

# TOURISM AND LOCAL DEVELOPMENT – THE CASE OF MÓRAHALOM

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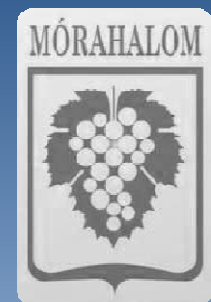


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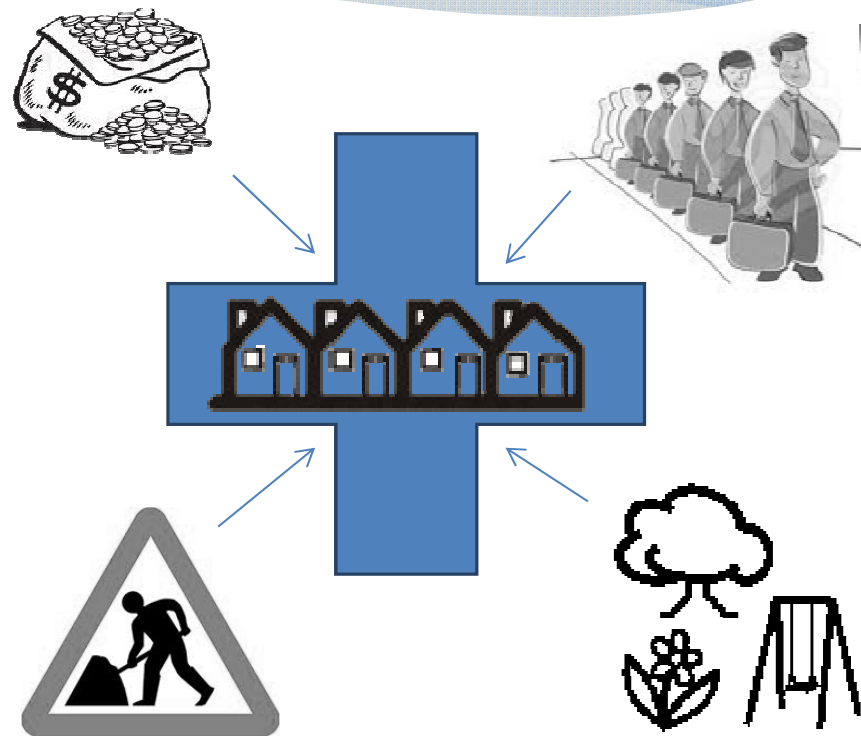
**SZÉCHENYI TERV**

# Relevance



## Positive effects of tourism:

- Economic impacts:
    - multiplier effect
    - higher price level
    - new jobs
    - foreign exchange/tax revenue increasing
    - encouraging enterprises
    - restructuring the economy
  - Social impacts:
    - vitalizing culture
    - Improving the quality of life
  - Environmental impacts:
    - investments in infrastructure
    - landscaping, renovation
- ➔ Regional development



# Relevance 2.



- 5 main problems in Hungarian tourism (in 2000):
  1. tourists spending less time (average: 3-4 nights)
  2. strong seasonality (July and August)
  3. regional concentration (Budapest, Balaton)
  4. lower income
  5. underdeveloped domestic tourism

- **SOLUTION:**

*Széchenyi Plan (2001), New Széchenyi Plan (2010)*

**→ HEALTH TOURISM DEVELOPMENT PROGRAM**

**→ MÓRAHALOM took advantages of this support**

# Main questions



- What are the results of the spa developments in Mórahalom?
- Which other developments are connected to tourism?
- What is the opinion of the visitors of the spa?
- What are the most instructive results of the case of Mórahalom?

