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An analysis of the market places of Balaton Accentuated Touristic Zone, with special focus on regional development impacts

Theses of the doctoral dissertation

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1. Introduction

Territorial development and regional development – two frequently mentioned concepts among international and Hungarian development trends, which equally aim at the improvement of the quality of life and a positive social and environmental change of a given region. They create better and more favourable chances (the concept thereof) as well as apply their system of institutions and instruments to emphasise their impact. In Hungary, the National Development 2030 – National Development and Territorial Development Concept provides a framework for the long range development trends of value-creating and employment-creating economic development; a healthy and renewable society; the sustainable use of our natural resources, the preservation of our values and the protection of our environment; sustainable spatial structure based on regional potential. In territorial development, special emphasis should be placed on the complex assessment of the area, since in lack of social legitimation, the attempt to adopt international and/or Hungarian good practices will not have effect in the intervention area requiring development (SARUDI CS. 2003; BUDAY-SÁNTHA A. 2004; KAJNER P. 2007; LÁSZLÓ M. – PAP N. 2007).

Short supply chains emerged as a modernization trend in line with the European Union's rural development perspective (SSC); short food supply chains (SFSC); their design represents a novel tool for rural and regional development in line with Western concepts (KAJNER P. 2007; MADGA R. – MARSELEK S. 2010A, 2010B, HANUSZ Á. 2012). Besides market places as regional development tools related to SSC, the Hungarian government has created the legal framework for the local producer market, boasting an unbroken popularity in Western Europe and the United States for decades. These novel instruments, similarly to certain elements of rural tourism (farm tourism, rural accommodation services, presentation of folk values, the design of petting zoos), is aimed at territorial and regional development. Their importance can be summarized in establishing a direct relationship between producer and buyer, in establishing, strengthening personal knowledge, increasing and diversifying the area cultivated, increasing product value, mobilizing the local economy, reducing transport costs, increasing employment and reducing unemployment. (CSÍKNÉ MÁCSAI É. –FEHÉR I. 2012; BENEDEK ZS. 2014; BENEDEK ZS. – BALÁZS B. 2014). All this results in the stabilisation of the local social structure. One of the aims of the domestic development ideas is to re-establish the agricultural and food economy in rural and regional development, although the influence of the ownership, the asset pool and the skills or the solvent demand must still be considered. (SZUHAY M. 1998; SZTÁK R. – MOLNÁR L. 2018).

In recent years, the increasing number of market types especially in the capital, its agglomeration and the shores of Lake Balaton have raised the question of what kind of social-economic changes were generated by the renewal of market places and the creation and promotion of new spaces in the Balaton region, which has been subject to decades of economic differences and social conflicts. An analysis of all of these gives an insight into the regional (-developmental) effects of market areas. The concentration of markets in the sample area, the interest and guidance of experts responsible for the development of the region (Lake Balaton Development Council Balaton Integration Non-profit Ltd.), and not least the personal involvement resulted in the analysis of the effects of market places in Balaton Accentuated Touristic Zone (BATZ) (Figure 1.).

The topicality of the subject of the dissertation is provided by the promotion of access to the market of the local product and local producer, which is a priority in the field of territorial planning and development, as well as the dual face of the resort area experienced even today. Inequalities are most pronounced between coastal settlements and those situated in the background. To these differences further nuances are added by the availability of transport facilities, the quality and quantity of employment opportunities, jobs whether from tourism or agriculture, the degree of utilities, and the availability of the tools and expertise needed for economic activity.

(BELUSZKY P. – SIKOS T. T. 1982, 2007; FORRAY R. K. 1998, 2017; MOHOS M. 1995; MARTON I. 2005; LÁSZLÓ M. – PAP N. 2007; KOVÁCS K. 2012; OLÁH M. 2013-2014). The availability of services is still limited by the different qualities of transport services, thus the accessibility of shops, administration of public affairs, regular attendance at cultural events, health care and education institutions are problematic in view of the income situation of the population (differences among social groups).

