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## **TASKS OF THE PRODUCT-MIX IN THE MARKETING STRATEGY OF THE VILLAGE CALLED NYÚL**

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### **Abstract**

*In January 2018, the Gyula Kautz Economic Faculty of the István Széchenyi University of Győr was asked to develop the touristic marketing strategy of the settlement called Nyúl. In this study, we analyse the milestones (core elements) of the strategy in due consideration of the product-mix. In our essay, we conducted the initial assessment of the current situation based on other branch and country development strategies using previous primary information. Later, we defined the strategic goals and set the main objectives. The definition of product development tasks is the core element of this study. The analysis of other parts of the marketing-mix is out of scope of this study. This study only covers those elements which determine the marketing-mix. Focusing on the Győr-Vienna-Bratislava triangle, we put a great emphasis on the synergy effect with the neighbouring settlements, especially with Győr and the Abbey of Pannonhalma which is a World Heritage Site. As far as methodological aspects are concerned, we used elements of the integrated settlement development strategy of Nyúl, the country development strategy and the business plans of touristic developments. Our*

*primary research covered the organisation and evaluation of two local workshops in which regional business actors participated.*

## **Keywords**

Touristic Marketing Strategy; Product Development; Synergy, Wine Tourism, Ravine

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## **1. Introduction**

In our essay, we conducted the initial assessment of the current situation based on the secondary strategies using previous primary information. Later, strategic development directions and objectives of the product mix were defined. The definition of the product development tasks is the core element of this study. The analysis of other parts of the marketing-mix is out of scope of this study. This study only covers those elements which determine the marketing-mix. In the focus of our research there is the centre of one of the wine regions, with a unique ravine, and beautiful hills risen gently from the great plain. Our choice was based the personal contact with local people, and leaders, and because we know well this area.

## **2. Methodology**

### **2.1 Students' Competition**

In the frame of college education, we commenced a students' competition based on the defined secondary research. We have set the goal to define creative marketing communication targets and tools as well as determine product development tools supporting the tourism of Nyúl. The best awarded strategies were incorporated into the marketing strategy being developed.

### **2.2 Other Research Methods**

The marketing strategy to be prepared alongside the students' competition by the teachers contains the detailed description of the settlement's touristic marketing mix based on base documents providing situation evaluation and made by the local government of Nyúl. While performing our work, we organized primary workshops that were attended by local opinion-formers, touristic professionals and entrepreneurs. The initial workshop took place at the restaurant of the settlement's local government on 14. February, 2018. Invitations were sent to 24 persons, 8 regional winemakers, 2 accommodation and 2 restaurant owners, 4 representatives of the cultural sector, the representatives of local companies and the members of the local government body. 18 persons took part in the meeting. For the invited guests, we prepared a written questionnaire which had been sent to them in advance. In addition, we asked them some interview questions at the workshop. Questions of the questionnaire were

focusing on the competitors, regional cooperation, demand and product ideas. The questions were open-ended and partially structured We used scale/rank questions from 1 to 10 to evaluate the product ideas. The evaluation of the 13 questionnaires was done using the software Microsoft Office 16 Excel. The scores of the ranking scale were aggregated for each project idea and were ranked from 1 to 10 (priorities of Chapter 5.1). The interview questions of the workshop covered the following topics: target definition, strengths and weaknesses, internal cooperation, target groups and marketing work having been done so far. Answers given to the oral questions were taped and recorded. The local mayor was asked to give some additional information about demand and supply. In our study, the product mix was discussed in detail, describing the explanation, marketing objectives, measures, projects, beneficiaries, responsables, deadlines and costs. After evaluating the opinion-forming answers given at the workshops, we aimed to define the elements of the above-mentioned criteria. To achieve this goal, we prepared a SWOT analysis matrix. The matrix contains the main strengths, weaknesses, external factors and solution strategies. To establish the product mix, we made an Ansoff-matrix where the existing elements of the market and the products were compared with the new features of them. At the final workshop, we accurately defined the conclusions we had drawn.

### **3. Situation Evaluation**

#### **3.1 Integrated Settlement Development Strategy of the Settlement Nyúl and Factors Impacting Marketing Strategy which were Defined Based on the Development Documents**

The following table includes the factors, defined based on the Integrated Settlement Development Strategy (Németh Gy. & Németh E.2017) and the related development documents which determine the touristic product development most.

