

Lake Balaton and sustainable tourism development (Hungary)

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14th Living Lakes Conference

Zita Egerszegi
environmental director
Lake Balaton Development Coordination Agency

Location

- Central-Europe
- Carpathian basin



Nature

– the Lake and its surroundings

- **Largest** freshwater lake in Central Europe
- Natural **shallow lake**, average depth is 3.2 m
- Lake surface area is 600 **sqkm**



- Flora and fauna

- One of the most significant natural treasure of Hungary, a **unique** ecological asset of the CE region
- Large areas of nature and landscape protection, such as the Balaton Upland **National Park, and Ramsar sites**



Nature

– Facts number



- 2000 species of algae
- 1200 species of invertebrates
- 41 species of fish
- 616 km² protected area, of which 147 km² is under Ramsar Convention
- Natura 2000 sites 1981 km² (43 sites)
- 207 species of protected plants
- 37 species of protected animals



Ecosystem services

- Provisioning services (food, water, raw material...)
- Regulating services (climate regulation, purification of water, pest and disease control)
- Cultural services (recreational experiences, ecotourism, science, education, painting, folklore)

People

– Culture and History



- Cultural values, heritage sites, folk art as well as events cultivating these traditions and memories are determinative factors in developing the regional image.
- The permanent population is about **275.000** people, considering the families of weekend house owners it rises well above **500.000** people.
- In summer time, taking into account tourists and visitors, as well, the number of population increases up to **1-2 million** people.

Economy

– Tourism: the driving force of the economy



- Bathing in Lake Balaton started in **19th century**.
- About **one third** of tourism related revenues in Hungary are generated in the Lake Balaton Region. Similarly, it has the same share in tourism related infrastructure.

Institutional System

– Lake Balaton Development Council (LBDC)

Main task: coordination of the developments of the Lake Balaton Resort Area

Legal Base: the Act XXI of 1996 on Regional Development and Spatial Planning

Members (11):

- County Governments (6)
- Central government (1)
- Representatives of Ministries (4)

Operational body of the Council:

Lake Balaton Development Coordination Agency



Trends and developments

Infrastructure

– already developed

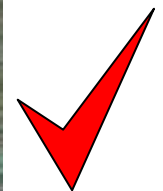
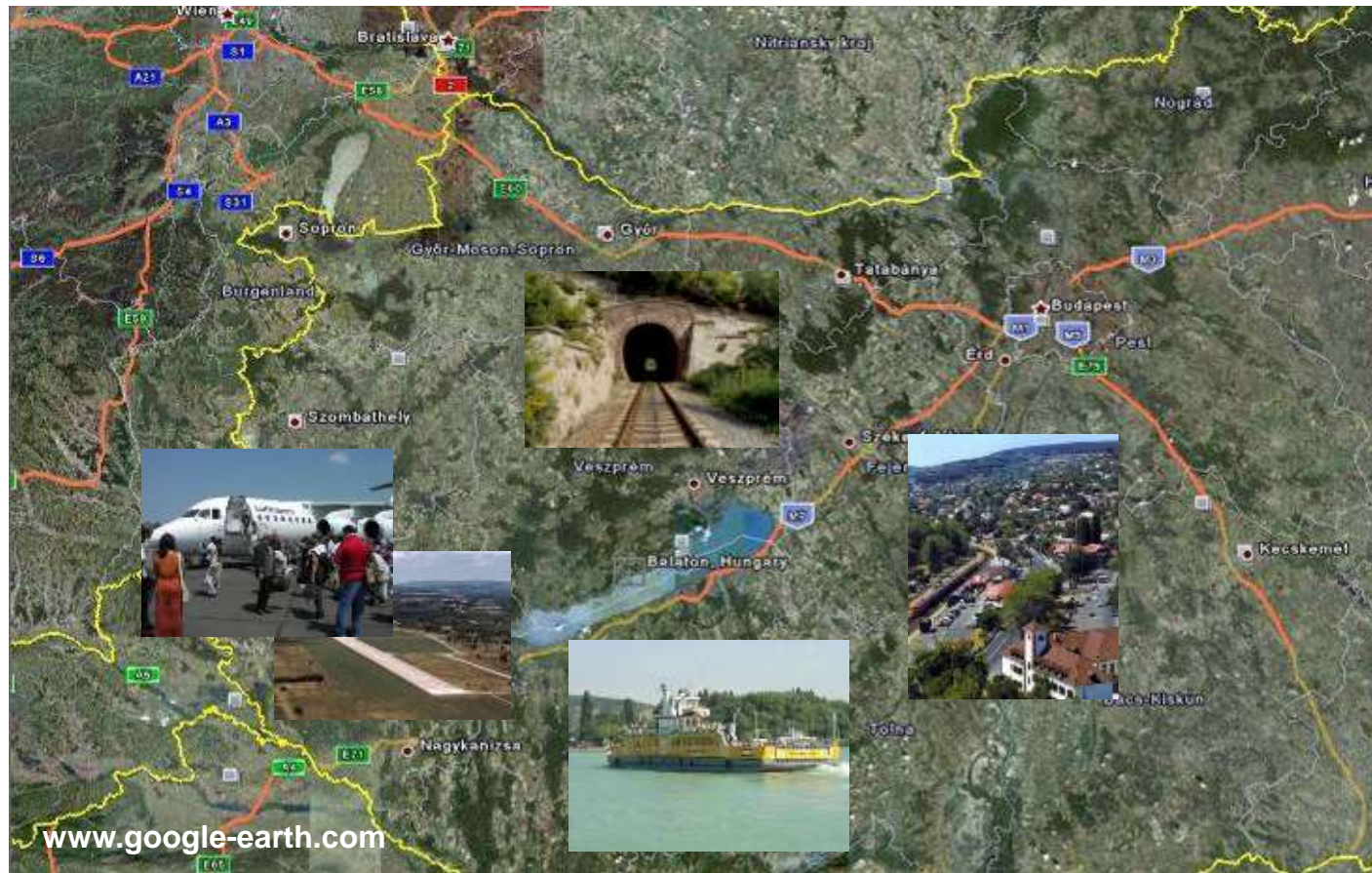


