

FROM ECO LODGES TO BARANYA GREENWAY: INNOVATIVE RURAL TOURISM PRODUCT BRANDS IN SOUTH TRANSDANUBIA

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Abstract: In the present study, the authors intend to reveal and present the innovative (eco) rural tourism product brands of the South Transdanubian Region, Hungary from the point of view of product development and new trends in ecotourism. Since tourism seeks for newer and newer alternatives for mass tourism, we believe that one of the tools for local development and local involvement can be the application of the innovative forms of ecotourism as mostly bottom-up initiatives. Besides tourism development, the presented initiatives rely on forming a sustainable society and a healthy lifestyle as well where the major focus is on strengthening the co-operations between the different actors, the community development of the local population, strengthening of the non-motorised transport forms and heritage tourism. The study provides a thorough insight to the general tourism characteristics of the region and then, through detailed examples and practices, it shows the innovative product development best practices, namely the eco lodge system and the greenways. The main aim of this contribution is that we believe that by introducing these innovations we can provide new examples for rural tourism development practices in any rural regions of Central and Eastern Europe, where these were not yet initiated.

Key words: eco lodge, greenway, rural tourism, innovation, South Transdanubia

1 INTRODUCTION, THEORETICAL BACKGROUND

1.1 The role and importance of rural tourism – a short introduction

Taking into consideration tourism development in general we can see a scenario change concerning the trends of tourism ever since the 1970s. From this time on, parallel with the changes of the more and more sophisticated tourism demand and so the supply, tourism began to discover those new destinations and products which served as a base for alternative, soft or slow tourism (Lane, 1994). The rural regions

influenced only hardly by tourism started to be involved in the processes and focus of the recreational movements. In these regions the values of tourism and the widely understood regional development can be strongly interlinked (Gannon, 1990; Hermann, 1993).

With the thorough examination of professional literature we can state that the supply of rural tourism is concentrating around 4 major product types, namely, ecotourism, agrotourism, village tourism and thematic routes and supply (Slee et al., 1997; Nair et al., 2015).

Out of the major attractions of rural tourism we can highlight the closeness to nature, the living traditions (material, intangible, cultural and the production traditions), the rural lifestyle, the familiar environment and the human relations. All these attractions provide an excellent opportunity to create spatially diverse numerous types of rural tourism (Wilson et al., 2001).

The widely defined supply of rural tourism concentrates around 4 major product types:

1. *Ecotourism* covers all forms of tourism based on nature at which the major motivation of the tourists is the discovery and cognition of nature. Besides this the elements of the local culture appear as attraction together with learning as a basic motivation (Ambrus and Gyuricza, 2008; Donohoe and Needham, 2006; Varjú et al., 2013; Wood, 2002).
2. *Agrotourism* comprises tourism organised in agrarian areas around the agricultural endowments and the disposal of agrarian products (Gannon, 1990; Szabó and Spiegler, 2008; Udovč and Perpar, 2007).
3. The so called *village tourism* is the presented supply based on the traditions of the rural countryside and its settlements (Bieri, 1988; Szabó, 2006; Szabó and Csizmadia, 2009).
4. The *thematic supply and thematic routes* connecting the rural landscapes and settlements based on the common historical past, monuments, traditional trade connections and the presentation of the landscape's productive cultures and products (Hernández-Maestro and González-Benito, 2014; Szabó and Sarkadi, 2006; Dávid and Baros, 2009; Jónás-Berki et al., 2011).

1.2 General introduction to the tourism of the South Transdanubian Region, Hungary

The South Transdanubian (planning statistical) Region is situated in the southwest part of Hungary constituting three counties, namely Somogy, Baranya and Tolna. The region possesses two tourism regions, namely the southern parts of Lake Balaton and the South Transdanubian Tourism Region.

The analysed region of South Transdanubia is a lagging or backward region since the change of the regime, especially from 2000, concerning both economy and demographic aspects. It means that all the three counties of the NUTS II region are so-called internal peripheries, where the transport corridors are decisive in economic and social aspects alike.

