

World Heritage and Tourism – The effects of the World Heritage title on the tourism of the Sites and the neighbouring settlements presented via a Hungarian case study

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One of the most successful programs of the UNESCO is the World Heritage Program, which aims to protect outstanding cultural and natural values. Being present on the World Heritage List is not only considered to be an honour, but it can also mean a significant economic advantage for a settlement. The sites on the List usually become the primary attractions of a country as they benefit from specific marketing and protection. Becoming famous at an international level usually raises the tourist's attention in a greater extent and also makes the tourists show a greater aptitude for visiting these sites [MICHALKÓ 2007]. Whether the number of tourists actually increases depends to a great extent on the territories' potentialities to receive tourists. Besides the accommodation and the supply various and enjoyable entertainment facilities and programs are also needed.

It is a general view that the sites on the World Heritage List function as tourist attractions and consequently they cause a significant increase in the tourist traffic of the settlement and its surrounding territory as well. The aim of this paper is to test this view on the basis of a Hungarian World Heritage Site. I wanted to reveal whether the tourism has changed at a Hungarian World Heritage Site and at its surrounding settlements since the year the site was inscribed on the List. I was also interested in investigating whether there is some change in the settlement's economic sphere as well.

Tourism and its effects

If a site becomes a popular tourist attraction, it may - above from causing an increase in tourist arrivals – cause various changes as well. These changes are mainly influenced by the territory's state of development, the intensity of the increased tourist arrivals and some other factors that are complexly joined to each other (e.g.: social and environmental factors) [PUCZKÓ et al.2000].

Tourism is in a constant interaction with its broad surrounding, which involves the economic-, social- and natural surrounding. The negative and positive effects caused by the increased tourism arrivals are mainly recognized at the host settlement or host territory. The literature of tourism differentiates between three groups regarding the effects caused by tourism: economic-, social-cultural- and physical effects. Since the different groups can not be separated from each other in such a sharp way; and some of the effects can be listed into more than one category some authors regard this categorization to be a slightly rigid [PUCZKÓ et al. 2002].

The effects of tourist demand on the economic sphere of the settlements

In this research I examined exclusively the economic effects of the tourism, which - contrary to the socio-cultural and physical effects – influences both the host territory and the sending territory. While at the sending territory the economic effects can be detected only in the lessened balance of payment, at the host territory it can be manifested via many factors [PUCZKÓ et al. 2002].

At the host territories tourism, for example, can create some new workplaces, it can increase the income of local people, local enterprises and the local government. Tourism usually contributes to the reduction of the area's social tension, it can help to stop migration

from the territory. Since tourism is an invisible export-activity, it also generates some foreign exchange-income. As having a multiplier-effect, tourism can stimulate the general functioning of the economy. It may contribute to the modernisation of the economy playing an important role in the development of the settlements, which gets revealed both by the extension of supply services and job opportunities and also by the growing extent of urbanisation. The growing number of those who move in, the development of the infrastructure may also be the result of the growing volume of tourist arrivals. The developing infrastructure gradually becomes an attractive factor for the industry as well, which may result in the development of the local economy and in the improvement of the local circumstances of life [Michalkó 2004].