- Waste management
- Drinking water supply and sewerage
- Gas, electricity and telephone connections, etc.



Transportation

– already in place: roads, railways, airports, navigation



Accommodation facilities

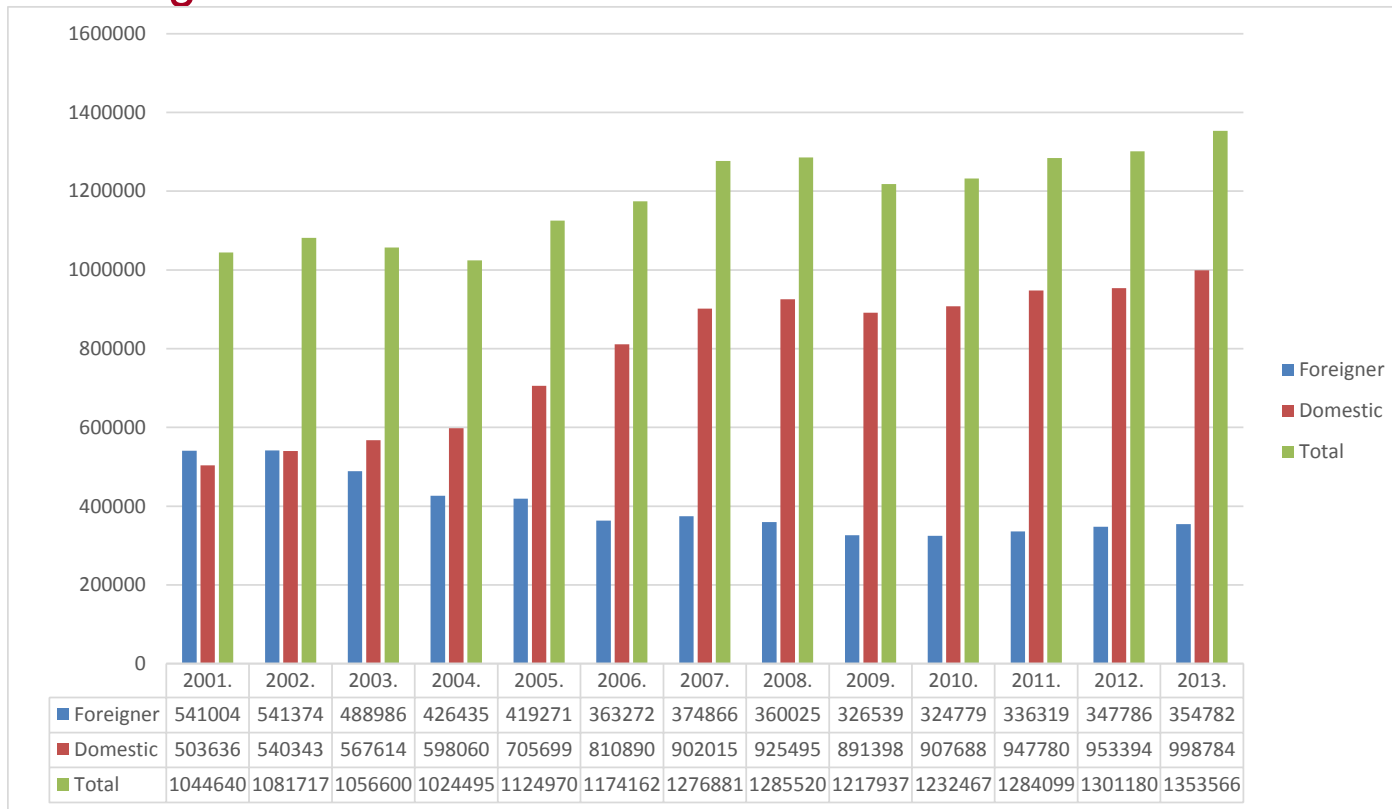
– private and commercial



- 186 Hotels (Hotels: 28 ****, 1 *****; wellness and thermal)
- 30% of the hotel beds of the country
- 70% of private accommodation beds of the country

Trends in tourism I.

