HÉVÍZ

Tourism Attraction Inventory with a Sustainability Perspective

Green Destinations TIA Framework – Hévíz, Hungary

Based on the Green Destinations TIA Framework | Hévíz Tourism Development 2025 Source documents: Tourism Attraction Inventory · TIA Template · TDM Concept · ITS 2017–2023

Overview

Introduction

This Tourism Attraction Inventory with a Sustainability Perspective presents the main tourist attractions of Hévíz from the perspective of the Green Destinations Tourism Impact Assessment (TIA) Framework. It integrates data from the Tourism Attraction Inventory (TIA Template 2025), the Hévíz TDM Concept, and the Integrated Urban Development Strategy (ITS 2017–2023).
For each attraction, its environmental, social, and cultural significance, current tourism relevance, as well as its sustainability opportunities and risks are evaluated. The inventory supports evidence-based destination management, certification preparation (Good Travel Seal / Green Destinations), and Hévíz's long-term sustainable tourism planning.

Sustainability Context

Hévíz is a unique European spa destination, based on the world's largest biologically active natural thermal lake (under Natura 2000 protection). The destination is committed to sustainable development:

- **Green Destinations / Good Travel Seal certification process**
- **Energy Management Action Plan 2025–2029**
- **Sustainable Tourism Action Plan 2025**
- **CROSSDEST / I-DEST platform for business sustainability**
- **'Green Hévíz' community and communication program**
- **Annual Sustainability Report of Hévíz Tourism Nonprofit Ltd.**

GD Theme	Sustainability Connections in Hévíz
Nature and Landscape	**Lake Hévíz (Natura 2000), Hévíz Stream, Tünde Lake Nature Trail, Green Zones and Parks.** Strict nature conservation; ecosystem monitoring has been in place since 1989.
Environment and Climate	Year-round thermal tourism reduces seasonal peaks. **Energy efficiency measures:** LED lighting (49% energy savings), heat pump system utilizing lake water (saving 130 t CO_2/year). Development of cycling and e-charging infrastructure.
Culture and Heritage	**Árpád-era Church, Roman Villa Rustica, Egregy Wine Row, Church of the Holy Spirit, City Museum.** All of these are registered in the Local Heritage Repository.
Waste and Water	95% wastewater sewage coverage connected to the Keszthely treatment plant. **Waste recycling target:** 35% by 2030. RePont redemption system (2024). 'Green Hévíz' campaign..
Social Well-being	95% of the population views tourism positively. The local farmers' market supports local supply chains. Equal Opportunity Program 2024–2028.
Business Sector and Governance	**CROSSDEST / I-DEST platform (GSTC criteria).** Green Hotel certification. Hévíz Tourism Nonprofit Ltd. annual sustainability report.

Overview of Tourist Attractions

#	Attraction name	Category	Relevance	Impact	Sensitivity

1	Hévíz Lake	nature	**High**	**High**	Protected (Natura 2000)
2	Hévíz-stream	nature	**Moderate**	**Moderate**	Protected habitat (Natura 2000 sections)
3	Egregy Árpád-Era church	cultural	**High**	**Moderate**	**Monument (registered)**
4	Roman ruin garden – Villa Rustica	cultural	**Moderate**	**Low**	Archaeolo gical site
5	Vinecellars of Egregy	cultural / recreation	**High**	**Moderate**	**None (cultural landscape)**
6	Egregy Calvary	cultural	**Moderate**	**Low**	none
7	Hévíz Green Zones and Parks	nature / recreation	**Moderate**	**Low**	None (certain ecologically sensitive peripheral areas)
8	Festetics Promenade and Cultural Center	cultural / infrasturcture	**High**	**Moderate**	none
9	Cycling Infrastructure and E-chargers	infrasturcture	**High**	**Low (positive)**	none
10	Water Lily Nature Trail and Protective Forest	nature	**High**	**Low**	Védett (Natura 2000)
11	City Museum	cultural	**Moderate**	**Low**	none
12	Church of the Holy Spirit (Roman Catholic)	cultural	**High**	**Low**	none
13	Hévíz Farmers' Market	cultural / infrasturcture	**High**	**Low**	none
14	Thermal Water Drinking Fountain	infrasturcture	**Moderate**	**Low**	none
15	Staircase Heated by Thermal Water	infrasturcture	**Moderate**	**Moderate**	none

Turisztikai Vonzerő Profilok

1. Hévíz lake

Natural · Hévíz – Lakeside

Description:

World-famous natural thermal lake with constant warm water (23–38 °C), surrounded by protected vegetation. The lake is fed by a hydrothermal spring with a flow rate of approximately 410 liters/second. It is the world's largest biologically active natural thermal lake.