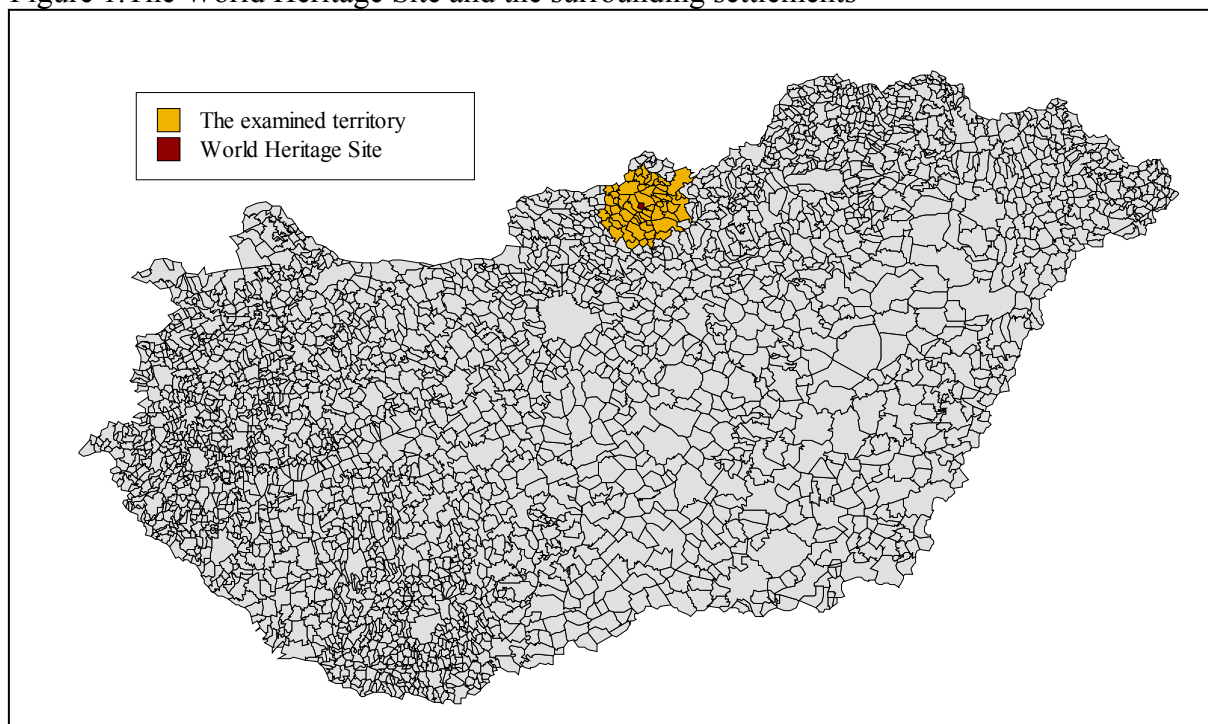
The process of the research

The present trends in tourism indicate that there is a growing interest regarding the alternative types of tourism [WTO1997]. Among the form of alternative tourism can be listed the cultural and heritage tourism as well.

Hollókő was among the sites that received the World Heritage Title first in Hungary. It was inscribed on the List in 1979. It is a generally accepted view that the World Heritage Sites function as tourist attractions and increase the tourism of the Heritage-settlements and their surrounding settlements. Although I have come across this view in the literature of tourism several times, this presumption has not been proved by any research in Hungary.

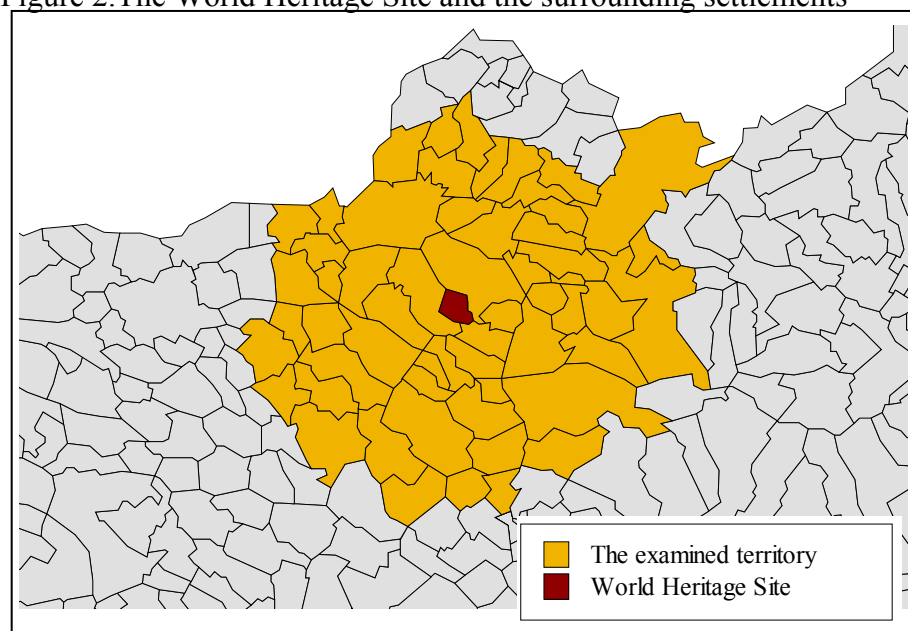
For this reason in my research I examined whether there has been a change in the tourism of Hollókő and the surrounding settlements since it was inscribed to the World Heritage List. During my research I tried to reveal the presumable changes by analysing statistic data collected by the Hungarian Central Statistical Office, and the results were described on thematic maps and diagrams. The research was not restricted to Hollókő only, but I also examined its neighbouring settlements that are not further than 20 km from the World Heritage Site (figure 1. and figure 2.).

