

Special aspects of tourism use of space 'no show' and 'must see' points in Butler's model

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Abstract

According to recent forecasts, the present trends of urbanisation is predicted to continue in the future. Although there is a constant cycle of urbanisation, suburbanisation and re-urbanisation, the balancing effect of the EU's cohesion policies on regional development is also increasing. Thanks to the positive effect of cohesion funds, underprivileged regions have started to catch up, and the process is further strengthened by the results of today's rapid technologic development. There are targeted EU funds available to support the relocation of industrial sites from big cities. In the meantime, the role of the service sector is constantly growing in urban areas and regional centres, to the detriment of other industrial activities. For the rural population, this means that many employment opportunities formerly available in big cities are gradually being re-located to regional centres, and will be more available and easier accessible for people living outside urban areas. Any change in our lifestyle will inevitably change our use of space. Tourism spaces developed in urban areas work sufficiently in globalised big cities, but not necessarily will be satisfactory in underdeveloped rural regions. The special use of space is one of the key unique features of tourism. Tourism's space use in rural regions is special and quite different from that in urban areas. My current research focuses on the introduction of two special spatial points.

Key words: tourism spaces, tourism planning, Butler-model, 'no show point', 'must-see point',

JEL Classification: I31, O10, Q01, R11, Z32,

1 Introduction

Tourism is omnipresent in today's globalised world, and tourists within this sector are distinct space users. In urbanised metropolises, services are concentrated in core points. In the streets of large cities, products and symbols of global franchise networks give directions and provide information. There is a fierce competition between large cities, because metropolises can only attract global corporations if they are capable of concentrating services that support developed production (Cséfalvay, 1999). Transnational business centres - that are in competition to attract world-class audit firms, PR companies, consultants, legal counsellors and marketing businesses - are not only centres responsible for the direction of global processes, but at the same time, they are special spaces of different services, and for this, they are considered as special users of space. These developed global cities - that provide the supporting services for developed production - are also home of a knowledge and information economy, without which the global economy could not work (Bryson et al., 2004).

In large cities, outsourcing and remote jobs are a usual trend of employment for at least a decade now. Thanks to this phenomenon, many people work within the metropolitan space from the suburban or surrounding rural areas. For some, this lifestyle provides the sense of tranquillity,

safety and a balanced family life. Others choose this option for reasons of cost-effectiveness, as life in rural areas is significantly cheaper than in cities. In such cases, the central space of life is set in a rural environment, independent from a workplace located in an urban area.

The earning of income takes place in a rural space, and – under ideal circumstances – the incurred income is also spent in the same setting. If we accept this phenomenon as an existing trend due to the effects of technical development, we need to correct a previous statement suggesting that the population of rural areas tend to 'urbanise' and move to urban centres from rural areas (Enyedi, 2012). Instead, we can say that although the people in question are indeed going through a 'technologic urbanisation', they will physically remain put in their rural surroundings. Fortunately, today's technology enables all the necessary circumstances of remote employment. With the help of efficient workflow planning, innovative telework programmes and modern ICT solutions, we can work from our everyday environment, no matter of its spatial location. Smartphones, state-of-the-art websites and applications make it possible to buy services, make and/or modify reservations, travel or even move between continents. Not to mention the option of space travel, which is only a matter of financial resources today.

The different development patterns of the widening suburban areas of big cities and rural centres are affected differently by globalisation trends. Tourists, tourism employees and local residents have different approaches towards services and have different views on added values. In a complex globalised space, the products of transnational franchise companies often run different life cycles, and many times – especially in rural centres – they even contribute to the strengthening of local products (in contrary to their original goal). Entrepreneurs who target local markets with their local products also have different market possibilities: the smaller their market is, the higher reputation they are likely to achieve in their local business environment. These producers live and work at their place of residence, hence they represent a role model for local people. For these reasons, and because of the narrow market opportunities, the symbols of global products often appear implausible in rural areas, both economically and emotionally. At the same time, 'must-see' local attractions (created in accordance with marketing demands) also have different meanings for local residents and visitors.

For tourism, the different levels of economic and social development in rural areas are quite useful because the slow but constant change always has something new and different to offer. Rural tourists are the most satisfied when- whilst still keeping their status as guests - they have the opportunity to 'cease' being tourists and can have a look 'behind the curtains' into the everyday life of their hosts (Ryan, 1990). In this case, rural tourists will completely leave behind their usual environment and everyday routine, and place themselves into a better or idealised world, based on their subjective opinion. I think that all tourists are familiar with the feeling of trying out somebody else's life during their travels. In addition, if we think of how we like to compare this feeling with our childhood tales about 'kings in disguise', we can see how rural tourism represents a huge opportunity for visitors who travel with the feeling of nostalgia and the sense of adventure-seeking (Zsarnoczky, 2016a).

