

THE ROLE OF FESTIVALS IN TOURISM IN THE DRAVA REGION

ULOGA FESTIVALA U TURIZMU PODRAVINE

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SUMMARY

The study aims at exploring and analysing event tourism in the Drava Region, with a special focus on festivals in villages and small towns. During the research, 63 events were identified and classified into five categories in 46 municipalities, such as gastronomic, traditional, artistic, sport and music events. The study found that most of the events are one-day events, take place in the summer and are primarily aimed at strengthening the identity and traditions of local communities. Gastronomic and cultural events prevail, while sporting events are less typical. The research shows that, although the tourism potential of the region is significant, the development of events and infrastructure is an absolute must in order to increase the attractiveness of the region.

Keywords: Drava Region, festival, tourism, seasonality

Ključne riječi: Podravina, festival, turizam, sezonalnost

1. INTRODUCTION

The Drava Region, as one of Hungary's peripheral, rural border areas, is an area that cannot be considered significant or prosperous in any way from a tourism point of view. At the same time, after the change of regime, tourism infrastructure and superstructure have been slowly and far from fully built out, generating a significant volume of excursionist and tourist traffic compared to the local level of the economy. In practice, this means that tourism plays a significant role (even if not a prominent one) at the level of the local economy, through its revenues, taxation or even its capacity to create jobs.

The main tourism products of the area are ecotourism (Gonda et al. 2016), cultural tourism, health tourism and active tourism (angling, hiking, kayaking, etc.) (Bokor & Kiss, 1998; Marton et al., 2016; Raffay, 2022). All of these tourism products are closely linked to the festival and event tourism of the Drava Region (Varga et al., 2024), as these events rely on the tourism infrastructure and superstructure that has been built out so far, and are based on and complement the tourism products listed above.

The festivals and events in the region are typically highly authentic and demonstrate local values in the most diverse forms, from gastronomic events and music festivals to thematic sports days or events organised by the Danube-Drava National Park. What they all have in common is that they address both the local population and visitors and tourists alike, in such a way that each event is closely linked to the natural, social or cultural diversity of the Drava Region.

The aim of this study is to present in detail, thematise and categorise the events on the Hungarian side of the Drava Region, to assess their role in tourism and their impact on the region, and to present their development potential. The uniqueness of the work lies in the fact that no similar analysis has been carried out in the region before, which is also due to the fact that event tourism has never flourished in this peripheral area.

2. LITERATURE REVIEW

2.1. General characteristics of the Drava Region

There is still no uniform and widely accepted principle for the socio-economic delimitation of the region, but from a tourism point of view, Marton's delimitation made in can be considered the most widely accepted (Figure 1), which is the basis for several publications in the field (Marton et al., 2016; Marton et al., 2021; Szalai al., 2023). Based on the relevant classification, "the Drava basin has been defined as the settlements that are definitely linked to the Drava River, based on the opinion of local experts, and has been supplemented by the transitional settlements that are closely linked or closely connected to the core area" (Marton, 2014, p. 135).

The geographical delimitation covers 136 municipalities, covering seven Hungarian districts (three of them in their entirety, and four of them in part).

The Dráva region is a peripheral, rural, border region of Hungary, which, like other regions in similar situations in other parts of Hungary, faces many social problems. Despite the catching-up reforms after the regime change, these negative social trends have become widespread (Marton, 2010). The population has declined by approximately 30% in less than fifty years, which is a worrying figure in itself. This is partly due to the ageing social composition of Hungary as a whole, but the outward migration of the population is a much greater problem in the region and in similar peripheral regions. In his 2009 study, Rudl, focusing on the Ormánság, emphasises migration from the periphery to the centre, indicating that this statement could be a trend for the whole of the Drava Region. There are several reasons for migration from the region, the most important of which being the general economic difficulties that the region is facing, the problems of the labour market, the demand for better quality education and the resulting migration to achieve a better quality of life (Marton, 2014).