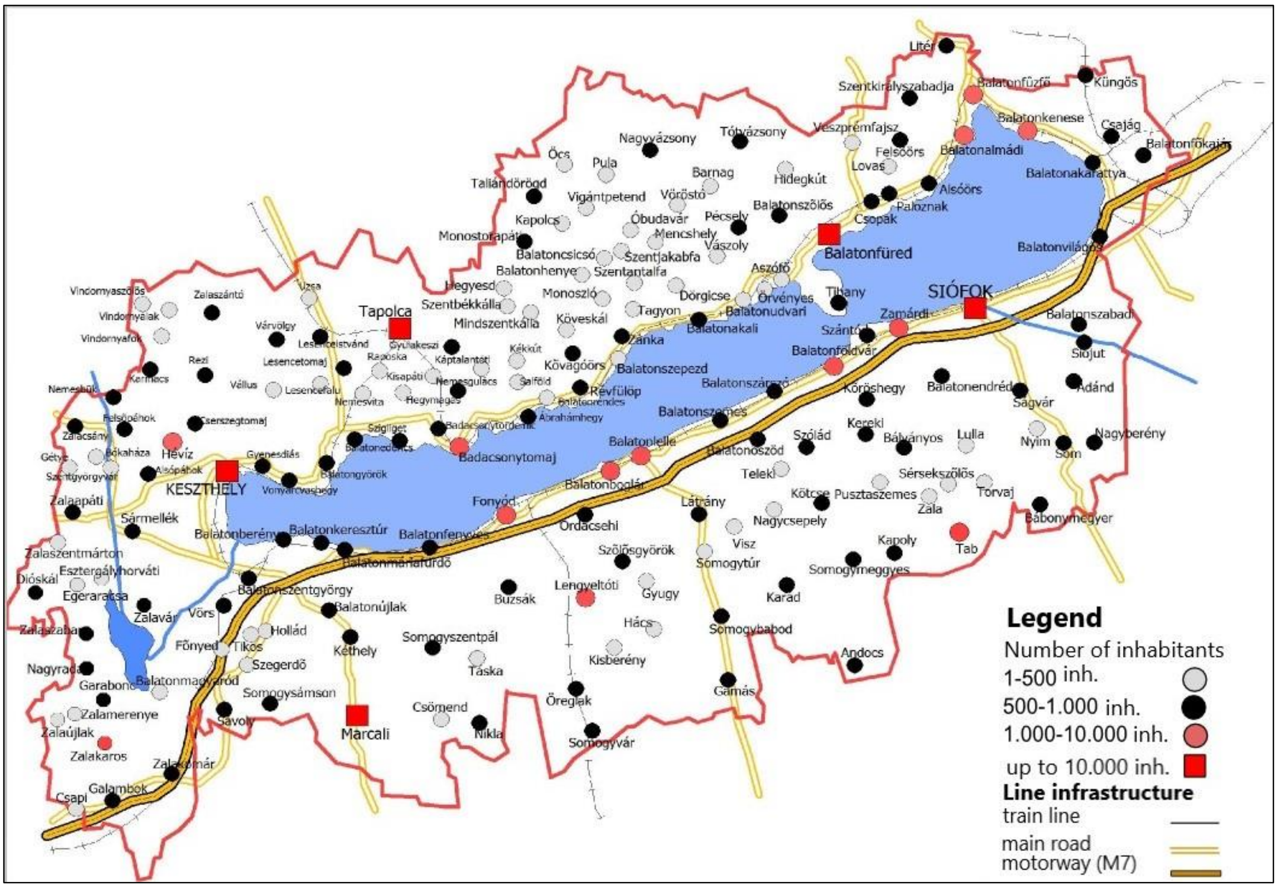


Figure 1: Balaton Accentuated Touristic Zone. Own edition based on source: http://www.balatonregion.hu/balaton-kiemelt- udulokorzet, 2018. 03. 18.

In particular, the seasonally fluctuating employment opportunities in the region warranted an examination of the feasibility of a territorial and/or regional development tool capable of mitigating the negative externalities arising from seasonal tourism demand. Due to their hierarchical level, the national development policy goals determine the main conceptual goals of the Balaton area. It should be noted, however, that the recreation area does not constitute an independent administrative unit, which is why a *development method* that is insensitive to changes in the locality may be truly productive – like market places.

The opportunities offered by the marketplaces for selling and appearing as well as the marketing activity built around the market offer opportunities to reduce the identified internal differences of the region, to improve the economic situation (indirectly the quality of life). External agents affecting the development raise the question as to:

- whether there is actually a farmer in the area who can produce a quantity and quality of marketable produce (i.e. they have the expertise, the human resources, the cultivated area, the equipment fleet and a quantity of harvested goods worth selling at the market place);

- whether there is an organizing power to undertake the design, operation, provision of infrastructure and exchange of information between producers and consumers;
- what consumer demands and expectations are placed on the market (whether image, available information, product basket all follow a consumer trend) and what underlying motivation drives them to buy at the market place;
- in what period of time the customers need the products of the market place;
- what are the reasons that lead to aversion to market places and what characteristics describe people staying away from the market place.

Getting to know external actors made it necessary to explore certain social, economic and sociological characteristics of producers, market operators and consumers, as the summary of this may lead to the identification of the potential for market development in the market areas.

2. Objectives

In the proposition of my doctoral dissertation I set the goal to interpret the results and consequences of the market areas of the sample area in a complex approach. Based on all of this:

1. I shall present a summary of the current *agro-economic situation* of the markets, which provides the basis for the regional development opportunities of the markets;
2. I shall try to create an independent *market definition* and reinterpret it based on previous literature and personal empirical experience.;
3. I shall *correct the records* created by the National Food Chain Safety Authority (NFCSA), a Hungarian Chamber of Agriculture (HCA) and the Research Institute of Agricultural Economics (RIAE)**,** regarding the fact that the market place data contained therein differed from each other as well as their actual functioning;
4. I shall analyse the advantages and disadvantages originating from the geographic position and potential energy of different types of market places – their rural and urban expansion and role. In addition to analysing the degree of urbanisation, I also attempt classification by product type;
5. I shall explore the market places of the sample area:
    - From the aspect of *market place development*. This includes:
        - the operators' perception of the marketplace and getting to know the recommendations of the organizational side;
        - the characteristics of job opportunities created by marketplaces, the opinion and judgement of primary producers about the market place;
        - Consumers' motivation to the market place, development suggestions and possibilities for the segmentation of customers.
    - From the aspect of *organising new market places*, the introduction of relevant new trends in development. This includes criteria to select sites and characteristics based on spatial structure.
6. I shall explore the *theoretical* foundation of the *rating system* of the market places of the Balaton region – based on the experience of my empirical research;
7. I shall explore the possibility of *integrating* the resort area – considering its recreational function – *into the touristic sector* as an opportunity in regional economics.

3. Research methods

My interdisciplinary dissertation integrates relevant knowledge of historical-, social-, economic geography, economics, sociology, ethnography, agricultural science and other disciplines in this domain. For a deeper understanding of the topic of the market places of the Balaton area, I reviewed related studies in historical geography, professional materials for territorial planning, concepts for development and regional development, strategies, operational programs, literature on agricultural history, agricultural marketing, economics, territorial and regional development, legal conditions applicable to the region and sector policy, sales channels. Therefore, when writing my dissertation, I paid special attention to reviewing the literature of related disciplines, based on which I carried out my empirical research on market place effects. The results of my dissertation were presented using deductive methodology along the above objectives.

3.1. Secondary methods

Within the secondary methodology, I explored the *bibliographical documentation* and publications, which was followed by the analysis and evaluation of the statistical data. Although the literature and analyses illuminated the differences in the Balaton region and the importance of the regional development perspective (LENGYEL M. 2001; AUBERT A. 2007), yet in order to create a cross-disciplinary synthesis and understand the regional connection of the markets, I asked the guidance of a professor or expert in the field of sociology, rural development, agricultural economics and marketing. My survey of the relevant bibliography included the trade and marketing fields of economics (TÖRŐCSIK M. 2006, 2007, 2011; KOTLER, PH. 2002; MALHOTRA, N. 2009; SIKOS T. T. 1982, 2007, 2013; CSÍKNÉ MÁCSAI É. – LEHOTA J. 2013; CSÍKNÉ MÁCSAI É. 2014; CSÍKNÉ MÁCSAI É. – FEHÉR I. 2012…), tangential works on rural sociology (primarily KOVÁCH I. 2007, 2012; KELEMEN E. – KOVÁCH I. 2007…), the competitiveness and the regional, political, rural political roles of agricultural science (mainly KOVÁCS T. 1998, 2012; BUDAY-SÁNTHA A. 1983, 2007, 2011, 2014…), sector opportunities, as well as studies on the sectoral and sales preferences of food science (mainly works by SZENTE V., SZAKÁLY Z., SZIGETI O.). The process of bibliography extended to both Hungarian- and foreign-related works, since rural development still plays an outstanding role in the programming and development directions of the European Union. It was particularly important to analyse the relevant English- and German-language materials, because the adoption of local producer markets as a domestic development tool was based on the good practices of these states.