2 Research method

My research examines the role and characteristics of tourism space from different aspects. First, I have studied the relevant literature of the topic and then I have carried out two field studies focusing on tourism 'spaces'. As a primary research within the frameworks of the first field work, I have conducted a survey among the local residents and entrepreneurs of Egercsehi about the significance

of local tourism and their experience in the field. During my secondary research, I have examined the links between rural tourism, tourism spaces and the Butler model, based on the data of public databases. The second field works focused on the attraction preferences of domestic and international tourists. As a result, I aim to determine new links and relationships and find novel descriptive points in Butler's tourism life cycle model, necessary for further targeted development. My research, based on novel approaches will offer new planning opportunities for tourism and space planning experts in contemporary tourism development.

3 The significance of tourism planning

In tourism, settlements and regions have to be accessible with minimal economic and time expenditure in order to become a potential destination (Wetherick et al., 2001). If we see it as a competition, it is clear that large cities and rural regions represent contradictory directions, based on their development level and local interests. These incentives that aim to increase the level of services mostly emerge as a 'side-effect' of large-scale transitions (e.g.: infrastructural changes), and settlement development planners often have to face these challenges unprepared (Vago, 2002). For example, a local development investment can cause serious problems if the negative side effects influence the everyday life of local people. It is possible, that the same investment has a positive impact on tourism, but in case these positive effects reach the local people only years (or decades) later, they will either grow tired of the project or will have a negative approach towards any development incentives. This can lead to serious problems because the tourism/destination life cycle is identical with the cycle of market products (Butler, 1980). In case of an unfortunate coincidence, when the support of local people die out before the development had reached a suitable industrial size, the investment can easily become 'dead' or 'cursed'. Quite often in these cases, the 'tourism product' becomes the object of negative mystification among local people, which can lead to further problems like their unfriendly approach towards visitors. Such an attitude will definitely have a negative impact on the number of guests and can easily create a negative tourism image for the destination, extremely hard to change afterwards.

There are huge differences between the spaces in global cities, regional central towns and rural settlements. Although my current study does not analyse the ratio of natural environments in these settlement types, it is clear that while there is a tendency of planting huge green areas in large cities and in the urban cores of rural towns and settlements, the ratio of natural spaces is decreasing in line with the gradual urbanisation processes. Of course it is also important to note that even the term 'green area' has a different meaning in rural settlements (where natural assets are often part of the environment) than in crowded urban cities (where natural elements have to be planted in artificially developed surroundings).

Today, the most important priorities in tourism planning are sustainability, the identification of all necessary stakeholders and the widespread inclusion of all actors. The definition of short, medium and long term objectives is also of key importance. Previously, the established practice of rural tourism was that the investors suddenly appeared on a site and started development with only one goal: to achieve maximum profit. These projects often ended in bankruptcy or with zero balance. These projects completely lacked the understanding of the basic principles of attraction, seasonality, coherent development, sustainable investment, professional inclusion and local human resources development. Many former investment projects solely focused on the development of the infra- and suprastructure (Michalkó, 1999), and after the implementation phase, the investors

simply waited for their investment to return. Fortunately, these practices today are gradually being replaced with contemporary project approach, based on conscious spatial planning.

To understand the concept of modern 'spatial planning', the co-operative collaboration of stakeholders and effective information flow are of key importance; the latter is especially important in the external environment of local society. Environmental spatial objects are usually built primarily not for tourism purposes, but they still have a significant role in the success of tourism destinations. The quality of spatial design is often unnoticed in large cities; however, in rural areas, visitors often find it innovative and attractive when they are surrounded by a well-designed space with wide roads, comfortable heights, well-lit public spaces, accessible buildings, clear information signs, public drinking fountains, benches, closed litter bins and digital accessibility.

4 Unique features of tourism spaces

Global culture is a key factor in the worldwide tourism space (Lengyel, 2003). Based on this, international tourism is a worldwide phenomenon which carries the advantage that, due to cultural uniformisation, the increasing interest of tourist will contribute to the preservation of unique local cultural assets (Michalkó, 2008b). Tourists will seek the experience in uniqueness, which can be found in different forms in different places. The sense of uniqueness is always harder to experience in large cities, due to the overwhelming amount of stimuli. In 'narrower' spaces like rural settlements, the cultural assets and traditions are more visible and can be experienced in everyday life. From the aspects of international tourism, the diversity of rural tourism is not really significant; it is the domestic tourists who seek this type of experience. For domestic tourists, rural spaces represent an almost inexhaustible source of uniqueness, further strengthened by the 'nostalgia factor' (Zsarnoczky, 2016b) which makes tourists to re-visit places related to their happy and/or childhood memories. According to this, the number of tourist attractions, a.k.a., motivation is continuously increasing (Kovács, 2003).

