SUSTAINABLE TOURISM DEVELOPMENT STRATEGY OF THE CITY OF HÉVÍZ

THE PATH TO BECOMING A SUSTAINABLE WELLBEING DESTINATION

HÉVÍZ TOURISM NONPROFIT LTD. 8380 Hévíz, Rákóczi u. 2.

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EXECUTIVE SUMMARY

Hévíz is one of Hungary's most well-known and internationally significant health tourism destinations, which, building on its unique natural assets, medicinal tourism traditions, and high-quality services, has played a decisive role in domestic tourism for many decades. At the same time, the city's development in recent years has faced new challenges that made it necessary to integrate sustainability aspects into tourism development in a more conscious and systemic manner.

Climate change, energy market uncertainties, changed traveler habits, global economic processes, and the increasing environmental load of tourism have all pointed out that the long-term competitiveness of destinations no longer depends exclusively on the quality of the tourism offering, but also on how well they are able to preserve their natural values, support local communities, and adapt to the rapidly changing environment.

The objective of the present Sustainable Tourism Development Strategy is to designate the directions for the long-term development of Hévíz for the period between 2026 and 2030, while establishing the foundation for the creation of a resilient and sustainable destination model capable of harmonizing economic, environmental, and social interests.

The basis of the strategy is provided by Hévíz's existing strengths: the special ecological system of Lake Hévíz, the international recognition of the city in health tourism, its year-round operational capability, high-quality wellness and medical services, as well as the professional cooperation system that has gradually strengthened in the areas of sustainability and destination management processes in recent years.

A primary objective of the strategy is for Hévíz to appear in the future not exclusively as a traditional medical tourism center, but as a sustainable wellbeing destination that simultaneously supports health preservation, physical and mental regeneration, nature-close experiences, and a conscious lifestyle. Accordingly, the document deals emphatically with the issues of environmental sustainability, year-round tourism, visitor management, sustainable mobility, digital destination management, and local community collaborations.

During the creation of the strategy, the Green Destinations and GSTC sustainability criteria systems, as well as monitoring- and indicator-based approaches, were given a prominent role. The objective of the document is not exclusively to define development directions, but also to develop an adaptive operational framework that supports the sustainable and competitive operation of Hévíz in the long term.

It is an important basic principle of the strategy that the development of tourism cannot happen at the expense of the natural environment and the interests of the local community. Therefore, during future developments, primary attention must be paid to the ecological protection of Lake Hévíz, the mitigation of environmental loads, the preservation of urban livability, and ensuring that the benefits derived from tourism are utilized as widely as possible for the local economy and society.

The long-term goal of the strategy is to develop an intelligent, sustainable, and resilient destination model that is capable of adapting to the challenges of the future while preserving Hévíz's uniqueness, natural values, and international tourism position.

FOREWORD

The history of Hévíz is closely intertwined with nature, healing, and the unique natural environment that has defined the city's identity for centuries. Lake Hévíz is not only one of Hungary's best-known tourist attractions but also a special natural value that represents the city's past, present, and future simultaneously.

The development of tourism in recent decades has created significant economic and social opportunities for Hévíz. The city has now become an internationally known health tourism destination that receives hundreds of thousands of visitors annually, while also playing a decisive role in the economic and tourism life of the region. At the same time, this increasing role in tourism also entails increasing responsibility.

Global environmental and economic processes, climate change, the transformation of travel habits, and the strengthening of sustainability expectations necessitate tourism development with a new perspective. The successful destinations of the future will not be measurable exclusively by visitor numbers or economic performance, but also by how well they are able to preserve their natural values, support their local communities, and ensure long-term sustainable operations.

For Hévíz, sustainability is not a separate project or a marketing message, but a long-term strategic perspective. The goal is to develop an operational model in which the development of tourism is in harmony with the protection of the natural environment, the livability of the city, and the interests of the local community.

Connecting to the Green Destinations processes, the strengthening of the visitor management perspective, the development of environmental monitoring systems, and partnership collaborations all show that Hévíz consciously intends to prepare for the challenges of the future. The city's goal is not unlimited growth, but the development of a balanced, quality, and sustainable tourism model.