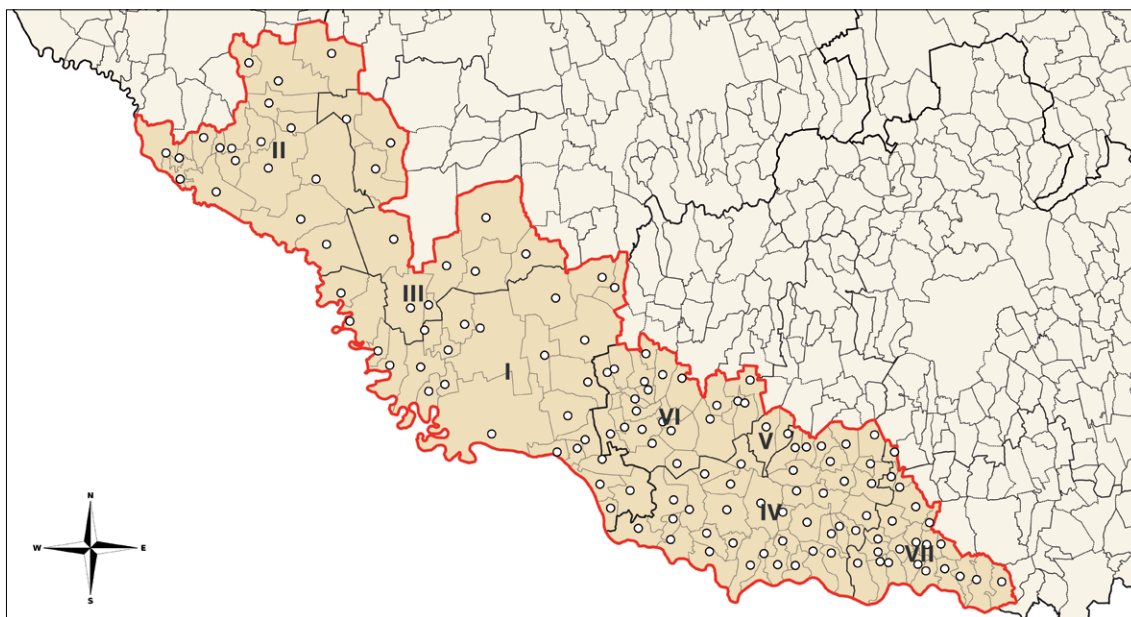


Figure 1: Map of the Drava Region. Legend: I – Barcs, II – Csurgó, III – Nagyatád, IV – Szigetvár, V – Szentlőrinc, VI – Sellye, VII – Siklós District (Marton, 2014)

2.2. Tourism in the Drava Region

The tourism supply in the Drava Region is diverse and is mainly built on nature-based attractions and leisure activities, with the exception of cultural tourism. A common characteristic of the tourism products of the region is that they are basically built on natural assets, but unfortunately there is a lack of harmony and real cooperation among them (Csapó, et al., 2011).

According to Hegedűs (2013), all opportunities that have a positive impact on the health of the population are of high importance for the development of Hungary. Health tourism in the region started to develop in the 20th century, mainly in response to demand needs, and then the Széchenyi Plan I, announced in 2001, brought significant modernisation, providing support not only to cities but also to smaller villages (Csapó et al., 2011).

The region has two important water-related tourism products: water sports (especially canoeing and angling) and river cruises. These attract a wide range of visitors but are strictly regulated as the Drava is a protected area (part of the Danube-Drava National Park). Only non-motorised water sports, such as kayaking and canoeing, are allowed and, in order to minimise the environmental impact of these activities, the regulations limit the number of splashdowns and require qualified guides. River cruises are offered by two private companies that take visitors on a guided tour of the Hungarian stretches of the Drava, except in protected areas. Hunting tourism is also a dominant activity in the region (Szabó, 2022, 2023), especially through the activities of the Hunting and Game Management Units in the Inner-Somogy and South-Baranya floodplain (OVA, 2016). However, the current role of hunting tourism is limited due to strict nature and wildlife conservation measures. Similarly, angling tourism is present in the region, mainly along the Drava and its oxbow lakes, and the local lakes (Raffay, 2022). Although the natural environment and water quality are adequate, the underdevelopment of related infrastructure is a major drawback (Marton et al., 2021; Raffay, 2022).

Tourism development remains a priority for the region, despite the lack of any major success by previous attempts. Thoughtful and conscious development in line with sustainable development criteria and professional use of local natural resources can generate more efficient investments. The natural resource, the Drava, which is one of the cleanest rivers in Europe, is an asset, a major tourist attraction in its own right, but the necessary tourism infrastructure along the river has not yet been developed due to strict environmental regulations (Karancsi et al., 2020).

The tourism potential of local products and gastronomic supply is also lagging far behind the potentials. In many respects, the border region is far from the developed tourist centres of South Transdanubia, and no stakeholder from the region has joined the activities of the tourism clusters (Gonda, 2013).

Overall, tourism in the Drava Region is far below its potential and lags far behind more centrally located tourist destinations, despite the fact that its natural conditions would be ideal for a significant boost in tourism.

2.3. The development of events and their cultural context

If we take the definition of the Hungarian Festival Association (MFSZ in Hungarian acronym) as a starting point, which states that “a festival can be defined as any regularly organised series of cultural, artistic, gastronomic, sporting or other events – organised around one theme or several themes, with an announced programme in one or more locations – which aims to provide its audience with a high-quality, value-conveying, knowledge-enriching and entertaining leisure community experience” (Zátori 2016, p. 17), then, with this in mind, we can only speak of festivals in the study area in a negligible number of cases through the interpretation of the word festival. Even if some villages or small towns prefer to label their event as a festival.

Looking at the cultural background of each event, it can be said that, over the millennia, the emergence of humanity has continuously shaped the complex of material, material and intellectual goods, which have been created in different periods, by different peoples, in changing geographical spaces and with continuous technological development.

The literature considers festivals as a specific type of event, defined by the Hungarian Festival Registration and Certification Programme as an exceptional event with a specific concept, a significant number of visitors and lasting at least two days (Zátori, 2016). According to this interpretation, the number of festivals with such parameters in the studied area along the Drava is very limited, only other types of events, predominantly one-day, one-venue, small budget events, are held in the analysed area.