Based on my previous research, I have divided the main tourist attractions into the following categories:

- natural attractions,
- man-made attractions,
- historic attractions,
- cultural, ethnic attractions,
- special events, festivals,
- family & friends,
- business, scientific and official events,
- self-knowledge exploration,
- 'once-in-a-lifetime' attractions,
- 'outsider-approach' experience.

Within tourism spaces, there are significant differences between rural areas. For many tourists, the idea of a rural landscape (Berényi, 2001) usually relates to the presence of nature; on the other hand, the same area has a totally different meaning to the local people. Being part of a community is a key element of rural life. Based on bottom-up incentives, the unity and collaboration of rural communities contribute to the growth of the local settlements and region, and by doing so, to the development of their own life standard (Hajnal, 2006). For example in my country, in Hungary, rural regions are mostly characterised by village-like features and usually lag behind in terms of

economic and social development; however, they are often rich in diverse cultural and natural heritage assets (Aubert et al., 2007). With its multiplying effect, tourism can have a positive impact on rural development: it can generate local income, create local jobs, support infrastructural investments, decrease negative demographic processes like migration and population ageing; on the whole, it has a positive effect on the system and contributes to the well-being of the community (Aubert, 2001).

Settlement planning is a serious responsibility for community leaders both in urban and rural areas, especially because the planning process of the user-friendly development has to take into account the interests of the local population. Most of the possible problems are related to the different priorities of community members. In urban areas, the necessity of motorised solutions remains unquestioned; however, it is also clear the environmental-friendly 'eco' – solutions are gradually gaining place. In rural areas, these 'economic' solutions are integral part of everyday life and are a way of survival for the local communities. Complex, system-wide developments strongly affect the life and living environment of local people. Local societies many times miss to pay attention to their own living environment, regardless of the importance of everyday life events. It is understandable that modern settlement marketing experts handle every detail – including the aspects of tourism – equally important. These details include the existing road and pavement network, utility and transportation services, community spaces and parks, workplaces, shopping facilities, doctors' offices, schools, hospitals, public institutions: the settlement as a whole (Piskóti, 2012). In this approach, the area of spatial planning covers all spaces related to everyday well-being, both from the point of view of tourists and local citizens.

Tourist accessibility is foreseen to become a key factor in tourism spatial planning; the term refers to the development of a user friendly environment not only for visitors, but for the whole community. The decrease of electrosmog and noise pollution, the re-scaling of crossing times at central pedestrian crossing points, the establishment of covered banks and resting areas, a larger number of public restrooms, bicycle routes and simplified road crossings are beneficial not only for visitors. Accessibility and digital multilingualism will create a better and safer space for the whole society. A safer and controlled environment is better for local children, single women, senior people and disabled persons, too. Safety is one of the top priority for tourists; in fact, tourism cannot exist without a safe environment.

5 Research results

The definition of tourism space have to be identified carefully (Michalkó et al., 2007). In tourism, there are clearly defined physical and service spaces with additional ones related to specific programmes and/or festivals. Furthermore, we can talk about 'hidden' tourism spaces like for example private estates or enclosure woodlands. Tourism spaces should be seen as a variable that is constantly changing with time and by physical impacts. The creation of a sufficient tourism space is a long-term procedure, where the development of spaces directly for tourism purposes is only a part of the process. Physical space and temporary space can be used in tourism, but they are mostly connected to temporary phases, e.g.: the development phases of a settlement. For example, the 'slum' zones of urban areas can be turned into vivid hippie-towns and later fashionable intellectual quarters by a well-planned real estate speculation. However, special attention must be paid to the speed of changes. A quickly developing area can be attractive for visitors even during the changing process, but an abandoned area will have no power to attract tourist. Based on the experience

of settlement marketing experts, a 'fixed' image of a tourism space is extremely difficult to change (Piskóti, 2000).

Examination

To determine the current development level of a tourism destination, experts usually refer to the destination life cycle model, which was developed from the product life cycle model widely used in marketing. This model was suitable for our examination, too. The model does not differentiate between rural and other types of tourism; it only examines the processes (e.g.: services, indicators) and the developed space at a specific destination. The basic model of exploration, growth, decline and rejuvenation was created by Richard W. Butler in 1980. The levels within the model referred to the similarity between the life cycle of tourism destinations and consumer products.