# Methodology



- literature review
- statistics analysis  
(from Hungarian Central Statistical Office and from the Local Government)
- content analysis of the local media
- Analysing the database of the (only) guesthouse in the town
- survey in the local spa (St. Elizabeth Spa of Mórahalom)

# The developments of the spa



*The spa long time ago (in 1964)...*

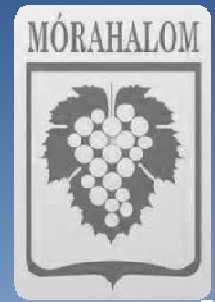


*... and nowadays (in 2004)*



source: [www.erzsebetfurdo.morahalom.hu](http://www.erzsebetfurdo.morahalom.hu)

# What changes have taken place?



## In the spa:

1998: 3 outdoors & 2 indoors pools

2012: 7 outdoors & 14 indoors pools,

+ 11 saunas, 1 outdoors & 2 indoors big slides

~ 15 years

## In the settlement:

From the rural area of Szeged

→ center of the rural area (1930)

→ independent village (1950)

→ town (1989)

→ the second most important tourism destination of its county (2009)

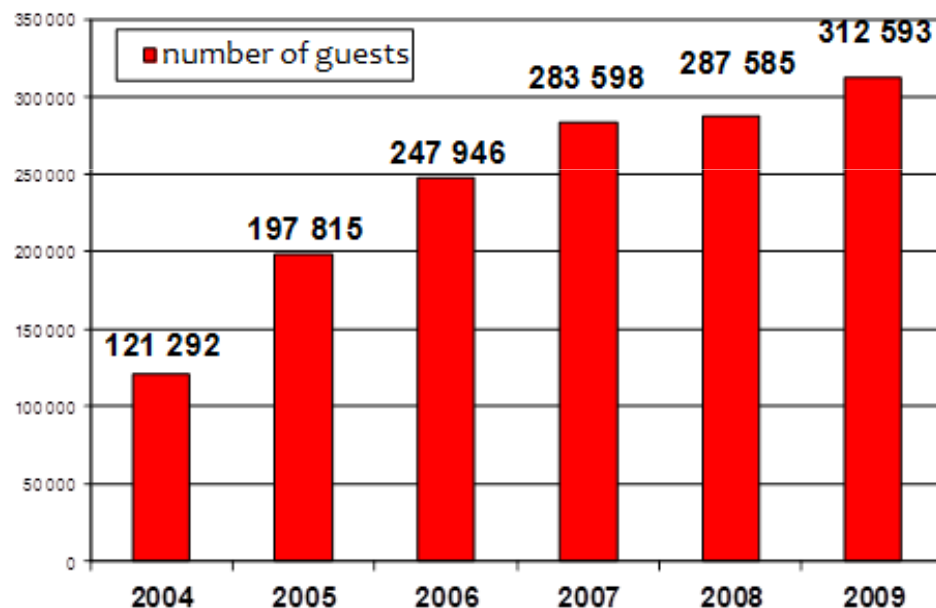
~ 80 years

# The prosperity of tourism in Mórahalom



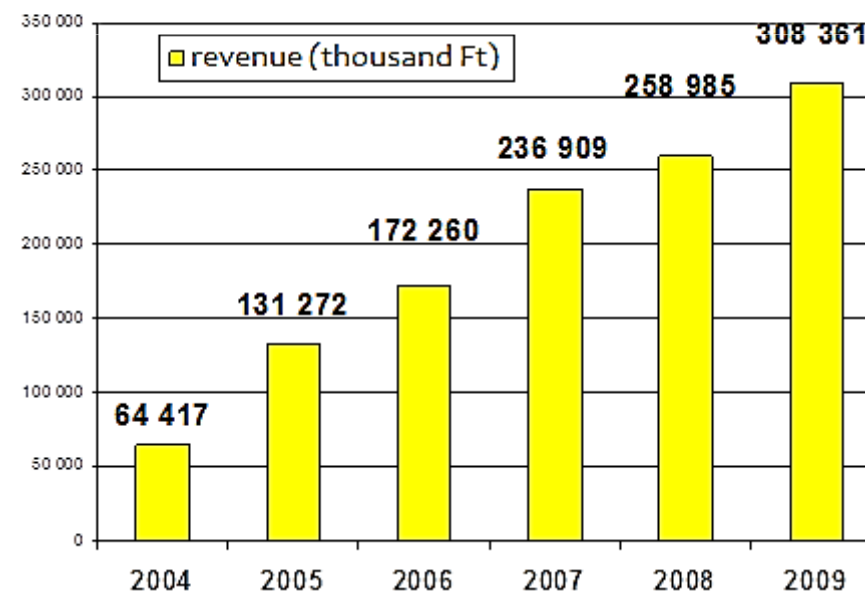
1. figure

Changes of arrivals at the Spa (2004-2009)



