



High-Tech Adventures at Mátra

"Sustainable Adventure Tourism"



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The winning Hungarian team

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3 We are from Hungary

My name is Beáta Emődi. I came from Hungary. Currently I have the last year at school. I am studying marketing and economics. My plan for the future is to be a tourist guide, because I love care with people.



My name is Barbara Bujáki. I came from Hungary.

Apparently, I have the last year at school. I am studying marketing and economics. My plan for the future is to be a stewardess, because I love travelling even it's a very risky job.

Hungary is a landlocked country in Central Europe. It is situated in the Carpathian Basin and it is bordered by Slovakia on the north, Romania on the east, Serbia on the south, Croatia on the southwest, Slovenia on the west, Austria on the northwest, and Ukraine on the northeast. The country's capital and largest city is Budapest. Hungary is a member of the European Union, NATO, the OECD, the Visegrád Group, and the Schengen Area. The official language is Hungarian.

On 23rd October 1989, Hungary became a democratic parliamentary republic again, and today has a high-income economy with a very high Human Development.

Hungary is a popular tourist destination attracting 10.675 million tourists a year (2013). It is home to the largest thermal water cave system and the second-largest thermal lake in the world (Lake Hévíz), the largest lake in Central Europe (Lake Balaton), and the largest natural grasslands in Europe (the Hortobágy National Park).



Lake Hévíz, the largest thermal lake in Europe



The Hortobágy National Park

The culture of Hungary varies across.

Hungarian music ranges from the rhapsodies of Franz Liszt and folk music to modern songs influenced by folk music and Roma music. Hungary has a rich and colorful literature with many poets and writers although not many are known abroad due to the limited prevalence of the Hungarian language. Some noted authors include Sándor Márai and Imre Kertész. Imre Kertész

won the Nobel Prize in Literature in 2002. Péter Esterházy is popular in Austria and Germany, and Magda Szabó has recently become well known in Europe as well.



Hungarians dancing csárdás in traditional garments

4 We come from Nagykőrös



Nagykőrös is a nice town on the Great Plain, in the middle of Hungary, it is 90 kilometres away from Budapest. It is a little town between Cegléd and Kecskemét.

Nagykőrös and the surrounding countryside have been inhabited for thousands of years. Documents first mentioned the settlement as a village in the year 1266, after the Mongol invasion. Under Turkish rule the town suffered severe set backs.

Nagykőrös was raised to the rank of town six hundred years ago.



Statue of János Arany

Our town is famous for János Arany, the great Hungarian poet, who lived and taught in the grammar school, which was named after him. A small museum preserves his memory. It has several touristic features: nice buildings, for example five primary schools, János Arany museum, train station, hospital, post palace, post office, Roman Catholic Church. Unfortunately there is not cinema, clubs, discos and shopping centres. In Nagykőrös there are statues, for example statue of Kossuth, János Arany.

The area is famous for its food processing industry and traditions that have been preserved and even the young put on national folk costumes during the holidays. It is an agricultural area where

some of the population work on the land growing crops and raising animals. Our home town has a population of about 25000 people. Life is never dull in the town. There are more civilised conditions in the town, streets are better kept and shops are better supplied.



Photos by László Klinkó



Photos by László Klinkó



Photos by László Bajusz

„The thrill and the adventure is worth the effort. If you never try with the new, you can't know the depths of despair, or the feeling of success.”

Napoleon Hill

5 High- Tech adventures at Mátra

5.1 Justification for the chosen subject

Reading the title, we wondered what adventure tourism is. Is it adventure park? Experiencing adventures in the free time? Is it extreme part of sport tourism? Who wants adventure? Is it good for every age? Why more and more people desire extreme situations? Would Technical sports linked to the adventure tourism?

It made our position more difficult because **sustainability** is also included in the title.

What is sustainability? Examine environmentally or economically? Because the helping questions showed the last one's direction.

Thinking about in our area, there we got few possibilities in our minds: Cegléd's adventure park; Csemő - Kecskemét's go-kart court; horse-riding adventures at the Great Plains; physical activities offered by hotels.