Environmental Significance:

High – a protected natural thermal ecosystem with extraordinary ecological sensitivity. It is the habitat for the rare red water lily (*Nymphaea rubra var. longiflora*), Hungarian carp, and rare aquatic invertebrates. 'A' category groundwater protection area.

Social Significance:

High – the foundation of the local economy (95% of the population evaluates tourism positively) , utilized by both domestic and international guests.

Provides health and well-being benefits throughout the entire year.

Cultural Significance:

High – a fundamental element of Hévíz's identity and spa tradition since the 18th century. UNESCO World Heritage nomination process is in progress. The balneological heritage is registered in the Local Heritage Repository.

Turistic relevance:

- **High**

Potencial effect:

- **High**

Managing Organization:

Hévíz Spa and Saint Andrew Hospital

Sensitivity:

Protected (Natura 2000)

Monitoring and Remarks:

Year-round monitoring of water quality and visitor capacity. A complex observation system has been in place since 1989 (temperature, chemistry, microbiology, hydrology). Since March 2025, the lakeside bath building has been partially closed.

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Year-round operation reduces seasonality. Heat pump energy utilization of the lake water outflow (1,959 GJ/year; 130 t CO_2 savings). Green Destinations certification is in progress.

 RISKS: Single-product dependency; groundwater vulnerability; climate change (lake temperature sensitivity, evaporation); potential visitor pressure on surrounding wetlands.

 KEY MEASURE: Strict compliance with Natura 2000 regulations ; development of an integrated visitor management plan (2026) ; product diversification to reduce excessive reliance on the lake.

2. Hévíz-stream

Natuer · In the direction of the Gyöngyös Stream

Description: A thermal water stream connected to the lake, featuring rich biodiversity and a unique microclimate. It includes sections under Natura 2000 protection. It serves as a habitat for non-native, invasive tropical fish (which are subject to removal programs).	**Environmental Significance:** **High** – a natural water system linked to the lake's karstic ecosystem. It is a sensitive habitat for the otter (*Lutra lutra* – IUCN, CITES I.) and the European pond turtle (*Emys orbicularis* – IUCN).
Social Significance: **Moderate** – offers recreational and visual value for both locals and visitors; significant nature-walking potential along the stream.	**Cultural Significance:** **Moderate** – part of the local natural heritage; an integral element of Hévíz's thermal water system identity.
Tourism Relevance: ● Moderate Potential Impact: ● Moderate	**Managing Organization:** Municipality of Hévíz / Balaton-felvidéki National Park Directorate **Sensitivity:** Protected habitat (Natura 2000 sections)
Monitoring and Remarks: Ecological monitoring in cooperation with the environmental authority. Annual water quality assessment. Ongoing invasive species management (removal of tropical fish).	

♻ ♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Development of a nature trail along the stream; expansion of biodiversity education programs; scientific tourism.

 RISKS: Invasive fish species (non-native tropical fish); indirect tourism pressure; agricultural and land-use impacts on water quality.

 KEY MEASURE: Continuation of invasive species removal; integration of the stream into the eco-tourism offering; strengthening of hydrological and biodiversity monitoring.

3. Egregy Árpád-era church

cultural · Egregy

Description: A 12th-century Romanesque church, one of Hungary's best-preserved monuments from the Árpád era. It is a heritage site and a major tourist attraction. The area surrounding the church has preserved its untouched green spaces and ancient trees..	**Environmental Significance:** **Low–Moderate** – as built heritage, its direct environmental impact is limited. The context of the sacred site preserves the surrounding natural green zone buffers, ancient trees, and springs.
Social Significance: **Moderate** – used for cultural, religious, and community purposes; it is a focal point of the 'Cultural Wanderings in Hévíz' cultural route (ITS H5 project).	**Cultural Significance:** **High** – significant historical monument; classified in the National Heritage Register; a key element of the 'Centuries and Wines' thematic walking route.