The present strategy is the result of this collective thinking and future-building. The document intends to provide a development framework that supports Hévíz's competitiveness in the long term, while preserving all the values that make the city special and unique.

The basis of the strategy is cooperation, taking responsibility, and the common recognition that the future of Hévíz can only be ensured by building on the balance of the natural environment, the local community, and sustainable tourism.

1. STRATEGY

1.1. The objective of the strategy

Hévíz is one of Hungary's and Central Europe's best-known health tourism destinations, which has built its tourism position based on its unique natural assets, medicinal tourism traditions, cultural values, and high-quality services. For many decades, the city's tourism has played a decisive role in the local economy, in employment, and in the shaping of regional identity.

At the same time, global tourism trends, climate change, energy market challenges, changed traveler habits, as well as sustainability and resilience expectations, necessitate destination development with a new perspective. Maintaining tourism competitiveness can only be ensured in the future by preserving natural resources, taking the interests of local communities into account, and building on the balance of economic, social, and environmental aspects.

The objective of the present Sustainable Tourism Development Strategy is to determine the medium- and long-term development directions of Hévíz's sustainable tourism for the period between 2026 and 2030. The strategy provides a framework for:

- strengthening sustainable destination management,
- preserving natural and cultural heritage,
- encouraging climate-adaptive and energy-efficient operation,
- supporting the local economy and community,
- developing the visitor experience,
- and managing tourism loads in a long-term sustainable manner.

A primary objective of the strategy is for Hévíz to further strengthen its position as a high-quality, health- and wellbeing-centered, sustainable European destination operating all year round.

1.2. Strategic background and connections

The strategy aligns with:

- the Integrated Urban Development Strategy of Hévíz,
- the development and environmental protection documents of the city of Hévíz,
- the expectations of the Green Destinations certification system,
- the sustainability criteria system of the GSTC (Global Sustainable Tourism Council),
- the UN Sustainable Development Goals (SDG),
- as well as the sustainability and climate adaptation guidelines of the European Union.

During the development of the strategy, the following were taken into account:

- the business plans and marketing strategies of Hévíz Tourism Nonprofit Ltd.,
- the sustainability and visitor management documents of the city,
- Green Destinations audit materials,
- resident and visitor feedback,
- as well as analyses presenting tourism trends and demand changes.

1.3. Hévíz’s sustainability approach

The basis of Hévíz's tourism development is the natural environment and especially the ecological system of Lake Hévíz. The city's long-term competitiveness is directly related to the preservation of these natural values.

The basic principle of the strategy is that the development of tourism should not endanger natural resources, should support the quality of life of the local community, encourage local economic collaborations, mitigate environmental load, and contribute to the climate-adaptive and resilient operation of Hévíz.

The perspective of the strategy goes beyond the traditional sustainability approach and intends to move gradually in the direction of regenerative destination development, where tourism not only reduces its

negative impacts but actively contributes to the strengthening of local natural, social, and economic values.

1.4. Timeframe and structure of the strategy

The strategy determines the development directions for the period between 2026 and 2030, while in several areas, it applies a long-term perspective pointing forward to 2035.

The main parts of the document:

1. Introduction
2. Methodology
3. Situation Analysis
4. SWOT Analysis
5. Vision
6. Strategic Objective System
7. Development Priorities
8. Action Plan
9. Monitoring and Indicator System
10. Governance and Partnership Model
11. Risk Management and Resilience
12. Annexes

2. METHODOLOGY

2.1. Approach to the development of the strategy

The development of the Sustainable Tourism Development Strategy was based on an integrated, partnership-based, and data-driven approach. The goal of the strategy is not exclusively to determine tourism development directions, but to develop a complex conceptual and operational framework that ensures the competitiveness, livability, and preservation of the natural values of Hévíz in the long term.

During the planning process, key aspects were:

- the balance of the three pillars of sustainability (economic, social, environmental),
- the involvement of local stakeholders,
- alignment with international sustainability standards,
- and ensuring practical feasibility.

