



The Role of Climatic Factors in Hungarian Lake Tourism Development

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Impacts of climate change in Hungary

- Current continental climate replaced by Mediterranean - warmer, drier - climate
 - Hot summers, mild winters, warmer springs and autumns
- Less and more uneven precipitation
- Permanent draught in the Eastern part of the country
- Increased frequency and strength of storms



Lake Balaton

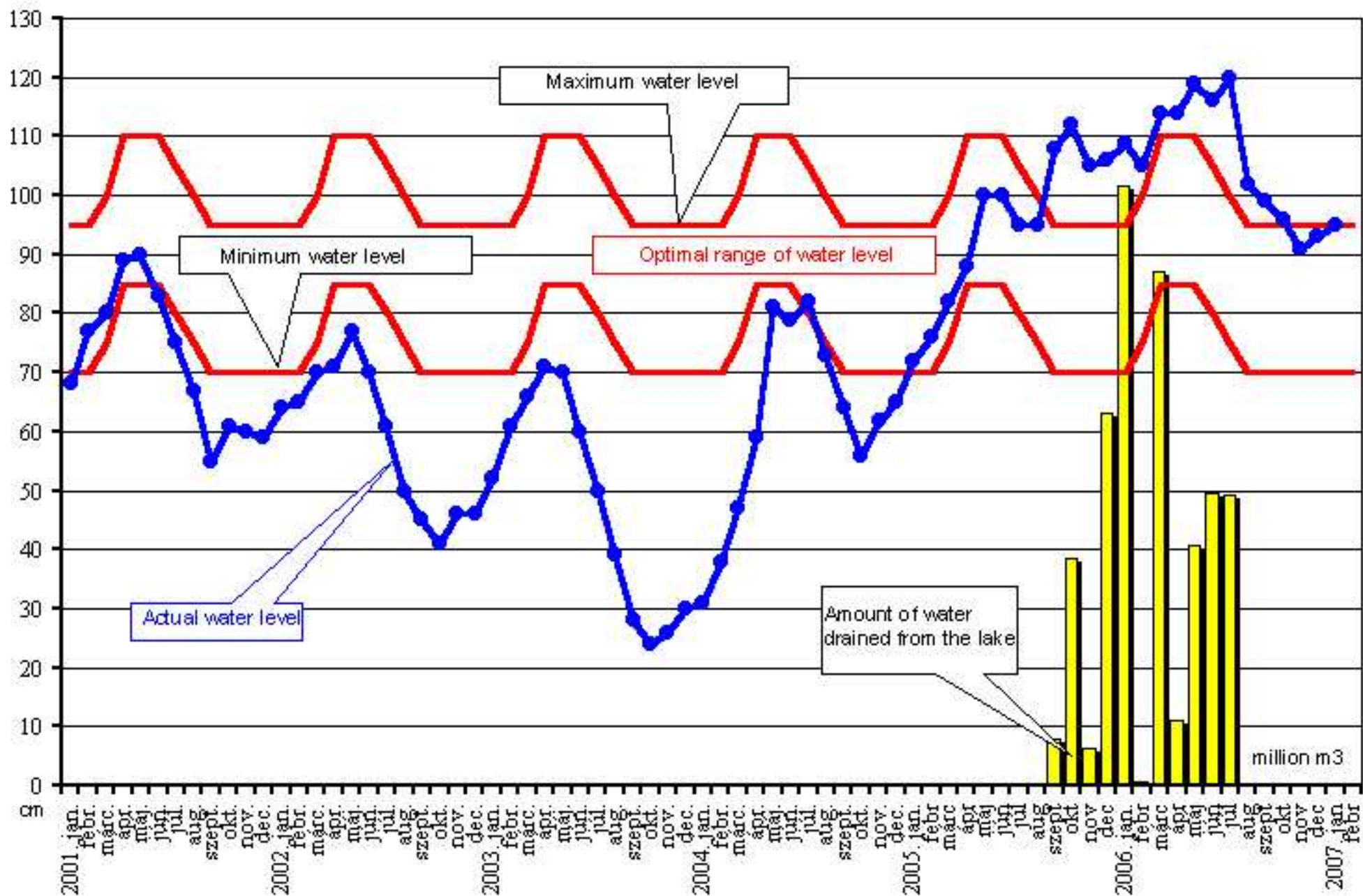


Water quality

Medencék	Keszthelyi ↔ Szigligeti ↔ Szemesi ↔ Siófoki
2003	
2002	
2001	
2000	
1998	
1995	
1994	
1985	
1982	
1975	
OECD szerinti minősítés	
	<p>< 8 µg/l 8-25 µg/l 25-75 µg/l > 75 µg/l</p>