Figure 1. The World Heritage Site and the surrounding settlements



Source: Pap (2008)

Figure 2. The World Heritage Site and the surrounding settlements



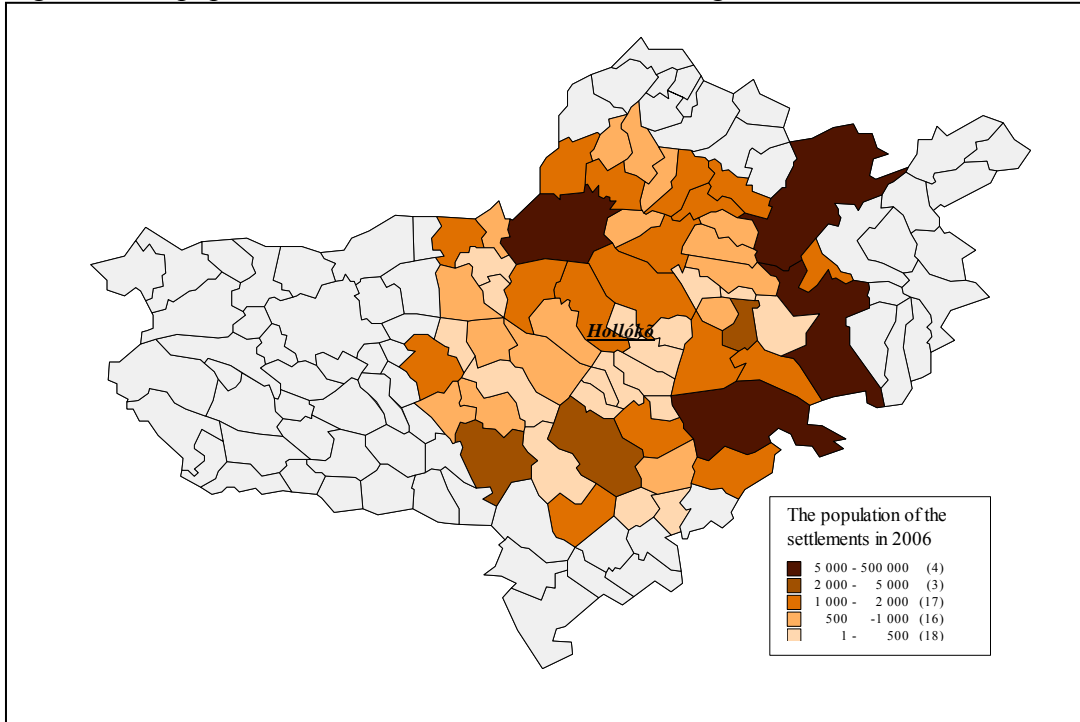
Source: Pap (2008)

Hollókő, as a World Heritage Site and the characteristics of the surrounding settlements

Hollókő is 100 kilometres far away from Budapest. It is situated at the foot of the mountain Cserhát, at a hilly area. There are 126 houses and farm-buildings belonging to the village. The narrow lands, the vineyards, the fruit-gardens and the surrounding fields and woods also belong to Hollókő. The houses of the village and an old castle at the outskirts of the village form the World Heritage Site. Hollókő is an outstanding example of a traditional human settlement. Although Hollókő looks like a village turned into a kind of a museum, it is the residence of a lively and active community. Hollókő introduces the culture of a Hungarian ethnic group and also gives an evidence of the traditional rural lifestyle, which is nearly completely abolished by the agricultural revolution of the 20th century [MTRT 2003].

In the 20-km broad zone around Hollókő 58 settlements can be found (figure 3.). Considering the population of the settlements there are big differences between them. The examined territory is an area of little villages, as the 30% of the settlement have less than 500 inhabitants. Hollókő is one of these small villages. There are only 4 settlements that have more than 5000 inhabitants. These are Pásztó, Bátorterenye, Szécsény and Salgótarján, wich is the county town of Nógrád County.