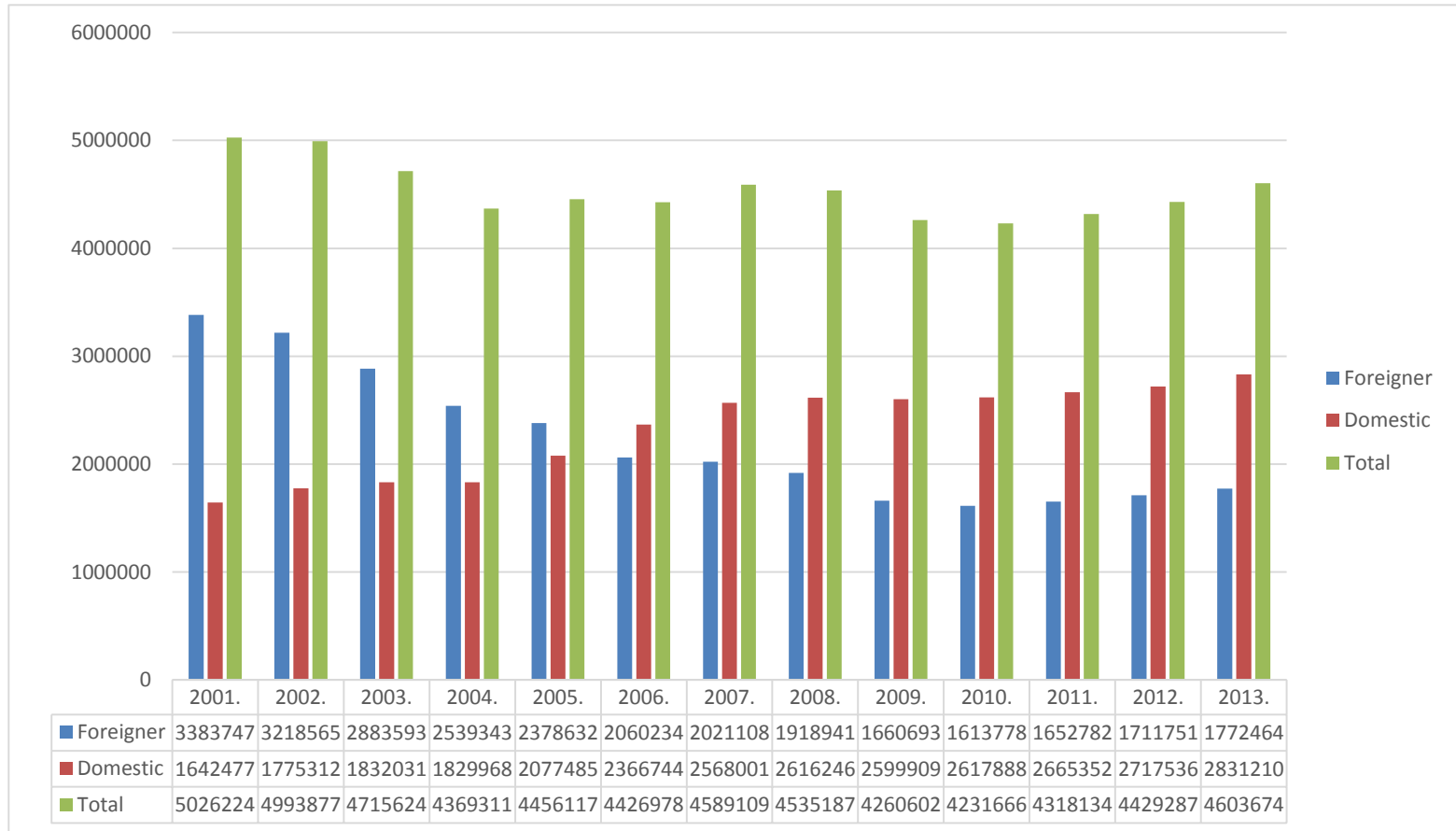
– number of guests



- The average day spent in Lake Balaton dropped from **4,81** to **3,36** from 2001 to 2013, in case of domestic tourists from 3,29 to 2,81, while in case of foreigner tourist from 6,25 to 4,91.

Trends in tourism II.

– number of guest nights

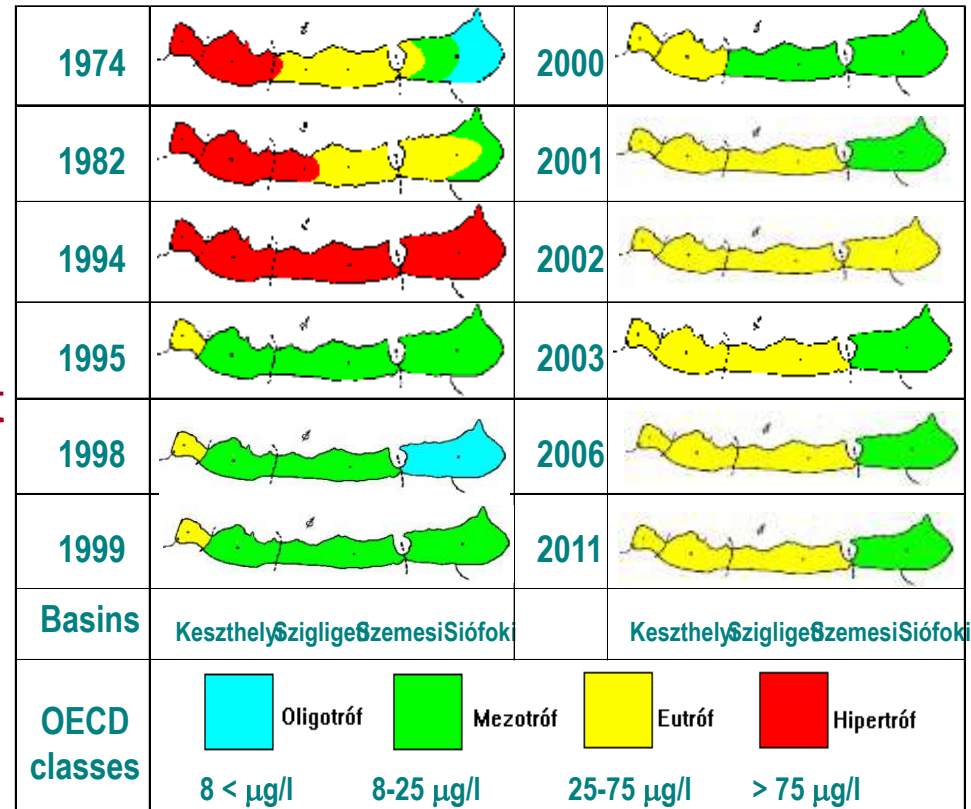


- Significant European „sending” countries
Germany, Austria, Russia, Czech Republic, Poland ...