Th statistical data used in my dissertation were published in the records and data bases of the organisations of the Central Office of Statistics, NÉBIH and NAK in the counties concerned.

The Agricultural Statistics Information System operated by the Research Institute of Agricultural Economics made a detailed database available for me with respect to crops, agricultural implement turnover, set crop trends so I could explore the national and regional situation. The importance of all this can be summarized in defining the market product landscape, the presence and volume of products that can be sold within the marketplace framework. However, statistical data at regional and county level did not allow an accurate evaluation of the plot.

The territorial statistics function of the Central Statistical Office and the *agricultural censuses* (Farm Structure- (GSZÖ), and General Agricultural Census (ÁMÖ)) provided an opportunity to follow the change of land use, the number of primary producers and smallholders, the size of lands they use, the definition of the most commonly grown plant types and their place in the business. All this made it possible to present a general picture of the situation of the national and regional agricultural sector. The agricultural structure censuses (GSZÖ 2003, 2005, 2007, 2013, 2016; ÁMÖ 2010) provided a database for export-import product ratio calculation and the rate of producers for sales over own consumption.

By empirically identifying sales opportunities and consumer needs, I reviewed the competitive market positions of recognized alternative niche products in Hungary and the Visegrad countries. To carry out this, I used the annual reports of Hungária Öko Garancia Kft. and Biokontroll Hungária Nonprofit Kft. (analysed between 2009-2016), as well as the data collections of the Central Statistical Office and the statistical office of the European Union (EUROSTAT, from 2002).

For the exploration and analysis of *development resources* necessary and available for implementation, I applied the project budget announced for the period of the 2007- 2013, and the

2014-2020 EU budgetary cycles. I did not consider an in-depth examination of previous sources to be timely given the resulting funding that is no longer available and the modest volume of conceptual delivery of short supply chains. The examination of the measures to assist farmers' market access could and can be carried out by the beneficiaries of EU funding through the allocation of EU funds (e.g. within the framework of the Economic Development and Innovation Operational Program (GINOP), Territorial- and Settlement Development Operative Program (TOP) and the Rural Development Program (VP)). The GINOP supports network building involving the product and Small and Medium Business sector, partly with appearance at the market places; while the TOP focuses on the development of industrial parks and industrial areas, local economic development, tourism development, brownfield investments, the green city program and the call of the employment and cooperation pact to establish a productive market infrastructure. In the case of VP, through the promotion of cooperation and the development of the infrastructure of market places, public catering and the product range, the call for tenders for aid for processing is relevant. Support for local products, local producers can also be found in the calls of the LEADER LAGs, which demonstrates the central preference for this development activity and the intention to dynamically develop the local economy. By analysing the electronic portals (websites selling local products, settlement websites, marketplace websites and community portals), I have refined the content of my dissertation as the dates, supply, availability and accessibility of many market events were accessible and up-to-date through these electronic channels.

In connection with the previous development funds, I calculated the pro-district amount of development funds between 2009 and 2014, reviewing the allocation of funds earmarked for the region's agricultural economy and tourism development. The TeIR (2018a, 2018b) defined the paid grant in all paid tourism- and agriculture-related target area aids between 2009-2014 published by them a well as their per capita rate. Based on the arithmetic mean of the percentage intervals of the groups defined by TeIR, multiplied by the above grant amount, it became possible to calculate approximately the actual grant amount paid in the given district. This is to highlight the development opportunities that have been made available so far. The calculation can be derived as follows:

$$\mathbf{Aactual = Apc * [(Rmax+Rmin) / 2],} \text{ where}$$

Actual: actual aid amount (estimated); Apc: determined per capita aid amount (in tourism target area HUF 25.100,- /pc; in agricultural target area HUF 81.600,- /pc); Rmax: maximum rate determined by TeIR (assigned to category); Rmin: minimum rate determined by TeIR (assigned to category).

The regional development documentation prepared for the BKÜ was decisive in the compilation of my dissertation (BFT BIKNK 2014.). The interpretation of past regional development plans, the concept of spatial development serving as pillars of development over the past decades, ground-breaking analyses and strategic programs have identified and continue to draw attention to local land use and the resulting socio-economic benefits that cannot be overlooked in respect of the markets. In recent years, the upswing of local products, local producers, and local producer markets that provide access to the market strengthening local economic development may also relieve the complex burden on the coastal strip. (OLÁH M. 2013-2014). That is, reducing the congestion of the settlement ring around the lake, demonstrating the cultural and folk values of the background settlements - indirectly, population retention and boosting the local economy is the conceptual expectation. In the dissertation the examination of market places focuses on the so-called traditional market, its novel version selling food, the local producer market and the bio- or organic market with a specialized product range. Other types of sales in the market, such as flea markets and fairs, casual fairs, garage fairs, are not covered, as they are created in an ad hoc manner with a fundamentally different motivation than the national central regional development concept.

3.2. Primary methods

The grounds for the market place analysis of the Balaton region are provided by the novelty and the unexplored regional role of the local producer markets appearing in 2011 at the legislative level. I compared local production markets with other market types in the region (traditional market, market hall) in the regional development impact assessment to avoid a one-sided approach. The characteristics of the regional marketplaces, their attitudes and externalities were formulated by interviews with the Somogy, Zala and Veszprém county directorates of NAK, as well as my surveys of market operators, marketplace buyers and sellers.

For the purpose of creating the resort market database, I considered the NÉBIH register as basic data, which was aggregated with the AKI 2012-2013 national survey data and the register maintained by NAK. I supplemented this with information published by 180 settlements in the resort area. I acquired information about the settlements on their electronic portals (settlement, online sales, producer communities' website; community sites), from local governments, in many cases municipally owned non-profit organizations operating the market, and other relevant NGOs (Tourinform Office, Regional Development Association). All these contributed to the development of the database of settlements of the Balaton region with market places (Figure 2).