Finally, we went a little farther: we found a company at Mátra, that we would love to introduce in this dissertation.

Visiting the place it turned out that we had chosen well. Earlier, our teacher has heard about them, and it gave us a huge experience at the **High-Tech Sports Base, in Mátra**.

The use of advanced techniques for adventure tourism is possible in every season. This company is a good example, because it has several locations, so the Matra can also get exciting, and it makes the participants move out from their comfort zone. The mountains, offer so extreme possibilities, which still preserve the landscape values. " High-Tech" word means: **advanced industries**.



5.2 *Adventure tourism*

According to the USA, the adventure tourism means many tourist activities, which at least two of the three are true:

- physical activities
- cultural exchanges or communication
- closeness to nature.

Today, in the 21st century the changes occur rapidly and intensively in the social and economic environment, so in the tourism market as well.

The tourism - the demographics, environmental issues, culture, politics and the public security's question are influenced as well.

The interest in traditional sports and passive recreation decline clearly affects the development of tourism product structure.

In addition, nature and the experience appears among urban people's free-time motivation.

A tourist's motivation is based on their own needs. Self-realization can encourage the individual to an adventure tour that can test their physical abilities. So, the primary goal is to get to know themselves when they participate in an andventure tour. And it is a spiritual and physical activity, as well.

The most important question, which is conceived in the mind of people: "Will I be able to accomplish this?!"

The above-mentioned trends related to the results of international research, that people spend their free time in several installments (even on weekends), and this is not limited to the summer. The length of staying become shorter, more frequent vacations in low season, in which the role of active programs are growing. These include scuba diving, sailing, mountain climbing, etc. Traditional travelling today can not meet the requirements, they lost the charm of novelty, so the attention was directed towards the alternative forms of tourism. It is also observed that more and more people give attention to a healthy lifestyle. That person who does exercise on regular basis

probably pays attention to his live of living healthily. These kind of people follow their healthy lifestyle during vacation and make their holiday as a physical acitivity as well. And there they want to do some interesting sports activities which they cannot do at home.

The purpose of travelling in the 21st century is, combined with the experience of physical activity.

According to the generally accepted definition active adventure tourism includes package tours, which take place in a natural setting, in most cases, and the main goal is a danger sensations, excitement combined experience acquiring. But what counts as an adventure? This is very subjective.

"It's a series of impressions, in which different from casual, to experience something special by taking exit the familiar surroundings and circumstances. This condition can not match the mass tourism, a well-organized program, the "perfect" location inexorably over time it becomes boring. The most reliable source of experience for the adventure is itself. When you deviate from the ordinary cultural rules, they fall out of familiar surroundings, we can not live with normal technical supplies of the modern civilization, we will prove our capacity of performing: this is clearly an adventure for everyone. The higher the value of the experience is "a growing threat". It is important to note that we are talking about are always controlled, regulated sources in danger - and from- "adventure" in the context of tourism. "(Nora Szécsi)

But what gives the feeling of adventure in addition to the performance?

For example, the necessary technical equipment and clothing, serves several purposes. Of course, physical activity is an absolute must, but even more than that. The adventure gear - thermal clothes, overalls, helmets, storm tent, head lamp, rope, hiking boots, etc. - Further strengthen the deviation from the ordinary regimens of clothing as costumes help to stand out from the crowd.

5.3 How would you define sustainability?

Tourism is a sector more dependent on each other economically. It is the consistency of natural and human environment. It requires a clean environment and if it is achieved it will contribute to saving the environment and it's sustainability. One has to preserve the rational use of nature, and

to do this we need to use water and energy. We should convince people to take care and protect the environment. The concept of protecting the environment was first mentioned 20 years ago. According to the United Nations in a report in 1987. In our opinion sustainable tourism criteria are the following:

- It provides natural, historical and cultural heritage for future generations.
- Local products, services mainly owned by the tourists, this will ensure the local inhabitants to get more money from the income.
- Tourists stay environmentally, they use bicycle and/or public transport.
- Not only consume, but contribute to an increase in local processes, for example getting involved in the daily work on village farms and fruit picking.