Figure 3. The population of Hollókő and the surrounding settlements in 2006

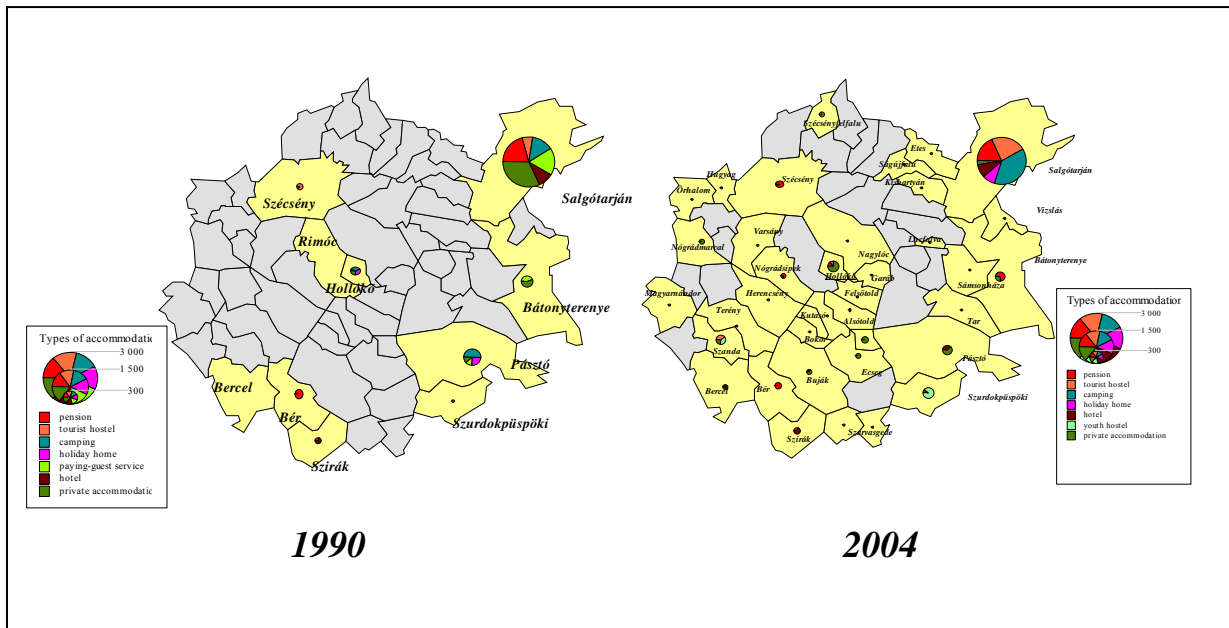


Source: Hungarian Central Statistical Office, Pap (2008)

Growing tourist supply – stagnating demand at the territory of Hollókő

Examining the neighbouring settlements of Hollókő, it can be stated that in 1990 there were only 10 settlements that could offer accommodation in any kind of accommodation establishments (figure 4.).

Figure 4. Different types and rates of accommodation at the examined territory in 1990 and 2006



Source: Hungarian Central Statistical Office, Pap (2008)

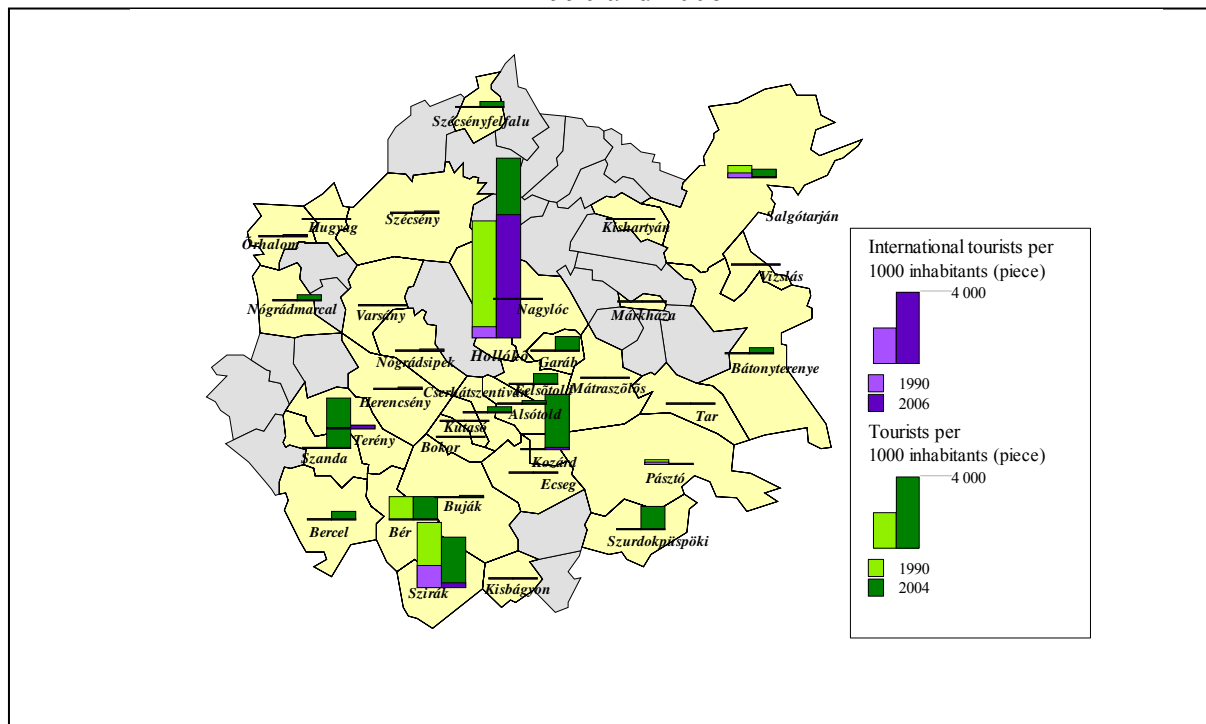
Except for Salgótarján, that is the county-town of the county Hollókő belongs to, all the settlements are able to offer very few accommodation possibilities and there is no variety regarding the type of the accommodation. There is only one type of accommodation in Szurdokpüspöki, Bér and Bercel. Only at the county-town, at Salgótarján are there more types of accommodation. Here 32% of the lodgings were private accommodations, followed by pensions (20.8%), paying-guest services (17%), campsites (14%), hotels (9.3%) and tourist hostels (6.7%).