**Table 1:** *Factors influencing product development*

| <b>general conditions to be emphasized</b>  | <b>social conditions</b>                                |
|---|---|
| vicinity of Győr,Vienna, Bratislava and the M1 highway (13 km) with a market of 2.3 million. Budapest's market of 2 million (Figure 1.)   | high number of young families, local population of 4425 |
| regional comprehensive and connective role between 65 LEADER (Treasure of Pannonia) settlements, and as a part of the Győr region in direction of the Pannonhalma region as a part of the Pannonhalma Hills (Figure 2). | positive demographic changes                            |
| vicinity of Pannonhalma as a World Heritage Site (figure 2)   | familiar atmosphere                                     |

|  |   |
|--|---|
| natural values provided by the Bakony area, St. Paul Peak (313 meters), the highest peak of the Pannonhalma Hills (Sokoró) (Figure 2). | quite high living standards   |
| Sárkánylyuk Ravine System, the largest natural ravine in Central Europe  |   |
| unique loess hollow ways with cellar rows established in them  |   |
| <b>institutional system</b>  | <b>Presentation of the local economic environment</b>                     |
| fully renovated primary school with gym  | more than 300 enterprises   |
| enhanced healthcare system   | 3 key enterprises   |
| dynamic and customized development (tailor-made for the citizens)  | industrial-economical zone under development                              |
| football pitch with a parking lot serving as a venue of outdoor events (1300 m <sup>2</sup> )  | full spectrum of services   |
| 6 accommodations in the settlement, 3 commercial accommodations with 35 rooms to rent, 121 beds. 3 other accommodations with 56 beds   | new living areas can be established                                       |
|  | collective farm with granaries to be used, 2X5 pcs. / 1200 m <sup>2</sup> |

### 3.2 The Touristic Demand Market of the “Golden Triangle”

Based on the data of the city hall of Vienna, the Austrian capital received 6.8 million guests in 2016 ([www.wien.gv.at](http://www.wien.gv.at)). The guest number of the Slovakian capital Bratislava was 1.2 million; in Budapest this figure was 4,08 million (Bódi Á 2017), (Hungarian Central Statistical Office <http://statinfo.ksh.hu/Statinfo/haViewer.jsp/2018/03/04>).

According to the above-mentioned facts, the annual guest number of touristic centres of located in the border area (including Budapest) is estimated to be 12 million; this is 2 million more than the total population of Hungary. Győr, as a micro centre, produced a guest number of 176 053 at its commercial accommodations in 2016 (the examined value in 2017 was 190 411). In 2016, the result was only 2% of the total value of the neighbouring capitals with an average annual room utilization of 50%. Nyúl, Pannonhalma (a World Heritage site) and Győrújbarát received 6074 guests in 2016 (this figure was 7394 in 2017). The guest number of Nyúl was 2073 in 2016 and 2372 in 2017. The guest number of the above-mentioned three settlements accounts for 4% of the total guest number of the county capital. Certainly, the modest guest turnover data couples with the smaller capacity of the accommodations. In case of Nyúl, it implies 3 commercial accommodations with 35 rooms and 121 beds. The capacity of other accommodations covers 3 accommodations, 13 rooms

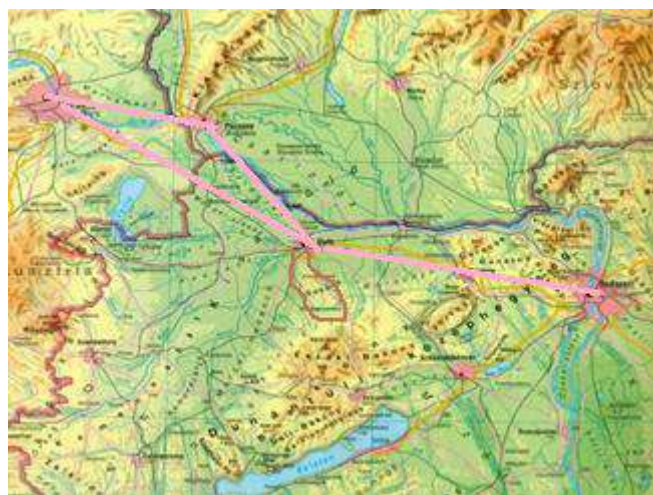
and 56 beds. The settlement is primarily visited by hikers who show great interest towards nature. Several guests arrive from Győr in order to participate in events linked to wine-tourism, but they do not raise the guest number of accommodations. Based on the questionnaire, tourists who are keen on rural tourism primarily come from Budapest and the Great Plain or from several places of the world.

As far as foreign visitors are concerned, you can draw the conclusion that the macro region has considerable tourism potential which can be considered as really high - even on European level. It is a question of time if the reviewed background area can make use of the market opportunities since there is still room for improvement. We are convinced that further development can be achieved due to the good location, the attractive sights, the improving accessibility of the area, the continuously improving infrastructure and suprastructure as well as thanks to the enhancing regional cooperation. The most important task is to draw everyone's attention to the values, the closeness of the markets of the border area. Tourists feel motivated if the touristic offer can be adjusted in a flexible manner on the spot (even online) depending on weather conditions, the actual mood of the visitors, but always in accordance with their primary motivation (Darabos F. 2015).