Environmental trends

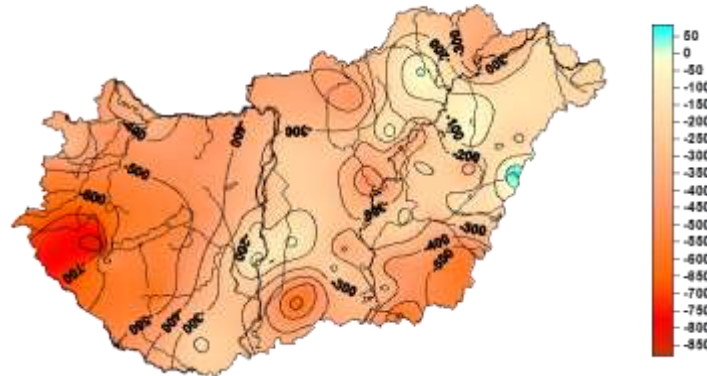
- improved, but vulnerable water quality -

- Emerged in the early 70's
 - eutrophication accelerated
 - mass blooms of blue-green algae
 - devastation of fish populations
- Action Plan was set by the Government to reduce nutrients load
 - Sewage system development
 - Reduction of effluents limit of P
 - Control of livestock breeding
 - Dredging in most polluted areas
 - Reconstruction of Kis-Balaton wetland