If we consider the tourism demand we have to highlight that while the South Transdanubian (planning-statistical) Region together with the southern shores of Lake Balaton is one of the most favourable regions of Hungary, without the northern parts of Somogy county (Lake Balaton) the area shows rather decreasing statistics of little account. (Aubert et al., 2011; Szabó and Csapó, 2012a).

The tourism of the region is highly concentrated in space since the south shores of Lake Balaton account for some 57% of the total number of tourist arrivals, while the Pécs-Villány-Siklós region attracts another 28%. The second major destination of South Transdanubia is the Pécs-Mecsek and the Siklós-Villány micro-regions.

Based on 2012 data, the commercial accommodations of the South Transdanubian Tourism Region generate only 4,3% of Hungary's guestflow and 3,9% of the country's guest nights. Nearly 80% of the visitors are domestic tourists, while compared to Hungary's domestic tourism it counts only 6,4% and from the international visitor flow only 2,9%. The most important sending destinations are Germany and Austria. The accentuated destination of the region such as Pécs or Harkány are unable to get into the first ten most visited cities of the country, Pécs was the 16th, Harkány was the 19th in 2012 (Magyar Turizmus Zrt 2013, CSO/KSH 2013).

The volume of the guest flow show also a decrease which can be detected in the number of guest nights and the mean length of stay. The reasons for these unfavourable processes can be detected as follows:

- Small commercial accommodations supply from which mainly the high quality category hotels are missing,
- A great volume and significant losing of supply which were also negatively affected by the unfavourable international and national economic environment,
- The lack of health tourism destination with international or national importance and the cancelled modernisation of the existing spas (Csapó and Jónás-Berki, 2011).

In the latter years the region built its tourism marketing strategy and supply on anthropocentricity, the landscape values, the quiet and peaceful countryside and health preservation so the highlighted tourism products are health tourism, cultural tourism, ecotourism, wine tourism, rural tourism and the different forms of active tourism.

1.3 The destinations of the South Transdanubian Region

The impoundment of the tourism destinations of the region was carried out already in 2007 by Aubert, A. and his research group as an applied research for the South Transdanubian Regional Development Agency to determine the tourism core and periphery (Aubert and Szabó, 2007).

This research has indicated the tourism centres which basically could be divided into two groups: on the one hand we can detect the already functioning and developed core areas which are independent market brands and on the other we distinguish the still forming areas which can potentially become destinations (Fig. 1). Out

of the determined 8 destinations we distinguish the forming central areas, such as the Dunamente (zone along the River Danube), the Drávamente (zone along the River Drava), the „Kis-Somogyország” (Somogy county) and the Kapos-völgy (Kapos valley) and the tourism core areas such as, the Mecsek region and the Harkány-Villány region (Aubert, 2007; Aubert et al., 2010).