Tourism Relevance:	**Managing Organization:**

● **High** Potential Impact: ● **Moderate**	**Managing Organization:** Municipality of Hévíz / Church authorities **Sensitivity:** Monument (registered
Monitoring and Remarks: Renovation and visitor management are coordinated by the city's cultural department. Registered in the Local Heritage Repository (2015).	

♻ **Sustainability Opportunities and Risks**

- OPPORTUNITIES: Integration into the Egregy cultural tourism cluster (wine, heritage, gastronomy); development of thematic walking routes; educational programs for schools and cultural tourists.
- RISKS: Physical deterioration without continuous conservation funding; over-commercialization of the surrounding wine row could diminish the heritage character.
- KEY MEASURE: Sustainable visitor management; continuation of renovation investments; linking to the Egregy tourism cluster.

4. Roman ruin garden – Villa Rustica

Cultural · Egregy

Description: The Roman *villa rustica* excavated in the Egregy district was inhabited between the 1st and 5th centuries AD. The building, covering nearly 1,000 m^2, features baths and economic wings, reflecting Roman settlement patterns closely linked to the thermal waters of Hévíz. Registered in the Local Heritage Repository (2015).	**Environmental Significance:** **Low** – a managed archaeological site with a controlled environment.
Social Significance: **Moderate** – educational and cultural tourism function; attractive for families and school groups.	**Cultural Significance:** **High** – Roman-era evidence of thermal water use; contributes to Hévíz's 2,000-year-old spa narrative. Part of the Local Heritage Repository.
Tourism Relevance: ● **Moderate** Potential Impact:: ● **Low**	**Managing Organization:** Municipality of Hévíz **Sensibility:** **Archaeological site**
Monitoring and Remarks: Archaeological site management; renovation and visitor management are currently in progress.	

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: The narrative connection between Roman bathing heritage and modern balneology creates a unique, long-standing heritage story. Interpretive trails and educational tourism can be further developed.

 RISKS: Limited funding for continuous conservation; exposure to weather elements causing degradation of uncovered structures; potential lack of interest compared to modern spa facilities.

 KEY MEASURE: Enhancing the "Living History" experience through digital storytelling; ensuring regular structural preservation; integrating the site more deeply into the city’s overall heritage marketing.

Limited **archaeological conservation funding**; risk of **visitor-induced erosion**.
K**EY MEASURE:** Development of low-impact interpretive infrastructure; integration into the Egregy cluster; application for EU cultural heritage grants.

5. Vinecellars of Egregy

cultural / recreation · Egregy

Description:
Traditional cellars and a gastronomic district that combines built heritage with living local culture. Known as the 'Grinzing of Hévíz.' It includes the historical wine row and associated wine houses. A key element of the 'Centuries and Wines' thematic route.

Environmental Significance:

Moderate – land use associated with viticulture; traditional grape cultivation supports biodiversity (open landscape, insects, birds).

Social Significance:

High – supports local businesses and community life; provides direct economic benefits to small business owners and hospitality service providers.

Cultural Significance:

High – traditional wine culture and gastronomy; intangible heritage elements are registered (inns, taverns, Romani music). A key element of Hévíz's local identity.

Tourism Relevance:

- **High**

Potential Impact:

- **Moderate**

Managing Organization:

Local businesses / Hévíz Tourism Nonprofit Ltd.

Sensibility:

None (cultural venue)

Monitoring and Remarks:

Stakeholder cooperation and event-based monitoring. The CROSSDEST project integrates local producers into tourism experiences.

Sustainability Opportunities and Risks

OPPORTUNITIES: Short supply chain tourism; farm-to-table gastronomy; wine tourism packages linked to health tourism; community-based tourism. The CROSSDEST project goal: involvement of a minimum of 20 local producers.

RISKS: Risk of over-commercialization; loss of authenticity if heritage character is not protected; seasonal dependency.

KEY MEASURE: Heritage protection for the wine row; LEADER-funded local product development; preservation of authentic character during tourism promotion.