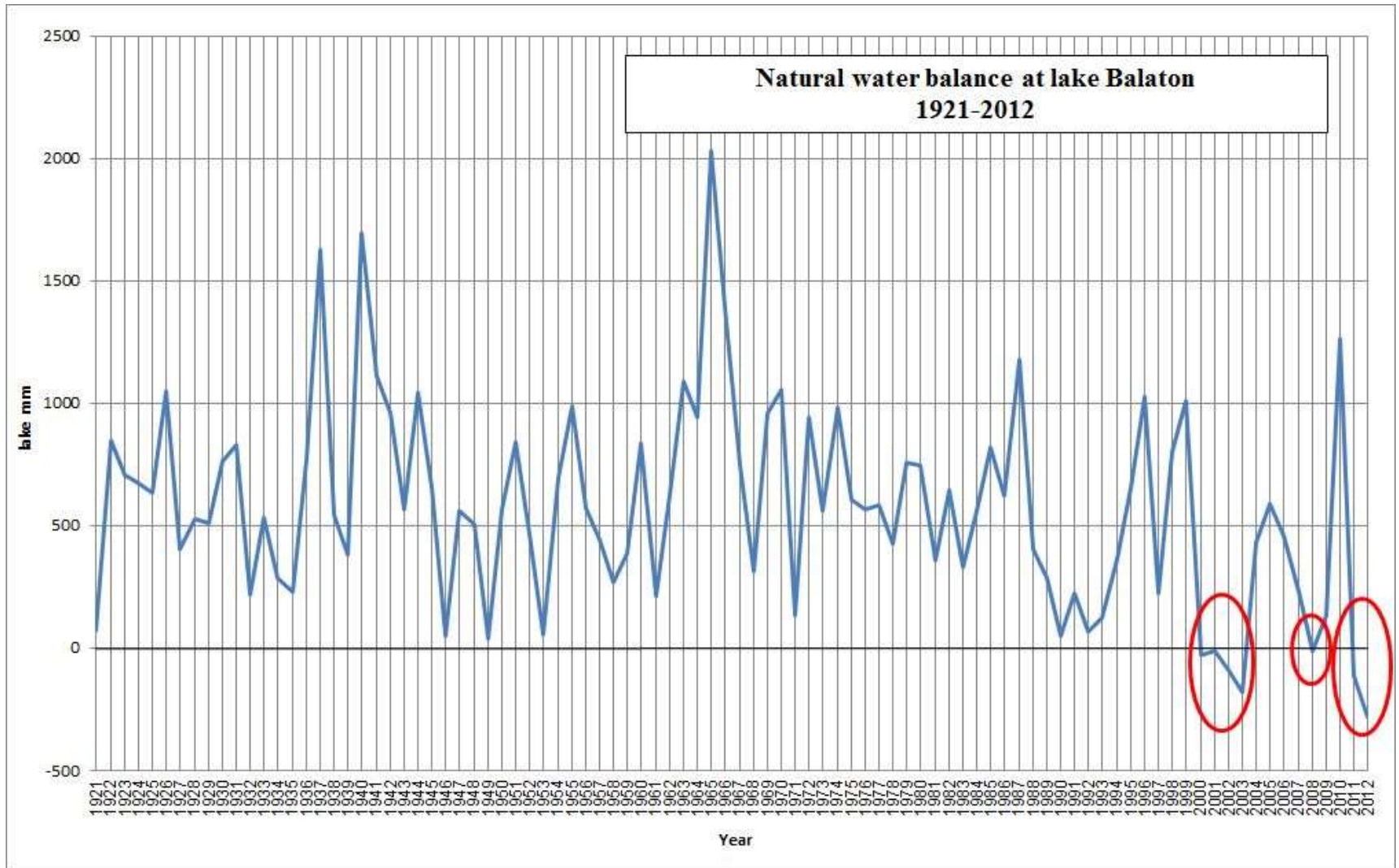


Environmental trends II.

- new and emerging issue 2000-2004: drop of water level -



Water balance



Source: Central-Transdanubian Water Management Directorate

Vision set in the strategy ...

– leading lake destination in CE

*The Lake Balaton region aims to become a model of naturalness **with high standards of living** in the Central-European Region. Building on the unique natural and cultural features of the lake and its surrounding landscape, the region offers **exclusive and attractive living, recreational and working environment.***

- Balaton Regional Development Strategy 2014-20, approved by Lake Balaton Development Council in October, 2014