2. figure

Gross revenues of the Spa (2004-2009)



source: based on the data from Municipality of Mórahalom (2010), edited by the author

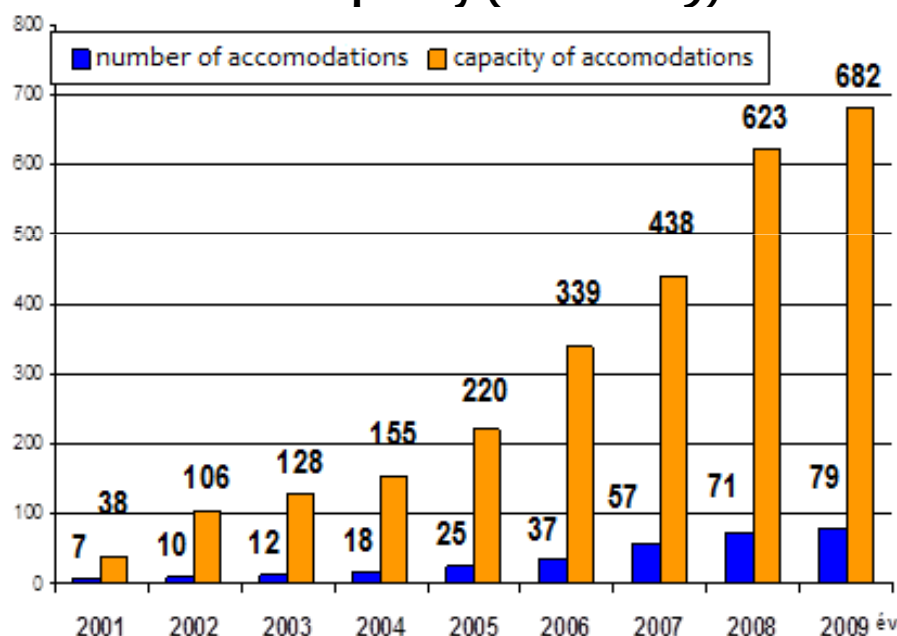


# The prosperity of tourism in Mórahalom 2.



3. figure

Changes in private accommodations and capacity (2001-2009)

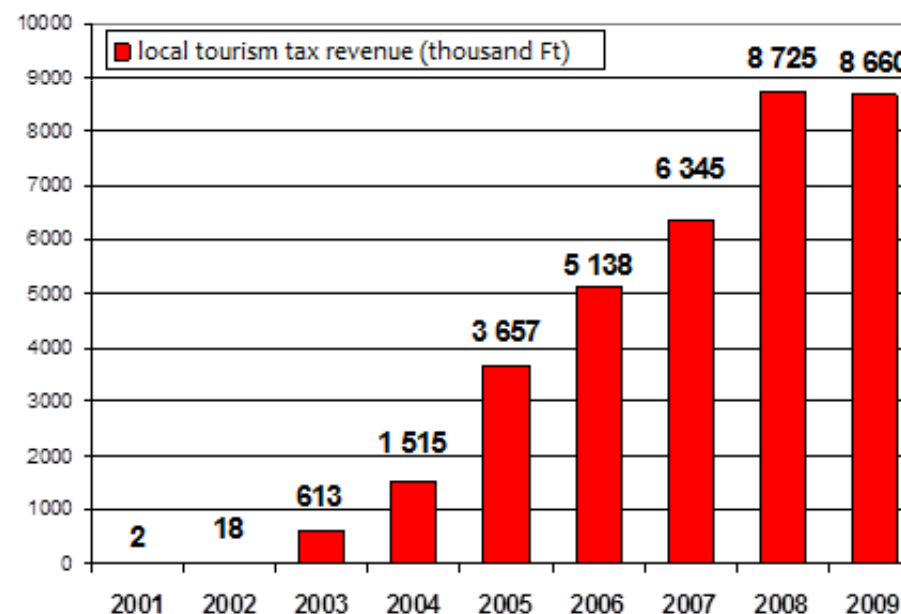


Guest nights record in 2008:

