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AN ESSAY ABOUT THE PROPOSITION'S TENDENCY

**As An Example The Retail And Catering Businesses In The
Advantaged Holiday Resorts Along Lake Balaton**

PhD THESIS SUMMARY

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1. Preliminaries of the research

Several hydrological, sedimentary, geological and agro-meteorological researches have been made focusing on the mapping of the Balaton Advantaged Holiday Resort. However, the anthropologists, sociologists and economists started their work in this region only at the end of the 1800s'. The majority of the research focused on the people living and working near Lake Balaton. From the second half of the 20th century, the researchers started dealing with how big that geographical area is, and whether or not the closeness of Lake Balaton can be observed on the economics and the inhabitants' attitude towards life.

According to Wikipedia and other sources, Lake Balaton is the largest lake in the Central Europe. This region is surrounded by the Balaton Advantaged Holiday Resort, where tourism is the most important economy factor. In order to maintain the benefits of tourism, conscious and careful planning is needed. In addition to the financial considerations, the self-realization, continuously increasing cultural possibilities for the tourists, the presentation of our cultural heritage and the respect for the tourists' culture are also essential. The human factor is the primary determining factor. The success or failure of Balaton as a tourist destination is highly influenced by the attitude of the region and the relationship between the inhabitants and tourists.

The current society of Balaton Advantaged Holiday Resort can be characterized by the adaptable tourist trend, which makes it possible that the inhabitants and visitors live peacefully next to each other. The welfare of the inhabitants requires the improvement of their environment and the proper attainment of the hospitality, as not only their current existence but also their future living depends on it. The "walking advertisement" or "satisfied customer" is of great importance, this seeks to ensure that the tourist is satisfied enough than he wants to return.

The trend based on "acquaintance" goes back to the 80s' and its goals were to establish the scientific approach to tourism and to find the balance between the different approaches. The followers that delineate these different approaches are Pigram (1980); Pearce (1981); Mathieson & Wall (1982); Pearce (1982; 1994); Graburn (1983); Cohen (1984); Mill & Morrison (1985); Jafari (1987); Lengyel (1987; 1992); Sessa (1987), Aser & Jafari (1988); Butler & Wall (1988); Dann, Nash & Pearce (1988); Inskeep (1991); Cooper et al. (1993); Przeclawski (1993).

Analyzing the different tourist and economic data of the Balaton region, we can find out what the indicators of welfare and development are the closer we are to the shore. A study on searching the possibilities of Balaton investment project (Vanicsek 2000) suggests the redistribution of incomes in the region.

The chief counter-argument of the government related to the formation of an independent Balaton region is, that this area is too small, that it is not capable of living in itself, and its number of inhabitants is so low. The government states that a NUTS2 region should have bigger economic and social factors.

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According to the current law, the Balaton region does not have its own defined area; this means it does not have its own subjective sources. The Balaton region needs an integrated information system that connects its towns, cities, and counties, but this is opposed to a classic regional improvement, autonomous, economic and social frame program, moreover it does not need a regional arrangement type, systematic planning output. The Balaton region needs human resources, economic restoration, instructive-training centers that are based and supported by entrepreneurial, municipal and governmental elements. If successful the program should serve not only the Balaton area but also the whole Transdanubian region's needs.

This thesis focuses on what extent the success and decision making of retail and catering enterprises are influenced by the services granted to local inhabitants and visitors. In my opinion, there is no other research that is directed at only to retail and catering sectors, analyzing how their participation in these factors influences the improvement of their own standard of living. Is it possible for them to meet their requirements and to maintain their businesses after the summer tourist season? Can they preserve the identity of the Balaton region while they are trying to eliminate the problems? Identity is a category that integrates the most complicated, historical, social, economic, religious and linguistic elements, and it expresses collective attachment. In my research, I tried to find out through small enterprises, how the identity of the Balaton region could be inspired, what factors were necessary to develop and keep it. My other goal was to reveal to what extent the political marketing of regionalism helped the inhabitants to achieve a higher standard of living and to develop the attachment to the region through small enterprises.