2.4 The role of festivals in tourism and rural tourism

Today, the role of festivals in tourism, including rural and countryside tourism, is extremely diverse and significant. According to Getz (2007), festivals are defined as both thematic and public celebrations that not only convey cultural values but can also be a means of expressing community identity. Fortunately, people attach importance to the cultivation of local values and the identity of their community and try to express this through the events. The anthropological characteristics of premodern festivals, such as the expression of identity and the display of cultural symbols, can also be found in today's festivals. However, Getz (2007) also points out that the term festival is now used to describe the most diverse array of events, many of which do not meet the criteria for a festival in the traditional sense. While the definition drawn up by MFSZ in 2008 could help rural municipalities define the title of an event, it is possible that local organisers are either unaware of the definition or see the catchy “festival” as a marketing ploy. Examples include the Choir Meeting and Langalló Festival in Nagydobsza.

The socio-cultural impact of festivals can also be considered significant, as these events are often a manifestation of the self-organisation of the local society (Kapitány & Kapitány, 2009). These events have an impact on the morale of the community in the destination and reinforce the cultivation of their traditions. A study by Puczkó and Rátz (2001) points out that festival tourism has an impact along three main lines: the characteristics of tourists, the specificities of the host communities and the development of the tourism sector. In rural areas, festivals and events play a particularly important role, as they strengthen community cohesion and the local economy, thus making destinations more attractive to tourists (Horváth et al., 2016).

Thematic festivals are of particular importance in tourism, as they attract a wider range of tourists. According to Michalkó and Rátz (2005), these festivals are often linked to local traditions and help to increase the tourist attractiveness of municipalities. In particular, they play an important role in destinations that are less known to tourists, as festivals can act as a catalyst, enhancing the image of the place and contributing to the development of tourism (Smith, 2009).

Village and small-town festivals are often not directly linked to traditional, peasant holidays, but have strong community roots. Local festival organisers know that the active participation of the local population is essential to ensure an authentic experience, as not only the location but also the community is a key factor in the success of festivals (Haahti & Kinnunen, 2015). It is important to highlight that these events are often a means of strengthening and celebrating community identity.

One of the characteristics of traditionalist community festivals is that they celebrate the specific way of life of local people in a thematic, inclusive series of events, preceded by a community planning process. These events serve not only to bring communities together, but also to promote tourism (Jepson & Clarke, 2015).

Overall, the success of festival tourism is closely linked to the interest of tourists, the openness of local communities and the development level of the tourism infrastructure. These events not only help to increase the volume of tourism but also contribute to the sustainable development of rural areas.

3. METHODOLOGY

The study analyses the events and festivals in the rural and small-town environment of the Drava Region from a tourism point of view using a complex, multi-stage methodology (Figure 2).

In the first phase of the research, a collection of festivals and events in the study area was carried out. As the events of the Drava Region had not been catalogued or analysed before, data was collected manually through the national online event platforms, online programme calendars, municipal websites and by contacting the mayors by email.

The survey identified a total of 63 events in 46 municipalities. In addition to the collection of events, the main theme/profile of the event, on which the main attraction of the event is based, and the secondary theme/profile, which complements the event and can make it more attractive, were determined, and the area of attraction, the estimated number of visitors, the date of the event, the admission fee and the year of the foundation of the events were catalogued.

In the second phase, taking into account the themes of the events collected, five categories were created to cover the profile of events in the region. The following categories have been created:

- Gastronomy (foods and beverages are the basis of the events)
- Heritage (an organised programme linked to a local tradition or historical event, with a contemporary flavour, and designed to provide a community experience for the local community or group interested in the programme)
- Arts (the focus of the event will be on different arts programmes – dance, visual arts, folk art/folklore)
- Sport (the event will promote physical activity, meet the needs of a healthy lifestyle and provide opportunities for competition)
- Music (the event is based on a variety of musical styles)

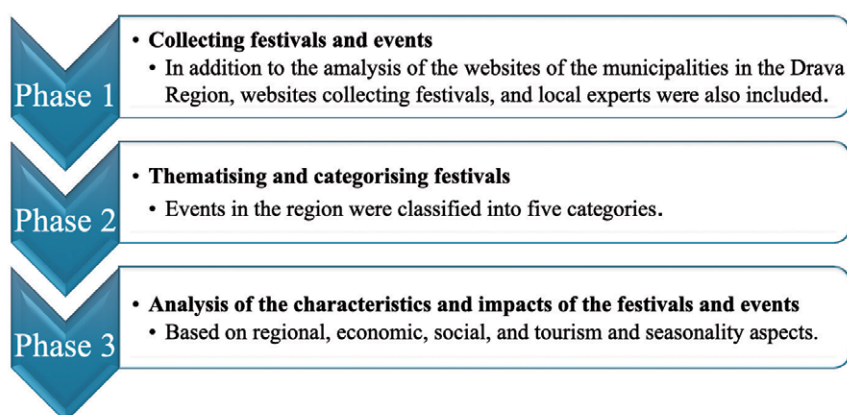


Figure 2: Data collection and processing methodology (Varga, 2024)

In the last step, we identified the characteristics of the events and analysed their impacts. From a territorial point of view, the ordering of the event into districts and the assessment of the tourism attractiveness of the respective event were realised. From an economic-social and tourism point of view, the profile of the event, its seasonality and the entrance fee were identified, and based on this, the development potential of the events was determined.