6. Egregy Calvary

cultural · Egregy

Description: A quiet, meditative Stations of the Cross (Calvary) in Egregy, offering a beautiful view of the vineyards and the surrounding landscape. A spiritual and scenic heritage site with a panoramic view.	**Environmental Significance:** **Moderate** – located within a natural landscape; connected to the cultural landscape of the Egregy vineyards.
Social Significance: **Moderate** – a site for pilgrimage and visitors; contributes to the spiritual well-being dimension of tourism..	**Cultural Significance:** **High** – religious and historical significance; part of the 'Cultural Wandering in Hévíz' cultural route (ITS H5 project). Hévíz's 10 roadside crosses are also registered in the Local Heritage Repository (2018).
Tourism Relevance: ● **Moderate** Potential Impact: ● **low**	**Managing Organization:** Municipality of Hévíz / Church authorities **Sensibility:** none
Monitoring and Remarks: Continuous maintenance; visitor management by the municipality.	

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Development of slow tourism and pilgrimage routes; integration into wellness and nature-based experiences.

 RISKS: Erosion of pathways during peak periods; maintenance of historical monuments.

 KEY MEASURE: Development of low-impact trail infrastructure; inclusion in cultural route signage and communication.

7. Hévíz green zone and parks

📍 nature / recreation · 📍 City center and surroundings

Description: Urban green spaces, promenades, and biodiversity-friendly public areas around the lake and throughout the city. The protective forest surrounding the thermal lake functions as an ecological buffer zone (featuring a line of bald cypress trees). It includes the Berki Promenade.	**Environmental Significance:** **High** – urban green infrastructure supporting biodiversity; protective forest acting as an ecological buffer for the lake ecosystem; climate adaptation functions (cooling, carbon sequestration).
Social Significance: **High** – widely used by locals and visitors for recreation, well-being, and daily quality of life.	**Cultural Significance:** **Moderate** – contributes to the character of the spa town; visual identity of Hévíz as a "green city." Integrated Territorial Strategy (ITS) goal: Hévíz as a "green city."
Tourism Relevance: ● **Moderate** Potential Impactt: ● **low**	**Managing Organization:** Municipality of Hévíz **sensibility** None (specifically for certain ecologically sensitive fringe areas).
Monitoring and Remarks:	

Maintenance and monitoring by the municipal green services. Urban heat island assessment within the framework of the **BeReady project**. Installation of sunshade sails in public areas to mitigate heat.

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Development of biodiversity educational trails; expansion of urban green infrastructure; climate adaptation through tree planting and permeable surfaces; therapeutic nature-based tourism.

 RISKS: Impact of urban heat islands during peak summer periods; maintenance funding pressures; tourism-related littering in green areas.

 KEY MEASURE: Green infrastructure expansion plan; integration with sustainable mobility (cycling); promotion of the "Green Hévíz" program.

8. Promenade and Cultural Center

cultural / infrastructure · Hévíz city centre

Description:

The main pedestrian street (Festetics Promenade) featuring local shops, the Count Festetics Cultural Center, and an event venue. The promenade was implemented as a key project (K10) of the Integrated Territorial Strategy (ITS). The Cultural Center manages the local museum collection and hosts various community events.

Environmental Significance:

Low – built urban environment; however, the promenade's green elements and pedestrian-priority design contribute to sustainable urban mobility.

Social Significance:

High – a key public space and event venue; the focal point of community life and cultural programming. It serves as the venue for the "Happy Peacetime" festival series and other major events.

Cultural Significance:

Moderate – a venue for cultural activities; manages the Hévíz Museum Collection and local heritage; hosts local arts and performing arts events.

Tourism Relevance:

- **High**

Potential Impact:

- **Moderate**

Managing Organization:

Municipality of Hévíz / Hévíz Tourism Nonprofit Ltd.

Sensibility:

None

Monitoring and Remarks:

Monitoring of visitor flow and events. Annual sustainability report by Hévíz Tourism Nonprofit Ltd.

♻ Sustainability Opportunities and Risks

OPPORTUNITIES: Carbon-neutral event management; integration of local products and artisans into promenade activities; development of year-round cultural programming to reduce seasonality.