During the preparation of the strategy, the goal was not to create an exclusively theoretical document, but to develop a development system with an operational perspective that can be integrated into the daily operation of the destination.

2.2. Documents and data sources used

To establish the strategy, several primary and secondary data sources were used.

Main documents:

- Business plans and marketing plans of Hévíz Tourism Nonprofit Ltd.,
- Development documents of the city of Hévíz,
- Urban development and environmental protection strategies,
- Green Destinations self-assessment and audit materials,
- Visitor management documents,
- Local event and marketing plans,
- Tourinform statistics,
- NTAK (National Tourism Data Center) and KSH (Central Statistical Office) tourism data,
- Municipal and internal tourism data collections,
- International trend research and professional analyses.

International professional sources:

- GSTC (Global Sustainable Tourism Council) criteria system,
- Green Destinations Good Travel Seal system,
- European Travel Commission reports,
- UN Tourism (UNWTO) analyses,
- EU sustainable tourism policy recommendations,
- Wellness and health tourism trend research.

2.3. Stakeholder involvement and partnership approach

During the creation of the strategy, the involvement of stakeholders was given a prominent role, as sustainable destination management can only be built on broad cooperation.

The consultations and discussions affected the following circles of actors:

- Municipality of the City of Hévíz,
- Hévíz Tourism Nonprofit Ltd.,
- Hévíz Tourism Association,
- Local hotels and accommodation providers,
- Catering and service units,
- Civil organizations (NGOs),
- Cultural institutions,
- Regional tourism partners,

- Resident actors,
- As well as sustainability and tourism experts.

The goal of the partnership process was to explore local needs and problems, to jointly determine development priorities, and to strengthen the social acceptance of the strategy.

2.4. Situation analysis methods

The situation analysis of the strategy was prepared based on a complex evaluation methodology.

Methods applied during the analysis:

- Tourism statistical data analysis,
- Trend examination,
- Competitor analysis,
- Sustainability gap analysis,
- Impact assessment with a visitor management perspective,
- SWOT analysis,
- As well as qualitative professional interviews and consultations.

The analysis paid special attention to seasonality, changes in source markets, the impacts of climate change on tourism, issues of energy and resource use, transport and mobility challenges, and the relationship between the population and tourism.

2.5. Sustainability framework

The basis of the strategy is provided by the internationally accepted sustainable destination management perspective, with special regard to the GSTC Destination Criteria system, as well as the Green Destinations certification structure.

The strategy is built along four main sustainability dimensions:

1. Sustainable destination management
2. Protection of environmental and natural values
3. Preservation of cultural heritage and local identity
4. Social and economic sustainability

The document determines objectives, measures, and indicators related to these dimensions.

2.6. Monitoring and adaptive planning

The strategy was prepared with an adaptive perspective, taking into account the rapidly changing economic, social, and geopolitical environment of tourism.

Accordingly, regular monitoring, annual review, indicator-based evaluation, as well as operational correction as needed, are necessary.

The strategy interprets sustainable tourism development not as a static document, but as a management tool that can be continuously developed.

3. SITUATION ANALYSIS

3.1. Hévíz's role in tourism and destination position

Hévíz is one of Hungary's best-known and internationally significant health tourism destinations, which built its tourism position primarily on the world-unique Lake Hévíz, on medicinal traditions, and on high-quality wellness and health tourism services. The city's tourism is of prominent importance not only from a local economic point of view but also has a decisive impact on employment, the service sector, and the tourism performance of the region at a regional level.

The development of the destination in recent decades has gradually gone beyond classic medical tourism. Prevention, recreation, wellbeing, and active tourism have been given an increasingly emphatic role in the offering, while the city has continued to preserve its traditional medicinal resort character. The quality development of tourism services, the modernization of accommodation, and the appearance of complex service packages have contributed to Hévíz remaining competitive in the international wellness and health tourism market as well.

A defining characteristic of the city's tourism is the relatively high proportion of foreign guests, which ensured stable international demand over a long period of time. The German, Austrian, Czech, and Slovak markets currently also play a decisive role, while the geopolitical and economic processes of recent years have significantly transformed the source market structure. The decline of the Russian and Ukrainian markets made new marketing and market-building directions necessary, especially in the direction of Central European countries.