The situation has changed a lot since 1990. In 2006 there are already 38 settlements with accommodation-possibilities. Nearly all the settlements around Hollókő can offer some kind of lodging-facility. In these small villages the most common type of lodging is offered in the framework of rural tourism. When looking at a single settlement there is not a vast variety regarding the number and the types of accommodation, but when looking at the whole territory, it can be concluded that there has been a significant development during these 16 years. The biggest change in Salgótarján was the decrease of private accommodation, which also influenced the total number of the lodging-possibilities. In 2006 in Salgótarján there were fewer places to stay than there had been in 1990.

If we also have a look into the accommodation-supply at a Hungarian level, it can be stated that in the examined 16 years there was a considerable decrease regarding the number of accommodation-possibilities at the level of the country. The lodging-possibilities lessened by a significant 33.9%, since while in 1990 there were 826 583 places to stay at, by 2006 it shrank to 545 709. During the same period this tendency was not true regarding the territory I have examined. Here exactly the opposite happened, namely the accommodation-possibilities rose by 13.3 %, and in the case of Hollókő there has been a 67.7% increase.

Between 1990 and 2006 there was also a considerable change regarding the number of all the guests and the foreign guests per 1000 inhabitants of the settlement (figure 5.).

Figure 5. The number of international and all the tourists at accommodation establishments in 1990 and 2006



Source: Hungarian Central Statistical Office, Pap (2008)

At most of the settlements at the examined territory a growing tendency can be proved, if the number of guests lodged at any accommodation is looked at. Apart from Hollókő guests from abroad stayed for overnight only at Szirák, Terény and Salgótarján. Accordingly considering the number of all the guests and the number of international tourists it is visible that Hollókő was the main tourist attraction in 1990 and it preserved its outstanding position in 2006 as well. Hollókő reached the highest intensity in the growth of tourist traffic.

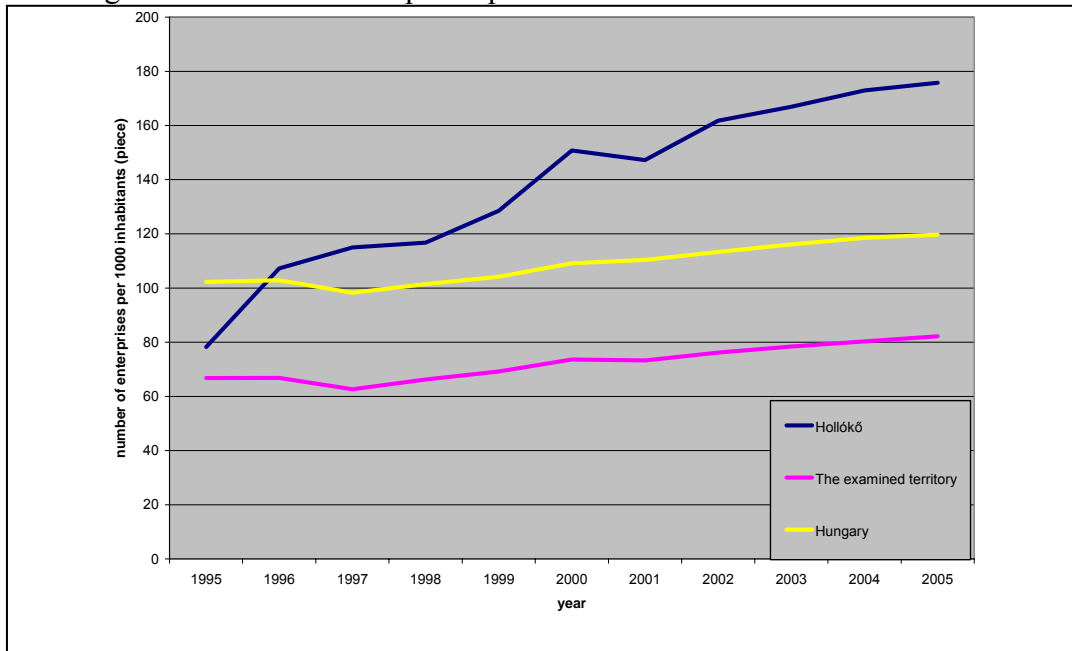
Between 1990 and 2006 there was a 39.6% rise in Hungary regarding the number of guests accommodated at any Hungarian lodging establishment. At the same time the examined territory could not come after this tendency, instead a 7.5% decrease can be seen in the number of tourists registered at the accommodation establishments. Furthermore, the territory could not retain its share from the lodged tourist. While in 1990 this territory gave accommodation for 0.8% of the tourists lodged in the country, in 2006 only 0.5% of the tourists were accommodated at this territory. From the examined settlements it is only Hollókő that has undergone a positive change in the number of accommodated tourists. By 2006 there was a significant 33.3% increase regarding the number of tourists accommodated, and there was a 9-fold-increase in the international tourists accommodated. Consequently the tourist attraction at Hollókő influences only this settlement's tourist traffic, and the effect of the World Heritage Site, as a tourist attraction does not radiate the surrounding settlements.