 RISKS: Congestion during peak events; impact of noise and light pollution on neighboring residential areas.

 KEY MEASURE: Implementation of sustainable event management standards; systematic integration of local producers; enhancement of pedestrian and bicycle

9. Cycling Infrastructure and E-chargers

infrastructure · all town

Description:

A network of bicycle routes and public e-car charging stations designed to support sustainable mobility. It is part of the **Balaton Cycling Tourism Network** (ITS H2 project). Bicycle rentals are available through Tourinform and major hotels. Additionally, the **Dotto sightseeing train** operates within the destination.

Environmental Significance:

High (Positive) – supports low-carbon mobility; reduces transport-related emissions; contributes to maintaining air quality (a requirement for medicinal resort certification).

Social Significance:

Moderate – used by both locals and tourists; improves accessibility and provides opportunities for active recreation.

Cultural Significance:

Low – primarily functional infrastructure, but supports Hévíz's "green city" identity and brand.

Tourism Relevance:

Potential Impact::

- **low (positive)**

Managing Organization:

Municipality of Hévíz / Hévíz Tourism Nonprofit Ltd.

Sensibility:

none

Monitoring and Remarks:

Infrastructure maintenance and usage monitoring. Aligned with the **Balaton Sustainable Regional Mobility Plan (SRMP 2025)**.

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Expansion of the cycling network (regional Balaton connections); electric bike rental programs; integration with public transport; promotion of car-free visitor routes.

 RISKS: Insufficient cycling infrastructure capacity during peak periods; maintenance costs; safety conflicts with vehicular traffic.

 KEY MEASURE: Implementation of SRMP cycling goals; promotion of car-free tourism packages; expansion of e-charging stations for visitors.

10. Water Lily Nature Trail and Protective Forest

nature · The protective forest surrounding the Lake Baths

Description:

The **Water Lily (Tündérrózsa) Educational Trail** is located within the protective forest surrounding the Lake Bath, encompassing the **Plank Trail (Palló ösvény)**, the **Berki Promenade**, and the **Tree Canopy Lookout**. It is an interpretive trail designed to connect and explain the relationship between the lake ecosystem and the surrounding protective woodland.

Environmental Significance:

High – protected habitat; acts as an ecological buffer for the lake ecosystem; a biodiversity area supporting rare aquatic and forest species.

Social Significance:

Moderate – nature-based recreation and environmental education for visitors and school groups.

Cultural Significance:

Moderate – linked to the local natural identity and the unique narrative of the thermal lake ecosystem.

Tourism Relevance:

- **high**

Potential Impact::

- **low**

Managing Organization:

Hévízi Gyógyfürdő

Sensitivity:

Védett (Natura 2000)

Monitoring and Remarks:

Ecological monitoring by the National Park Directorate; trail maintenance by the Hévíz Spa and Bath.

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Expansion of educational programming (school groups, guided nature tours, citizen science); development of accessible sections for people with disabilities; multilingual interpretive signage.

 RISKS: Visitor pressure on sensitive habitats; trail erosion; disturbance of wildlife.

 KEY MEASURE: Visitor capacity management in sensitive sections; expansion of interpretive materials; integration into sustainable tourism packages.

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11. City Museum

cultural · Hévíz city centre (Fontana theatre building

Description:

The museum is located on the first floor of the **Fontana Movie Theater** on the pedestrian street, offering a variety of temporary exhibitions. It is managed by the **Count Festetics Cultural Center** and is officially registered in the **Local Heritage Registry** (Helyi Értéktár). It forms an integral part of the downtown cultural ecosystem.

Environmental Significance:

Low – an indoor facility located within an adapted heritage building, which reduces the need for new construction. The museum collection also includes local geological, botanical, zoological, and natural history artifacts.

Social Significance:	**Cultural Significance:**
Moderate – educational role for local schools and communities; functions as an institution for community	

memory; provides informative and participatory programs.	**High** – preserves local history and cultural heritage; part of the **Hévíz Museum Collection**, which has been registered in the Local Heritage Registry since 2015.
Tourism Relevance: ● **Moderate** **Potential impact:** ● **low**	**Managing Organization:** **Count Festetics Cultural Center** (Gróf Festetics Művelődési Ház) **Sensibility:** None
Monitoring and Remarks: Infrastruktúra karbantartás és használati monitoring.	

