Territorial development opportunities of the tourism sector in Csongrád county

About the sector in general

- Tourism is one of the most dynamically developing sectors in the world. Its specificity is that not only the growth in demand is dynamic, but also the increase in supply. This is due to the fact that more and more policy makers in the region discover that modern lifestyles go together with increased travelling activities, therefore more and more regions appear on the supply side of the tourism market.
- Tourism has impact on local economic development only if local spending of tourists is realized. For this reason, tourism development needs to be realized in actions that encourage not only a couple of hours to spend, but at least one night on the spot.

International megatrends of the sector

Megatrends which will have significant impact on companies in the sector:

- International tourism shows stable growth annually (3-7%) worldwide
- Since 2009, the largest increase in the number of tourist arrivals to Europe was registered in 2017, which foresees a further increase in the year of 2018 and projects growing number of tourist arrivals for the following years.
- The transformation of travel patterns (discount airlines, travelling attitude) clearly favours Csongrád county as people's attention is increasingly shifting towards new destinations.

International good practices:

- Many internationally successful examples can inspire tourism development efforts, which have achieved spectacular effects **directly or indirectly through some kind of conscious intervention**

Number of guests in Csongrád county (2000-2017)

The sector in Csongrád county

- **Today the tourist offer of Csongrád county is complex and increasingly allows for the implementation of multi-day programs and thus the realization of tourism spending locally.**
- At county level, the opportunities offered by the spas are outstanding

The sector in Csongrád county

- Events and festivals cover almost the whole area of the county.

The sector in Csongrád county

- An outstanding tourist destination is the county seat Szeged and the National Historic Memorial Park of Ópusztaszer.
- The tourism development of Csongrád county is clearly favoured by the „low-cost megatrend", ie. the rearrangement of aviation habits and the need to visit previously less preferred destinations, even if Szeged has only a smaller airport (Budapest and Timişoara airports are 1-1 hour drive away).

bud Budapest Airport

1 HOUR

International Aeroportul Timișoara

Key competences of Csongrád county

- economy,
- knowledge base,
- infrastructure,
- natural assets,
- programs/attractions,
- gastronomy/hungaricums,

The most important stakeholders

Public and governmental organizations involved	Local governments and their seconded bodies
Local enterprises, companies	Travel agencies, restaurants, hotels
TDM organizations	Móra Tourist Non-profit Ltd., Hét Vezér,
Clusters	Hungaromed South Great Plain Regional Health and Tourism Cluster
Chambers	Chamber of Commerce and Industry of Csongrád county
Research and education connections	University of Szeged
Non-profit and civil organizations	Szeged Event and Media Center Nonprofit Ltd.
Local community	Cultural, educational, tourism and youth committee
Other competent organizations and trade unions	Catering and Tourism Trade Union
Suppliers of the tourism industry	Eg. suppliers of hotels and restaurants
Media	Local newspaper, local TV, local radio
Authorities	National Public Health and Medical Officer Service
Tourism and its employees in related industries	Eg. hotel or restaurant workers
Residents and visitors	-
Natural environment	National parks, areas of landscape protection

Target system

Csongrád county is an internationally attractive investment for the players in the tourism sector

Healing county

Culture and traditions