The effects of tourism on the economic sphere of Hollókő

In the research I also examined whether the tourist traffic has an effect on the economic sphere of Hollókő and the settlements nearby. To find the answer for this question I had to survey the economic development of Hollókő and the surrounding settlements between 1995 or 1997 (depending on the year from which there are continuous data collected) and 2005. To obtain the needed indexes I used the data collected by the Hungarian Central Statistical Office.

Considering the activity in establishing enterprises, it is recognized that in Hungary the number of enterprises ranged from 100 to 120 per 1000 inhabitants between 1995 and 2005 (figure 6.). Regarding the examined territory the value of this index falls behind the Hungarian average and it varies between 60 and 80. However in the case of Hollókő an outstanding value can be seen and there has been a constant increase. The number of enterprises per 1000 inhabitants at Hollókő varied between 80 and 180, and by the year 2005 it reached the value of 176.

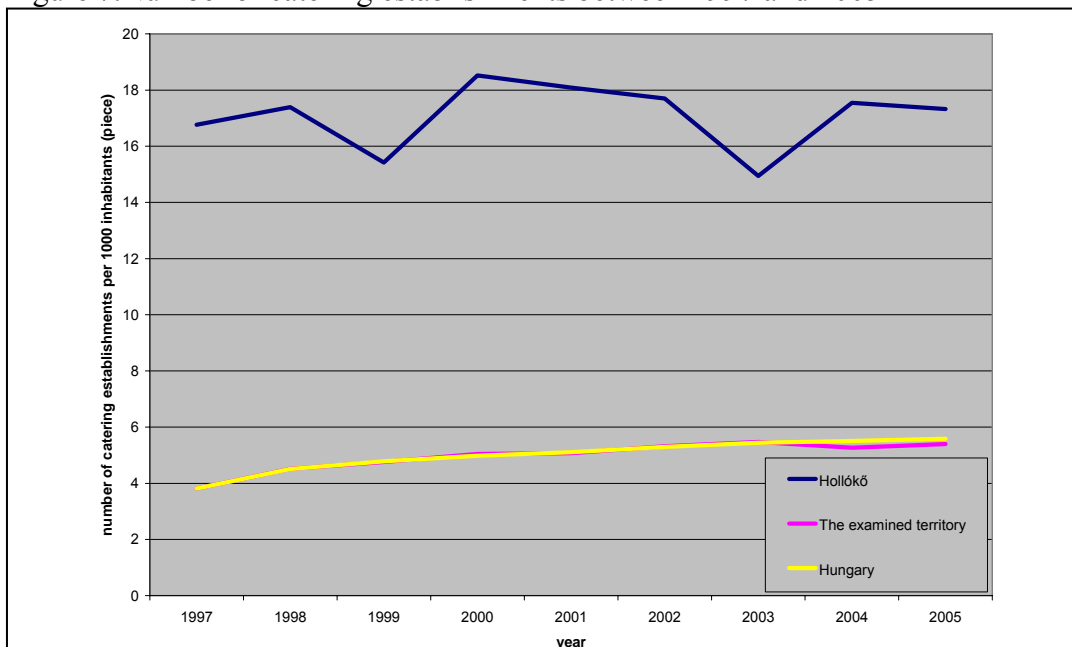
Figure 6. Number of enterprises per 1000 inhabitants between 1995 and 2005



Source: Hungarian Central Statistical Office, Pap (2008)

The number of catering establishments per 1000 inhabitants showed the same value both when looking at the examined territory and when looking at the country. In general there are from 4 to 6 catering establishments per 1000 inhabitants (figure 7). However the value seen at Hollókő is a highly outstanding value, namely there are 15-19 pieces of catering establishments per 1000 inhabitants.