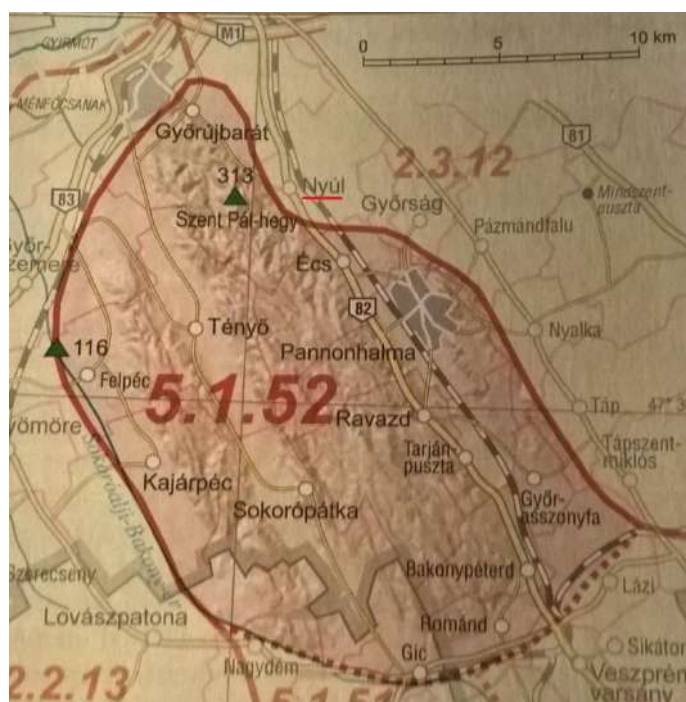
### **3.3 Basic Elements of the Regional Synergies**

In due consideration of the results of uniform answers given to the questions of the questionnaires, interviews and the secondary documents, the following statements may be made regarding cooperation possibilities. The cooperation with the city of Győr located at a distance of 13 km seems to be reasonable and necessary within projects focusing on the establishment of modern suburbs. At the same time, Győr is a cornerstone of the Vienna-Bratislava-Győr triangle and the "suburban function" of Győr is expanded to the surrounding area (Figure 1.). Pannonhalma Hills is a small area next to Győr-Wienna-Bratislava triangle (marked by brown in the map), between Vienna and Budapest. The elements of the marketing cooperation are as follows: complementary establishment of the product mix, coordination of the marketing tools, coordinated release of leaflets and the presence at exhibitions. An essential aspect is the contribution to the regional marketing of major projects, for example the Cultural Capital project. The cycle route connecting Győr with Pannonhalma provides regional cooperation opportunities in the marketing of cycle tourism. The professional cooperation with the Abbey of Pannonhalma (serving as a kind of trademark) and with the town of Pannonhalma in terms of cultural tourism, wine tourism, nature tourism, cycling tourism, active tourism branches would also promote the development of tourism networks. The construction of the lookout tower of Lilahegy is necessary in the cooperation with Győrújbarát, since the geodetic measurement point is the

highest peak of the Sokoró Hills and is located at the border of the two settlements. Additional cooperation opportunities can arise in product development and in the application of marketing tools. Tényő, Ravasd and Écs have to be involved in the cooperation (ecotourism, nature hiking, active branches) (Figure 2.). Recreation services rendered in the border area can even be offered on European level to third-party markets because the cluster view increases the efficiency of marketing activities by offering complementary opportunities.



**Figure 1:** *The geographical situation of the Pannonhalma Hills small area (brown borderline)*



**Figure 2:** *The Pannonhalma Hills small area with the St. Paul hill of Nyúl*  
Source: (Dövényi Z.2010)

### 3.4 SWOT Analysis

Hereinafter, we evaluate the external and internal factors determining the touristic product development of the settlement based on the results of the primary workshop and the secondary development documents. We are going to use the SWOT analysis method.

**Table 2:** SWOT matrix determining the touristic product development activities of Nyúl

|   |   |   |
|---|---|---|
|   | <p><b><u>strengths</u></b></p> <ol style="list-style-type: none"> <li>1. transport-geographical situation</li> <li>2. Europe's largest loess hollow road</li> <li>3. 2 signposted hiking trails</li> <li>4. wine cellars delved into loess, wine region</li> </ol>                                  | <p><b><u>weaknesses</u></b></p> <ol style="list-style-type: none"> <li>1. lack of effective marketing efforts</li> <li>2. low number of accommodations</li> <li>3. local and regional cooperation</li> <li>4. lack of indoor event venues and touristic objects</li> <li>5. uneconomic regional programs</li> </ol>   |
| <p><b><u>possibilities</u></b></p> <ol style="list-style-type: none"> <li>1. infra- and superstructural developments</li> <li>2. establishment of the position in tourism</li> <li>3. addressing tourists coming to the border area</li> <li>4. unique touristic image</li> </ol> | <p><b>possibility-strength strategies</b></p> <ol style="list-style-type: none"> <li>1. introduction of international tourist traffic</li> <li>2. creating unique eco-wellness and active touristic offers</li> <li>3. high-priority development of cycling tourism</li> </ol>                      | <p><b>possibility-weakness strategies</b></p> <ol style="list-style-type: none"> <li>1. comprehensive development of touristic marketing</li> <li>2. local and regional development of touristic management through joint actions</li> <li>3. improvement of reception capacity, accommodation development</li> </ol> |
| <p><b><u>threats</u></b></p> <ol style="list-style-type: none"> <li>1. regional competition, weak competitiveness</li> <li>2. disruption of international tourist traffic in the border area</li> <li>3. shortage of resources</li> </ol>   | <p><b>threat-strength strategies</b></p> <ol style="list-style-type: none"> <li>1. cooperation with Győr and the capitals situated in the border area</li> <li>2. making use of the local special features (power lines, village image, landscape)</li> <li>3. tenders, government lobby</li> </ol> | <p><b>threat-weakness strategies</b></p> <ol style="list-style-type: none"> <li>1. establishment and expansion of a local organization with a considerable cooperation potential</li> <li>2. financial contribution made private persons</li> <li>3. warning of the non-constructive partners</li> </ol>              |