Hévíz's tourism position is further strengthened by the proximity of Lake Balaton, the connection with regional attractions, as well as the complex experience offering that supplements medical tourism with cultural, gastronomic, active, and nature-close experiences.

3.2. Tourism demand and market trends

Tourism demand has been influenced by significant external factors in recent years. The COVID-19 pandemic, the energy market crisis, inflation, and the Russian-Ukrainian war have all had an impact on travel habits and the performance of the destination. Domestic demand strengthened temporarily during the pandemic period; however, it later moderated as a result of inflation and decreasing real incomes. In parallel, foreign markets have gradually rebuilt, especially from Central European countries.

Based on tourism trends, health-conscious, experience-oriented traveler behavior that is sensitive to sustainability is becoming increasingly strong. Beside the growth in wellness and health tourism demand, the need for personalized experiences, the demand for nature-close services, and the "slow tourism" perspective based on slower, longer stays are becoming more emphatic.

A particularly important trend for Hévíz is the gradual decrease in seasonality. Due to climatic changes, the spring and autumn periods are becoming increasingly attractive for travelers, which provides a favorable opportunity to strengthen the city's year-round tourism operation. Beside the traditional medical tourism guest circle, the active age group between 35 and 59, looking for complex wellbeing and experience-based services, is becoming an increasingly important target group.

3.3. Natural environment and environmental sustainability

Hévíz's most important natural resource is Lake Hévíz and its special ecological system. The lake is not only a tourist attraction but also an extremely sensitive natural value, the preservation of which is a fundamental strategic interest. The sustainability of the city is directly related to the protection of the ecological state of the lake, the security of the water base, and the management of environmental loads.

Risks arising from climate change—especially heatwaves, changes in precipitation distribution, and extreme weather events—pose an increasing challenge for the destination in the long term. In addition, energy market uncertainties have drawn attention to the importance of energy efficiency, resource management, and resilience.

In recent times, several sustainability measures have appeared in the city, especially in the areas of reducing energy consumption, environmentally conscious operation, and visitor management. At the same time, transport load, seasonal traffic concentration, waste management, and the management of environmental pressure arising from tourism continue to pose a challenge.

From the point of view of sustainable development, the development of green infrastructure, the strengthening of sustainable mobility solutions, and the integration of the ecological perspective into tourism operations are of primary importance.

3.4. Social and economic situation

One of the most important pillars of Hévíz's economy is tourism. The service sector, accommodation, catering, and health tourism directly determine local employment and the operation of the entrepreneurial environment. The multiplier effect of tourism contributes significantly to the city's economic performance and tax revenues.

At the same time, the strong presence of tourism also means increased sensitivity toward global economic processes. External crisis situations affect guest traffic, the labor market, and the operation of local businesses quickly and directly. In the recent period, the labor shortage, the increase in energy costs, and the impact of inflation have become particularly perceptible.

From the point of view of the local community, maintaining the balance between tourism and livability is an important challenge. One of the fundamental goals of sustainable tourism development is that tourism should not exclusively provide economic advantages, but should actively contribute to the improvement of the local community's quality of life, the preservation of cultural identity, and the strengthening of community collaborations.

3.5. Destination management and partnership system

Hévíz's tourism management system can be considered advanced even at a national level. Hévíz Tourism Nonprofit Ltd. plays a coordinating role in marketing activities, event organization, the operation of Tourinform, as well as in destination collaborations. The organization's work is supported by a broad partnership network in which municipal, entrepreneurial, civil, and tourism actors all participate.

One important strength of the destination management system is the willingness to cooperate; at the same time, the deeper integration of sustainability aspects still requires further development. In the future, an increasing role must be given to:

- data-driven decision-making,
- monitoring systems,
- visitor management tools,

- as well as the regular evaluation of resident and stakeholder feedback.

The processes related to the Green Destinations system have contributed to the strengthening of the sustainability perspective; however, the long-term goal is to develop an integrated destination management model in which sustainability appears at all levels of strategic and operational functioning.