2. The Focuses and Aims of the Research

The aim of this research was to reveal the characteristics of the Advantaged Balaton Holiday Resort that is one of the most important tourist destinations of Hungary. This finding was searched in terms of the influence of foreign commercial supermarket chains on local enterprises. This research also focused on the mapping of changing trade and it tried to find out how the tendency of seasonal period and the composition of visitors influenced the local catering industry. Furthermore, this thesis drew a line between the motivation and the date of the establishment of firms.

The importance of the service-sector in the Advantaged Balaton Holiday Resort, where the analysis takes place, is rapidly growing as this sector means an alternative source of income for the local inhabitants. This particularly affects the workers who have become squeezed out of the primary sector. For them the catering industry remains the only way to make their living. The aim of this research was to concentrate on the analysis of the sectors, individually, and to examine the catering industry and trade concentration. The main question of my thesis is whether the economical priority of tourism is strong enough to serve the development of this special rural region or it is necessary for the region to diversify into other sectors?

In Hungary during the 1990s', there were fundamental changes in business because of privatization. New entrepreneurs appeared because of these changes in the ownership of the

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businesses, consumer outlets and customer preferences. Within 10 years, Hungary's economy has been almost entirely reshaped primarily due to the infusion of foreign capital. Because of the multiplicative effects of this new operating capital, new entrepreneurial managing system, working attitude, a new financial and service sector appeared in Hungary's economy. The development can be mainly visualized in the retail trade sector. With the help of the foreign capital, the large supermarket chains and shopping centers were built, situated in large areas. They are provided with up-to-date equipments and they can offer a wide range of products and services. Proper distribution systems and new networks could be built because of the development. During the same time frame, the domestic retail businesses and the micro enterprises were being reduced to employing only few workers.

In order to survive, the goal of the small retail businesses was to organize themselves into chain stores. This transformation made it possible for the small entrepreneurs to compete with the larger corporations that have access to large funds. Meanwhile, the type of catering industry has also changed due to the changing holiday customs and the composition of the wider scope of new tourists. These new tourists have required more up-to-date accommodation and better services. Many new accommodations and guesthouses that have many stars that can guarantee high a level of services have replaced the rustic public camping areas. These changes have resulted in better quality of the catering establishments.

To improve the standard living of Balaton enterprises and local inhabitants, it is necessary to examine their problems thoroughly. Doing this research, I wanted to find out the income earning ability of small businesses through analyzing questions related to investments and trade. What the business owners' primary goals are, whether they feel themselves to be successful and what determines their successes? Whether they can solve their problems on their own or do they need help. This research has supported that analyzing the characteristics of businesses is strongly connected with my topic however it does not included in the hypotheses.

I also looked at such factors as demographical data, the employees' qualifications and knowledge of languages (revealed through marketing surveys). These can also show how satisfying the respondents think their function is to their customers. Does the independence or amalgamation grant them the sense of security?

One of the most important ways to keep the region thriving is to provide its inhabitants with work either as entrepreneurs or employees who get their salary all year. This is the reason for finding out how the entrepreneurs value their employees, whether the opening hours are seasonal or the stores are open for the customers all year.

There are not any other research dealing with micro, small and medium sized entrepreneurs who are present only in catering industry and retail trading.

3. Hypotheses

Within the thesis there are several basic hypotheses that are answered by qualitative and quantitative empirical analyses. In the 'methodology of the research' part of the thesis I tried to find answers for the coherence with the help of basic statistics and linear regression.

- 1: In case of the examined enterprises, there is a connection between the employees and seasonality in the tourist destination.
- 2: There is a connection between the motivation and the date of establishment.
- 3: Among the subjects of the research, the individual enterprises are more successful than those firms that work as transporters for other companies.
- 4: The previous year investments of the firm influence its business trade.