Figure 7. Number of catering establishments between 1997 and 2005

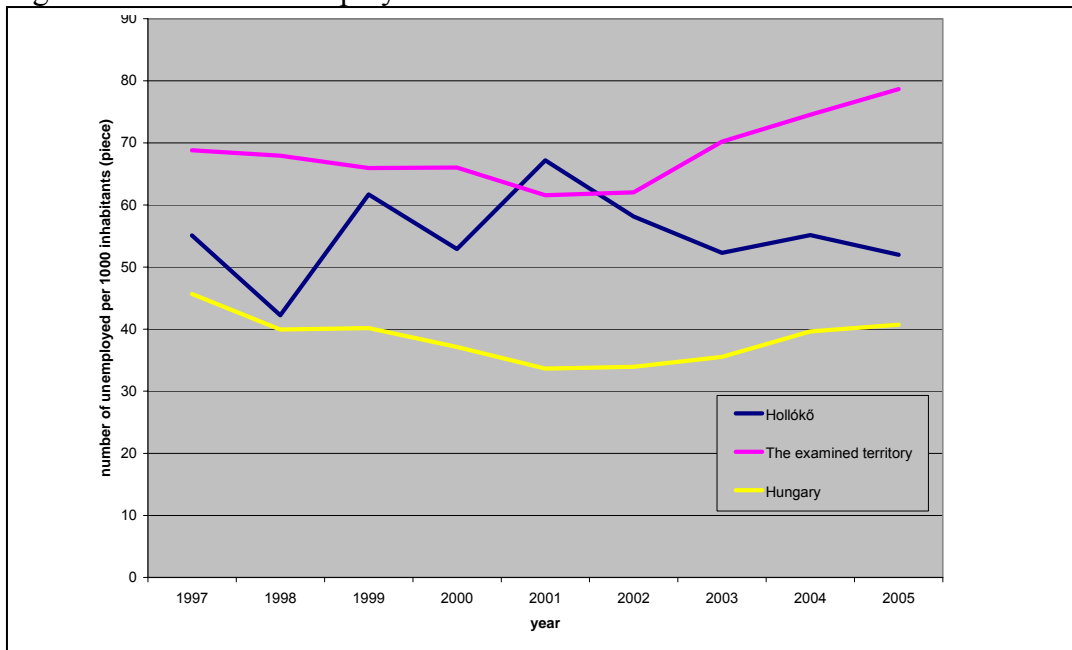


Source: Hungarian Central Statistical Office, Pap (2008)

The number of unemployed per 1000 inhabitants in Hungary varied from 34 and 36 between 1997 and 2005 (figure 8.). There are more unpleasant values seen at the examined territory, as the values here range from 62 and 79. Regarding the number of unemployed per

1000 inhabitants Hollókő is in a slightly better situation than the surrounding settlements, but it does not reach the Hungarian average value that is more favourable. The number of unemployed per 1000 inhabitants fluctuates between 42 and 67 in the case of Hollókő.

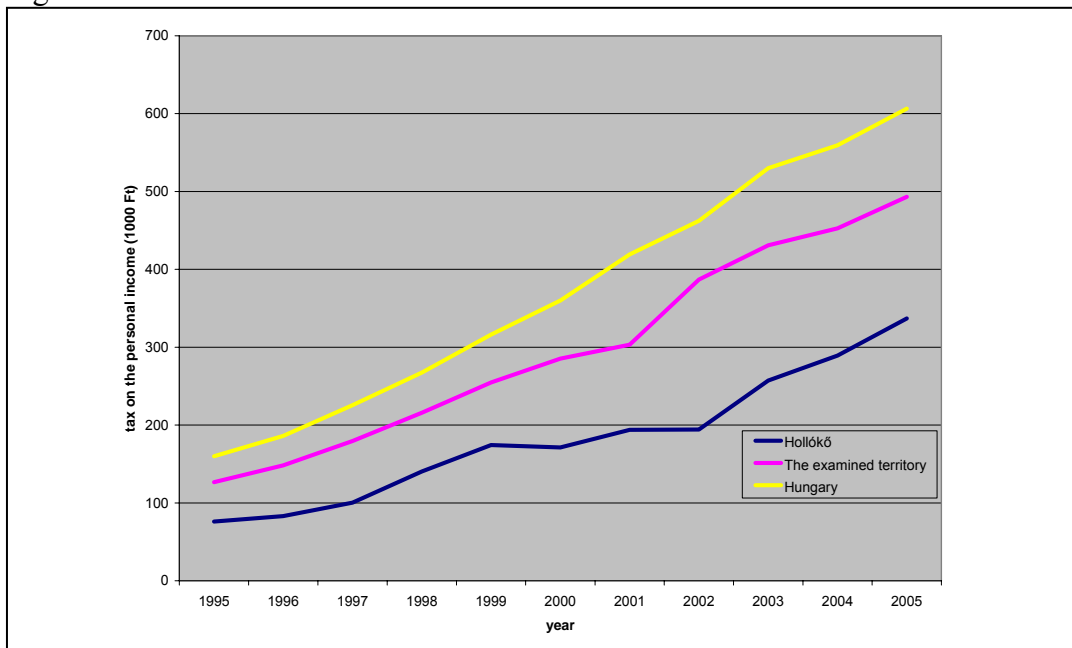
Figure 8. Number of unemployed between 1997 and 2005



Source: Hungarian Central Statistical Office, Pap (2008)

Regarding the tax on the personal income Hollókő and the examined territory shows a significant fallback from the Hungarian value, although there is a similar constant growing tendency in all the three cases (figure 9.). The average tax on the personal income in Hungary is 606 000 Forint. The same index is much lower at the examined territory: 409 000 Forint. And its value at Hollókő is 393 000 Forint.