The six stages of the Butler model are as follows:

- | | | |
|------------------|----------------|----------------------------|
| 1. Exploration | 2. Involvement | 3. Development |
| 4. Consolidation | 5. Stagnation | 6. Decline or Rejuvenation |

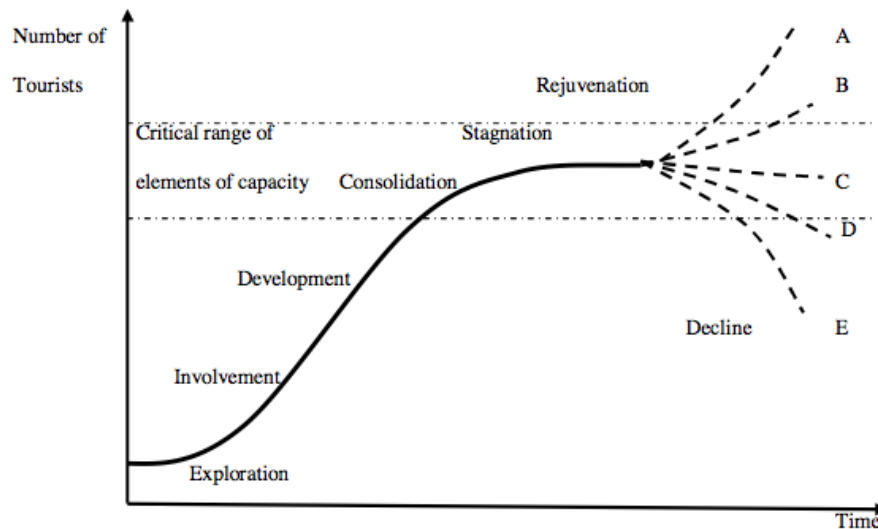


Figure 1.: R.W. Butler Tourism destination life cycle model. Source: R.W. Butler (1980)

My study focused on the examination of two novel point-based approach with the help of the Butler-model. Since its publication, the basic model of Butler had been extended several times. In accordance with the definition of complex spaces in tourism, many additional characteristics had been added to the model's development stages. For example, under specific circumstances, the 6 stages of the original model can be divided into further development phases. Another important note is that tourism spaces do not cease to exist after the final stage of the model – depending on the decision of the relevant stakeholders, they can be further developed in different directions. According to these findings, it is clear that the life cycle of a tourism space is usually longer than its life cycle described by the original model; quite often, the development of tourism spaces is a decades' long process.

From my research's point of view, an interesting addition to the model was published by Johnston (Johnston, 2001), who intended to 'shore up' Butler's model with different aspects. In Johnston's model, the phases of the life cycle model are not based on demand (a.k.a. the arrival of tourists in the area) but on supply: the development of accommodation facilities. Johnston's model is divided into two or three stages. The first one is the 'pre-tourism era', which, in Butler's model, can be found between the point of 'exploration' and 'inclusion', closely connected to the establishment of accommodation facilities. According to Johnston, the second stage is the 'tourism era', followed – and closed – by the 'post-tourism era'.

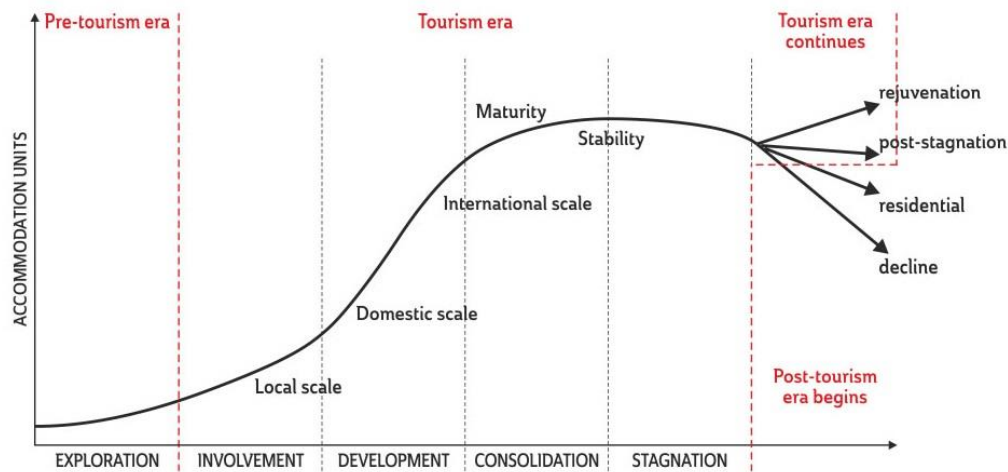


Figure 2.: Johnston's extension of the Butler model. Source: own edition by Johnston C.S. (2001)

Within the frameworks of the village seminar of the Szent István University in 2016, by conducting on-site surveys and interviews, I tried to define the concept of rural tourism in Egercsehi, from the different points of view of local residents, businesses and decision makers. Data collection was carried out by conducting in-depth interviews and questionnaires. The results of the questionnaires are short, small in number and not representative. During the interviews, I have asked the respondents about two main topics: the first group of questions referred to tourism habits while the second tried to explore the infrastructure of local tourism.