4. The methodology of the research

The scene of the empirical research – though it is not part of the country's NUTS 2 level region – it could be an autonomous region from a functional standpoint, and it includes settlements from three counties. Somogy, Zala and Veszprém counties belong to the Advantaged Balaton Holiday Resort area. This holiday district comprises 164 settlements and 26,000 enterprises can be found there.

The research has been made in the Advantaged Balaton Holiday Resort, where 164 settlements can be found and have been distributed in small regions according to CXII. Act 2000, the Regional Settlement Regulation of Balaton Advantaged Holiday Resort.

The data of small businesses and enterprises of the catering industry were not available to define the basic population. I tried to collect data in the Hungarian Central Statistical Office, but I only found information about counties. As I could neither find up-to-date data in the publications of 2005, they contained information until 31 December 2003, I created a new database containing the data of the 164 settlements related to enterprises operating in the retail trade and catering industry.

I formed seven small regions for purposes of my research. These statistically small regions are not equal to the whole Balaton Advantaged Holiday Resort. I conducted a representative survey utilizing 300 questionnaires. 2.64% of the respondents belong to small businesses and 3.07% of the respondents work in the catering sector. The completion of the questionnaires took place from May 2005 to March 2006. In the case of sampling, I kept the number of enterprises and their distribution in terms of methodologically small regions in view. Furthermore, I collected representative samples in settlements nearer and further from the

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shore, separately from the towns. Moreover, I made a distinction between enterprises according to sizes, sectors and sub-sectors.

I chose the Random Sampling methodology to select the micro, small and medium sized businesses. (Babbie, 2001). The Hungarian Central Statistical Office has worked out the new unified sector classification of economic activities based on the European NACE (National Association of Catering Executives). This work up has been prepared with reference to the first paragraph of XLVI Act 1993 on unified sector classification of economic activities. This new sector classification came into force 1 January 2003 and the selection of population was based on the new sector classification; within it 52-small businesses, 55.3 and 55.4 – catering industry.

I planned to study 375 enterprises but I could analyze only 300 due to the deficiency of the questionnair and the fear of some of the respondents fearing there might be some form of subsequent investigation. The composition of the analyzed 300 enterprises: 79% micro, 15% small and 6% of the enterprises are medium sized businesses. During the qualitative examination, 7 interviews were made on the effect of economic and social changes on Balaton tourism and the entrepreneurial prospects.

I used Excel and SPSS programs to process all data.

I applied regression calculations to find the correlation between the variables. The variable makes correlations probable that is, it describes as stochastic relation. Probability means that regression calculation minimizes the error in case of two or more data lines. If there is no correlation between the variables, the regression coefficient is 0. But if there is a perfect linear relationship between the variables, the correlation coefficient significantly diverges from 0. Taking the relating standard error into account, I tested the model by the Student-type t-probe that shows whether the β rate significantly differ from 0. The levels of significance demonstrates that each explanatory alternate how can explain the result alternate. In the case of the 300-model size, which I used, I permitted a 5% deviation. (Székelyi-Barna, 2007).

A cross table was used for further hypothesis search. The connection between the nominal measurements (qualitative, territorial) is called association. In the case of measuring I started from the contingency table. If the calculated expectations frequencies differ from the factual frequencies as in the case of independence, then our conclusion is that there is a connection between the two criteria. The more the difference between the criteria results the closer the coherence. The Cramer V analysis searches the connection between such criteria where there is a deviation in the number of alternates. It shows that the two criteria are independent from each other. The basis of the test is a zero hypothesis where there is no coherence between the two alternates. According to the two alternates' different distribution –which was observed- it is calculable that if there were no connection between the two alternates, what collective distribution would be probable. If the calculated expected frequencies differ from the factual frequencies in the case of independence, then there is a connection between the two criteria. The more difference between the criteria results the closer coherence. (Kardos Z-né-Dugonics, 2000).

