GLOBALIZATION – TOURISM – REGIONAL VALUES IN KALOCSA

GLOBALIZARE – TURISM – VALORI REGIONALE IN KALOCSA

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Abstract: *Globalization in the scope of tourism means that people want to learn their geographic, natural and artificial environment and use their values for their own interest. Tourism has always been a complex activity involving the economy, culture and physical environment of the destination country. The economic and financial vocabulary applies the term "invisible export" for tourism as it can influence export revenues and import payments. The red pepper of Kalocsa as a Hungaricum, has contributed to the economic, cultural, folkloristic and culinary image of the region.*

Key words: *globalization, tourism, environment, red pepper, Kalocsa, Hungary*

INTRODUCTION

Globalization of today is the result of a long procedure. Recognizing the common interests of various regions gained more and more terrain and determined the economic background of the near environment in this world without borders.

Globalization in the scope of tourism means that people are curious about how other people live in different countries or regions. They might even think that others live in a healthier way so they want to learn their geographic, natural and artifical environment and use their values for their own interest (e.g. spas and thermal water). This process of learning is very much backed by the development of communication, the use of the Internet which can help to potential tourist to become familiar with the diversity of

the world. The demand for learning about the diversity boosts tourism while tourism forms the people's way of thinking making them more interested in and more tolerant about the different customs of other countries. People develop different visions about travelling, establishing and maintaining contacts, cooperation and risks.

MATERIALS AND METHODS

It is natural for us to use modern equipment helping to establish contacts in a quick and smooth way while we do not think about doing harm to the environment (e.g. changing the conditions of the flora and fauna, pollution, etc.). This approach points out the ambivalent nature of risks and benefits. It is important to refocus on the relations between man and the environment to keep the people interested in a particular region. In the age when equipment, professions and skills are more and more capitalized, it is very important to be responsible and notice the contradictions in nature, realize the signs and avoid doing harm. It can be very expensive to eliminate the effects of the harm caused, it is more economical if we try to prevent the unexpected harmful events. The polluted area becomes attractive for tourists at the first stage (disaster tourism) but people scare off at the second stage and everybody loses interest in the region at the last stage (given the worst scenario). To avoid such problems a systematic approach must be adopted to the development of economic processes.

RESULTS AND DISCUSSIONS

Tourism has always been a complex activity involving the economy, culture and physical (both built and natural) environment of the destination country. The following issues should be considered:

- tourism as many-sided sector has a lot of economic benefits in job creation, increase of the money circulation, use of the regional form of the bank sector, influencing the balance of payment or boosting the state revenues,
- impacts on the cultural surroundings may not be separated from the impacts on the social environment which means that culture with the folklore and folk values may easily become the main attraction of a

particular region (festivals, concerts, "buso walking", weddings, harvest festivals, processions, etc.), but hospitality of local communities also play a key role with interactive happenings (involving tourists in the dancing events, processions or other activities),

- regarding the physical impacts, it is important to differentiate two issues which are about making the tourists familiar with the built and the natural environment. The built environment includes facilities where events can be organized (e.g. sport hall or other buildings with special materials, forms and sizes) while the natural environment includes the protected natural attractions and areas (natural parks, protected scenery, nature reserves, memories) which can sometimes be part of the world heritage as well.

The sector of tourism has changed since the turn of the millennium as the Central European region opened up for the Hungarian economy. Regional developments in tourism became the focal point. Tourist products types play a key role beside the tourist regions as well.

Attraction may be developed with high-standard services in small regions. Demand for such services is currently on the rise backed by international competition. A lot of tourist rather opt for a higher quality than a lower price, which makes the improvement of quality one of the most advantageous investments.
Let me quote here the American Juran, who said the followings in 1994:

"The 20th century was the century of productivity, the 21th century will be the century of quality." The following chart sums up the most important characteristics mentioned above (without the list being intended to be comprehensive):

Name	Economic environment	Cultural environment	Built environment	Natural environment
Prices and revenues	Demand of tourists are raising the prices	Revenues of events are increasing	Admission fees and revenues of consumption are increasing	Admission fees are increasing

Infrastructure	Living standards are improving but costs are increasing	High standard of services but higher costs	Continuous costs of maintenance, favourable judgement	Continuous costs of maintenance and protection (rangers, inspectors, etc.)
Economic conditions	The economic structure of the region or settlement is changing	Harmful effects on the traditional and cultural environment	The level of built-up is increasing, the built up environment is changing and the infrastructure is improving	The building up and infrastructure of the area does harm to and restricts the natural habitat of the flora and fauna
Employment	The employment of permanent and seasonal workforce is increasing	Permanent employment for folklore and seasonal employment for events	New and seasonal organizational units with a demand for permanent and seasonal employees	Demand for permanent and seasonal employees
Seasonality	Banks, suppliers and farmers	Seasonal events e.g. paprika festival	High-standard service of events	Trips, sport events, forest schools, etc.
Export-import	Invisible export and high level of import	Invisible export and high level of import (e.g. artists, exhibitions, etc.)	Invisible export and import of equipment	Invisible export