My research tried to find a decisive answer to how rural tourism can be defined in a disadvantaged area, and on the scale of tourism development phases, where can be Egercsehi paced at the time of the research.

Egercsehi is a formerly industrial settlement located in Northeast Hungary. From tourism aspects, the settlement lies in a rural environment, suitable for tourism destination purposes. Taking into account other tourism destinations within a 30 km perimeter, we can see that there are notable destinations located in the vicinity of Egercsehi. A good example of that is Eger, which was among the 10 most visited destinations in Hungary in the past decades. Bükkészék is famous for its thermal waters and plays an important role in the domestic tourism of the region. The vicinity of the Mátra Mountains can offer the visitors of Parád a new destination to discover.

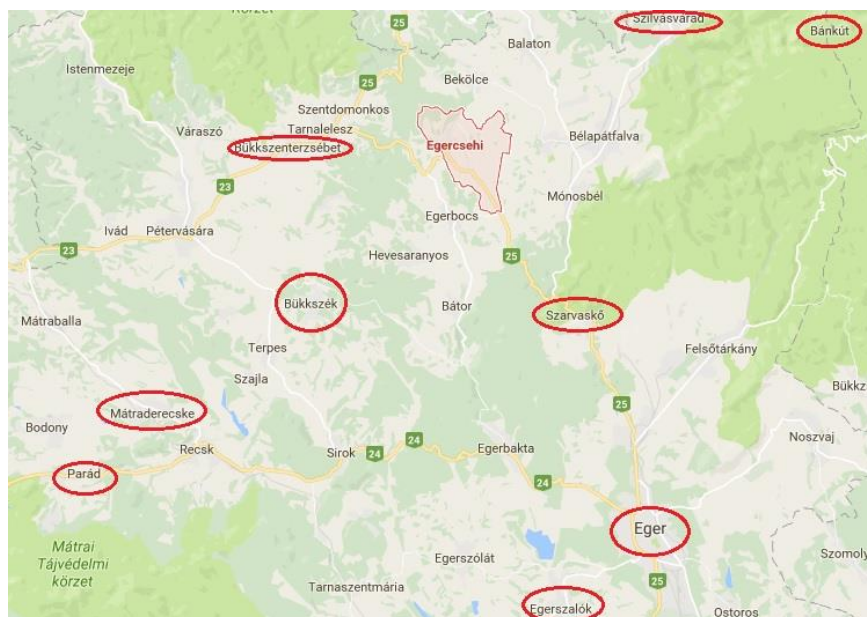


Figure 3.: Egercsehi and its surrounding settlements with significant tourism activity. Source: Google Maps, own edition

With regards to geographical circumstances, tourism possibilities and accessibility, the surrounding settlements have quite similar characteristics. The only difference is in Egercsehi's settlement structure, which reflects the typical patterns of the former socialist development ideas of industrial and agricultural villages. The answers given to the questions of the survey also indicated that the residents of Egercsehi are still strongly attached to the industrial past of the settlement. Mining had a long tradition in the village; in fact, it used to be the only dominant activity that characterised the everyday life of the local community. The social-financial stability and safety, which used to be an integral part of workers' life, is still a key preference for the locals.

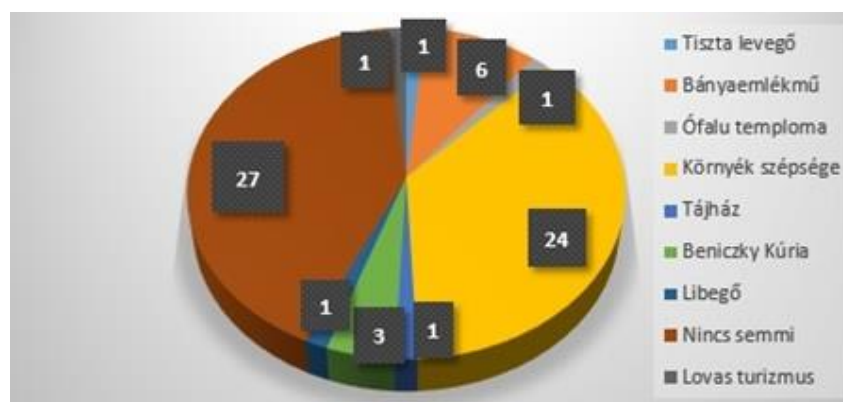


Figure 4.: Attractions of the settlements, according to local respondents. Source: own edition