4. RESULTS

4.1. Typology and spatial distribution of events in the Drava Region

Events in the Drava Region date back to the period around the change of regime and afterwards, but the sustainability of events in the region has been declining since the turn of the millennium. On the positive side, however, it is important to point out that there are some innovative initiatives, especially in some of the district seats (the International Fish Meals Competition in Barcs, the cycling tour “Our Lives Among Treasures” in Sellye), which have been around for a few years and have gained considerable popularity, but there are also festivals in the region which are the result of cooperation between several municipalities. An example of the latter is the multi-site Bőköz Festival, organised for the ninth time in 2024 by the municipalities of Kémes, Szaporca, Técsfa and Drávacséhi. The aim of the festival is to show, share and promote the hidden wonders of the Ormánság with the public.

As a result of the research, 63 events in the area were identified and collected. The summary of the data shows that the majority of events (87.9%) are planned for one day, with 6.9% of events taking place over two days and only 3 events taking place over three days or more.

The themes of the events along the Drava can be divided into five distinct but in several places interlinked types. It is important to note that the categorisation of events has been developed primarily on the basis of the knowledge of events organised around the promotion of local identity, traditions and values. As stated by Tóth (2017, p. 9), “Nowadays, gastronomic tourism based on local assets and opportunities is becoming increasingly valued. During the trip, eating out becomes an experience, in some cases the primary motivation is to learn about local gastronomy, to taste the food and drink of the place visited, to learn about traditions or even to learn how to prepare it in a rural or even urban setting.”

In terms of the themes of events (Figure 3), there is a wide variety of programmes in the region, but there is a certain equivalence in the villages with smaller communities. The structures of these events are also similar, with the morning programme mainly consisting of activities for children (face painting, balloon-folding, bouncy) and sports or cooking competitions, followed in the afternoon by dance, literature and music performances by local actors, and then a concert by a national star invited, based on what the village’s budget allows. In the late evening, the event will end with a ball (village fete).

The events are categorised into two profiles, primary and secondary. Figure 3 clearly shows the outstanding popularity of gastronomic events (38.1%) which can be found among the programmes at any time of the year. The range of themes is extremely varied, yet the number of events is low at national level. Just to mention a couple of examples of events with a 20-year history, such is the two-day Csusza (Noodle) Festival in Csurgó in June and the Chestnut Festival in Iharosberény in October. The oldest event in the region is the wine and brandy competition held in the village of Porrog in January for 42 years now. In the village of Nagydobsza in the district of Insolvár, visitors can take part in the Choir and Langalló festival in May, where 3,500 people had the opportunity to taste the local speciality at the last event.

Cultural events (with a focus on various artistic programmes – dance, visual arts, folk art/folklore) are present in 19% of the events surveyed in the region, mainly in the form of cultural days and events to showcase local values, such as Baksa, Drávaszabolcs, Hobol and Somogyudvarhely. The most prominent in this category is the Bőköz Festival, which was declared a festival in 2018.

Among the traditionalist events, we can mention the Mihály-nap (Michael’s Day) fair in the village of Órtilos, which has been held every year since the change of regime, and the 25th anniversary of the Daffodil Day in Babócsa. The latter is held in the Babócsa Basa Garden Nature Reserve, which has been

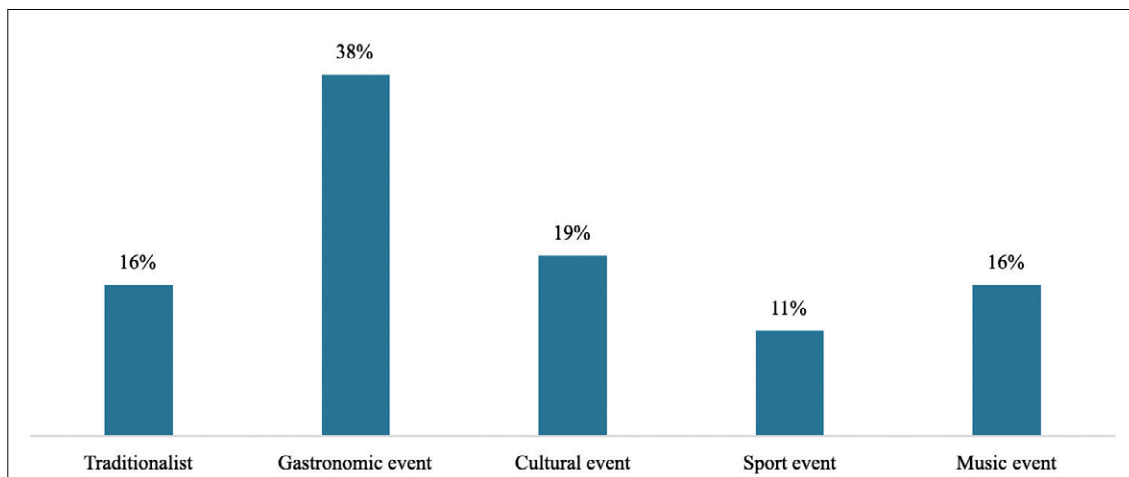


Figure 3: Percentage distribution of the surveyed events in the Drava Region by theme, according to their primary profile (N=63) (Varga, 2024)