5. The results of the research

This dissertation can be divided into three sections. The first section is about the review of the specialized trade literature published so far related to tourism and business expansion, and drawing some conclusions about the region studied and its business practices and participants. In the second section I deal with the questions that arose during the investigation of the second round of data and I attempt to demonstrate the results of the main investigations. The aim of the final section is to delineate and explain the results of the hypothesis.

In addition to the different business sectors in the region, the commercial concentration and the catering symmetry were also studied. The primary question during this study was whether the economic priority given to foreign trade would be enough in the future to start the development of this special region or if business sector diversification will be needed in order to reach this goal of economic stability and growth. It was necessary to get acquainted with and understand the problems of the local people and contractors in order to be able to offer suggestions that will help improve their quality of living. It is still an unresolved question if they should continue to work independently or join together in some form of coalition and help each, as to which avenue of efforts will result in long-term economic security that they all seek.

In this “advantaged holiday resorts,” as it was designated in 1961, along Lake Balaton, tourism is still by far the single most important economic sector. The shifting economic framework, changing travel habits and the joining of the European Union all require assessment, planning, and developments for there to be success in this region. The human factor also plays a significant role in this equation. The success or failure of the Balaton as a tourism destination is heavily influenced by the attitude of this region and the relationship between the tourists and the local inhabitants including the contractors. Most of the business studied were operated as private business in the Balaton Advantaged Holiday Resort complex during the research. Most of them are single family businesses among the smaller micro enterprises. Contractor activity is most noticeable in the Siófok-Tab and Keszthely-Zalaszentgrót regions. Beside the closeness of the Balaton and the many colourful programs in the tourist season, the thermal and wellness hotels in the Zala region also greatly affect the contractor activity in the area.

The typical contractors in this region have the following characteristics: most of the businesses studied have one owner who has experience with a high number of micro enterprises. Most of these contractors are men between 36 and 50 years old. They generally have a technical or college degree and are usually fairly fluent in German. A trend that we observed is that more and more young people with business degrees are choosing to move into the circle of private or personal enterprises rather than seeking employment in the public sphere.

The number of women involved in business activity is also remarkable, this change has occurred mainly in the last few years. It can be understood that when they had gone through an alteration in their the economical framework such as after having a baby, many of the businesswomen could not or chose not to go back to their previous workplaces, so they started their own business or went to work in the family business.

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The biggest problem for the contractors was in marketing and expansion of their client base. Most of the contractors had the necessary funds to start their business but many of them had to turn to their relatives or obtain credit from a bank for help to sustain them. This could however cause liquidity problems as they tried to make a better life for themselves and their families, while at the same time trying to expand and develop their business and paying off the loans. Many of them expended most of their personal money upfront for property renewal and improvements in order to fulfill the new more stringent requirements of the European Union. It is important to note that those enterprises can only develop which spend their income and not keep it only for their living. It is also important as to how many employees they have legally. According to our research, most of them have at least one employee and they generally take part in the administration of the business themselves. 32% of these businesses we had contact with are micro enterprises with an average of two to five employees.

It was reported that 94,4% of the employees are working legally. My opinion is that these statistics do not always reflect reality. There were some contractors who choose not to answer the questionnaire truthfully because they were afraid there may be some later repercussions if there were subsequent investigations. We cannot be sure that a certain enterprise, which has problems according to the official data and a subjective owner's opinion, is not successful. That means that the questionnaires and the interviews may not give us an accurate and totally honest picture of reality.

The employees we encountered are well skilled according to their trainings and certificates and they also speak German, at least at a basic level. The results of the study shows that there is a good demand for well skilled storekeepers, waiters or charwomen along Lake Balaton, but there is also an important unanswered question as to how long they will be employed.

In the case of the studied enterprises there is a connection between the number of employees and the season in this tourism destination. 53% of the businesses along Lake Balaton are influenced by the summer tourist season concerning the number of employees and the amount of business done. The summer season was a positive 24% influence in the above-mentioned businesses' business when looked at on a yearly scale. I obtain an interesting result while calculating the correlation between the season and the number of employees. I obtained a negative, medium tightness that can be explained as follows; the bigger the size of a certain business, that is considering its number of employees, it is less influenced by the change of seasons. This type of business can provide a whole years employment for more employees because these businesses are not totally depend only on tourism but also depend on the local inhabitants. The season affects mainly the micro enterprises therefore more than 1/3 of these businesses are closed in the off-season and/or winter time.