In accordance with Fig.4, it is interesting to note that although the strong presence of mining traditions, only a fragment of the respondents mentioned the local Mining monument as a local attraction. Other built heritage assets like the Church of Ófalu (old village), the Beniczky Mansion or the Folklore house (currently in critically poor condition) were mentioned as possible attractions even by fewer people than the mining-related remnants. The beauty of the natural surroundings were mentioned by a high number of respondents; however this factor is obviously subjective, as local people naturally have several personal memories related to their natural environment, but visitors are hardly expected to be attracted by the unforgettable personal memories of a first kiss

below the canopy of the giant tree in Kossuth Street. Another significant finding was the excessive ratio of answers stating 'there is no attraction'. The high number of such answers suggests that the majority of local residents either does not appreciate their natural surroundings or has no interest in such local attractions. The examination of the tourism habits of local people had also led to an interesting result: at the time when mining used to be the main livelihood of the village, the average income enabled people to have a stable disposable income, partly spent on tourism purposes. In most cases, it was realised in the form of domestic tourism, namely short holiday trips to the nearby Bükkszék. With regards to my research, this finding is important because it means that most of the people in Egercsehi is familiar with the concept of tourism. In Egercsehi, there are no commercial or private tourist accommodation facilities. The settlement has no traditions in tourism, and there are no spaces in the village developed for tourism purposes. Based on my on-site experience, the local people have no interest in tourism at all (Zsarnoczky, 2017).

In light of the results, first we need to examine whether Butler's 'exploration phase' applies to the current tourism development stage of Egercsehi. This phase is typically characterised by the presence of a few adventurous tourist; at this stage, the settlement usually has no tourism services, but visitors can have some direct contact with the local residents and the development process needs to be triggered by some unique attraction (e.g.: natural, cultural or any other type of interesting feature).

If we look into the different typical characteristics of the first phase in Butler's model, we can see that Egercsehi used to be a sending region; instead of receiving visitors, the local people used to go to visit other places outside the village. The term 'tourist' only applies in the case of at least one guest night spent at another destination outside the tourist's usual place of residence. In Egercsehi, there are no commercial accommodation facilities, guest rooms or any services for tourism purposes, which rules out the first condition. More than half of the local residents answered 'there is no attraction' during the survey; this suggests that a visitor would probably have the same answer when inquiring about local sights. The old mining traditions or the closed mine are not really appealing for the locals, and at the time of the survey, they didn't seem to be interested in creating an attraction based on the industrial past of the village. Based on this, the third and fourth conditions of the model also cannot be justified. The only relevant feature that would apply in the case of Egercsehi is that there are no tourism services available in the village, but this cannot be considered relevant, given that there are no accommodation facilities and/or leisure time opportunities.

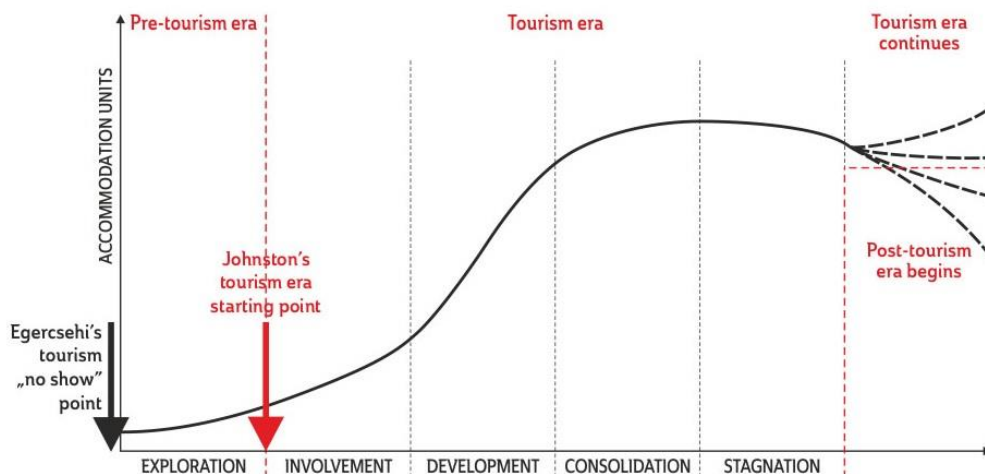


Figure 5.: Position of Egercsehi in Butler's tourism destination life cycle model. Source: own edition

My research has led to the conclusion that according to Johnston's model, Egercsehi is in the pre-tourism stage; with regards to Butler's basic model, the tourism development level is only at the beginning of the Exploration phase. As we have already established that the necessary conditions of the Exploration phase do not apply to the village's tourism, I have created a point within Butler's model, which is not identical with the 0 point of the scale, but represents a virtual 'no show' point. This point, which has a special meaning of 'no space' or 'no show', represents a unique phase in the tourism model. Although Egercsehi has some interest in the tourism industry of its surrounding settlement, the village only acts as a sending area. If the residents of the village could exploit the settlement's traditions, the creation of this attraction would represent the 0 point (starting point) of Butler's model.