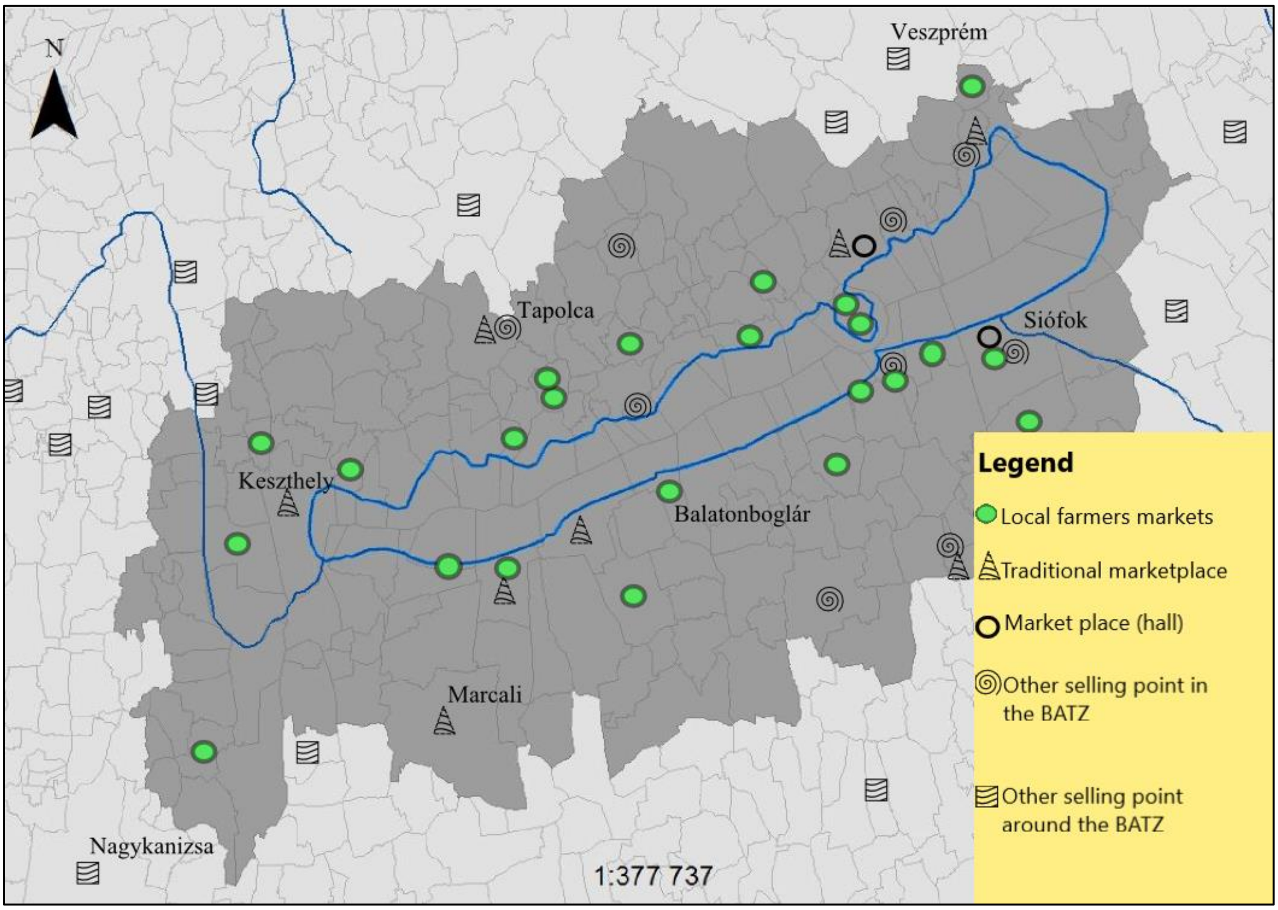


Figure 2: The rate of primary producers in contrast of the population of the given settlement, and the geographical position of the market types situated in the resort area (2015-2016).
Source: KSH, AKI, NÉBIH and own edition based on personal empirical research.

Market operators responded by electronic questionnaire, and operators of regional producer markets (n = 16) explained the character of their market in a telephone deep interview. They described the location of the markets, the operator and its headquarters, as well as the commencement of their activities, the official market type, the regularity of their operation, their availability in time, the product groups sold and products in short supply, also their accessibility. The volume and nature of the market places, the seasonally registered number of vendors, the location, the expansion of the market supply, their investment in infrastructure, the future objective and the description of the social status of the average consumer presented the operators' point of view. From the refined database, I selected seven sampling points: Tapolca , Keszthely, Fonyód, Siófok, Balatonfüred, Káptalantóti and Tihany, based on market operator responses (sales volume of at least 150-200 people/occasion, market type) and geographical location (coastal, pre-coastal or background), accessibility (transport geography, opening hours).

I conducted a one-on-one face-to-face survey among market buyers in May, July and September 2016 (n = 454), scheduled for the tourist pre-, high-, and post-season. I did not consider the winter and early spring data to be relevant due to the scarcity of operating marketplaces and low customer traffic. The set of questions covered basic demographic information on customers (age, gender, highest education, marital status, occupation, place of residence), access, income status, average amount spent on one occasion, purpose and periodicity of market visit, product types purchased, the motivation for their purchase as well as their development suggestions. Respondents commented on market services and goods through a consensus test. In my study, I chose the subjects of the sample without any distinction based on age, gender, social status, ethnic-racial-religious views, by arbitrary sampling method, because the quota or other methods would have masked the characteristics of the market buyers. (LEHOTA J. 2001A, 2001B; KOZÁK Á. 2003; SAJTOS L. – MITEV A. 2007; KOTLER, PH. 2008; BABBIE, E. 2008; MALHOTRA, N. 2009). All of this resulted in a lack of representativity in the sample. Due to the lower item number of local producer markets, it yields only conclusions of informative quality. The absence of younger age groups and their low willingness to respond caused a low representation of their opinion, and their online questionnaire interview failed due to the resulting limited database (n=94). In view of the time constraints of the addressed customers, the response given to questions from No. 23 on was minimal and therefore cannot be evaluated.

The third part of my empirical survey sought answers to the initial and current motivations of producers of the Balaton-area in relation to marketing, the regional and historical characteristics of their farming (family background, past farming activity, experience in agriculture), product groups sold, the selection of points of sale and impacts on regional development. In addition to completing the online questionnaire (n = 22), the producers' opinions were supplemented with personal semi-structured interviews (n = 8). As a result of the customer sample, I also interviewed organic farmers in the region in the first quarter of 2018 to learn about the regional characteristics of organic farming. The core population of my qualitative producer survey is the organic farms operating in the BPR (n = 28; nationally n = 1056), organic farmers in the area of the BPR, employing domestic and/or foreign trainees (n = 54; nationally n = 413) and outside BPR, there were organic farmers who farmed about 30-40 km from the resort area. The request focused on the type of organic product produced, expertise, labour capacity, regional differences, initial motivation of farms, farm size, profitability, farmers' bidding activity, and development efforts. The snowball method was also used to find organic farmers. I did not include non-chemical farms in my study due to the lack of a certification procedure (REZNEKI R. - SZTUHA E. 2015). All three market surveys were single-person research activities, which, due to limited individual resources, did not allow for greater sampling.

