ολοκληρώνεται το σχέδιο θεματικού πλαισίου για τον Αγροτουρισμό, το οποίο εκπονεί η Ομάδα Εργασίας που έχει συσταθεί από τον περασμένο Ιούλιο με πρωτοβουλία της Αγροτουριστικής και τη συμμετοχή εκπροσώπων των εμπλεκόμενων φορέων...

Πιλοτικό πρόγραμμα "I-Set" - Νέο πεδίο ανάπτυξης των αγροτουριστικών επιχειρήσεων
Ανακοινώσεις 14/01/2008
Οι μικρές αγροτουριστικές επιχειρήσεις μπορούν να διασδώσουν στις διεθνείς αγορές με τη βοήθεια του διαδικτύου. Για τον σκοπό αυτό η Αγροτουριστική συμμετέχει στο Ευρωπαϊκό Πρόγραμμα «e-Tour», ως εταίρος στο Έργο I-Set "Integrated Suite for e-Tourism".

Παρουσίαση του Αναπτυξιακού Σχεδίου Εναλλακτικού Τουρισμού για το Ρέθυμνο
Ανακοινώσεις 29/11/2007
Το ολοκληρωμένο Πρόγραμμα Ανάπτυξης Εναλλακτικού Τουρισμού Ρεθύμνου παρουσιάστηκε από την Αγροτουριστική στην αίθουσα του συλλόγου ξενοδοχών του νομού, σε ειδική

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Enter keyword

Homepage

Culture

Pick of the week

ΠΑΙΟΝΙΑ - Prefecture of Ioannina / Pogoniani C.
An old building dating back to 1899, with stone-paved courtyards was converted in 2004 by Menelaos Vellis into one of the best guesthouses in the region, "Peonia"...

Greece from a different and exciting perspective
Lodgings | Restaurants | Workshops - Farms | Activities | Products | Paths | Areas of interest | Landmarks | Recipes

Interests
Art and Culture
Ecology
Folklore and tradition
Geology and ground morphology
Lakes and Rivers
Naturalism
Outdoors Extreme Sports
Rural life
Therapeutic tourism

By the Sea
Educational tourism
Gastronomy and wine-tasting
History and Mythology
Mountain Areas
Outdoor activities
Religion
Seasonal Tourism

Geographical departments
Attica | Dodekanisa | Eptanisa | Ipeiros | Kriki | Kyklades | Macedonia | North Aegean | Peloponnisos | Sterea Ellada | Thessalia | Thraki

Recent additions
28/02/2008 15:26 - **GUESTHOUSE**
ΣΟΤΙΡΙΟΥ
On the foothills of Meteora, at the old square of Kastaki (called Mesochori by the villagers) you'll see a unique building, a traditional

ruralinvest.gr Αρχική σελίδα

Ποιοι είμαστε | Προκηρύξεις | Νέα | Επιχειρηματικές Οδηγός

Γρήγορη πρόσβαση | Όρος αναζήτησης

Αρχική σελίδα

Νέα
Πιλοτικό πρόγραμμα "I-Set" - Νέο πεδίο ανάπτυξης των αγροτουριστικών επιχειρήσεων
14/01/2008
Οι μικρές αγροτουριστικές επιχειρήσεις μπορούν να διασδώσουν στις διεθνείς αγορές με τη βοήθεια του διαδικτύου. Για τον σκοπό αυτό η Αγροτουριστική συμμετέχει στο Ευρωπαϊκό Πρόγραμμα «e-Tour», ως εταίρος στο Έργο I-Set "Integrated Suite for e-Tourism".

Έναρξη υλοποίησης του ΕΣΠΑ 2007-2013
27/11/2007
Υπεγράφη στις Βρυξέλλες η επίσημη έναρξη της υλοποίησης των Επιχειρησιακών Προγραμμάτων του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) 2007 - 2013.

Παράταση υποβολής προτάσεων Γυναίκιες

Ποιοι είμαστε
Το www.ruralinvest.gr δημιουργήθηκε από την Αγροτουριστική Α.Ε. για την ολοκληρωμένη και συνεχή υποστήριξη των ανθρώπων της υπαίθρου, των επιχειρηματιών και των φορέων που τους ενδιαφέρει το "Αγροτουριστικό επιχειρείν".

Μελέτες περιπτώσεων
ΕΒελαοντιμός και τουρισμός υπαίθρου
Αξιοποιητές εθελοντές από όλο τον κόσμο, για τη βελτίωση των υποδομών, τη γνωριμία με άλλους λαούς και την προβολή του τόπου σας.