In another recent research, I have compared the so-called 'must see' points recommended by various tourism websites, from the aspect of domestic and international tourists' preferences in order to define a 'must see' point on the tourism life cycle scale. This second research was based on the analysis of 172 questionnaires. Because of the low number of the questionnaires, the answers cannot be considered as representative. 50% of the questionnaires were filled by domestic and 50% by international tourists. The survey was taken in Budapest and focused on tourist attractions located in Hungary. This study uses the ranking of the 'must see' attractions.

In the last questionnaires, I used BuzzFeed's *The 17 Most Amazing Places To Visit In Hungary*. I have made some changes in the original list so that Budapest represents only one attraction. This amendment was necessary in order to balance the list of attractions; originally BuzzFeed's list (and other TOP 10 online rankings) contained 4-5 attractions from Budapest, which was not in the focus of my recent research.

Must see in Hungary	Buzzfeed	Own edition
1.	Buda Castle	Buda Castle
2.	Hortobágy	Hortobágy
3.	Pécs	Pécs
4.	Hollókő	Hollókő
5.	Siófok	Siófok
6.	Esztergom	Esztergom
7.	<i>Jewish Budapest</i>	Jewish heritage sites
8.	<i>Balaton-felvidék</i>	Balatonfüred
9.	Aggtelek	Aggtelek
10.	<i>Sziget (Festival)</i>	Eger
11.	Debrecen	Debrecen
12.	<i>Őrség</i>	Sárvár
13.	Szentendre	Szentendre
14.	<i>Budapest Spas</i>	Hévíz
15.	Tokaj	Tokaj
16.	<i>Ecseri market</i>	Hajdúszoboszló
17.	<i>Pig slaughter</i> (cultural event)	Kékestető - Mátraháza

Figure 6.: Must see places in Hungary edited version. Source: own edition

The replacements indicated in red italics were necessary because the original ranking listed not only settlements, but festivals, regions, sites or activities as well; these cannot be properly defined in Butler's model. The newly added places indicate the most visited places in Hungary, according to data of the Hungarian Central Statistical Office (KSH).

The results clearly show a significant difference between the answers of domestic and international tourists with regards to the main tourist attractions of Hungary.

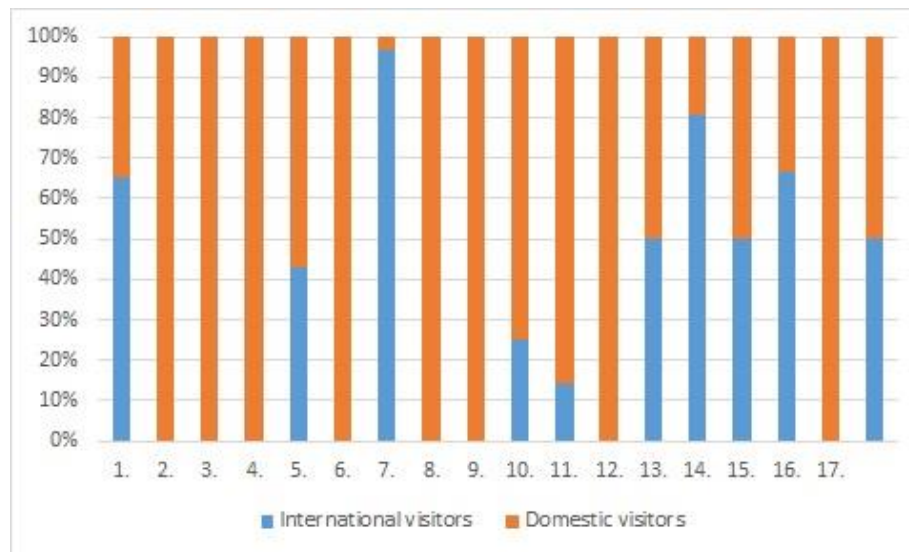


Figure 7.: Domestic and international visitors rankings. Source: own edition

According to the results, the two different target groups have significantly different knowledge: domestic tourists know a lot more about the destinations in their home country. Instead of being influenced by marketing tools, they tend to choose their travel destinations based on personal experience and their own knowledge. The research revealed that 'must see' points are usually concentrated on the plane of a function and cannot be influenced by the growth in the number of tourists; they are located on a timeline and often have other characteristics beyond their tourism-related features. Their life cycle are often measured in decades or even centuries. They are not necessary built heritage assets; in many cases, they represent something important for the whole nation. A good example for that is the Buda Castle, which is a key attraction for all Hungarian tourists and is ranked at the 1st place in both lists.