**35 734**

4. figure

Local tourism tax revenue (2001-2009)



source: based on the data from Municipality of Mórahalom (2010), edited by the author

# Other developments in the town



bus station



park



school



theatre

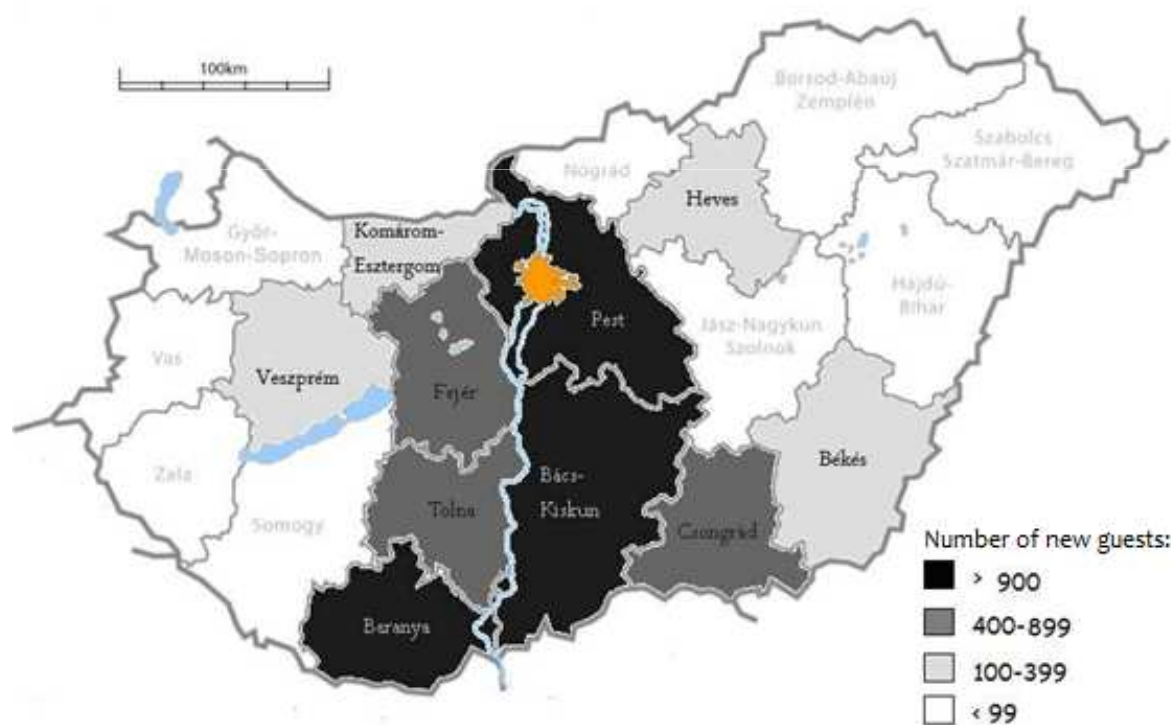


hotel



alarm center  
(police, ambulance)