- Balaton Development Program 2014-20, approved by Lake Balaton Development Council in October, 2014

Priorities of the strategy

– aim at increasing the competitiveness of the region

1. To improve economic performance and income-generation capacity
2. Coordinated development of tourism products and services
3. To improve health condition and quality of life of inhabitants and
4. visitors
5. Encouraging processing and consumption of local food and products
6. Harmonious development of the society
7. To preserve natural value and cultural heritage, sustainable land use and preserving biodiversity
8. Eco-friendly and resources efficient transport system

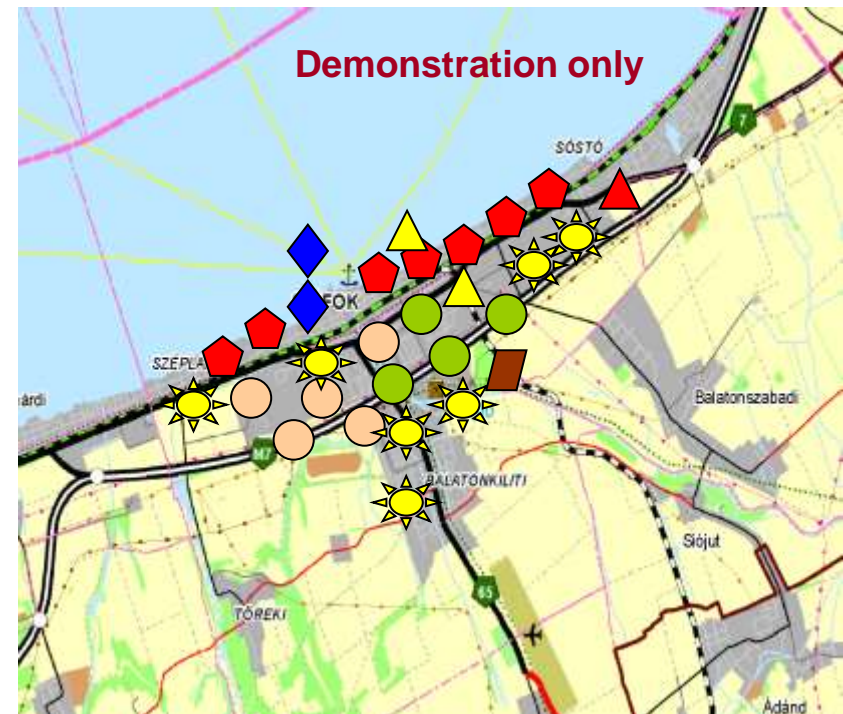
How to manage sustainability

- examples -

Regional Development Database (example)