I accepted the presence of the demonstrated connection between the alternates during the hypothesis investigation. However, previous research found in specialized literature also confirmed similar results related to the number of contractors, so the novelty of my results can be found in the studied sectors and in the consequences of the framework alteration which took place there. The appearance of the dominant businesses in the region, which are operating on big floor space, heavily influenced the success of the smaller business enterprises, unfortunately not always in a positive way. It needs to be noted that there is another side to look at in the case of the setting of these bigger companies. They often employ people for a minimal salary. The positive is that at least they provide workplaces

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where they employ people legally. The tax reductions they generally receive for employing more people are not shared with the micro or small to medium enterprises in the same way. Those smaller contractors who pay their taxes and expenses in the legally prescribed way are generally handicapped and thus in a worse position to compete with the bigger tax advantaged businesses. The only way for the micro businesses to keep up with the bigger companies is to form an association or coalition and offer the kinds of services that the competing businesses cannot. Most of the commercial and catering businesses that have a small number of employees are located in those settlements which are further from the lake because the price of property near the lake has risen, brought about by globalization, find it cheaper to locate everywhere.

6. Separate late results

After having read the specialized literature that was available, some questions came to mind in connection with the success of the contractors in the region. Of course human complacence cannot be measured with numbers, it is determined by many components. In the beginning of the preparation of this dissertation, the results of the 2, 3 and 4 hypothesis, which were analyzed with the help of the cross table and linear regression, show that there is a concordant move between the alternates. All these investigations were needed in order to demonstrate the main economic-sociological processes in the studied region. Understanding these processes can also help in directing the expansion policy.

The following results were revealed after the investigations:

1. Thesis item: In the case of a micro enterprise, the connection between the motivation for a business and the year it was established can be observed.

The starting point of the study was to determine, “when and why” did the studied contractors start a business in the Balaton Advantaged Holiday Resorts? The largest group of 55,4% of the respondents marked the questionnaire “necessity” as their motivation. 24,7% of the respondents chose to start a business just to “know how to keep body and soul together,” which is very similar to the first group. Many of the respondents were previously employed in a state firm that were later privatized and often downsized. As a result they saw their only solution was to start their own business to make a living. They worked with their family members and maybe with a few outside employees in order to put up the money for the businesses everyday expenses. They needed to pay all of the employee’s contributions for the state in order to receive all the provisions, as a result they needed to secure most of their income during the summer season when business was at its best. In the summer tourist season allows them to earn much more then during the winter season.

This region around the lake has been an attraction for independent contractors for decades. Those who were local inhabitants and became contractors consider the tourism industry generated along the lake a medium to good business, although they often started their enterprises to support their family and make their everyday living. But the good business policy and experience helped secure them and their family the necessary income for the long term. Those firms who are the most financially secure sometimes showed a different motivation. 3% of the medium sized firms marked “the challenge” as their main source of

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motivation and another 5% marked "business reasons." These firms were established in the middle to late 1990s. During the change of government regime the state owned firms were eliminated. In 2000 the passing of the regulations known as "Balaton Law" made the life in the business sphere even harder. As a result the number of the micro-sized enterprises grew along Lake Balaton. According to the survey results there is a strong connection between the motivation and the year when the enterprise was established. This cannot be considered as an accident. The second hypothesis can be acceptable on the base of the significance level through the Khi-square based statistics together with the calculation of the Cramer V. It shows that there is a connection between the motivation and the year when the enterprise was established on the base of the kхи-square probe rate. The higher this rate, the stronger the connection is between the alternates studied. Although in each case the level of the significance is below the admissible limit and the connection can be demonstrated, its rate is still weak according to the result of the Cramer's association factor. The establishing year, as pending alternate, plays an important role in the establishing, but beside this alternate, other factors can also play a part in the decision. Our recent investigation demonstrates that the two periods when there was the change of regime also had an effect on the business undertakings in the Balaton Advantaged Holiday Resorts. It shows that this change of regime could sometimes make 'winners' out of the 'losers' within the tourism sectors. There were enterprises that were started just to make the owner's a living, but 10 years later, it was discovered during the research they still secure their income from serving the tourists and the local inhabitants. However in the second half of the 1990s many mainly small to medium sized enterprises started their business in this touristic destination seeking the challenge and expectantly hoping to reach a higher standard of living in this region.