# The main catchment areas



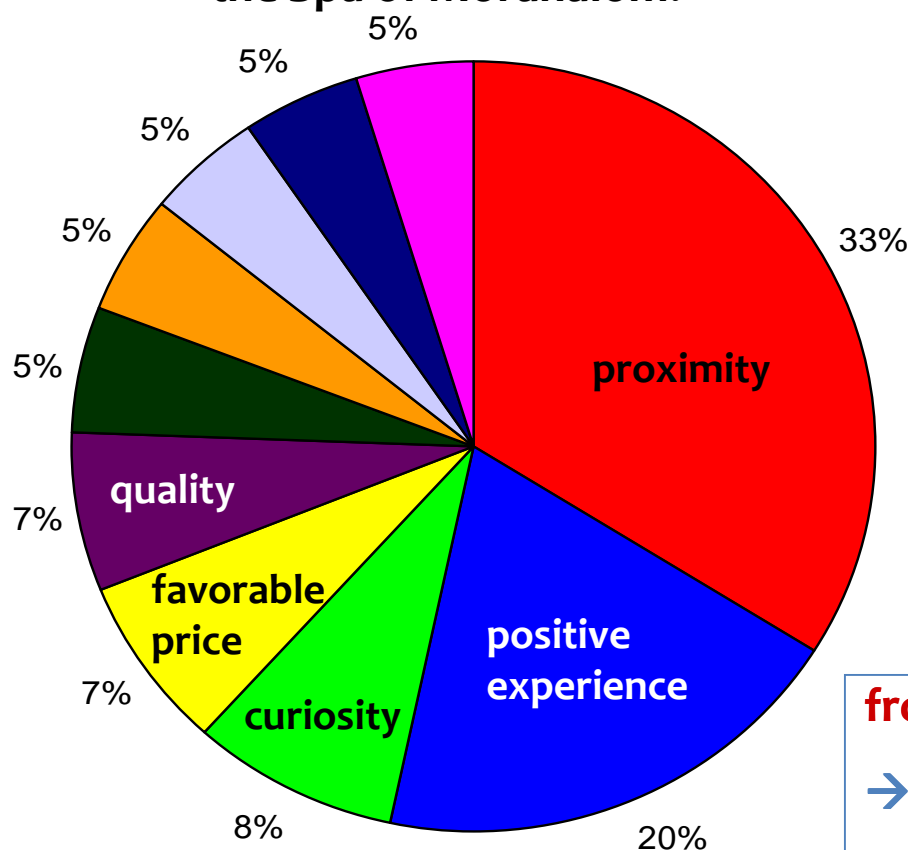
1. Bács-Kiskun
2. Pest
3. Baranya
4. Tolna
5. Csongrád
6. Fejér

source: based on the data from the guesthouse (2009), edited by the author

# The opinion of the spa's visitors



Why did the visitors choose the Spa of Mórahalom?



## Major advantages:

- wide variety of pools
- cleanliness
- curative thermal water
- friendly milieu

from 255 respondents:

→ 246 are planning to come back

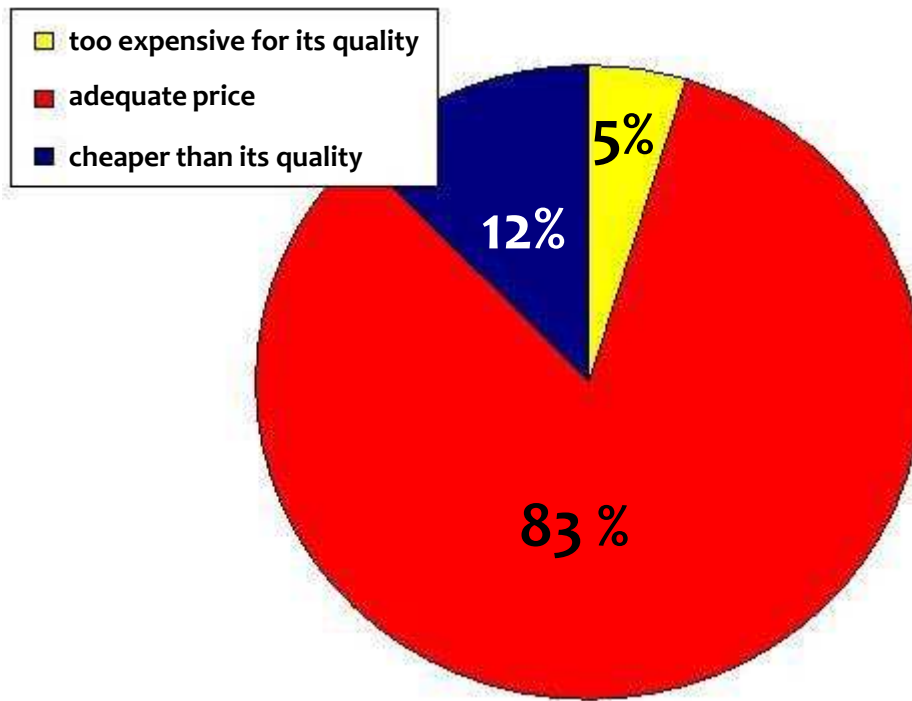
→ 119 have been more than ten times in the spa

source: survey in the Spa of Mórahalom (2010)