### 4. Planned Investments, Developments

Analysis of the potential tourist attraction and existing facilities are conducted to get preliminary information about the objects (Rahmafritria, F., Wirakusuma, R. M., & Riswandi, A.2017). Based on the integrated settlement development strategy of Nyúl for 2017, the

chapter below summarizes the future touristic investments which determine the basic elements of the product mix as well. Developments are linked to touristic functions and product types with an arrow.

- **Győr-Nyúl-Pannonhalma cycle route (Autumn, 2019)** → cycling tourism, recreation
- **Establishment of a new town centre (2021.)** → community centre and stage (culture), nicely-arranged town centre with decorative cobblestones and terraces
- **Sight lake, running track with rubber carpet, outdoor gym (central park)** → recreation (active tourism)
- **Demonstration space in the Sárkánylyuk ravine, amphitheatre project (2021.)**→ geopark, educational trails, energy park (geo-ecological tourism), Kneipp-tour routes (health tourism) →eco-wellness, tourism outdoor event space, lookout terrace (cultural tourism)  
visitor centre with restaurant, wine museum, information centre (gastronomic tourism), camping development
- **Transformation of the geodetic measurement point of Lila Hill into a lookout tower (27 April 2018)** →lookout tower (nature tourism)
- **Establishment of a market offering homemade food and homegrown vegetables and fruits**→(local products, gastro tourism, folklore)
- **Wine and Cellar Festival of the Pannonhalma Wine Region, Traditional Easter Festival of Nyúl, prestige events (from Autumn, 2018)**→ gastrotourism, cultural tourism)

## 5. Directions and Goals of the Strategic Development of Product Mix

Knowing the results of the situation assessment and investments, we used the Ansoff-matrix to determine the product development directions in due consideration of the markets.

**Table 3:** Ansoff-matrix for the determination of the alternative development directions

| <b>Ansoff-matrix</b>  | <b>current product</b>   | <b>new product</b>  |
|-----------------------|--|---|
| <b>current market</b> | <u>market penetration</u><br><b>nature tourism with existing thematized routes</b>   | <u>product development</u><br><b>Kneipp energy tour, performance tour, festival tourism, sports car exhibition</b>  |
| <b>new market</b>     | <u>market development</u><br><b>wine tourism; cycling tourism with existing thematized cycling routes, existing thematized routes with religious content</b> | <u>diversification</u><br><b>Gradual establishment of eco-wellness offers, gradual establishment of wine region wine route, baroque music festival in the</b> |



## 5.1 The Tasks of Product Mix Establishment

The aim is to provide guaranteed programs for tourists in due consideration of existing and new touristic attractions, based on the observations of the opinion formers. To achieve this goal, the aforementioned developments of the reception capacity have to be made. Furthermore, it is essential to weight the appropriate product elements, their segmented display and the definition of the touristic content related to the investments. It is important to take the realignment of the tourists' motivations into account. According to this tendency, pleasure-centeredness (hedonism) as a characteristic feature of mass tourism is gradually being replaced by the crave for individual experiences and new knowledge (Freyer W. 1997). Touristic products are created gradually based on existing and new attractions. The offer can be assigned to a package, to which the following statement may apply: "In our globalizing world, due to the fast-paced and continuous technological development, a new approach of tourism is needed. While in the past the intermediary sector (travel agencies, travel organizers) played a crucial part within the system of tourism, nowadays the consumer (tourist) takes over the task of organization and arranges the parts of his/her travel package by himself/herself." (Happ É. & Ivancsóné H. Zs. 2018.) To achieve the targets, local organization and regional cooperation of professional groups and program administrators is indispensable within the projects. Accommodations of rural tourism offer developed products (holiday at a wine or palinka maker, active holiday at a village house / cycling, nature tours)... in an organized way. Product development activities set the course for the definition of target groups and the performance of further marketing tasks.

### 5.1.1 Nature Tourism, Creation of Thematized Eco-Tours under the Soft Sport Tourism

(priority: 7.)