Concerning the spatial structure of supply and demand in the market, keeping the methodology of previous research (BELUSZKY P. 1963, 1964; MOHOS M. 1984, 1987, 1991) in mind, I carried out a catchment area analysis, focusing on the catchment intensity and the catchment area. In the customer area analysis, the appearance of residents of Budapest was given special consideration, by virtue of shaping consumer trends, electronically available research, press releases and interviews as well as building second homes at Lake Balaton.

The residents of the capital were represented in a high proportion at the extensively examined marketplaces of Kaptalantó and Tihany, although local residents did not visit the market.

Every questionnaire consisted of open-ended or closed-ended questions, with a five-step Likert scale question type. I used spreadsheet and database management software (MS Office Excel, Access, PSPP, SPSS) for recording, analysing, evaluating and representing the collected data. The spatial representation was provided by GIS software (ARC GIS - ARC Map 9.3, 10.1) and a vector drawing software (InkScape 0.48). The visualization and the comparison of the state of the marketplaces before and after the renovation of the marketplaces is further nuanced with photo documentation. In the case of settlements where market development is planned in the near future, I will provide available conceptual diagrams in my dissertation.

4. Summary of the results

The aim of the dissertation was to analyse a regional development tool that is largely independent of political and legislative changes - the traditional market as a direct selling point.

1) I made an attempt to create an independent definition for the market place and reinterpret it based on previous literature and personal empirical experience. As a result, the marketplace is an organized, spatially focused entity providing legal conditions that represents, as a collective term, the locations of a variety of product-specific sales activities. The formal and functional elements of its network are shaped by the supply and demand, the ownership and the operating segment, which results in the creation of new varieties. The specialized types form geographically diverse networks, with significant aggregate sample area concentrations.
2) ***In my dissertation I created a regional market cadastre,*** based on the records of the National Food Chain Safety Office (NSBIH), the National Chamber of Agriculture (NAK) and the Agricultural Research Institute (AKI).
   - During the cadastre, it has been established that the different types of marketplace form a geographically unequal spatial structure that is, however, proportional to the population. Typically, they can be interpreted as selling points of towns and peri-urban areas, while in villages further off the lakeshore they seem to emerge as local attraction. Among attractions recreation, gastronomy, culinary experiences and community building are emphasised. It can be said that, compared to the transport-geographical position, the already established reputation (such as the Liliomkert in Káptalantó) has more emphasis, while its positional energy and the advantages and disadvantages deriving from it are secondary.
   - With the cadastre, I enabled consumers to choose the sales points that are more favourable to them, that is, let them know of the location of the marketplaces, the periodicity of their operation, opening hours and the types of products available at the market.
   - The database helps primary producers, local farmers identify the points of sale in their area, define the types of production capacity available, and determine the infrastructure characteristics and shortcomings.

– The four categories formed by comparing the official license of marketplaces and their actual operation point to the need to improve the capacity utilization of marketplaces by attracting and increasing consumer interest. (Table 1).

Category	Settlements (market places)
Registered market place out of operation	Badacsonytomaj, Balatonalmádi (hall), Balatongyörök, Balatonlelle, Balatonszemes, Csopak, Dörgicse, Kapolcs, Karád (fair), Kőröshegy, Kővágóörs, Szentantalfa, Vigántpetend, Vindornyalak
Registered market place operating not as recorded	Balatonakali, Balatonalmádi, Balatonboglár, Balatonfenyves (sports field), Balatonföldvár, Köveskál, Lengyeltóti, Ságvár (producers' market), Siófok (hall), Tapolca (hall), Zalakaros
Registered market place operating in accordance with the records	Badacsonytördemic (Lábdipiac), Balatonfenyves (Imremajor), Balatonfüred (market place), Balatonfüred (hall), Balatonmáriafürdő, Fonyód, Gyenesdiás, Hévíz, Káptalantóti (producers' market), Keszthely, Litér, Marcali, Révfülöp, Ságvár (market square), Sármellék, Siófok (Kiliti), Szántódpuszta, Szólád, Tapolca (producers' and fleamarket), Tab (hall), Tab (fair), Tihany (Agora), Tihany (Piac placc), Vászoly
Operating market not included in the database	Káptalantóti (Liliomkert)

Table 1: Markets and market-type direct selling spots in BPRA, 2018. Source: NÉBIH, NAK, AKI databank and personal research.

3) In my research I established the ***rural and urban*** expansion of different market types.

– It is proven that urban-rural inter-municipal relationships also prevail when markets are visited. Market places - ideally verifiable if they are of the same type - represent 60-82% local population and the purchase point of food and fresh seasonal produce for a suburban population.

– By examining the production headquarters / sites, I have pointed out the lack of legal framework for producer areas and the need for local development capacities.

– If the legislation on primary producers and their sales were to support farmers, a greater volume of primary products would become available. (Figure 3).