For domestic tourists, the second most important attraction is Kékestető-Mátraháza, the highest point of Hungary. For international tourists, who know little or nothing about the highest peak of Hungary, the place represents little or no attraction. The results of the survey are different from the official tourism statistics, too. During the survey, the majority of the respondents answered that everybody should visit the highest point of Hungary at least once in a lifetime. This answer is interesting because it suggests a novel approach to attach abstract concepts to some tourist destinations in order to reach new target groups.

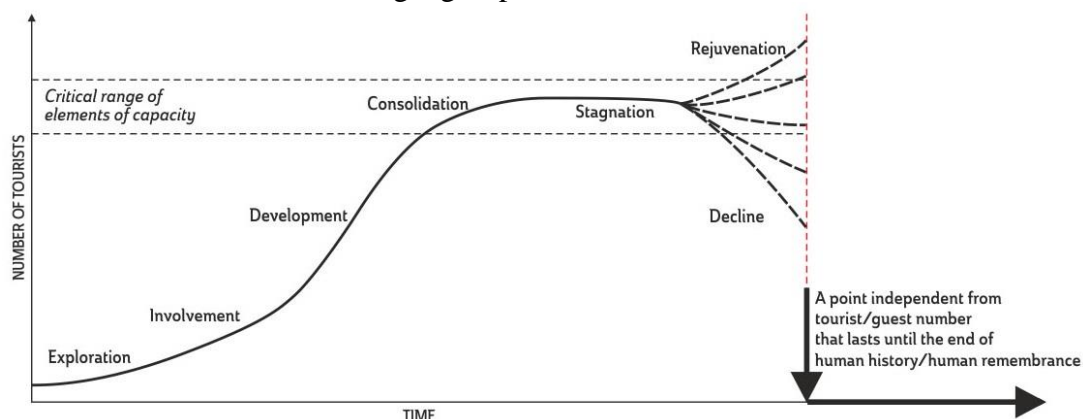


Figure 8.: Must see point in Butler's tourism destination life cycle model. Source: own edition

6 Summary

Tourism spaces are very complex. A successful destination only will be able to adapt to the future trends of tourism if the necessary infra- and suprastructural services can be provided for visitors; for this, the inclusion of all stakeholders is needed. Urban tourism in large cities offers a different type of experience than rural tourism, where the focus is usually on natural assets and surroundings. In large cities, tourists often suffer from the superficial 'experience shock' during their visit.

Rural destinations can offer complex experiences like folk traditions, 'heritage' exploration, local cultural values, village lifestyle and other local programmes. One of the most important features of tourism spaces is the niche. Tourism destinations can offer different opportunities for tourist to fulfil their personalities and reach mental and physical harmony. To design the re-exploration of 'local culture' and offer the idea of exploration for visitors is among the main tasks of tourism planning experts. The feeling of nostalgia, the idyllic atmosphere can offer something more than the tangible environment; a real attraction for tourists. Experts also need to create a new exploration-related niche, which can attract visitors who would like to relate to the 'king-in-disguise' feeling of their childhood memories. For destination marketing experts, it is crucial to make local people understand the value of their own heritage assets, and the positive effects they can bring to the life of the settlement. Tourism is an industry that needs to be organised and managed. During our research, we have introduced two novel points in the Butler model. The case of Egercsehi represents a 'no show' point; rural tourism is not a relevant issue in the village, due to the lack of accommodation facilities, tourism services and/or programmes and mostly because the local people are not interested in the topic. We have also concluded that with regards to 'must see' points, there is a significant difference between the priorities of domestic and international tourists; based on their knowledge, previous experiences, added values and marketing effect, they rank Hungarian tourist attractions differently.

Acknowledgements

Martin Zsarnoczky is PhD candidate at Szent Istvan University, Enyedi György Doctoral School of Regional Studies. Formerly he worked in the private sector as a tourism project founder and EU project manager in many regional tourism project. His research interest is competence management practices of companies and the future space requirements for elderly people. His research fields are the medical tourism and the phenomenon of aging, especially in the European Union. He spent short term studies at UTWENTE University, ITC, Faculty of Geo-information Science and Earth Observation. Martin is a Member of the Board (IX) at Budapest Chamber Of Commerce and Industry.

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