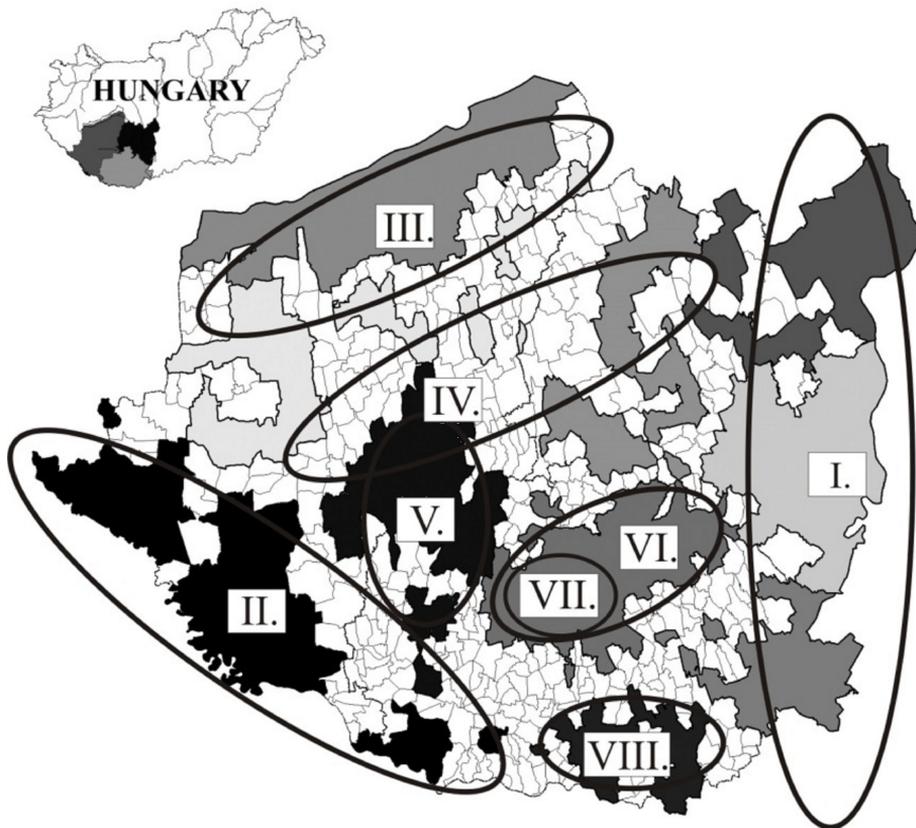


Figure 1 The tourism destinations of the South Transdanubia. Source: AUBERT et al., 2011. Legend: I. Dunamente (zone along the River Danube), II. Drávamente (zone along the River Drava), III. „Kis-Somogyország” (Somogy county), IV. Kapos-völgy (Kapos valley), V. Zselic hills, VI. Mecsek mountains, VII. Pécs, VIII. Harkány-Siklós-Villány (Ed: AUBERT, SZABÓ, PIRKHOFFER, (eds.), 2007)

2 THE DEVELOPMENT POSSIBILITIES OF RURAL TOURISM IN SOUTH TRANSDANUBIA

The capacity of village guest catering and lodging in South Transdanubia shows great spatial alterations within the region. The greatest intensity can be discovered at the Mecsek Mountains region and all of its landscapes and the Villányi Mountains and the connected villages of the wine region. The lodgers of south-southeastern Baranya at the hilly areas and the settlements along the Danube can join this group where the German (Schwabisch) traditions and the connections to the wine region show a strong supply incentive. The accommodation capacity is much sporadic in the Ormánság (South Baranya) and in Somogy along the River Drava (Gonda, 2008; Remenyik, 2003).

The Zselic area is the centre for the village tourism in Somogy County, whereas the same can be detected in the villages of the Tolnai-Hegyhát in Tolna County. We can also mention some settlements of the Marcali ridge in Somogy and the Mezőföld in Tolna (Csapó and Jónás-Berki, 2011)

The following chapters of our study focus on such rural tourism products of South Transdanubia which serve as a best practice concerning the modern trends of rural tourism and its development.

2.1 The eco lodge network

Based on the principles of ecotourism, the history of eco lodges can be traced back to 1997 when the Association for Ecological Tourism in Europe published its recommendations in terms of this new initiative in accommodation industry. According to these guidelines the ecolodges are such types of accommodation which minimise its effects on the environment by using innovative techniques (PRESIDENT'S COMMISSION ON AMERICAN OUTDOORS, 1987; Mehta et al., 2002). This initiation was a perfect reflection on the ever growing interest of tourists to the landscape, environment and ecotourism (Hawkins et al., 1995; Mehta, 2006). In the followings the chapter introduces the initiation of this innovative tourism product development approach in Hungarian relations.

From the autumn of 2010 such an accommodation network is starting its functioning in a new qualification system became known as "Environment friendly guest caterer" in other words "Eco Lodge". The 32 guest caterers – in 20 settlements – who are signed by separate trademarks started to attract visitors in the villages which are around protected natural sites.

These eco farm houses are to be found in the areas of the Danube-Drava National Park (9 settlements), in the Eastern-Mecsek Landscape Protection District (5 settlements), in the Western-Mecsek Landscape Protection District (2 settlements) and in the Zselic Landscape Protection District (4 settlements) (Fig. 2).