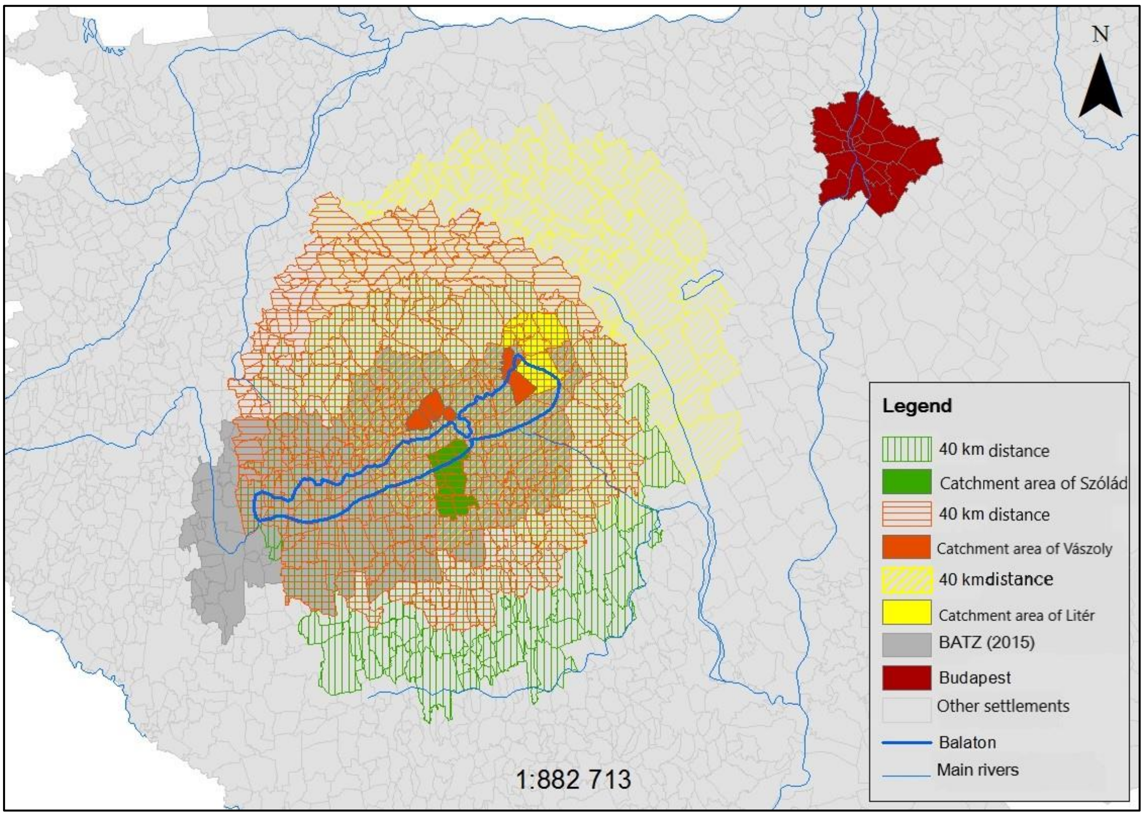


Figure 3: Theoretical and actual catchment area of the local producers' market of Litér, Szólád and Vászoly. Source: Personal design based on data from market operators. See: Nezdei Cs. – Mohos M. 2017b.

– As a result of my customer survey, I have shown that, depending on the product type, shoppers from urban areas travel 25-30 kms for food, and even longer distances for other products available at market places (manufactured goods, second hand goods), which, however, is associated with a low attraction intensity and related visitor's aspect (e.g. community space, recreation, family program) (Figure 4). That is, the further off the customer comes from, the more the type of the purchased merchandise tends to shift towards the unique, gift-purpose goods from daily commodities.

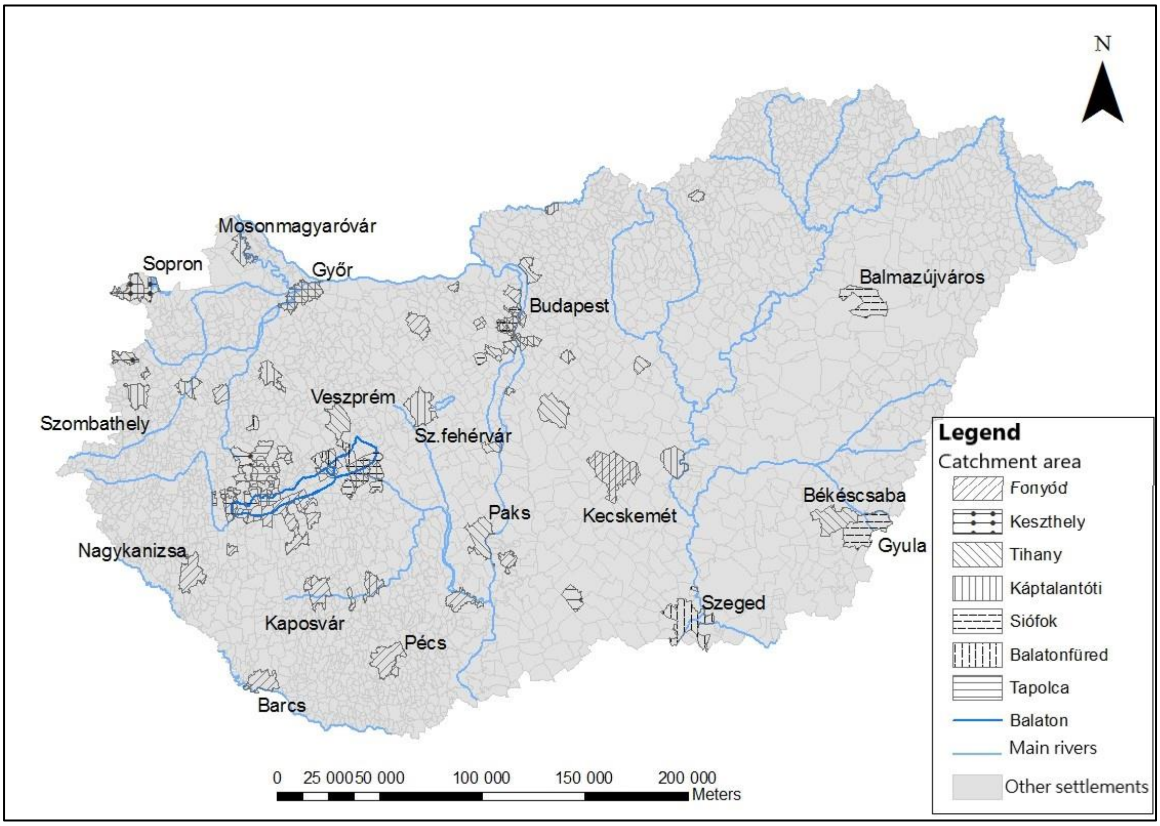


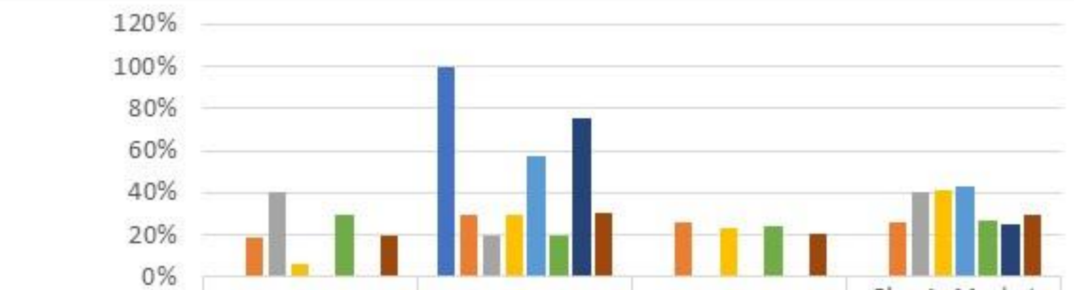
Figure 4: The scope of the entire customer catchment area, based on the sampling points. Source: personal survey, 2016.

4) In my dissertation I formulated the market development aspects of the sample area. As part of this, four customer clusters were identified by surveying marketplace consumer decision-making: Adventure seekers, Price optimizers, Supply Fanatics and Classic market visitors (Nezdei Cs. – Alpek B. L 2018).