♻ **Sustainability Opportunities and Risks**

 OPPORTUNITIES: Expansion of digital and interactive exhibitions; development of sustainability-themed educational programs (thermal water, biodiversity, local history); partnerships with schools and universities.

 RISKS: Limited visitor numbers without active promotion; dependency on public funding.

 KEY MEASURE: Integration into tourism communication and visitor routes; development of sustainability-themed exhibition content; partnership with **Pannon University** for research-based programming.

12. Church of the Holy Spirit (Roman Catholic)

cultural · Hévíz, Széchenyi str

Description: One of Hévíz's most prominent buildings, consecrated in 1999 and designed by architect **János Bocskai**. The church has a capacity of nearly 1,000 people, and its **seven towers** symbolize the seven gifts of the Holy Spirit. It is an outstanding example of modern religious architecture in Hungary.	**Environmental Significance:** **Low** – built structure.
Social Significance: **High** – active religious and community use; a center for community well-being and social cohesion..	**Cultural Significance:** **High** – a significant work of modern religious architecture; an anchor point for urban identity; a major tourist attraction in the city center.
Tourism Relevance: ● **High** **Potential impact:** ● **low**	**Managing Organization:** **Local Catholic Church** (Helyi Katolikus Egyház) **sensibility:** none
Monitoring and Remarks: Infrastructure maintenance and usage monitoring.	

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Integration into cultural city walks and heritage tourism; open church architectural tourism (a growing European trend).

 RISKS: Maintenance costs associated with a relatively new, large-scale building.

 KEY MEASURE: Inclusion in cultural heritage routes; promotion of architectural tourism alongside traditional religious visits.

13. Hévíz Farmers' Market

cultural / infrastructure · Hévíz, Széchenyi str.

Description:

The **Hévíz Farmers' Market** welcomes visitors year-round (Tuesday, Thursday, Saturday) with fresh local products, artisanal goods, and regional flavors. It directly connects local producers with residents and tourists. It is a key element of the local short supply chain economy.

Environmental Significance:

Moderate (Positive) – supports local supply chains; reduces food miles; encourages chemical-free production.

Social Significance:

High – strong local community interaction; supports the livelihoods of local producers; engages visitors in local culture and gastronomy.

Cultural Significance:

High – reflects local traditions and gastronomy; registered in the Local Heritage Registry. CROSSDEST project goal: involving 20 local producers in tourism storytelling..

Tourism Relevance:

- **high**

Potential impact:

- **Low**

Managing Organization:

Municipalty of Hévíz

sensibility:

none

Monitoring and Remarks:

Infrastruktúra karbantartás és használati monitoring.

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Expanding the role of the farmers' market in sustainable tourism (gastrotourism, culinary routes, producer visits); integration with the Egregy wine region; "Shop Local" visitor communication campaign.

 RISKS: Seasonal concentration of demand; competition from supermarkets and online retail.

 KEY MEASURE: Supporting local producer capacity; integrating the market into tourism packages; developing the "Taste of Hévíz" brand identity.

14. Thermal Water Drinking Fountain

infrasturcture · Hévíz, Kölcsey str.

Description:

The **drinking fountain** offers both potable water and thermal water for the traditional Hévíz drinking cure. It is a unique urban infrastructure element that combines public health, spa culture, and the visitor experience.

Environmental Significance:

Moderate – linked to the thermal water system; subject to strict water management regulations.

Social Significance:

High – accessible to both residents and visitors; forms an integral part of the health resort's public health offering.

Cultural Significance:

High – part of the spa culture and balneological heritage. The drinking cure tradition has been registered in the Local Heritage Registry since 2015.

Tourism Relevance:

- **Moderate**

Potential impact:

- **low**

Managing Organization:

Municipalty of Hévíz

sensibility:

none

Monitoring and Remarks:

Infrastructure maintenance and usage monitoring. Water quality is monitored as part of the national drinking water monitoring system.