– by settlements

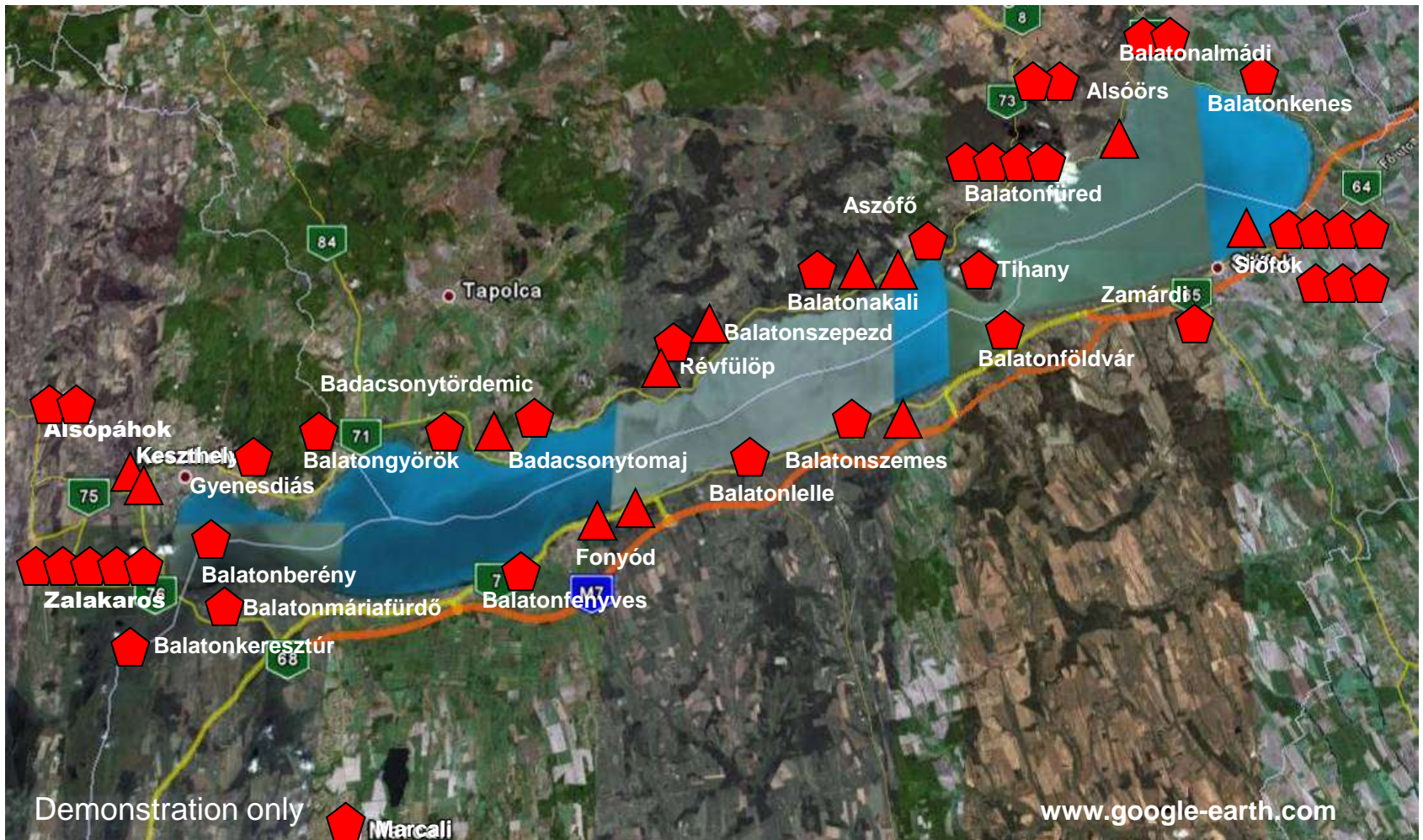
Type of development	No	Jel
Hotels (4*, 5* new or upgrade)	7/40	Red pentagon
Ports (sail boats, boats)	2/30	Blue diamond
Beaches, spas, aqua parks	1/36	Yellow triangle
Theme park, complex objects	0/8	Orange square
Wine tourism	0/5	Purple oval
Cycling, horserd., eco- tourism	4/44	Light green oval
Golf tourism	0/7	Dark green oval
Cultural and Entertainment	5/14	Light orange oval
Townscape revitalisation	7/114	Yellow star
Industrial and economic	1/7	Brown diamond
Camp sites	1/13	Red triangle