Μελέτες περίπτωσης: κατάλογος

Οδηγίες και Οδηγοί
Πηγές χρηματοδότησης
08/03/2008
Ενημερωθείτε για τα προγράμματα που ισχύουν σήμερα, τον Αναπτυξιακό Νόμο, καθώς και το τι

Προκηρύξεις
Οι παρακάτω προκηρύξεις θα σας οδηγήσουν στο ιστολόγιο του Γενικού κέντρου στήριξης όπου μπορείτε να βρείτε όλες τις σχετικές πληροφορίες.
Πρόσκληση από το Τμήμα Μετεκπαίδευσης του ΟΤΕΚ στην Κέρκυρα.
08/01/2008
05 Ε.Π. ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ / 05.008 ΑΝΘΡΩΠΙΝΗ ΠΟΡΟΪ / 05.008.001 ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΤΑΡΤΙΣΗ ΣΤΟΝ ΤΟΜΕΑ ΤΟΥ ΤΟΥΡΙΣΜΟΥ
Πρόσκληση από το Τμήμα Μετεκπαίδευσης του ΟΤΕΚ, ΠΕ/ΕΠΑΣ στο Λαυράκι.
02/01/2008
05 Ε.Π. ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ / 05.008 ΑΝΘΡΩΠΙΝΗ ΠΟΡΟΪ / 05.008.001 ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΤΑΡΤΙΣΗ ΣΤΟΝ ΤΟΜΕΑ ΤΟΥ ΤΟΥΡΙΣΜΟΥ
Πρόσκληση από τα Τ.Ε.Ε/ΕΡ.Α.Σ

Εκδόσεις
Επιχειρήστε... Αγροτουριστικά

Three websites for rural tourism in Greece.

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

Appendix 6



Hungarian websites

Appendix 7

**QUESTIONNAIRE: CULTURAL INTERACTION FROM
RURAL TOURISM IN GREECE**

Dear responded. I would like to thank you for your participation in the following research. Our main goal is to indentify which are the impacts of rural tourism in your region, and we hope that you will answer as sincerely as you can.

ECONOMIC IMPACT OF RURAL TOURISM

1. DO YOU BELIEVE THAT RURAL TOURISM ATTRACTS MORE INVESTMENTS?

YES NO I DON'T KNOW .

2. DO YOU BELIEVE THAT WITH RURAL TOURISM THE QUALITY OF LIVE IS BECOMING BETTER?

YES NO I DON'T KNOW

3. DO YOU BELIEVE THAT WITH RURAL TOURISM THE LOCAL CITIZENS ARE BECOMING RICHER?

YES NO I DON'T KNOW

4. DO YOU BELIEVE THAT WITH RURAL TOURISM INCREASES THE LABOUR OPPORTUNITIES?

YES NO I DON'T KNOW

5. DO YOU BELIEVE THAT WITH RURAL TOURISM THE QUALITY OF SERVICES IS BECOMING BETTER?

YES NO I DON'T KNOW

6. DO YOU BELIEVE THAT WITH RURAL TOURISM THE TRANSPORTATION IS BECOMING BETTER?

YES NO I DON'T KNOW

7. DO YOU BELIEVE THAT RURAL TOURISM IS BENEFICIAL ONLY FOR A SMALL GROUP OF PEOPLE?

YES NO I DON'T KNOW

8. DO YOU BELIEVE THAT MOST OF THE ENTREPRENEURS ARE NOT LOCAL?

The role of tourism in rural development through a comparative analysis of a Greek and a Hungarian rural tourism area