2. Thesis item: Those enterprises which operate in the retail trade and worked for other firms as transporter, do not see themselves as more successful than the private enterprises.

The second observation confirmed that the studied enterprise, which operate with a low number of employees and do the transportation for an other business undertaking, do not always finds it a guarantee of success to establish a vertical association system with a bigger firm. According to the results, those enterprises which operate in the retail trade and work for other firms as transporter, do not feel themselves more successful then the private enterprises who can operate independent in the Balaton region. It can be understood with the fact that not every enterprise, that makes its profit from tourism, can afford to be open when the summer season is over. To be a transporter for other larger firms can be one possible solution for them that mean a pending connection according to the trade literature. However, in many cases this sideline business is the only way for some to be able to operate all year long. This tendency is less representative in the cases of the studied enterprises. The catering businesses in the surrounding settlements can function as the place for the common meetings after the summer tourist season. Many of them, mainly those closer to the lake, operate only during the summer season but there are also some who can operate independently after the summer season by offering and hosting cultural programs and serving the local people and those customers who want to relax when things are slower.

3. Thesis item: The investments of the enterprises spent in the previous year effect the business done by the micro- businesses.

In my third thesis I was investigating the connection between the business done and the investments paid in the previous year. The connection was confirmed in the case of the micro-sized businesses with less than 9 employees. These mainly operate as private business or Ltd. The micro enterprises had the least amount of fund to start. These businesses spent a larger percentage on investments than a medium-sized enterprise where the amount of money they spend on investments is a small proportion of their income. The fact that the hypothesis was confirmed in the case of the micro-enterprises can be seen in the size of the investments and the necessary recovering period.

In the last few years 24% of the invested funds (in the case of 75 enterprises) was spent to fulfill the new more stringent EU regulations. Introducing the HACCP system was a significant imposition for the restaurants and grocery stores. 25% of the investments (in the case of 83 enterprises) were spent to improve the quality and there were also many of them who spent for renewal works in order to serve their customers on a higher standard. On the average the contractors spent little on marketing although the different commercials would not only help their development but it would also make the Balaton Advantaged Holiday Resorts more successful.

7. Conclusion and Recommendations

It is necessary to know the economic and related sociological processes in order to improve the position of the enterprises working in the retail trade and/or catering in the Balaton Advantaged Holiday Resorts. This region can develop with the association of the determining contractors and with new expansion policy. After reading the trade literature about this topic and doing the empirical study, the following answers were received for the problems raised.

The absence of any planned institutional structure, leadership coordination and the lack of cooperation among the different organizations in the economic expansion area can all indirectly interfere with further investments. I find it important to permanently set the border of the Balaton Advantaged Holiday Resort areas and to have it governed by a separate economic organization or board. At the present time the Lake Balaton does not have a governing body or leader, which causes a big problem in the expansion and bidding processes as it belongs to neither of the regional ratings at the moment. At the same time each region in this area has to resort to its own fund for expanding the Balaton area business. Besides paying to sponsoring the whole Balaton area, these regions have to spend also for their own local expansion processes.