#### 5.1.1.1 Aims of Product Development

The development of concept of „ecotourism” cannot be separated from the change of development paradigm, especially after the 2000s. Community-oriented development, in part, has an impact on the development of the world industry (Prayudi, Susilo M.E.& Herastuti H. 2017). Ecotourism is directed at natural areas, contributes to the preservation of the local values, minimizes the adverse effects of tourists on the environment and reinforces the positive ones. The most important goal of ecotourism is the preservation of sustainability in the natural environment, this is why nature is the target point of trips organized under ecotourism (Happ É. 2014.). Thus, the existing nature-related touristic offer (improved,

enhanced by new attractions and a lookout tower) should be assigned to accommodations and guest services. By doing so, market penetration can be performed targeting the groups of hikers. An attractive offer involving discounts has to be established to call the attention of tourists to these possibilities more successfully in order to encourage them to stay for a longer time.

#### **5.1.1.2 Project Description**

The thematized route which is signposted and supported by professional content is the 11 km long Kőköröcsin-route. The thematized route will be completed by a new attraction from 2018 on: The lookout tower of Lila-hill will become the main target point for tourists. The loess hollow roads, cellar streets and valuable bird observation posts secure the uniqueness of the tour. Unique thematized tours, involving guides and/or a special app can be organized based on the geographical and natural features. It is of great importance that accommodations, restaurants and wineries are linked to the tours. A key contact point is the Szél Fiai Boarding House and Cellarium which is located at a distance of 900 meters from the lookout tower. It is essential to assign the signposted target points to resting places, accommodations and spots where garbage management and selective rubbish collection can be performed. Tourists visiting the County of Győr-Moson-Sopron can be channelled to visit the above-mentioned attractions along the red and green county trails. For hikers, it is a real adventure to walk through the hill regions which are inaccessible by car. An additional option can be the establishment of the system of outdoor classes and bird observation tours. Tours can be completed by geocaching programs (priority 9.) It is indispensable to extend the management of local offers addressing tour organization societies.

### **5.1.2 Thematized Development of Cycling Tourism under Soft Sport Tourism (priority 7)**

#### **5.1.2.1 Aims of Product Development**

Attracting new cycling tourists to the village who attend the opening ceremony of the Győr-Nyúl-Pannonhalma cycle track which is expected to take place in 2019 and encouraging them to stay for several days within the frame of the market development work involving accommodations and restaurants. At this point, it is essential to strengthen and expand propaganda activities along the border.

#### **5.1.2.2 Project Description**

The signposted, 11 km long Kőköröcsin Route is suitable to attract cycle tourists, wine tasting programs attract the tourists to extend the duration of their stay. The thematised hiking trail primarily suits mountain bikers. For cyclists, the route can be thematized as a ravine tour or a lookout tower tour, which raises the attention of the target group. From the International

Danube Cycle Path, domestic and foreign tourists can come here from Győr on a paved cycle route leading along Szigetköz. The route of the thematized cycling tour is connected to the Balaton route. Accommodations, restaurants and wineries have to be assigned to tour organizers and Rad Reisen offices. Local and regional cycling tours shall become an integral part of the offer. Services rendered by accommodations are completed by the facility to rent a bicycle and recommend proper service locations. The station contributes to the comfort of the target group by providing a laydown area for bikes.

### **5.1.3 Development of Local Wine Tourism under the Gastronomic Tourism (priority: 3)**

#### **5.1.3.1 Aims of Product Development**

Participation of winemakers of this wine region with unique high-quality wines in multi-day regional programs. The market development work aims at gaining new markets gradually. Local cooperation and listing of the wineries with guaranteed offer. Our responsibility is to develop a well-functioning business model in due consideration of the experiences collected in the past few years. Comprehensive development of communication (branding, fitting to the regional offer).

#### **5.1.3.2 Project Description**

Wineries operating in the settlements are integral parts of the above-mentioned steps of product development. The key task is to accomplish regional cooperation in the area of the Pannonhalma Wine Region. Actions are needed which are based on the guaranteed offer of the cooperating wineries and involve each other's mutual recommendation. The Open Cellar Events organized by the Bor-Promotion Ltd. 3 times a year are primarily designated for visitors coming from Győr, (Vincent Day in January, Pentecost in May, Martin's day in November). In addition to these programs, it is recommended to organize smaller events linked to seasonal garden work – for example focusing on the harvesting period. For instance, such actions can be the seasonal offers of the BorÁSZok (winemakers) of Nyúl and local cellar tours which fit to the programmes of the wine region. With the extension of the opening hours of the cellars, further target groups can be addressed by using marketing tools. Cooperation of accommodations and wineries is also important in order to accommodate guests providing them high-quality services. According to specified criteria selected wines of Nyúl can be sold with the recommendation of BorÁSZok of Nyúl.

### **5.1.4 Establishment of Religious Routes under the Thematized Routes (priority: 7)**

#### **5.1.4.1 Aims of Product Development**

With the association of the St. Jacob Fellowship, in case of the Hungarian routes - Camino Húngaro (Budapest-Tata-Pannonhalma-Lébény-Bratislava-Wolfsthal) and Camino

Benedictus (Tihany-Bakonybél-Pannonhalma-Lébény-Bratislava-Wolfsthal) - giving a more significant role to the existing signposted Cross-Road of Nyúl. Grasping the option of gradual development by joining the SacraVelo cycling pilgrimage route network which is going to be established by the end of 2019.