The economic and financial vocabulary applies the term "invisible export" for tourism as it can influence export revenues and import payments. This contributes to the balance of payments but it also influences international relations. According to the financial approach, there are two distinct areas of tourism which are of vital importance. These are:
business tourism involving personal contacts of businessmen which helps with concluding contracts and deals and establishing cooperation in the long run, leisure tourism, which aims recreation and health-related activities or learning about the costumes of foreign countries. Such trips boost the demand for certain services such as health-improving tourist services or recreation services. Such events include wine tasting, cooking contests for e.g. lamb stew, fish soup or goulash, etc. or paprika festival, sausage festival, etc.

Kalocsa with its population of seventeen thousand inhabitants lies near the left bank of the river Danube, 120 km to the South from Budapest. It is the same age as the Hungarian State and the town looks back on a history of a thousand years. It is the cathedral city of Kecskemét-Kalocsa Archiepiscopacy which was founded by King Stephen I. in 1001. From a tourist point of view, Kalocsa offers a great deal of unique sights and special programs to the visitors. It was especially paprika and folk art that made the town world famous.

Paprika (or red pepper) is a plant of high economic importance in Hungary, it serves as a source of living for a lot of families. It is an indispensable spice of the Hungarian cuisine and it is also important as a folk art pattern. There is a saying: "Spice paprika is the spice of the kings – and the king of the spices". The world famous Kalocsa paprika is a mixture of scents, tastes and aromas. It is rich in Vitamins (A, C, E, P) and it is a treasure house of volatile oils, sugars and different minerals.

The spice paprika of Kalocsa has been a popular pattern in various areas of folk art of the region such as embroidery, china painting, wall painting, furniture painting in the last 100 years and it also appeared in folk poetry, tales, wedding speeches, works of writers and poets, but it also inspired painters, graphic artists, sculptors, potters and naïve painters.

One of the most ancient branches of folk art in Kalocsa is wood carving with floral patterns, which was used to prepare the wooden elements of furniture and buildings. Later coloured flowers were painted on the blue

base. One classic example of this is the building of the railway station, the ornament of which were prepared in 1937-38 and which became a monument.

There are lots of sights and events to enjoy for those who visit Kalocsa. The Cathedral, which was built in Italian Baroque style in the first half of the 18th century, is situated in the town centre. Its organ was installed in 1923. The Cathedral Library is in the Archiepiscopal Palace, it contains more than 117,000 units, among which you can find some ancient prints and books in special bindings. The Archiepiscopal Garden is the greatest park in town. A collection of unique church treasures can be seen in the Archiepiscopal Treasury. Religious tourism, which was always important for the town in the modern age, has expanded: buildings, church events and organ recitals are visited even by those who do not have religious commitments.

The Folk Art House, which was decorated by craftsmen and women of the region, is a peasant house decorated with folk art patterns. The Paprika Museum demonstrates the past of spice paprika production and processing and the tools used for these procedures. The Kalocsa China Manufactory, where china is painted and even produced, was founded in 1971. It offers 200 pieces of various hand-painted fancy goods, painting of customised patterns is also done here. About 60 thousand items are produced here every year. One third of the receipts comes from the export of products with patterns of Kalocsa and foreign hired work. Half of the products are sold to foreigners or delivered abroad as souvenirs.

Events organized in Kalocsa bear a unique atmosphere. The most important event is the Danube Folklore Festival, which takes place in every 3 years. The town and the archiepiscopacy hold Saint Stephen Days between 15-20 August every year. Bluebird Festival is a classical music festival of three days at the beginning of each June. Kalocsa Paprika Days together with the picking of the crop are celebrated in the middle of September. It includes a scientific consultation, a fine art exhibition, a classical music gala and a picking ball and procession. The Cooking competition of Foods Containing Paprika is getting more and more popular with domestic and foreign visitors.

CONCLUSSIONS

These characteristics show that tourism and effects of tourism are closely linked to each other. A lot of areas are affected, we can talk about environmental pollution, changes to the economic situation or family relations as behaviour samples of another country or region might exercise their effect too.

There is an opportunity for fast development since the citizens of a particular country or region intend to apply the conditions experienced in a destination country. This can present itself as a compelling effect. The process runs faster in the case of open societies compared to closed societies, although the difference is diminishing with the spread of the Internet.

Unfortunately, national borders are no real obstacles for harmful effects such as floods or pollution. Tourism can halp to make the people realize that they have to cooperate in the fight against environmental problems. Personal contacts between the people in the tourism industry can further improve this process.

Interactive tourism and traditionalism has been a part of tourism in Kalocsa for a long time. Visitors can observe various folklore activities and the elements of production, but they can also participate in the action testing their skills and abilities.

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