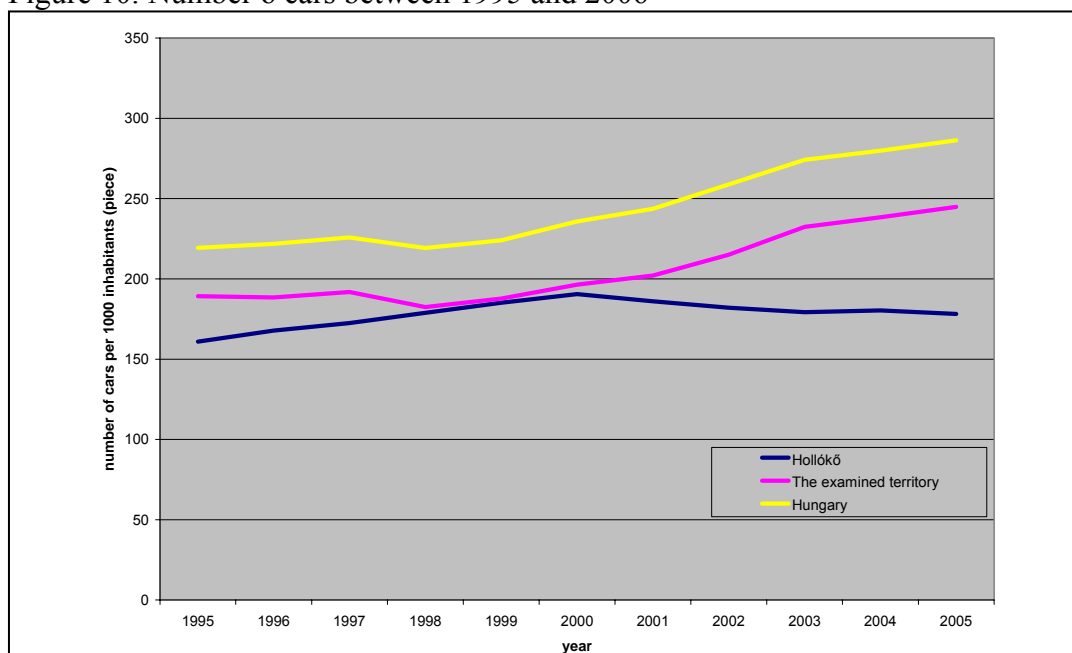
Figure 9



Source: Hungarian Central Statistical Office, Pap (2008)

When studying the number of cars per 1000 inhabitants, it can be seen that both Hollókő and the surrounding settlements do not reach the Hungarian average, which had the value of 216 in 1995 and reached the value of 286 by 2005 (figure 10.). At the same time the number of cars per 1000 inhabitants varied between 189 and 245 at the examined territory, and between 161 and 178 at Hollókő.

Figure 10. Number o cars between 1995 and 2006



Source: Hungarian Central Statistical Office, Pap (2008)

Looking at the length of the network of drinking-water and the amount of sewage lead away in drainpipes a similar tendency can be seen at all the three levels of the examination: at Hollókő, at Hollókő and the surrounding settlements and at Hungarian level.

Summary

After analysing the statistical data the conclusion can be drawn that at Hollókő and the surrounding settlements a larger number of accommodation-supply was developed than it was presumed on the basis of the Hungarian tendency. In other words this means that the conditions of receiving tourists are very well based at the examined territory. However the number of tourists visiting the territory and also the number of tourists accommodated at the examined territory is not able to follow the Hungarian average, and what is more, it even falls behind. Hollókő is the only settlement in the examined territory where is a significant and a growing number of tourists arriving every year. Consequently the radiating effect of the World Heritage Site, as a tourist attraction does not affect the surrounding settlements' tourist traffic. On the other hand, the number of enterprises and the number of catering enterprises per 1000 inhabitants show outstanding values in Hollókő. It can be unanimously noticed that there is a significant positive rise in the values of only those indexes that are definitely connected to tourism. However the surrounding settlements can not be characterised by higher than the average activity in establishing enterprises and running catering enterprises. Regarding the number of cars per 1000 inhabitants and the rate of unemployed Hollókő has not yet reached the average Hungarian level.

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