Tourist are helping

Of course we know that sustainable tourism can not spread from one moment to the next. Research shows that two paths walkable, increase the efficiency of resource use (ten fold) and the sustainable; consumption can be increased or reduced (at least tenfold). The efficiency-increasing is heading slowly, using tremendous amount of resources (and other pollution), but at the same time the rate of consumption, the waste is growing up higher levels. For example, everyone knows that clean fresh water is the major source, but fewer counting with that (say during daily chores) a cup of coffee producing 140 liters of total water demand. Consumption would be a great solution.

Now our choice is that we give up the unnecessary purchase of products by ourselves services covered by the mobilization of the waste, or a little later, under force.

The sustainability belongs to preserving the natural and built environment. And also community is important.

Cultured places, working businesses-of tourism or other working companies in a related field-organizations and in addition to companies of the destination's economic development and for the purpose of tourism to the area and these arriving tourist's satisfaction also increase.

This means continuous tasks between the players.

5.4 Sustainable adventure tourism at Mátra

Mátra is found at Hungary's east side. Our two highest Mountains are also there can be found, they called: Kékestető (1014 meter); Galyatető (964 meter).

Temperature in the mountain is temperate, because of the good climatic relation, it offers therapeutic - convalescent possibilities, and the convalescent that was built in 1930 (Kékestető, Mátraháza, Parádfürdő) also use out. In 1986, the Matra landscape-protection area exploit in a 12 141 hectare area. This is a protected area.

It's not allowed to collect plants, animals, natural form, rocks. etc.

Touring by bikes only possible at the given course on the maps. The traffic is forbidden there.

The Nature Protection Area of the community and sporting events always required written permission from the nature conservation authority. The landscape offenders of the nature damage and destruction can get spot fine.

In this project, we presented that the High-Tech Sports Base Mátrafüred could start only after they have got those licences they needed. It took two years to obtain the permits, but now "**no one has a permit in Hungary, like us, nor those of these kinds of tracks. When they gave the documents to us, they regret a little. But every rule is kept and we stick to it**" - he said. The forestry regulations were the hardest. When their mountain tracks were built, no machines were allowed on to the tracks. Those machines, which were run on petrol or diesel, because they were not allowed either have harmed the environment. So the tracks are made there.

Not allowed to bring debris there. Nothing could be on the trees, no information signs, they just strapped them with something that does not damage the trees. It is specified how many people can enter the forest, what is the economy driver's license. Then they should also consult the hunting season hunters: when they are hunting when they want to take group.

The courts are bound to develop the old wagon roads. No tourist routes coming down, but an old-new route. They were thinking how can they derive a mountain path that slopes down, safe and enjoyable. After all, it created a natural course.

5.5 Collaborations

The Gyöngyös - Matra Tourism Public Association was founded in July 2009. Matra's development of tourism cooperation agreement with Matra and the West Egererdő Management Ltd. and the Association for Tourism Beaded Matra.

The TDM vice president Mr. Tibor Ocela. This tourist destination -management -activities conducive to the marketing of Matra." Our flag is cooperation. "

Therefore, many other businesses interested in tourism, they also decided to co-operation. Trying to make Matra four seasoned. For visitors, in every season they can offer a complex program. The hotels also work with local entrepreneurs, they recommend the local services, as if it were "theirs".

5.6 Location: Mátrafüred

The Mátraalja away Matrafüred. Altitude: 300-400 metres. A cold-water swimming pool was



built in 1892, and for this reason the name was changed to Mátrafüred. In this village the Mountain Sports Base was settled in, which is in the town's frequented location, and they want to be the driving force and center of local tourism. Bike and Segway tours of the Matra Club, offers unique services courtesy of a renewed building. They have got the largest fleet of

and businesses and the most qualified expert staff in Hungary they offer the high-tech experiences for guests.