#### **5.1.4.2 Project Description**

Nowadays, tours and pilgrimage tours are becoming more and more popular. Hiking pilgrimage is individually organized and pilgrimage walk is organized by a parish. Religious tourism can be defined according to two approaches. In a narrow sense, it means that tourists visit the shrines on devotional purpose. In a broader sense, participants visit religious sites, but the goal of their visit is to get familiar with cultural and artistic values of this region. The existing signposted Cross-Road of Nyúl satisfies the needs of both target groups. In case of devotional motivation, the walking on the Cross-Road of Nyúl in the Easter period (Good Friday) may become a primary attraction (see: re-enactment of Easter customs under festival tourism). In a wider sense of religious tourism, it can be an every-day attraction throughout the year. Besides the crosses, the All Saints Church and the Saint Donatus Chapel of Nyúl is also a part of the religious trail. Considering further steps of the project, it is advisable to join the SacraVelo cycling pilgrimage route based on ecclesial values. One of the aims of SacraVelo is to bring settlements which are currently out of the main stream of tourism into focus. Since this route is planned to include Pannonhalma and Győr, it can strengthen the position of Nyúl. The SacraVelo program have its own homepage and its mobile application is just being created.

#### **5.1.5 Establishment of Kneipp Energy Tour as an Addition to Thematized Tours (priority: 2)**

##### **5.1.5.1 Aims of Product Development**

Expansion of existing signposted natural places (improved, enhanced with new attractions and a lookout tower) with a holistic experience element affecting the balance of body-mind-soul. Name of the new product: Kneipp energy tour. The product development builds upon the groups of hikers paying special attention to families and tourists who are interested in/committed to alternative healing methods. The incorporation of the long-term developmental elements enables you to reach tourists who are interested in spiritual tourism.

##### **5.1.5.2 Project Description**

In our accelerated world full of civilizational harms/diseases, we are becoming more and more open-minded towards natural healing methods. Due to this fact, the Kneipp-lifestyle (water-hydrotherapy; herbs-phytotherapy; healthy nutrition; exercise-exercising, massage; harmony of body-mind-soul), and the creation of Kneipp dry barefoot paths based

on this principle, got into the focus of the interest again. The barefoot walk on the dry barefoot path made from different materials, has a beneficial effect on the vascular system, nerve system, the muscular system, chronic diseases, back pain and flatfoot. The effect can be enhanced if the route is located along the St. George's energy line. The St. George lines provide beneficial earth radiation. If you spend little time there, your body will be recharged due to the healing energy which results in a harmony between body and soul, helping you to get into a meditative state. (This may be the reason why a lot of ancient sacred, religious places are located along St. George's lines such as Lourdes, Fatima, Paulist monasteries, etc.)

For the sections of barefoot path of Kneipp energy path of Nyúl, usage of "covering materials" based on the individual values, natural treasures of the settlement, such as grape seed or loess. Further options: sand, river sand, gravel, pieces of stone, small pebbles, small rocks, small cobblestones, ground stone, basalt rubble, dolomite, ground wood, wooden plank, rough and fine chipping, logs, differently arranged logs, pinecones, grass, concrete, heat-resistant bricks, clay plates, earth, bunch of cane, corn cobs, cherry seeds, lavender, stream water.

A labyrinth-like shape of the 1000 meter-long Kneipp energy path along the St. George' lines may provide an additional experience to the tourists. This new element of the touristic offer may can serve as the final part of ecotours, mountain bike and performance tours.

The market position of this new product can be strengthened gradually. In the short run, shaded tables and benches are suggested to be placed at the intersections of St. George's lines. In the middle run, development of the offer can include the establishment of a sports park; in the long run it can involve the establishment of hideaway place (spiritual campings: meditation, yoga, self-knowledge). It is essential to signpost the energy path and provide proper garbage management and garbage collection infrastructure.

### **5.1.6 Establishment of Performance Tour Routes under Extreme Sports Tourism (priority: 6)**

#### **5.1.6.1 Aims of Product Development**

The development of signposted natural places by organizing specific customized performance tours. Name of the new product: rabbit hunting, rabbit quarry.

#### **5.1.6.2 Project Description**

Based on Nyúl's natural values, good experiences and good practices of "Running Rabbit" Easter running competition (Easter Sunday) and the Sokoró Adventures 50/35/15 Pentecost (Pentecost Sunday) performance tour, separated in space and time with regard to age and physical factors, organizing so-called generation performance tours, competitions

should be held between early spring and late autumn. When determining the route and the related skill exercises, it is important to consider the characteristics and needs of the families with small children, senior age groups, groups of casual hikers in average physical condition, experienced hikers in good physical condition and hikers doing performance tours. The route follows the local Kőkörcsin-Route and its branchings. Speed exercises will perfectly fit into the central park which is going to be established in the next few years. Skill exercises can be performed at the designated checkpoints of the performance route. Skill exercises; such as soil examination, tracking, plant and bird recognition provide tourists the opportunity to get familiar with the local values.