protected since 1977, and it offers a wide range of activities, including ones focusing on the preservation of local values. Sporting events have the smallest share in the area, due to the fact that Csurgó is the only municipality along the Drava to have a team in the 1st division of any national championship, a men's handball team. There are no stadiums, sports and recreation centres in the region, sports facilities include walking, cycling, and kayaking and canoeing tours, and also a few poor quality grass football pitches and the rental of gymnasiums in public schools. Among the sporting events, it is important to highlight the eXtremeMan triathlon race, which has been held in Gyékényes for several years and attracts people from all over Hungary, and the cycling tour "Our Lives Among Treasures!" with its Sellye – Drávaiványi – Drávasztára – Révfülszab – Felsőszentmárton – Szentborbás – Felsőszentmárton – Drávafok – Bogdása – Sellye route, held for 15 times now for cycling enthusiasts so that they can discover the attractions of the Ormánság region.

Events based on a musical theme take the form of town and village fairs, where musical performers practically follow one another.

As regards the spatial distribution of events (4), a total of 46 destinations with tourist attractions were identified in the 136 municipalities in the seven districts of the study area. Of course, there are also municipalities that organise several events in a year. It is important to note that, among the districts examined, only two municipalities in the Szentlőrinc district belong to the Drava Region, according to the territorial delimitation mentioned above. Most events are organised in the district of Barcs (29.3%), which is also due to the fact that the Barcs district has the highest population according to our delimitation and it is important to underline that the town is located in the area of the Danube-Drava National Park, which also makes the area attractive for tourism purposes. The districts of Csurgó (17.2%), Szigetvár (17.2%), Sellye (22.4%) and Siklós (15.5%) have almost similar numbers of events in a year. In the two municipalities surveyed in the Szentlőrinc district, there were no events in recent years. In the Nagyatád district, there were only two events, of which the Somogyaszob Village Day, which is more than 30 years old, is worth mentioning.

Looking at the spatial distribution of events, it can be said that among the districts in the Drava Region, the Barcs district stands out in terms of the number and variety of events (Figure 5), where 17 events with different themes are organised annually in the district, which includes 26 municipalities. The districts of Csurgó (18 municipalities) and Szigetvár (21 municipalities) are very similar in this respect, with 10 events organised in each area. The Sellye district has the largest number of municipalities, no less than 38, which means that the 13 events organised in the area are few in number on an annual basis, which can be explained by the fact that these are smaller and poorer municipalities and are more likely to host gastronomic events. In the district of Siklós (21), a total of 9 events have been identified with a gastronomic and cultural theme, while in the delimited areas of the district of Sze-

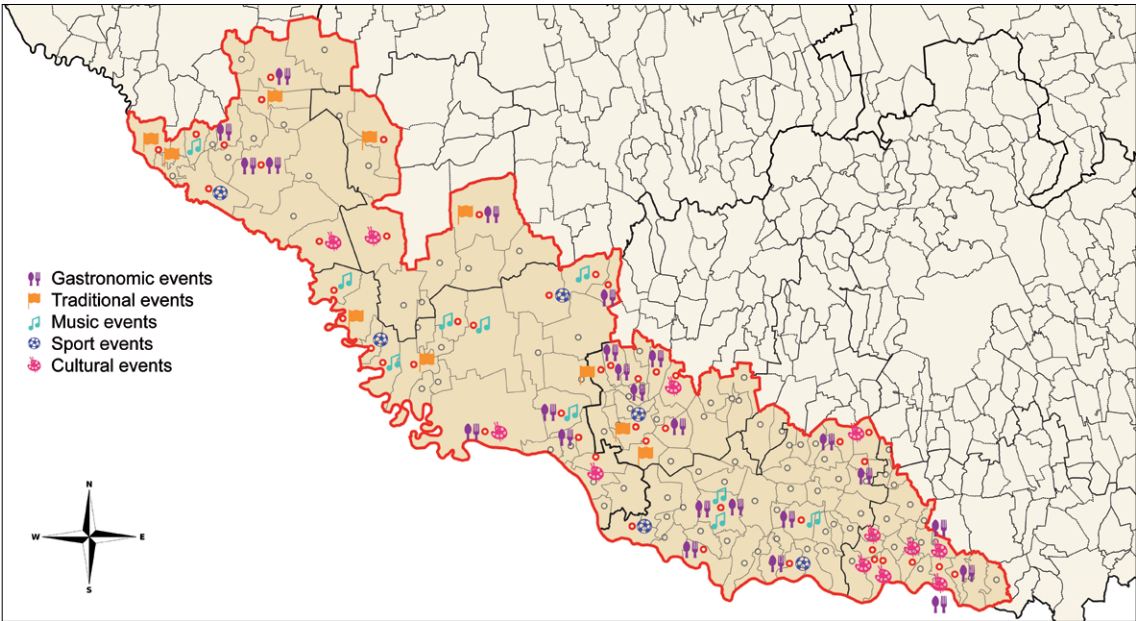


Figure 4: Spatial distribution of the festivals surveyed in the Drava Region (N=63) (Varga, 2024)