The major objectives of this project were:

- Establishment of a network of environment-friendly accommodation facilities and certification system on settlements located in protected areas.

– Conservation of villages and their natural environment, their utilisation for sustainable tourism with the involvement of the local population.

The eco farm houses of the region can receive their accommodation title by a qualification system created to the private accommodations and within that village guest caterers. The eco farm house qualification system is based by the 2003/287 EU Commission Decision on the quality of commercial accommodations and campings (Commission Decision of 14 April 2003 (2003/287/EC)). One can receive the “eco brand” quality by fulfilling these requirements. The system – which is studiously elaborated only to commercial accommodations – determines in 5 professional areas (energy saving, water saving, reflective functioning, waste decrease, visitor information provision) the requirements for environment friendly establishment and functioning (Commission Decision (2003/287/EC)).

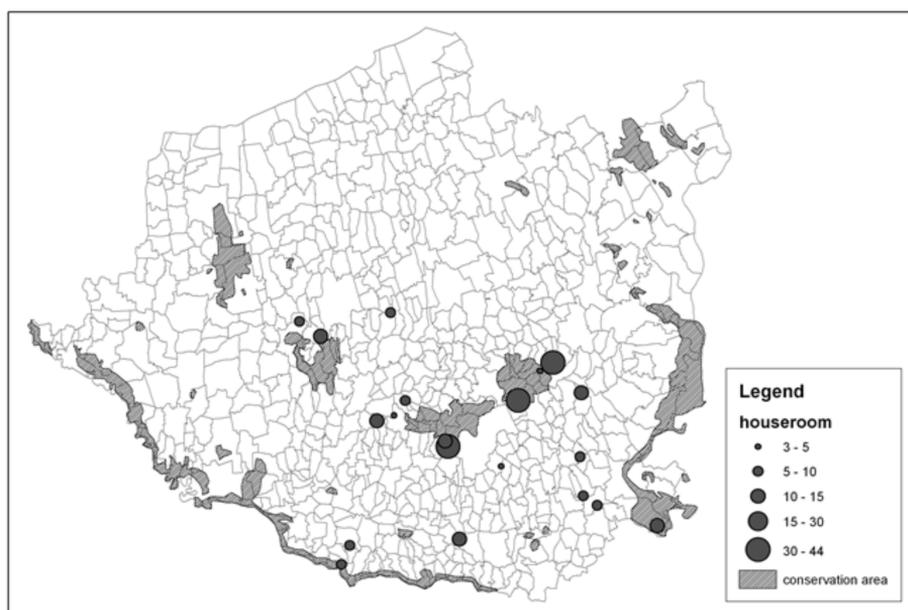


Figure 2 The spatial allocation of eco lodges in South Transdanubia with a special attention to the protected areas. Ed. Pirkhoffer, 2011

Following the EU regulations, Hungary has worked out the “Environment friendly product” trade mark criteria which are also related to the commercial accommodations. We also have to state that no such state system was already created which would be able to create the “eco” qualification for the private accommodations characteristic to rural tourism and within that village tourism. On the sample area of the South Transdanubian Region by the promotion of the great project of the Norwegian Civilian Fund between 2008-2010 the Village Tourism Association of

the Baranya County worked out and elaborated the experiences of the earlier mentioned systems creating the qualification system and criteria for the “Environment friendly guest caterers” network, the so called “eco farm houses.” Based on this system the organisation also completed the qualification of the eco farm houses (Szabó and Csapó, 2012b).

2.1.1 The eco lodge qualification system

The qualification system is having development characteristics, preferring such developments signed by the market trends with which excellent quality and unique services will be created for which the demand can be ensured for a long term basis.

The eco farm house qualification system is having 3 levels. The 1st level comprises the basic conditions entering the programme. With their implementation the service provider can tender to obtain support sources to achieve environment friendly guest caterer qualification. The criteria on the 2nd level of qualification are clearly determining the development directions of guest catering services. On the 3rd level the system evaluates such plus achievements which’ accomplishment provides the creation of services with peculiar attraction. This last level can not be expected from all the service providers but their appearance can strengthen the eco tourism supply of the region.