It is essential to signpost target group specific routes, checkpoints and venues of skill competitions as well as provide the necessary space and equipment to the visitors at the venues of skill competitions. Besides, it is also essential to establish the proper garbage management and garbage collection infrastructure. Since the program may be related to the offer of ecotours, mountain bike and Kneipp energy tours, it may contribute to the extension of the average duration of stay. Therefore, it is recommended to expand the accommodation capacity of the settlement taking the need of the target group into consideration. It means that a campsite has to be set up.

#### **5.1.7 Revival of Easter Folk Customs under Festival Tourism: Easter Traditional Festival of Nyúl (priority: 4)**

##### **5.1.7.1 Aims of Product Development**

Based on the “Running Rabbit” running competition held regularly at Easter Sunday and on the route of the permanent Cross-Road of Nyúl, the establishment of a festival, multi-day event around Easter feasts, the extension of the duration of stay. It is the first major event of the annual programs offered by the settlement. Thematized routes can be organized as additional elements of the offer.

##### **5.1.7.2 Project Description**

According to the “Easter of Nyúl” Spring Festival and Cultural Event, the re-enactment of Easter-related customs, traditions, such as:

- Maundy Thursday: beating and burning of Pilate (children make noise by beating the desks in the church, and burning a hay figure representing Pilate in the outskirts of the town);
- Good Friday: walking the Cross-Road of Nyúl (total of 12.6 km);
- in the evening of Holy Saturday the ritual of Easter Vigil;

- Easter Sunday: Seeking Jesus - visiting the crosses of the town; “zöldágjárás”: playful singing activities celebrating the renewal of nature (singing walking along the town, e.g. “Bújj, bújj zöldág,...”);
- Easter Monday: sprinkling

An important element of the event is the involvement of the community hall which is going to be built from 2021 and its exhibitions (priority 7).

It is great fun adding further programs to the running competition called “Running Rabbit”, such as egg painting and decorating, basket weaving; sprinkling poem recital competition; egg hunt (it can be combined with a performance tour); egg targeting, petting farm (rabbit, lamb, duck, chicken); setting of the table in a festive manner, food dedication; preparation and tasting of Easter table courses; folk music, folk dance, folk games, tractor tour from the granaries to Tényő.

The Easter period ends on Pentecost Sunday. From this aspect, the Sokoró Adventures 50/35/15 Pentecost performance tour having been held since 2016, fits excellently to the offer of the town.

### **5.1.8 Organization of the Saint Donatus Festival under Festival Tourism (priority: 3)**

#### **5.1.8.1 Aims of Product Development**

The familiarization of tourists with the Cross-Road of Nyúl and the church fair of Nyúl (on Sunday after 7th of August), making it more attractive, encouraging tourists to extend their stay. It is the second major event of the annual programs organized by the settlement. Thematized routes can also be offered as additional programs.

#### **5.1.8.2 Project Description**

For the weekend after 7th of August, compilation of ecclesial and secular programs at the Saint Donatus Festival. The event can combine programs of the former Day of Town, the ravine festival and the church fair. Possible elements of the church program: Holy Mass at the outdoor altar of the Chapel of Saint Donatus in the shadow of an old linden trees (Saint Donatus: patron saint of wine makers and wine regions); reconciliation pilgrimage with walking on the Cross-Road of Nyúl. Possible elements of the secular program: offering of food made from rabbit and using wine (“Rabbitries”); skill games related to vineyard and wine-making; stage performance of local dance, singing and other groups preserving cultural values (religious artefacts, souvenirs from Nyúl).

The sports car exhibition is an attractive secular curiosity which is held in the gym of the school. Visitors can marvel at local and regional car specialities that raise the attention of the local audience (priority: 10).

## **5.1.9 Establishment of the Eco-Wellness Offer (priority: 2)**

### **5.1.9.1 Aims of Product Development**

By performing long-term development, a new product is going to be created in order to reach new target markets. It is our responsibility to establish a new health and eco-conscious touristic target group based on the above-mentioned previous developments and by taking innovative ideas and market trends into consideration. This product may become the trademark of Nyúl in the area of the Sárkánylyuk-ravine by the end of the period.

### **5.1.9.2 Project Description**

Kneipp energy tour and the winemaking-winery should be completed by some additional elements and developed gradually towards the so-called eco-wellness. Besides health and ecological aspects, eco-wellness experts have to take social and ethical factors into consideration as well. Such products, programs, systems can belong here which have preventive, health promoting effect, and also contain sustainability and social parameters. This can be for example the introduction and implementation of “take your garbage” movement. The report of ITB Berlin on the Touristic Fair of March, 2018 suggests that the application of the standards of the eco-wellness in the organization of touristic programs may create a new good practice (<http://www.oekowellness.de>).