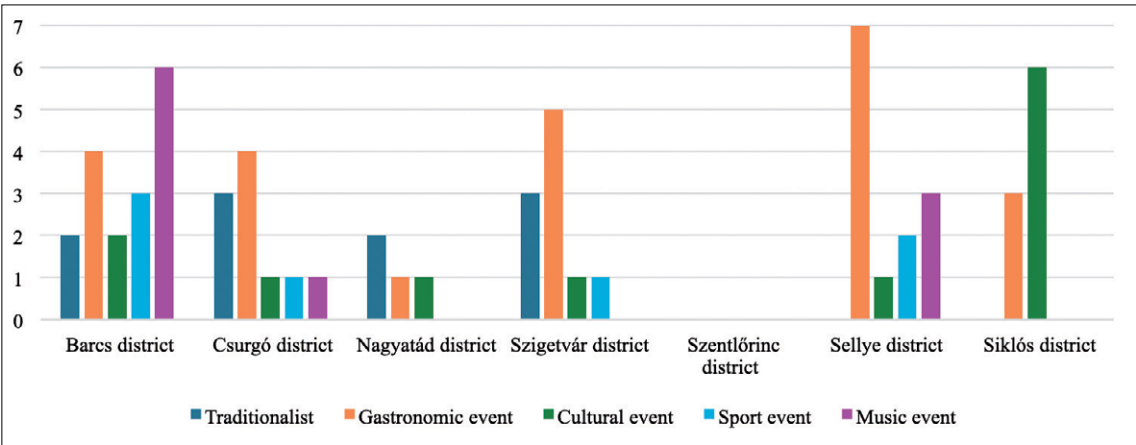


Figure 5: Thematic distribution of events in the Drava districts (Varga, 2024)

ntlőrinc (2), which belong to the Drava Region, no such initiatives can be found. In further detailing the data, it is worth mentioning that only two of the seven districts represented the full spectrum of festivals (Barcs and Csurgó), while the other districts organised at least one less type of festival, but in one district there were two less (Siklós). In terms of music events in the region, the Barcs district alone hosted more than the other six districts combined, indicating the central role of the more urban area mentioned above. Gastronomic events were the most frequent events in four districts, with the Sellye district in particular standing out in this respect with seven such programmes. It is interesting to note that traditional festivals are more typical of the western part of the Drava Region (Somogy County and the Szigetvár district), while in terms of cultural events only the Siklós district hosts as many as all the other regions combined.

4.2. Tourism characteristics of events in the Drava Region

Tourism in the area is negatively affected by the limited number of activities and accommodation facilities. This is confirmed by the fact that there are several municipalities where the local authorities do not make any particular effort to develop their own settlements and boost their rural tourism. Thus,

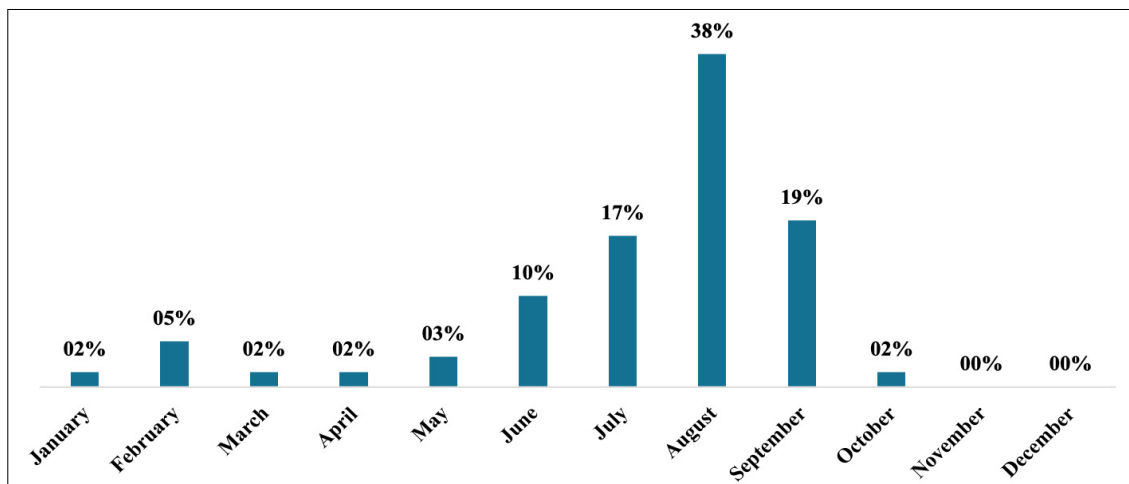


Figure 6: Temporal distribution of events in the Drava Region (N=63) (Varga, 2024)

some villages are characterised by deteriorating monuments, parks in poor condition and with obsolete style, and a lack of community activities. In several places, there are not even village fairs, which can also be explained by the fact that many of the villages in the region and their inhabitants live in extreme poverty, accordingly the development of tourism is not a priority for them.