The qualification system investigates 6 evaluation aspects:

1. Environment;
2. The accommodation and its equipment;
3. Information provision and preparedness;
4. Local products, craftsmen products;
5. Programs, activities;
6. Partnership.

The appearance of local built heritage in the criteria system of the eco farm houses are represented in the following:

In connection with qualification criteria we distinguish between factors of the environment (1), the accommodation and its equipment (2) and the local products and craftsmen products (3). Our qualification system first of all determines compulsory criteria to be completed (in order to receive the environment friendly guest caterer qualification) and also some extra services.

The compulsory criteria to be completed in terms of environment (1) are the tidied farm houses and gardens adorned with flowers, the equipped resting garden and playground for the children and the guests and also energy and water saving equipment. The extra services are the utilization of renewable energy sources, and environment friendly heating system.

The compulsory criteria to be completed in terms of environment accommodation and its equipment (2) are: utilization of natural and environment friendly materials when creating and renewing the guest house; the accommodation is adorned with landscape specific and tradition keeping instruments which are also demonstrated to the guests. The extra services can be that the house has a local collection of the memories of the countrymen’s culture.

The compulsory criteria to be completed in terms of the local products and craftsmen products (3) are: the landlord or landlady is acquainted with the local craftsmen and can offer such programs which are connected to craftsmen or local products making. The extra services can be that the eco farm houses actuate a craftsmen exhibition place or sell its self-made products.

Based on the above mentioned we summarize what eco farm house means in the following:

- Such a village tourism guest caterer place, which is comfortable and well equipped and as an accommodation it belongs to the 3 or 4 sunflower quality category (the sunflower categories are created to qualify village tourism farm houses in Hungary);
- The accommodation is allocated in the nearby of nature protected areas, the guest caterer is prepared to introduce the sights of the area;
- The accommodation and its environment is environment friendly and focuses on the traditions, energy and water saving and composts the waste and collects it in a selective way;
- The guest caterers are hanging on their cultural traditions and preserve the landscape and production traditions as well;
- They have local food and/or craftsmen products which they demonstrate and introduce to the visitors and taste the local flavours as well;
- The guest caterers know the touring trails and the cultural programs of the area and they also propose them to their guests.

Although small in numbers, but as starting point we have to mention that in 2010/2011 the ecolodges attracted over 1000 visitors, or 4500 overnight stays and even the EU's ICER project (Innovative Concept of Eco Accommodation Approach in Rural Regions – INTERREG IV/C) used the South Transdanubian eco lodge system as European best practice

2.2 The Greenway Movement

2.2.1 Conceptual background

The concept and movement of the modern Greenways started in the USA in 1987 when the President's Commission on American Outdoors was recommending some ideas of the initiation of greenway networks throughout the country (President's Commission on American Outdoors, 1987). Soon after this authors involved in regional planning and landscape planning started to deal with this new concept (Little, 1990; Ahern, 1995; Ahern et al., 1997).

We would like to highlight that the greenways are the most recent products of alternative tourism (quality, empathy, environment consciousness). This ecotourism product concept is an initiation for creating sustainable society and healthy lifestyle, for strengthening of international cooperation, for local community development, for strengthening sustainable transport forms and also strengthening heritage tourism (Pashek Associates, 2008).

According to the Sopron Declaration, Environmental Partnership for Sustainable Development (2006) *“Greenways are multifunctional trails, developed in both urban and rural areas, for non-motorized users typically leading along linear green corridors, historic trade routes, rivers and railways. They are managed by local people in order to encourage sustainable development and healthy lifestyle. Greenways provide a framework for community-based initiatives and projects related to nature conservation, cultural heritage preservation, sustainable tourism and mobility. Greenways seek to address needs of locals and visitors and to provide a positive contribution to the local economy.”* (Sopron Declaration, Environmental Partnership for Sustainable Development, 1st July 2006).