A special wellness offer without thermal water can be created by the utilization of pomace formerly used as a by-product in wine-making. This is the point where product development is linked to agro-tourism which is a special kind of rural tourism. In this case, rural features related to agriculture will be used in holiday and touristic programs (Gannon A. 1990). One of the “covering material” of the Kneipp energy tour is grape seed. Optionally, grape seed oil made from pomace can also be used in beauty care, gastronomy, health preservation. Oil pressed from dried grape seeds can be sold as a local product (to make 1 litre of grape seed oil you need 50 kg of grape seed, i. e., 500 kg of grape is required). Grape seed oil treatment can be recommended for everyone over 3. Further options: ground grape seed; grape seed wheat; scrub (mixing salt and grape seed oil); winotherapy recommendations (massage with grape seed oil or grape skin, wine bath, wine bath containing herbs). Visitors who show interest towards this kind of treatment are welcome on the wine terrace (priority: 8).

For example, herbs (fibre tea, essential oil) also can be sold as local products. Other utilization option of the herbs: herb footbath at the end of the thematized tours as revitalizing element of the program. As a souvenir of Nyúl, dried herbs wrapped in small musling bag can contribute to the home herb bathing experience. The tub baths mentioned can be incorporated into the repertoire of the accommodations of Nyúl.



Part of the project is to establish a farm which makes spiritual eco production and shows the bio-dynamic grape production to those who are interested.

An additional part of the project could be the establishment of a geopark based on the geological, geomorphological and aesthetical values, and making use of the elements of nature tourism. The local community can be involved in the preservation of the ecological, geological, historical and cultural heritage (22th of April: collecting garbage together on the Earth Day). The geopark can address those tourists who are interested in environmental education, training and scientific researches.

### **5.1.10 Regional Thematized Development of the Wine Tourism under the Gastronomical Tourism (priority: 3)**

#### **5.1.10.1 Aims of Product Development**

Until the end of this period, the recreational and cultural offer will be completed by special and unique services. Establishment of the regional thematized offer of the wine region is an important element of this project. Wine houses, wineries meeting the uniform quality requirements provide high-standard services to satisfy the regional, national and international demand.

#### **5.1.10.2 Project Description**

With the application of “compete cooperatively” international attitude, the establishment of a winery cluster in the area of Pannonhalma Wine Region. Its first step is to create a database on the offer provided by winemakers. It will serve as a basis for future regional developments. Using the information, a regional gastronomical map can be created to which the cultural offer of the county seat can be connected. The further developments, thematized routes, festivals, other projects can be arranged and carried out more efficiently and energies will not be dissipated. Wine routes can be divided into 3 categories: there are open, thematized and classic routes (Szabó G. 2006). In a wine region (considering that it is very young), a thematized offer supplemented by a cultural and ecological offer can be created as a first step. The wine of the wine region (pH value named) can be made according to the uniform parameters for the external markets.

### **5.1.11 Organization of a Baroque Music Festival within the Frame of Festival Tourism (priority: 1)**

#### **5.1.11.1 Aims of Product Development**

Creating the conditions of a new cultural program for a new market. A part of the offer is the establishment of an outdoor amphitheatre (as a stage). The new product will provide a multi-day festival program to a new market.

### **5.1.11.2 Project Description**

The Sárkánylyuk ravine secures a unique environment for the cultural infrastructure to be implemented in the last third of the period. A unique lookout terrace and a visitor centre will be added to the outdoor stage. In order to organize the baroque music festival, the village builds upon the relations which musicians living here entertain to the members of the Philharmonic Orchestra of Győr. The stage provides opportunity to art schools, workshops, and young musicians to steal the show and prove their talent. The aim of this event held on a yearly basis is to address domestic and foreign tourists. Provision of accommodation to the performers of this event and the visitors requires regional cooperation due to the lack of adequate capacity.

## **6. Summary**

Therefore, to make response to the need of visitors, it has to be a study of area menagement for guidelininig the dimention of tourism management; tourism products and services in accordance with local participation (Chuamuangphan D.N.2016.). To conclude our study, we show and analyze the content elements of the touristic vision resulting from the performance of the recommended product development tasks that have to be carried out by the settlement. In Nyúl and its surrounding area, a touristic offer is being established which suits the expectations of different target groups. The offer contains interesting and lively elements that can be raise the attention of the local population as well. By eliminating communication deficiencies, service providers can draw the attention of possible target groups to this region. The cooperation between regional organizations can help to achieve this goal. The project will be carried out in compliance with the national brand described in the National Tourism Development Strategy and in accordance with the characteristic features of the destination in question. A unique and distinctive look can be attributed to the settlement within the Pannonhalma Wine Region. A dynamically developing recreation centre is being built where touristic products based on the body-mind-soul balance enhance the touristic profile of Nyúl. Due to the harmonization of touristic products and marketing activities, seasonal features are becoming less and less important. An essential prerequisite of the realization of the future vision is the completion of strategic investments with the aim of improving the reception capacity. Furthermore, an important element is the cooperation between local management organizations and the disclosure of the achievements that have been made in product development. The tasks of the communications mix and feedback will be discussed in detail in a later essay to be written on our research.

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