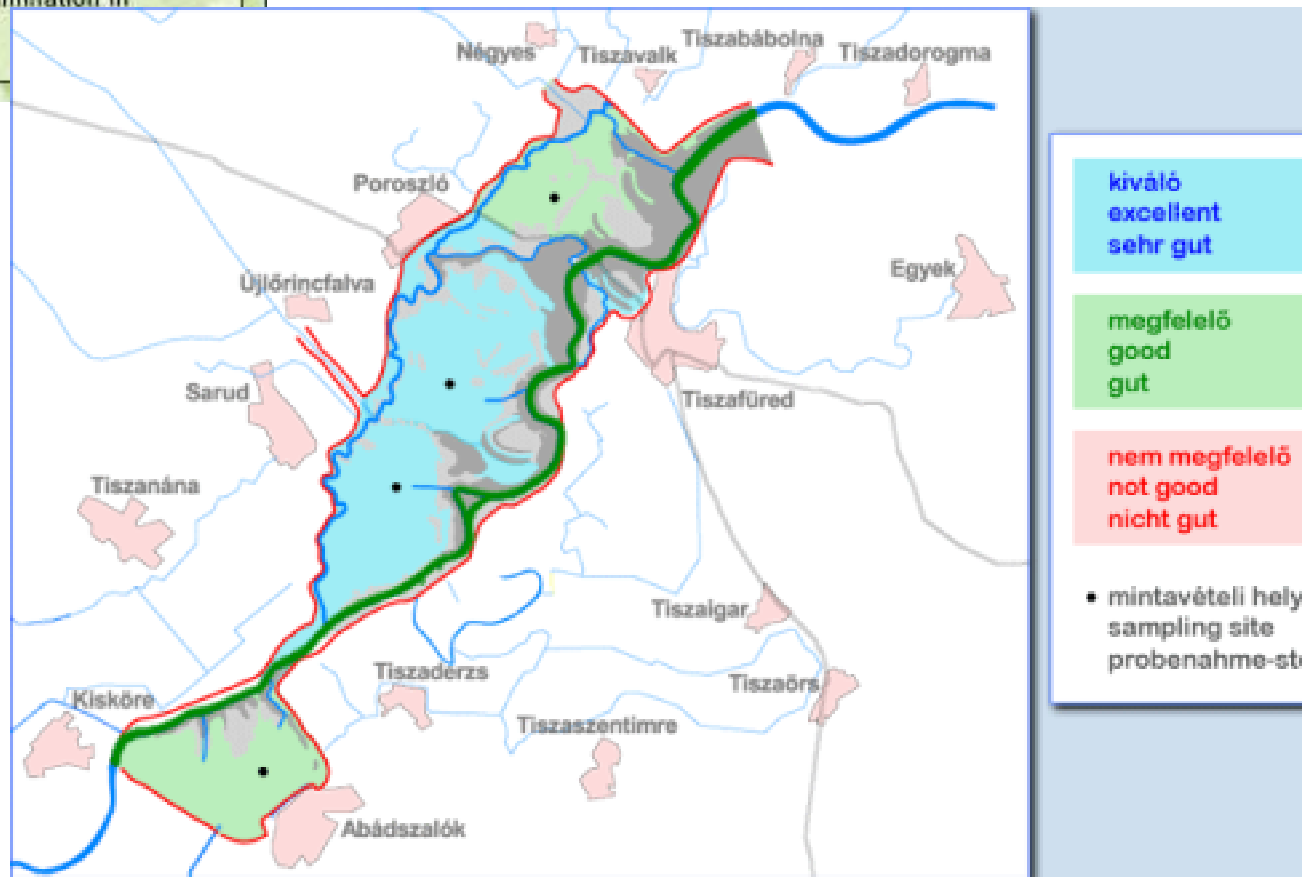
Lake Balaton – water quantity





Water quality at Lake Tisza

Water quality at Lake Velence





Tourism at Hungarian lakes

- Leisure tourism: dependence on water quantity and quality
 - Both influenced by climate change
 - Demand affected by visitors' environmental perceptions
- Dependence on climatic and weather factors
- Economic dependence of lake regions on (highly seasonal) tourism
- Water-dependent and climate-dependent products
- Beach (67.7%) and sunshine (56.9%) as key factor of destination choice for Hungarian visitors



Impacts of climate change on lake tourism

- Positive
 - Longer tourist season at Hungarian lakes
 - Relative advantage of Hungary compared to the Mediterranean (temperature, UV-radiation)
- Negative
 - Water quantity and quality problems
 - Additional ecological problems



Adaptation efforts (?)

- Relatively low level of climate change awareness
- Need to develop less water- and weather dependent attractions and facilities – driven by competition rather than ecological concerns
 - Alternative products: spa tourism, cultural tourism, rural tourism, ecotourism
- Need for sustainable development and practices
- Development of „cooler” atmosphere at destinations and services