It is important to note though that bus stops, parks and car parking places in several municipalities have been renewed in the area. Most of the events organised in the villages of the Drava Region districts do not have any significance in tourism; the village fairs and events organised by local communities are mainly attended by local residents, only.

In the light of the above, it can be said that the Dráva Region is an undeservedly under-exploited area, where there have been attempts to boost tourism by local developments in recent decades. One of them is the Ancient Drava Visitor Centre in Szaporca, inaugurated in 2015, which presents the natural values of the Ormánság and the traditions of its people. Another major development along the Dráva River is the construction of the international Eurovelo 13 cycle route along the former Iron Curtain, which could bring more tourism to the area, especially by developing the necessary services to support cycling tourism.

In terms of the temporal distribution of events (Figure 6), more than two thirds of them (65.4%) are organised in the summer, which indicates a strong seasonality. In addition, autumn is still a popular period, with 20.7% of events taking place in this season, so it is not surprising that the region's multi-day events, such as the Csurgó Csusza Festival, the Sellye Town Days or the Bóköz Festival, are held in summer, offering tourists the opportunity to discover the natural treasures and cultural heritage of the Drava and beyond. During the winter months, which coincide with the nadir of domestic tourism, only one event is organised.

As regards the range of regional attraction of the events studied (Figure 7), it can be said that the predominant share (86.2%) of events in the region is provided by the municipalities, of which 19% are mainly village festivals to foster local community life. It is important to note that only three towns of the seven districts analysed (Barcs, Csurgó, and Sellye) are included in the delimited area. Only eight events were identified in these towns, which account for 13.8% of all events analysed. In terms of geographical range of attraction, events can be divided into five categories: they can be international, national, regional, county and local tourist attractions. In the present study, local events (60.3%) represent the largest group of events in the Drava Region, with low tourism demand and low added value (Getz, 2005). The second largest group is events with county-level attraction (27.6%), the best example being the Daffodil Day organised in Babócsa. Only a small number of events with a regional appeal can be mentioned in the region, while the only one with a national appeal is the municipality of Gyékényes in the Csurgó district, which is one of the hosts of the eXtremeMan competition series. The international

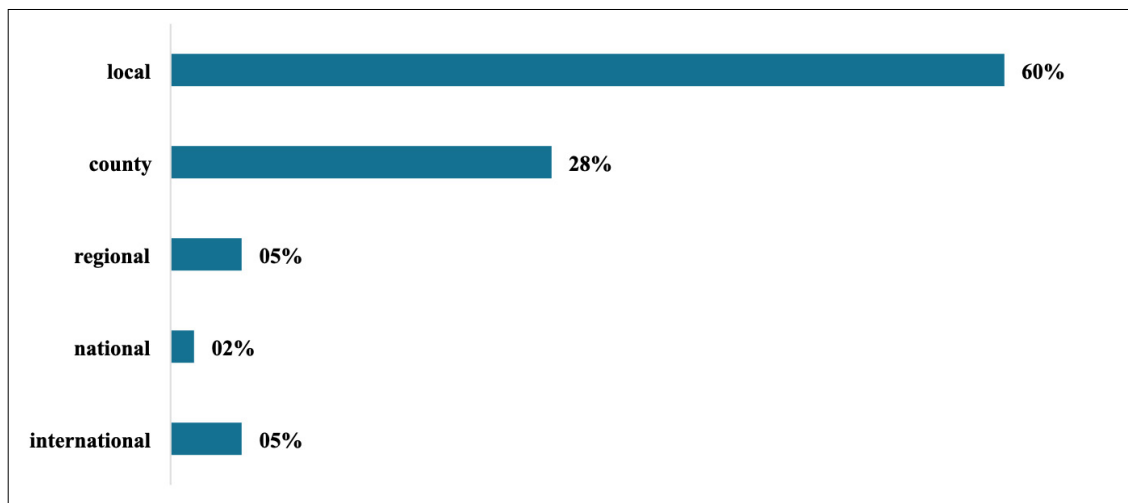


Figure 7: % distribution of the catchment area of events in the Drava Region (N=63) (Varga, 2024)

events (5.2%) are for the cultivation of the traditions of the Croatian-Hungarian friendship in border municipalities. In 9.5% of events, an entrance fee is charged, ranging from HUF 500 to HUF 2,000 in most places.

Overall, in order to successfully and sustainably plan destinations in the region, and for an adequate tourism product development in the destination areas, it is essential to have a clear understanding of the spatial use and consumption habits of the tourists who arrive there. Understanding the movements and preferences of travellers will help to effectively shape the development of the region and improve local services and infrastructure. This can promote the preservation of cultural and natural values and the improvement of visitor experience, contributing to the long-term sustainability of tourism and the well-being of local communities (Horváth et al., 2016).