- Number in the specific town / total number in the region

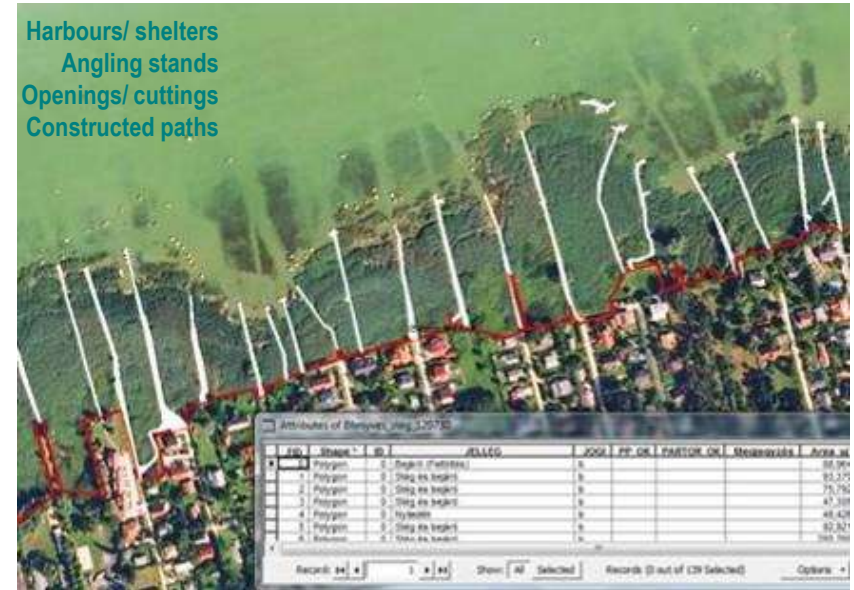
Regional Development Database (example)

– by type of developments:  hotels (4*, 5*) and  campsites



Shore zone rehabilitation

- To restore/ keep good environmental quality
- To ensure free public access to the lake
(min 30% of the shore area that belongs to the built up area of the settlement)



On-line Environmental Monitoring

- The objective was to provide region specific information on the environment and identify links with the load resulting from traffic, tourism and natural forces.
- It provides management alternatives where possible with the option of immediate response.



Blue-Wave Flag

– quality standard of beaches and marinas

Aim:

- To ensure good quality of beach environments and services

Activities:

- By Lake Balaton Alliance
- Annual competition since 2004
- Country wide
- Expanded to marinas



Let's move your body!

– amateur sport programme series at Lake Balaton

Aim:

- Promote sports, active, healthy life

Activities:

- by Lake Balaton Development Council
- Summer program since 2004
- 33 settlements, 36 beaches, 329 playgrounds
- 24,022 people participated in 2014



Playful discovery of Lake Balaton

– learning by playing

Aim:

- to learn more about the lake

Activities:

- by Lake Balaton Development Council
- 12 months program since 2009
- In- and out-door playgrounds,
- Set of 26 creative games



**... if you have any questions,
please contact us:**

Zita Egerszegi
environmental director

Lake Balaton Development Coordination Agency

H-8600 Siófok, Batthyány u. 1., Hungary
Tel.: +36-84-317-002; Fax.: +36-84-313-346
E-mail: ezita@balatonregion.hu