We also agree with the concept of Lille Declaration, European Greenways Association (2000) according to which *“Greenways are communication routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.”* (Lille Declaration, European Greenways Association, 12th September 2000).

Very important that this is a bottom-up initiative, a thematic route created by the local community for tourists who are interested in nature and culture (they also consider their protection as priority), and who prefer alternative forms of transport, such as hiking, cycling, equestrian very importantly on the bypasses and accommodation roads.

As for the settlements of the greenway it introduces the local attractions, monuments, customs and heritage, organises the events and festivals of their cultural heritage and offer local products for the tourist.

We determined three pillars for the greenways as it is shown in Tab. 1.

Table 1 The three pillars of the greenways

<p>The attraction</p> <ul style="list-style-type: none"> • It organises nature and the cultural memories of history to a linear route along the ancient transport connections
<p>The local (bottom-up) community</p> <ul style="list-style-type: none"> • Carrying out the organisation and tourism management of the product
<p>Sustainability</p> <ul style="list-style-type: none"> • Based on the local activities related to nature protection, heritage protection and sustainable tourism development modelling the approach of the tourists as well

2.2.2 The Baranya Greenway

This second best practice of our paper intends to introduce the IPA Cross-Border Greenway Development program (Croatia-Hungary), namely the Baranya Greenway. The successful tender was achieved in March, 2012 as part of the Croatia-Hungary IPA Cross-border Cooperation Programme 2007-2013, tendered by the Gyeregyalog.hu Association.

The project partners of the greenway are Baranya Megyei Falusi Turizmus Közhasznú Szövetség (Village Tourism Public Utility Association of Baranya County), Bakonya Község Önkormányzata (Local Government of Bakonya), Horvátországi Magyar Vállalkozók Szövetsége (Association of Hungarian Entrepreneurs in Croatia), Hercegszőlős (Knezevi Vinogradi) Járás Önkormányzata (Local Government of Knezevi Vinogradi).

The territory of this initiative covered regions from Eszék (Osijek) to Western Mecsek (Bakonya) (Fig. 3):

1. Western-Mecsek
2. South-Baranya-hills
3. Villány-Siklós Wine Route
4. Bóly-Mohács Wine Route
5. Danube-Drava National Park
6. Baranya-Triangle – Kopácsi-meadow
7. Along the Drava

All the 18 settlements on the Hungarian side (Bakonya, Kővágótöttös, Kővágószőlős, Cserkút, Pécs, Pogány, Egerág, Újpetre, Palkonya, Villánykövesd, Villány, Márók, Töttös, Nagynyárád, Majs, Sátorhely, Kölked, Udvar) belong to Baranya county. The route itself has a northwest-southeast direction in Hungary and mainly a north-south direction in the Croatian side covering the settlements of Dvor, Batina, Zmajevac, Kneževi Vinogradi, Karanac, Kő, Lug, Vardarac, Kopačevo, Bilje and Osijek.

From the point of view of tourism we categorised the settlements into three major categories:

Category 1: Settlement allocated in an attractive region around protected areas with significant historical, cultural and heritage values with an existing tourism demand.

These settlements have relatively significant tourism or visitor turnover and possess well known tourism attractions with complementary services concerning accommodation and catering. They also have registered turnover and characteristically are allocated around great cities with recreational significance. The settlements of the Western-Mecsek and the settlements of the Baranya-triangle around Osijek (Vörösmart, Hercegszőlős, Kopács) belong to this group.

Category 2: Settlements with significant turnover and external (national-international) demand with regional or national level tourism attractions.

These settlements are already existing, well-functioning and well known attractions with significant amount of services industry – based mainly on local sources –

concerning catering, agro tourism, accommodation and programs. These settlements are well known in the countries and are connected to thematic routes: Settlements of the Villány-Siklós Wine Route (Palkonya, Villánykövesd, Villány), of the Bóly-Mohács White Wine Route (Nagynyárád, Bóly, Mohács), and around Pélmonostor (Croatia).

Category 3: Settlements having cultural/heritage or special attractions but they are undiscovered or their seasonality is high (very low level of tourism).