A unique experience in the High-Tech Sports Base at Mátra:

The company has been working since 2010. The idea came from Mr. Tibor Ocela, who was in Prague 6-7 years ago, and there was a sightseeing tour with the Segway. Therefore he lives in Mátrafüred, he wanted to start a company like this kind. He is a ski instructor, so this kind of thing is very close to him.

As always there is no snow, it was mainly to build the company to work all season, that can

function even without snow. This was a very important criterion to adapt to the weather. Because they now guarantee many programs. According to him, the weather makes it vulnerable for tourism businesses, so it needs to be determined strategically, because we will deal with that in any case and also it can provide guests with guaranteed programs.

They started this all with only 3 segways, now it is a dynamically growing company and 22 people works there. They speak languages, most of them have been working abroad for years, such as Mr. Tibor Ocela who get the tourism foundation, while he was working on a ship.

This company is working in more places: at Mátra (Mátrafüred), Hévíz, Budapest and Balatonfüred. The bases' were chosen very carefully. Everywhere, they located in the center; they settled in the best place. Nowadays, they are making a new base in Lillafüred. They are strung on a shaft that not only the bases are able to organize programs, but also they can do events to companies around there. It is unique.



Their adress: Mátrafüred, 3232, Parádi út 23.

5.7 Ours technical Equipments

The Segway is an English compound word, which comes from the expression Segment Way, that is an alternative way of transport. Yet only has two wheels. Neither gas nor brake does not



need for this progress. Only body language should be directed to the machine. Segway unit takes care of a lot of safety: two computers, five gyroscopes, two batteries and two motors, which are powered by the Mystery Machine. If either fails, the other is replaced.

Electronic Ranger: 100 percent electric-powered, off-road vehicle, All-wheel ranger. A personal 4-5 unconventional capstan.

Shredder - Tankboard: From the scooter, skateboard, motorcycle and compact tank crossbreed bornt DTV Shredder is a 250cc, 15-horsepower



Shredder

Honda go kart motor drives and is able to run at speeds up to 50 km / h. It can climb a 40 degree slope, and if it necessary, a trailer load lug along two hundred kilos. Leaning dirigible, like a skateboard or snowboard. The inclination of the two chains speed separately controllable. Any field can be treated, but not amphibious.

Mountaincart: The mountaincart is a newly developed a new tool that allows sledding all year around whether it is snowing or not. Custom-designed, ultra safe and enjoyable fun - new - unique even in Europe, only could be tried in the Matra. Three wheels, sitting while speeding, slopes all along and adventure. The brakes do not work at the same time, but separately the left and the right brakes. Therefore, skidding and tricks can offer many possibilities of variaton in the wild.



MountainCart

Monsterroller: The new generation of scooters are the unique opportunities of mountain tours. Differentiates from the conventional roller: the strength of the front and back brake ; the first balloon and the large wheel.

Monsterbike: First and telescopic seater bicycle, which can be run at a 7-meter track.



Quad: Designed for tough terrain Polaris Quad, rocky and marshy forest tracks both provide experience. You can speeding on a private Wildlife Refuge.

Hill Dog: Czech product, one of the modern scooters, the first specialized telescopes.



PegPerego electronic little car: With electric mini jeeps and quads children can roam the park and the surrounding woods with their parents, at Mátra. According to the plans, the base is currently being built next door special layouts Highway unused area. The layouts of the area's attractions featuring mock-up will



be one where you can practice various traffic safety situations. At the Mountain Sports Base

(Mátrafüred), the password bravely can be: *Back to nature!*

The adrenaline seekers, fans of relaxed entertainment, the lovers of challenges, and young children will also find a super dislodged programs. All the capstan are 21st century nature-lover, sports, active leisure, relaxation are guaranteed because of the creative tour operators.

What they are doing is ageless: there are family activities, such as the Segway is; 1-99 years (so advertised). Previous record was a 86-year-old uncle, who was brought by his family. The youngest was a 6-month, they were able to put the baby to a small chariot. For them it is not a problem.