4.3. Social and economic impact of events in the Drava Region

Rural areas in Hungary are facing a number of socio-economic problems, and the Dráva region is no exception from this. The demographic situation in rural areas is steadily deteriorating as the population is shrinking and ageing. This process is exacerbated by the fact that the population is less and less capable of renewal. The quality of life of people living in rural areas is worsened by the low level of basic services and infrastructure in several places, which makes their daily lives more difficult and contributes to the depopulation of rural areas (Government of Hungary, 2014). The situation is further overshadowed by the fact that the population density of the study area is one of the lowest in Hungary, according to national data (Lájer, 1995).

Of course, to make a settlement attractive, it also takes human resources, local communities and some kind of tourist attraction, which are difficult to provide, due to the problems mentioned above.

Commercial accommodations in the Drava Region showed no significant development, either. According to 2019 data, there are only 20 commercial accommodation facilities in the total of 136 municipalities in the region, of which only two are hotels, which shows that there has been a lack of quality development (Marton et al., 2021). Tourists also face difficulties in attending a multi-day event due to limited number of accommodations, as the tourist superstructure to accommodate them is poorly developed, and the socio-economic importance of the region is a limitation to the attendance of events.

4.4. Development opportunities for events in the Drava Region

The perception of tourism developments in the region over the past decades has been rather controversial. Although significant tourism development funds have been channelled into the Drava Region, their impacts have unfortunately not always been felt, and overall progressive results can only be described in a conditional mode. According to Csapó and Marton (2010), the reason for this can be

found in the fragmentation of the development programmes, as the different development programmes (Drava I, II, III and Ancient Drava) operated independently of each other, without a coherent, harmonised strategy among these programmes, which greatly hindered effective progress.

Of course, ignoring the limiting environmental factors has also been a problem in the region, as development programmes have not taken into account the development needs of local society and the structural problems of accommodations, further restricting this way the growth and sustainability of tourism.

If the implementation of any larger-scale event, programme along the Drava is considered, the limited number of accommodation facilities must be taken into account. In the last decades, accommodation development has been mainly financed by private investments, which have not been able to provide enough capacity to meet the demand in the region. In addition, the lack of higher standard accommodations is also limiting the emergence of quality tourism, although, as indicated above, the village fairs are designed to meet the needs of this group. In terms of accommodation development, there is a much greater need for accommodation types adapted to the needs of international cycling tourism, which may also be used by festival tourists visiting the region. These self-financed improvements have been sufficient only to maintain the current accommodation capacity, not to increase the supply or improve its quality. The lack of high quality accommodation is diverting tourists to other regions: according to local operators, the lack of quality accommodation makes tourists stay in neighbouring municipalities such as Harkány or Nagyatád instead of the destination, despite the fact that they spend their leisure time in the Drava Region, which means an economic loss for the region.

A further difficulty is the disproportionate distribution of tourism developments in the area; while in some centres there is a concentration of operators, in other areas we find practically find no accommodation at all.

Overall, the root of the problem is not a lack of funding but a lack of coherence among development programmes, resulting in a lack of linkages among programmes, preventing any visible long-term development. The local tourist attractions are there, but the capacity of the region is currently insufficient to allow the organisation and implementation of a large-scale event, due to the lack of resources mentioned above.

5. SUMMARY

This paper attempts to present event tourism in the Drava Region, with a special focus on events in villages and small towns. The aim of the paper is to categorise and analyse events from a tourism perspective and to typify local events. The data collection identified a total of 63 events in forty-six municipalities, from a total of 136. Based on the main profiles of the events, five categories were distinguished: gastronomic, traditionalist, cultural, sport and music events. Most of the events are organised for one day, and the majority of them reflect the identity and traditions of the local communities. Gastronomic events are the most common, but there are also a number of cultural and traditional events, such as the Bőköz Festival, a multi-municipal collaboration. The proportion of sporting events is relatively low, although there are some major events in the region, such as the eXtremeMan triathlon race, which is the only event with international appeal. Events take place mainly in the summer peak season, while winter months are typically off-season, with hardly any tourism events. The study points out that the tourism attraction of the Drava Region is underrated, and although there are initiatives to boost tourism, the number of events and the quality of local infrastructure limit opportunities. The study underlines that the development of rural tourism in the peripheral area, the promotion of events and the improvement of infrastructure could contribute to increasing the region's tourism attraction, however, a significant and rapid upsurge in festival tourism is not expected in the near future.

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SAŽETAK

Studija ima za cilj istraživanje i analizu turizma događaja u Podravini, s posebnim naglaskom na festivale u selima i malim gradovima. Tijekom istraživanja identificirano je 63 događaja koji su klasificirani u pet kategorija u 46 općina, kao što su gastronomski, tradicionalni, umjetnički, sportski i glazbeni događaji. Studija je otkrila da je većina događaja jednostavnih, održavaju se ljeti i prvenstveno su usmjereni na jačanje identiteta i tradicije lokalnih zajednica. Prevladavaju gastronomski i kulturni događaji, dok su sportski događaji manje tipični. Istraživanje pokazuje da, iako je turistički potencijal regije značajan, razvoj događaja i infrastrukture apsolutno je nužan kako bi se povećala atraktivnost regije.