The settlements belonging to this group usually have only one event annually that can be connected to tourism. These are the settlements south from Pécs from Pogány to Egerág, the settlements south from Mohács and on the Croatian side the settlements along the Drava (from Bolman to Dárda).

As preliminary results we collected the already available major achievements of the project and the ones that are priorities but should be achieved in the near future in Tab. 2.

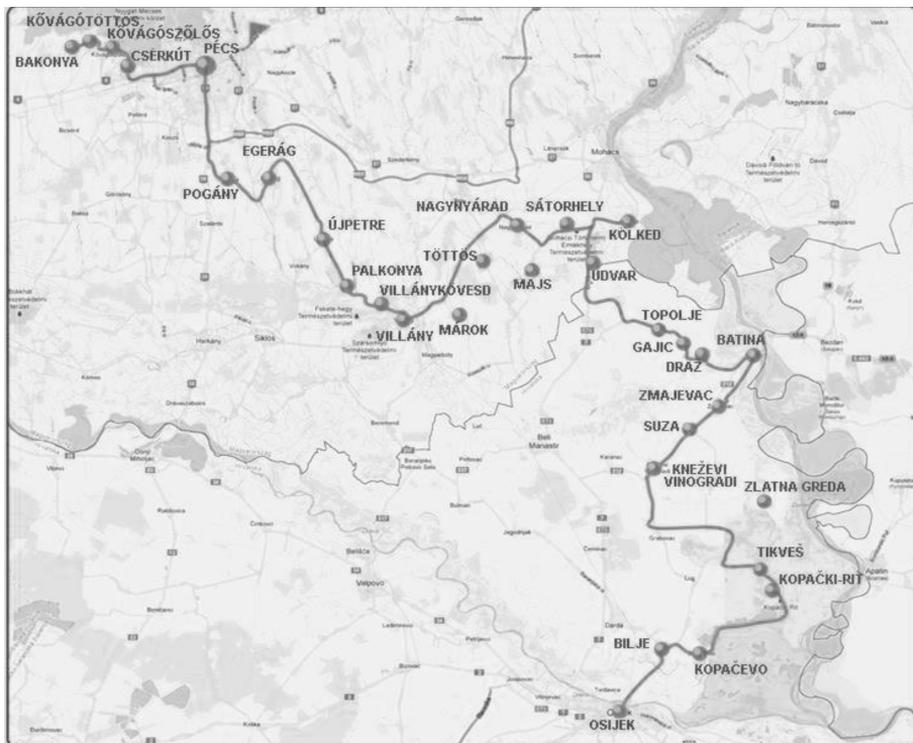


Figure 3 The line of the Baranya Greenway thematic route. Source: <http://www.baranyazoldut.eu/>

Table 2 Major achievements of the Baranya Greenway project

Achieved
<ul style="list-style-type: none">• Survey of cultural and heritage attractions and services along the Baranya Greenway, creation of an attraction survey• The track of the greenway has been appointed• Creation of a webpage, http://www.baranyazoldut.eu/<ul style="list-style-type: none">• Database and descriptions• Popularising the project and the greenway.• The creation of the graphic visualisation (e.g. logo)• Organisation of art camps and nature based camps (for Croatian and Hungarian children)• Purchasing bicycles and „jurta” buildings (ancient Hungarian round shaped buildings)
Not yet achieved
<ul style="list-style-type: none">• Information signs and boards will be placed• Creation of promotional material• Organisation of eco events/festivals• Eco tourism Visitor Centre in Vörösmart• Eco tourism Exhibition Centre in Bakonya

Ed. Csapó, 2014.

As another output of our applied research we completed a professional research material creating a service providers' database on the complete route, a database on natural and ecotourism attractions, a database on the cultural and touristic values along the Baranya Greenway and also the logo of the route.

The future question of the development of this route is how could we activate the settlements along the greenway? In this respect we started a program of tendered bicycle lending activities among the service providers and also launched the action plan to attract visitors with social marketing, social media, communication with non regular methods and by organising for instance gastro-festivals with Facebook campaign.