– The homogeneous-looking customer public varies greatly according to their behaviour; elements of attitude patterns are reflected in the established clusters. It is especially true for the *"**Price Optimizers**"* analogous with the exclusively price oriented 30.7% of all individuals making the group. From their perspective, the examined market places are the purchase points for affordable goods and the sales space of merchandise with appropriate value for money, so their competitive advantage appears in the low price of the product (less frequently in the opportunity of bargain), or a higher, more reliable quality which is still affordable. This consumer group is constituted by elder and married females; their ratio compared to men is particularly high in comparison with other groups.

– There is a broader "expectation" represented by "***Classic Market Visitors***" looking mainly for the right price at the marketplace and emphasizing the high quality, product reliability, a satisfactory range of goods and a unique market atmosphere. The members of the group attach great importance to their personal shopping experience, whereas it is not a negligible factor for them to get a wide range of products, food in the first place, and at an optimal price. For them, the market represents a modern form of "the familiar corner greengrocer's". The cluster analysis showed that the group of Classic market visitors, in case of using the five clusters solution, is divided into further two segments (dominantly range-oriented or quality-oriented persons). Along with the continued emphasis on emotional experience and price orientation, one favours a wider variety of goods, while the other a higher quality of products.

– "***Supply Fanatics***" who show a predilection for supply are less likely to seek social experiences. For them, the market stands out with its wide range of daily and durable consumer products and price plays a less important role.
– The smallest-rate but very specific group is constituted by the "***Adventurers***", who look at the market as an outlet for non-food products. It is important for them that the community, the environment is adequate, the salesman is helpful and open to the customer. This model partially shows the curious shopper frequenting the market not for the everyday shopping but for the supply of unique, occasionally valuable items.
– Identified customer groups vary in size from one settlement to another: "Price Optimizers" appear at every sampling point, but pricing in local producer markets is marginalized by community experiences and social interactions. At the same time, the variety and depth of product range in traditional large markets is attraction in itself (Figure 5).



	Adventurers	Price Optimizers	Supply Fanatics	Classic Market Visitors
Balatonfüred	0%	100%	0%	0%
Fonyód	19%	30%	26%	26%
Káptalantóti	40%	20%	0%	40%
Keszthely	6%	29%	24%	41%
Siófok	0%	57%	0%	43%
Tapolca	29%	20%	24%	27%
Tihany Rév	0%	75%	0%	25%
Total	19%	31%	20%	30%

Figure 5: Rate values of consumer groups identified at sample points. Source: Personal survey, 2016.

– It should be noted that local producer markets are unique parts of modern, diverse trends in consumerism, where product uniqueness, brand and origin are the most important, while value for money, quality, trust in the seller, location and local salesperson promotion are the least appreciated aspects. However, it should be borne in mind that when evaluating marketplaces, it is exactly the price/value ratio of the product that attracts the Price Optimizers, i.e. producer markets may appear to be a part of a group-specific consumer environment.
– The customer groups formulated the development aspects most needed in marketplaces, missing product types that can improve the consumer perception of marketplaces. The revitalisation and renewal of the infrastructural conditions and the physical environment was suggested by 51% of the customers, and there would be an increased demand for a deeper selection of processed and handcrafted food. Every tenth customer also missed the supply of chemical-free and/or organic products (Figure 6).

Figure 6: The most missed products in the markets. Source: Personal survey.

- It is the availability of fresh vegetables, fruit, eggs and horticultural products that makes market places popular and sought after in locals and periodical residents (property owners) in the region. For them, it is the availability of the raw material for making homemade jams, syrups and other high value-added goods that appears paramount when choosing a point of sale.

5) I presented the ***operators' perception*** of market places, as well as the suggestions of the organisational side as follows:
   - Market organizing activities are often non-profit-making, mainly in spaces run by NGOs, associations or foundations. It is not profitable for the organizers and their maintenance serves a purpose beyond profit making. The same can be said about the local government areas. There were no market organizers in the region that operated two sales points.
   - There is ***no permanent platform for the exchange of experience*** between the operators; consultations based on individual decisions are held about the possibilities of adopting good practices. It was unanimously stated by market operators that a strategy that worked in one place might not be able to succeed in the market of a neighbouring town.
   - The implementation of infrastructural developments, which can be used as community space for around 95% of the settlements has been (would be) funded through the project budget.
   - The capacity of different market places (traditional market place, local producer market, market hall, used goods market) ranges from six-ten stands to those accommodating hundreds of vendors. Local producer markets include small-scale venues (e.g. Badacsonytördemic, Balatonmáriafürdő, Balatonföldvár, Szólád, Köveskál) and ones organising tourist events (e.g. Hévíz, Káptalantóti, Tihany). There is a demand for the intensification of the ***tourist attraction*** feature at 80% of the market places.

     The turnover of the analysed sales points is seasonal, the utilisation rate is highest in the tourist season, and the pool of customers locally and from the neighbourhood expands with the tourists. ***Market time announced for the afternoon hours*** have appeared in several settlements taking customers' working time/daily routine schedules into consideration.

- The ***number of producers*** is a constant problem, as a result of which there are shortcomings in the product range (e.g. bakery products, pasta), while it is not always possible to sell the whole basic food group. The lack of market primary producers results in a decrease in customers. 46% of market operators were considering expanding the range of market products.
- Operators have regard to the development of competition between product types; with market surveillance activities seeking to prevent producers from decapacitation and the simultaneous presence of competing producers at the market. The role of competition of producers may be decisive in the local producer markets, as the consumer market of small-scale points of sale is not always able to ensure the livelihood of several primary producers selling the same product.
- ***The circle of customers is varied***: those who are most committed to health-conscious living, families with children, the senior generation, and those receiving retirement benefits are the actual customer group. In markets where there is evidence of tourism development efforts (program management, mixed product range, product tasting ...), consumer interest goes beyond the town area and the neighbourhood.

In my dissertation I have illustrated the characteristics of job opportunities created by marketplaces, the opinion and judgment of the *primary producers* about the market. I established that:

- Primary growers regard their market place income as essentially additional income. Family farms can make a living through market place sales.
- The product landscape differs significantly from one producer to the next: small producers start selling with one or two products, but there are a wide range of product launches.
- An increasing number of producer markets favoured market access for primary producers, leading to the expansion of commodity types. Subsidies to the agricultural sector have promoted the local product / producer concept, but this is not clearly attributable to the emergence of producer markets. The expansion of the space was not typical.
- The proximity of the market place is a decisive factor in the choice of producers. In addition, it is in the market place where primary producers can reach their customers the most.
- Primary growers strive for a special, unique design of their merchandise, as handicraft products are also observed to become mass-products. They see a unique or qualified product as a more effective opportunity to sell.
- Local farmers and farmers were unable to provide a clear answer for the continuation of the farms. The younger generation tends to turn away from farming due to its labour intensiveness, different interests and the choice of place of residence. It has been confirmed that the aging of the farming society requires the development of a future solution.
- The producers of organic goods are represented only in low numbers in the resort area. However, sales are made in the capital because of their livelihood - there they are experiencing genuine solvent demand for their products. Organic producers are oriented to other sales channels depending on the type of product or are involved in grassland management.