I suggest that the national and local government take responsibility to support the micro, small and medium sized enterprises in the region with tax reductions as they do for the larger businesses. The state has already tried to make the economy more legal with new regulations (i.e. temporary employees' book), but it still does not guarantee employment for the employees. The multinational firms receive different allowances therefore the big enterprises, as they do not have such tax expenses, can offer their products and services cheaper even 24

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hours a day. The smaller mom and pop enterprises in the retail market cannot compete with these larger multinational firms unless they are given an equal footing.

The number of workplaces could also rise if there were support for the enterprises in the retail trade. This would enable them to be apart of the expansion process with the help of state support and tax reductions. Their spending is currently only for living and their employees' salary. These arrangements could probably create better quality service, more aesthetic atmosphere and workplaces. The expected reduction of the rates and taxes eventually improves the position of the enterprises, which can indirectly raise the attraction of this resort area both in tourism and business. The small and medium sized business undertakings must have an advantage. Those who could compete with the multinational firms by consolidating together in a business network could mitigate the negative season effects. It is not enough to build upon the tourism to make this region and resort area luring but it is also necessary to be open toward other sectors as well to keep the young people in the region. Things like commercialism, education and research expansion together with the more and more popular thermal tourism can be the egress from the seasonal employment. It is also important for the growers to meet with more and more groups of potential partners among the Hungarian customers in the agricultural and food industry. These group help them more competitive in the market therefore they can start to expand their business.

Marketing expansion in the region needs to be directed toward the potential and/or actual visitors. Traditional marketing such as commercials, advertisements are currently used for the expansion of the Balaton image. I find that a change in the local contractors and inhabitants' attitude toward visitors is more important and needs to be more harmonious in "emotion and intelligence." My opinion is that if you want to have a successful enterprise in one of the tourism sectors, you need to understand that "the customer is King." They will only return if the customer is welcomed with hospitality and treated fairly. It means, for example, that the contractors should not raise their prices during the summer season in order to earn their whole years' income or sell their products or services at different prices depending on the customer's nationality (Hungarian or foreign). The customers should get the appropriate quality product that they paid for it. Foreigners know when they are being taken advantage of, and this leaves a bad taste in their mouth toward the Balaton region when they are cheated.

Because of the changing demands and the state supported holiday voucher more people are choosing to spend their holiday in those comfortable hotels and pensions that offer everything at the same place. The tourist season period could often be elongated, even in those resort places where there is no thermal waters by developing the already existed accommodations with services like mini-spas, saunas and other services to make their offering wider and to suit to the changing tourist demands. They can even join with the nearby restaurants and offer half or full board services for the guests and this way they can both benefit from each other's work. Such expansion processes are needed also in the outlying settlements. They would have not only more visitors but also more workplaces and the price of the immovable estates would also likely rise.

It is necessary to know that the commercial and catering enterprises carry only a small part of the tourism accommodation and catering plan to execution as part of their expansion goals. This expansion is good but it is not enough for broadly appealing to tourists. The lack of the mentioned factors is alarming because now days these are often considered as "basic"

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services. To increase the number of tourists and elongate their stay "complex and more appealing packages" needs to be offered which will require the cooperation of other enterprises in the area to make it workable.

In the future I am also planning to study other sectors' enterprises in the same region. Among my plans are to investigate the changes which happened in the building industry in the last centuries (building properties for inland and foreign owners) and the effect of these changes from the contractors' point of view in the Balaton Advantaged Holiday Resorts area.

There is another topic I also would like to study as well, this is, how prepared are the contractors for the changing holiday demands in the Balaton region. Currently visitors seem to prefer the "everything at one place" type of services. I would like to investigate in the accommodation industry what kind of developments they use (hot water pool, sauna, catering service) in order to suit the customers' new demands. A further study would be about whether there is a demand for the above types of services in the Lake Balaton region and what would be required to obtain adequate support to their execution.

8. Publications

Article published in a domestic periodical

Péter E.(2007): Élelmiszer-kereskedelem a Balaton Kiemelt Üdülőkörzetben, GAZDÁLKODÁS- Agrárökonomiai Tudományos Folyóirat, 51. évfolyam 2007. 1 szám, 66-70p.

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