3 CONCLUSIONS

Among the attractions of village tourism, the values of rural heritage – so the material heritage of the villages, the tradition keeping buildings, which serve as an attraction and also as the framework of the supply – play a highlighted role. If we want to make the products of rural tourism more adequate to the needs of the market and would like to introduce a new quality in this service, than we have to take into consideration the values of the countryside and their special characteristics as well.

In the latter years it can be well perceived that the visitors' interest travelling to the South Transdanubian Region, Hungary are more and more focusing on the natural beauties and landscape endowments which well fits to the international trends of

ecotourism as well. Such a visitor – besides the attraction of nature – is willing to act for the sustainability of natural and cultural values and the protection of the environment. Besides the conventional types of accommodation they choose accommodation around protected areas where sustainability is among the main focuses of guest catering. These types of accommodations are run by the local guest caterers, and concerning gastronomy they focus on the local tastes and products.

However, South Transdanubia possesses significant potential and advantageous situation concerning rural tourism product types, the significant developments just partly affected the rural areas of the region. We also have to see that the ecotourism of the protected areas performed significant growth as well in the region.

We believe that, based on the new trends of alternative tourism and bottom up initiatives, the eco-friendly and sustainable thematic route creation together with the development of eco lodge networks will provide a new and successful trend of tourism development and social-economic development in the region.

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Od ekologických domčekov k „Baranya Greenway“: značky inovatívneho produktu vidieckeho cestovného ruchu v Južnom Podunajsku

Súhrn

Významnú úlohu medzi atrakciami cestovného ruchu vo vidieckych obciach majú hodnoty kultúrneho dedičstva vidieka. Dôležitú zložku kultúrneho dedičstva vidieka predstavuje aj jeho hmotná zložka (budovy, ulice, námestia), ktorá sa teší veľkému záujmu u návštevníkov obcí. Ak však chceme zvýšiť atraktivitu vidieckeho cestovného ruchu na jeho lokálnom i globálnom trhu musíme pochopiteľne zlepšiť kvalitu služieb. Pri úvahách o skvalitnení služieb pre cestovný ruch však musíme rešpektovať hodnoty a osobitosti vidieka.

Dobre hodnotenou skutočnosťou v posledných rokoch môže byť zistenie, že pozorujeme čoraz väčší záujem návštevníkov o cesty do regiónu Južného Podunajska. Nadačné fondy v Maďarsku sa stále viac zameriavajú prírodu a krajinu všeobecne, čo je v súlade s medzinárodnými trendmi ekoturizmu. Účastník cestovného ruchu prejavuje aktívny záujem o udržateľnosť prírodných a kultúrnych hodnôt krajiny a ochranu životného prostredia.

Okrem štandardných možností ubytovania v hoteloch, resp. penziónoch, si návštevníci často volia ubytovanie priamo na vidieku v blízkom okolí atraktívnych a niekedy aj chránených oblastí, kde je pre nich zaujímavou témou spôsob stravovania. Tieto druhy ubytovania sú prevádzkované miestnymi obyvateľmi, pričom je logické, že pokiaľ ide o gastronómiu ponuka sa zameriava na miestne produkty a jedlá.

Oblasť Južného Podunajska v Maďarsku má významný potenciál pre rozvoj cestovného ruchu a región poskytuje celý rad výhod a možností, preto je zrejmé, že aktivity v cestovnom ruchu čiastočne ovplyvňujú vidiecku krajinu. Takisto treba upozorniť aj na fakt, že ekoturizmus zaznamenal v týchto chránených oblastiach pozoruhodný rozvoj.

Veríme, že na základe uvedených nových trendov alternatívneho cestovného ruchu a iniciatívy zdola nahor, ktorá je šetrná k životnému prostrediu a k trvalo udržateľnému rozvoju, poskytnú rozvíjajúce sa „turistické smery“, spolu s rozvojom „ekologických domčekov“, ďalšie nové a úspešné trendy rozvoja cestovného ruchu a všeobecne sociálno-ekonomického rozvoja regiónu Južného Podunajska.