6) In terms of market place organisation, based on my experiences, I recorded the ***system of criteria*** for market place ***evaluation*** relevant in the region (Table 2). A certification of marketplaces can provide a solution for both producers and buyers for visiting the location that best suits their consumer expectations. The efficiency of the rating system could be enhanced by multi-market operation (networking). The elaboration of the details of the rating system goes beyond my dissertation.

Factor	Elements	Factor	Elements
location of market place	traffic location, orographic positioning, transport opportunities	**profitability**	cost of market vending, stand tariff
	inside settlement (suburban area, frequented…)	**market type**	local producers'-, traditional-, eco-, flower-, flea market, fair, combined
	situation in the region (spatial structure)	**suitability of environ-ment**	location to develop,
	situation in the region (inter-settlement – competition)		foundation: existence of buyers/vendors (number, space)
publicity, timing	public knowledge (how long it is in operation)		foundation – demand-generated (local population, catchment area, tourism)
	time of the day	**product portfolio**	product type (food, other product not for consumption)
	seasonal influences	**infrastructural elements**	development of sales points (nature of stands)
	periodic/permanent operation		accessibility (parking, route, road surface quality)
	weekly (frequency)		supply of utilities
legal and (local) regulatory framework	national and local legislation (laws, decrees, orders…)		other infrastructural features
			fitting in local image
			time of maintenance and renewal
legal status of operator	local government, profit-oriented, non-profit organisation	**development plans of operator**	expansion, maintenance, termination

Table 2: Factors to consider when certifying the market place and elements thereof. Source: personal survey.

7) Based on the recreation function of the resort area, the status of market places often hosting gastro-cultural events and the offered product types, an analysis was carried out to discover opportunities to ***fit market places into the tourist sector***. My dissertation highlighted the following:
   - Marketplaces, in accordance with the management objectives, play the role of a tourist attraction or embody the characteristics of an additional tourist product.
   - Especially in the context of local producer markets, it is stated that there are three well-separable groups that are tailored to customer needs: although the product line-up is made up of almost identical items, the combined concept of gastronomic experience and landscape-product based on complementary programs equally attract visitors. The category identified as a program opportunity is typically intended to represent the festival nature, with a supply of programs associated with the market place, and an experience-oriented event. Certain elements of gastronomy appear as part of the program range group, but this type is specifically the culinary point of family-friendly gatherings (e.g. sales of local producer wines, eateries). In the unit of landscape-product the settlement (market) is identified with the product itself (e.g. at Lake Balaton: Tihany and lavender, ziege; nationally e.g. plums of Szatmár, strawberries of Csököly, paprika of Kalocsa, etc.).
   - Market adaptation from the tourism aspect is hampered by the attitude of the operator, its objectives and the "awareness" of the concept developed. The most demanding is to copy

the landscape product scheme due to its historicity.

- In addition to property owners and hikers, visitors from larger towns and cities also appear in the potential tourist demand of marketplaces. The name of the market is a calling word that is not overridden by the transport-geographical position (e.g. Káptalantóti).
- The inclusion of a small number of participants in the tourism sector only adds extra colour to the findings recorded in relation to the market places. Among tourists' consumption habits the popularity of personalized or unique products can be highlighted. With regard to the food commodities, the latter group sought high value-added products, while non-food products (handicrafts, folk art products, etc.) were also in the basket of these consumers. However, given the low number of tourists, the figures are indicative.

8) Based on the regional market place potentials, I developed a possible ***marketing strategy*** to access local consumers and tourists.
   - Some press coverage is used to call local people’s attention, and up-to date information is shared with them through the community platforms. The current practice lacks the communication of the product portfolio, the image and the targeted consumer group. Information boards, notices, signs are not enough to attract visitors to the target.
   - The press coverage applied for tourism-related demand is limited in scope and there are efforts to provide up-to-date information on social platforms. Even targeted visitors of the market place receive information in an unsatisfactory way: info signs for marketing purposes are missing or are badly visible.

5. Conclusions, recommendations

5.a. Conclusions to *be drawn from* the findings of my dissertation are as follows:

Marketplaces can contribute to the long-term sustainability of the region in a complex way. The spatial distribution of the environmental burden, i.e. its integration into the regional demand of background settlements, improves:

- The liveability of the region even in the summer period, by reducing congestion,
- getting to know agriculture-related trades, crafts serving the promotion of rural, village tourism, indirectly the retention of population,
- builds trust in customer groups by providing value-creating, high-quality consumer goods, creating stable demand for both domestic and foreign customers in the long run.

- The attention paid to marketing during the tourism-related development of market places is negligible. It is imperative that this defect be corrected to influence customer behaviour.

- Although the range of organic and/or chemical-free products is reflected in the choice of the purchaser, sales in these marketplaces are still not profitable from the producer's point of view, in the absence of actual solvent demand. The development of the (domestic) society is necessary to increase customer confidence in these products.

- The development of producer/buyer behaviour can improve the attitude of the next generation: product quality, compliance with ethical conditions, elimination of abuses.

- The current system requires the presence of a market operator in the relationship between the producer and the buyer, without which their retail activities cannot become an automatic system. The market management body is a guarantee for producers.

5.b. My research facilitates research in the field of local economic development in several directions. *Future research topic field*:

- Examining the possibilities for the cooperation of market organizers in the sample area.
- Practical development and implementation of the market certification system. This would serve as quality assurance for regional marketplaces, both at Lake Balaton and in other areas.
- Exploring the issues of networking marketplaces, defining the behaviour of market operators and the organizational structure suitable for networking, character of the leading organization.
- Based on product types, the relationship between organic and chemical-free farms is a further factor to explore.
- Producer and/or buyer decision-making between RELs: that is, the aspects from which the producer and or buyer makes a decision between two or more alternatives. For example, why would a primary producer choose the shopping community to sell their products instead of the supplier system or the market.
- The analysis of customer behaviour in the population absent from the market place.

LIST OF PUBLICATIONS IN THE TOPIC:

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