They always have new ideas and programmes. Non-stop, 1 or 2 people thinking about how and what new ideas they could/should make. They can offer 150 kind of programmes: clay pigeon shooting, Airsoft Electric jeeps, tractors, quad bikes (for kids), horse riding in the forest, karting, hiking (with a tour guide), hot-air ballooning (hover) + descent climbing rope, archery, biking, laser tag, motorized paraglider program, Nordic Walking, Paintball (team game), epee, hang gliding, rock climbing, orienteering hiking, geocaching, segway with skill competition.

Winter programs for individual guest or groups: indoor gokart track, snowshoe hikes, Japanese battle snow, ice hockey, ice skating, dogsledding, horse-drawn sleigh rides, motor sleigh rides, Nordic walking, skiing, segway (10 kind of court - or on a gokart court), snowboarding, sledding, snowranger, etc.



5.8 Other activities:

Business venture as the exclusive distributor of 7 brands, including the segway.

The Segway is sold not only in Hungary but also in Slovakia and Romania. They mainly build their businesses on firms and companies that is why they have many team building courses. Here, Gepida opened Europe's first test center which makes it possible for the company's newest bikes for hire. The Base is home to the PegPerego electric cars, as it maintains a trial run.

5.9 Why did they started a company like this?

Mr. Tibor Ocela (the boss/ the owner) have been abroad on a sightseeing tour with a segway. As well, he is a ski instructor, occured to him how this vehicle could be used in his favourite mountain. Then he thought all along, to whom, what kind of target segments should he aim at.

Finally he decided beside the younger people, who already live in the computer world, and therefore do not want to move out. It offers those kind of programmes, that can be practiced in the nature and which should be the attitude of a computer. He wanted to move them from their room to the environment.

The other target group is the wealthy adventurous people who always look for something new and not afraid of any challenges and love dangerous situations.



5.10 Plans:

The High - Tech Sport Base is always spreading. Their first location was in the Mátra (Mátrafüred), then they made centres next to the country's biggest lake, Balaton. They opened their bases at Balatonfüred, Hévíz and Budapest. They made these bases at



New reception

centres, because according to the marketing-mix, place and location are very important.

The well-choosen location is an important tool of the companies. Apparently, they are spreading towards Lillafüred. They made contacts in Austria, so they are also heading abroad.

New reception building will be built to comfortably accommodate larger groups. They want to open a restaurant in addition to solving the hospitality programs as well.

According to the plans, a Highway landscaping special table will be built. Especially the little ones aimed at to master the rules of the road playfully.

They want to build E - charging stations at Mátrafüred. The idea is that - while charging the vehicle - the drivers can make use of their assets.



The Base in Mátrafüred

5.11 The development direction: good contacts

The company has built up national, regional and local connections. Their leader is a member of the Hungarian tourist management organization so he can take possessions about the important up to date informations, also knows the trends, development directions, and the tender offer. Mr. Tibor Ocela, as a Tourism Destination Management helps the whole Matra's marketing.

"The cooperation is our flag." - He told us during our visit.

The regional relations with hotels in the area are working well. Trying to make 4 seasoned their Mátra, which means: every season could offer a programmes for the visitors. A program that extreme and unique.

But the hotels also work with local contractors. They offer services in the area (eg. the base vehicles, wines from winemakers, farmers' riding horses), as if it were "theirs". Everyone working for the same goal: the guests' satisfaction.

They are an exclusive team building company of the Hunguest Hotel chains. 24 hotel belongs to this, nationwide. But the hotel chain has hotels in Montenegro, Romania and in Austria, so they make programmes there too. They mainly rely on firms, so a lot of team-building program options required. "The entry to firms is art, so this is a very serious relationship capital."

The company's credo: "The essence of what we believe that if we do something well, people will tell it to each other, and a new guest will come to us." The another important thing is: **quality. No**

other way, only high quality work. And that kind of care and hospitality is important, the Hungarians have these too, they just have to bring them out.