Sustainability Opportunities and Risks

OPPORTUNITIES: Promotion of the drinking cure tradition as a unique wellness tourism experience; multilingual visitor information; connecting to the spa heritage narrative.

RISKS: Complexity of water quality management; infrastructure maintenance.

KEY MEASURE: Inclusion in visitor information materials and maps; promotion of the drinking cure as a component of wellness packages.

15. Staircase Heated by Thermal Water

infrasturkúra · Park street, town centre

Description:

The **heated stairs** leading to the Lake Bath utilize the geothermal energy of the thermal water system, ensuring they remain ice- and slip-free throughout the year. It is a unique example of the innovative application of geothermal energy in urban infrastructure. It has been registered in the Local Heritage Registry since 2015.

Environmental Significance:

Moderate (Positive) – efficient utilization of geothermal energy in urban infrastructure; reduces the need for chemical de-icing agents; supports year-round accessibility.

Social Significance:	Cultural Significance:
Moderate – improves accessibility and safety for residents and visitors (including elderly spa tourists) throughout the year..	**Moderate –** reflects the innovative utilization of local thermal water resources; registered as technical heritage in the Local Heritage Registry..

	It serves as a symbol of Hévíz's environmentally conscious urban development approach.
Tourism Relevance: ● **Moderate** **Potential impact:** ● **Moderate**	**Managing Organization:** Municipalty of Hévíz **sensibility:** none
Monitoring and Remarks: Infrastruktúra karbantartás.	

♻ Sustainability Opportunities and Risks

 OPPORTUNITIES: Presentation as an example of sustainable urban innovation in tourism communication; development of a "geothermal urban infrastructure" interpretive trail.

 RISKS: Changes in the thermal water system may affect operation; ongoing maintenance of the energy infrastructure.

 KEY MEASURE: Highlighting the system in "green city" and sustainability communications; using it as a case study for responsible tourism innovation.

Conclusions and Priority Actions

Cross-cutting Sustainability Priorities

Based on the inventory, the following cross-cutting sustainability priorities have been identified for Hévíz:

- **ECOSYSTEM PROTECTION:** Strict adherence to Natura 2000 regulations for the Thermal Lake; strengthening water quality and biodiversity monitoring; continuation of invasive species management on the Hévíz Stream.
- **PRODUCT DIVERSIFICATION:** Development of the **Egregy cluster** (wine, heritage, gastronomy) and cycling routes to redistribute visitor pressure away from the Thermal Lake.
- **CIRCULAR ECONOMY:** Expansion of the **RePont** redemption system; increasing the selective waste collection rate from 16.2% to **35% by 2030**; promotion of zero-waste events.
- **DECARBONIZATION:** Expansion of solar energy systems on municipal buildings; promotion of e-mobility and cycling; reducing car-dominated visitor access.
- **LOCAL ECONOMY:** Strengthening the Farmers' Market as a short supply chain hub; integrating at least 20 local producers into tourism storytelling (**CROSSDEST**); development of the **"Taste of Hévíz"** brand.
- **COMMUNITY WELL-BEING:** Continuation of annual resident satisfaction monitoring; introduction of housing market monitoring; ensuring inclusive access to all public natural and cultural sites.
- **CERTIFICATION:** Progressing toward the **GoodTravel Seal (Green Destinations)** certification; expanding participation in the I-DEST business self-assessment; developing a comprehensive Visitor Management Plan (by 2026).

Summary of Key Risks

Risk	Affected Attraction	Mérséklő intézkedés
Single-product dependency	Thermal Lake	Product diversification; Egregy cluster development
Groundwater vulnerability	Thermal Lake / Stream	Strict Natura 2000 monitoring; pollution control
Climate change (temperature increase)	Thermal Lake ecosystem	BeReady project; urban green infrastructure
Over-commercialization	Egregy wine lane	Heritage protection; LEADER-funded local product support
Low recycling rate (16.2%)	Town-wide	RePont system; expansion of selective collection
Car-dominated mobility	Town-wide	SRMP cycling infrastructure; e-mobility promotion
Tourism seasonality	All attractions	Year-round health tourism promotion; off-season events

Dokumentum elkészítve a Hévíz Turizmusfejlesztés nevében | Green Destinations TIA Keretrendszer | 2025