YES NO I DON'T KNOW

9. DO YOU BELIEVE THAT WITH RURAL TOURISM, THE PRIMARY SECTOR IS DECREASED?

YES NO I DON'T KNOW

10. DO YOU BELIEVE THAT ENTREPRENEURS DO NOT HIRE LOCAL CITIZENS SINCE THEY ARE NOT WELL QUALIFIED?

YES NO I DON'T KNOW

11. DO YOU BELIEVE THAT MOST OF THE MONEY EARNED FROM RURAL TOURISM ENDS UP GOING OUT OF YOUR REGION?

YES NO I DON'T KNOW

SOCIAL IMPACTS OF RURAL TOURISM

12. DO YOU BELIEVE THAT RURAL TOURISM CREATED MORE EMPLOYMENT OPPORTUNITIES?

YES NO I DON'T KNOW

13. DO YOU BELIEVE THAT RURAL TOURISM ENHANCES CULTURAL EXCHANGE?

YES NO I DON'T KNOW

14. DO YOU BELIEVE THAT RURAL TOURISM HAS REJUVENATED OLD CUSTOMS?

YES NO I DON'T KNOW

15. DO YOU BELIEVE THAT RURAL TOURISM UPGRADED LOCAL ARTS DEVELOPMENT?

YES NO I DON'T KNOW

16. DO YOU BELIEVE THAT RURAL TOURISM COMMERCIALIZED THE LOCAL TRADITIONS?

YES NO I DON'T KNOW

17. DO YOU BELIEVE THAT RURAL TOURISM IS REDUCING THE IMPORTANCE OF FAMILY?

YES NO I DON'T KNOW

18. DO YOU BELIEVE THAT RURAL TOURISM INCREASED THE SOCIAL INEQUALITIES AMONG LOCAL CITIZENS?

YES NO I DON'T KNOW

19. DO YOU BELIEVE BECAUSE OF RURAL TOURISM LOCAL CITIZENS START TO HAVE MIMETIC BEHAVIOR DUE TO PROTOTYPES REPRESENTED BY VISITORS?

YES NO I DON'T KNOW

20. DO YOU BELIEVE THAT RURAL TOURISM CREATED MORE EMPLOYMENT OPPORTUNITIES?

YES NO I DON'T KNOW

ENVIRONMENTAL IMPACTS OF RURAL TOURISM

21. DO YOU BELIEVE THAT RURAL TOURISM INCREASED THE TRAFFIC CONGESTION IN THE VILLAGE?

YES NO I DON'T KNOW

22. DO YOU BELIEVE THAT RURAL TOURISM INCREASED THE NOISE IN THE VILLAGE?

YES NO I DON'T KNOW

23. DO YOU BELIEVE THAT RURAL TOURISM INCREASED POLLUTION?

YES NO I DON'T KNOW

24. DO YOU BELIEVE THAT CONSTRUCTION OF HOSPITALITY ACCOMMODATION HAS DESTROYED THE NATURAL ENVIRONMENT?

YES NO I DON'T KNOW

25. DO YOU BELIEVE THAT RURAL TOURISM IS A FACTOR OF HISTORICAL AND TRADITIONAL BUILDINGS RESTORATION?

YES NO I DON'T KNOW

*The role of tourism in rural development through a comparative analysis of a Greek
and a Hungarian rural tourism area*

26. DO YOU BELIEVE THAT RURAL TOURISM IMPROVED ROADS AND
PUBLIC INFRASTRUCTURES?

YES

NO

I DON'T KNOW

DEMOGRAPHIC CHARACTERISTICS

IN WHICH VILLAGE DO YOU LEAVE?

LITochoro

ELATochori

AI DIMITRIOS

HOW OLD ARE YOU?

<30

30-35

35-45

45-55

>55

WHICH IS YOUR EDUCATIONAL LEVEL?

ELEMENTARY SCHOOL

HIGH SCHOOL

LYCEUM

COLLEGE – UNIVERSITY DEGREE

MASTER

PHD

WHICH IS YOUR PROFESSION?

FARMER

PENSIONER

PUBLIC SERVANT

PRIVATE EMPLOYEE

ENTREPRENEUR

OTHER

**THANK YOU FOR THE VALUABLE
COOPERATION**

Appendix 8

	GREECE					HUNGARY				
	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
Total Population (millions)	10.968	11.006	11.040	11.082	11.125	10.174	10.142	10.116	10.097	10.076
Total unemployment rate	10.3	9.7	10.5	9.8	8.9	5.8	5.9	6.1	7.2	7.5
Total employment rate	57.5	58.7	59.4	60.1	61.0	56.2	57.0	56.8	56.9	57.3
Gross value added – Agriculture, hunting and fishing	7.0	6.7	5.7	5.2		4.6	4.3	4.8	4.3	4.2
Number of agricultural holdings		824.46		833.59			773.38		714.79	
Tourists in a collective or private accommodation	3.952	4.026						4.141	4.238	
Agricultural holding with another gainful activity than agricultural production		1.3		1.7			11.2		5.1	
Other Collective accommodation establishments	337	333	331	341	333	1210	1256	1049	1056	940
Bed places in other collective accommodation establishments	92	93	93	96	94	181	189	179	167	146
Arrivals in other collective accommodation establishments	84	82	103	131	106	890	987	894	839	
Nights spent in other collective accommodation establishments	385	378	478	587	492	2515	2747	2458	2336	
Hotels and similar establishments	8.329	8.689	8.899	9.036	9.111	2.167	2.261	1.952	2.061	1.921
Bed places in hotels and similar establishments	606	645	668	682	693	155	159	158	162	154
Night spent in hotels and similar establishments	13.128	13.716	13.280	13.942	14.249	5.574	5.824	5.933	6.622	
Arrivals in hotels and similar establishments	5.465	5.650	5.567	5.933	6.128	2.273	2.380	2.452	2.778	
Trips made by tourists			5.457	7.115		4.296	3.566	4.165	3.936	3.663

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