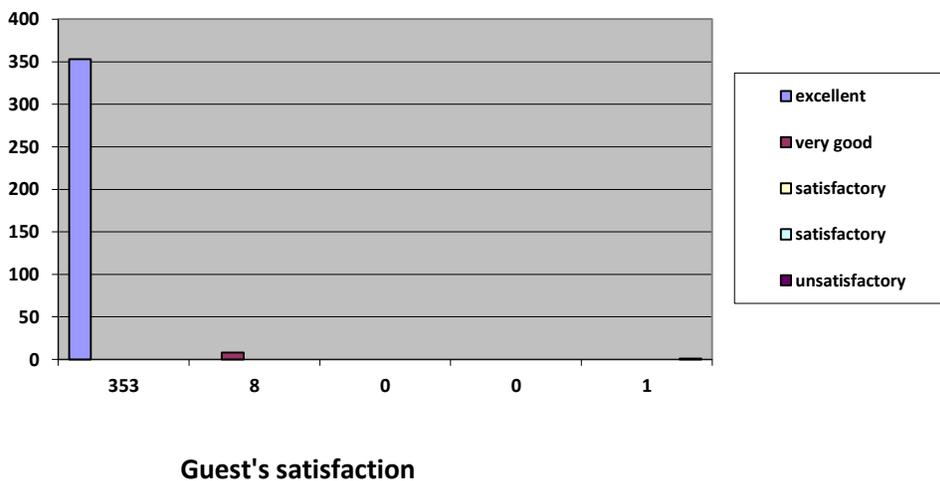
5.12 Satisfaction:

Nowadays, questionnaires are widespread in tourism to provide feedback on satisfaction from guests. In the field of tourism it is essential to provide guests with their needs so that even more tourist come to visit. The cost of advertising the company in this aspect is very important.

With the advance technology of internet usage, guests can evaluate the kind of service that they get which can be seen and read online at the same time. Their opinions show the quality of the kind of service they receive.

The Tripadvisor is a widespread website, which provides recommendations and online travel reviews. The Tripadvisor gives information about accommodation, restaurants, sights to see and things to do. It also gives reviews which can be shared online and are able to be evaluated by the readers.

The guests evaluated the High- Tech Sports Base in the following way.





5.13 HIGH-TECH SPORTS BASE - SWOT ANALYSIS

<p>Strengths:</p> <ul style="list-style-type: none"> • Mátra, which is suitable for mountain sports. • A new feature is that they offer. • The central location of bases. • Good staff. • Hospitality. • Modern devices. • For all ages in mind. • " Multi-leg stand " - Several business. • Environmental approach. • Extra, extreme adventure opportunities. • Good partnerships. <ul style="list-style-type: none"> • Renewal capability. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • A lot of electric energy consumption  <p>A 3D diagram illustrating the four quadrants of a SWOT analysis. The quadrants are colored and labeled: Strengths (blue), Weaknesses (yellow), Opportunities (green), and Threats (red). Small 3D figures are placed on each quadrant: a figure with red balloons on Strengths, a figure with a red suitcase on Weaknesses, a figure with a gold key on Opportunities, and a black bomb on Threats.</p>
<p>Threats</p> <ul style="list-style-type: none"> • Similar businesses in the market. • Corporate events downturn. • Accidents tools • Weather (because these are outdoor sports) 	<p>Opportunities</p> <ul style="list-style-type: none"> • Other bases opening and expansion abroad. • Purchase of new equipment. • Construction of new tracks. • E-fueling.

5.14 Summary:

In this project we have tried to summarize the sustainability and adventure tourism relationship. We have met two kinds of approaches, so these concepts are quite pliable.

We wanted to show a company, which managed to combine all of these, to comply with the rules, but it still works well. Our trip to Mátrafüred, where we got to know the Base, was a lot more than we expected. It was an outlook on life, a corporate strategy and helpful hospitality we got to know. We have learnt more here than in school, because we have met reality here.

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The competition