# The opinion of the spa's visitors 2.



## Evaluation of the spa's entrance fee:



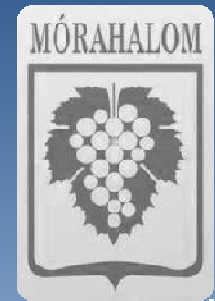
## Which factors could help against the rivals:

- avoiding significant price increases
- keeping the 'all-in one' entrance fee strategy
- cleanliness
- high quality
- familiar milieu

source: survey in the Spa of Mórahalom (2010)



# Summary



KEY of its SUCCESS:

## **INTEGRATED TOURISM DEVELOPMENT**

from the revenues not only developing the spa

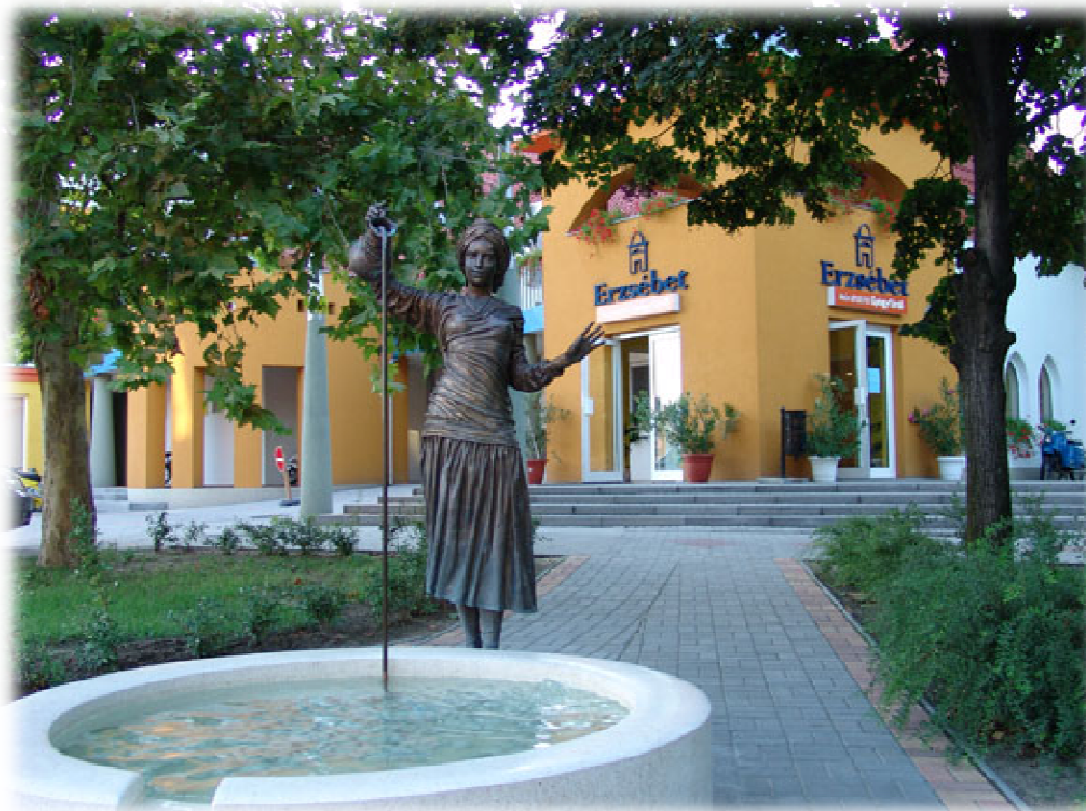
→ modern, attractive, successful town

from local significance thermal bath

→ nationally recognized four-star rating spa

further opportunity: complex tourism packages (with active tourism)

# Thank you for your attention!



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