4. SWOT ANALYSIS

The goal of the SWOT analysis is to summarize the internal and external factors influencing Hévíz's sustainable tourism development, with special regard to the destination's long-term competitiveness, sustainability, and resilience. The analysis takes into account tourism trends, environmental challenges, economic processes, as well as the aspects of the local community and the natural environment.

4.1. Strengths

Hévíz's most important strength is the natural asset that is unique even on a world scale: Lake Hévíz, which forms the basis of the destination's identity, tourism attraction, and economic operation. The city has several decades of medical tourism traditions; its name represents a strong brand value in the domestic and international health tourism market.

The outstanding asset of the destination is the high-quality accommodation and service offering, especially in the wellness and health tourism segment. Thanks to the developments of recent years, the quality of Hévíz services is competitive even in international comparison.

Furthermore, Hévíz's year-round operational capability represents a significant strength. The city's tourism is less exposed to classic Balaton seasonality, which allows for more stable economic operation. Demand building on health tourism ensures significant traffic in the spring and autumn periods as well.

The advantages of the destination include the advanced tourism cooperation system and the functioning destination management structure. The cooperation between Hévíz Tourism Nonprofit Ltd., tourism associations, service providers, and the municipality provides a stable professional basis for common developments and marketing activities.

Also a defining strength:

- international recognition,
- favorable geographical location,
- proximity to Lake Balaton,
- complex wellbeing offering,
- as well as the diversity of cultural and natural values.

The processes related to the Green Destinations system and the gradual strengthening of the sustainability perspective create a further positive basis for future developments.

4.2. Weaknesses

One of Hévíz's most important weaknesses is its strong economic dependence on tourism. The city's economic performance and employment structure are linked to tourism to a significant extent, which makes the destination sensitive to global economic and geopolitical changes.

The relatively concentrated structure of source markets also represents a vulnerability. The experience of recent years has shown that the decline of certain traditional markets — especially the Russian market and, partly, the German medical tourism market — can have a significant impact on visitor traffic.

A further challenge for the destination is the pressure on urban infrastructure and the transport system. Passenger car traffic, parking problems and seasonal concentration create challenges from both environmental and liveability perspectives.

Although the sustainability approach is increasingly present in strategic thinking, several areas still lack a unified, data-driven monitoring system and regular indicator-based evaluation. Further areas for development include:

- a unified visitor management system,
- detailed measurement of environmental pressures,
- optimisation of energy and resource use,
- and more regular involvement of the local population.

Labour shortages and the retention of professionals working in tourism also represent a challenge, which may affect the maintenance of service quality in the longer term.

4.3. Opportunities

Global tourism trends indicate several directions that represent favourable development opportunities for Hévíz. The strengthening of health awareness, the growing demand for wellness and prevention services, and the increasing interest in nature-based and slower forms of tourism clearly support the position of the destination.

As a consequence of climate change, the tourism significance of the spring and autumn periods is expected to increase, which may be favourable for further strengthening Hévíz's year-round operation. The development of "slow tourism", wellbeing, regeneration and longer-stay tourism models may represent a major opportunity for the destination.

Significant development potential lies in:

- sustainable mobility,
- cycling tourism,
- digital visitor management systems,
- energy-efficiency improvements,
- and the development of green infrastructure.

The Green Destinations certification process and international sustainability positioning may provide a strong marketing advantage in the future. The growth of the traveller segment sensitive to sustainability creates an opportunity for Hévíz to position itself as one of the region's leading sustainable health tourism destinations.

New market opportunities may include:

- further strengthening of Central European source markets,
- addressing the active senior age group,
- and developing complex tourism packages based on health preservation and lifestyle change.

4.4. Threats

One of the most significant long-term threats for Hévíz is climate change and the environmental risks arising from it. Extreme weather events, heatwaves, changes affecting water bases and the increasing ecological pressure may directly endanger the destination's most important natural resource, Lake Hévíz.

Global economic uncertainties, inflation, unpredictability in the energy market and geopolitical conflicts are also significant risk factors. Tourism is particularly sensitive to international crises, which can cause a substantial drop in demand within a short period of time.

Longer-term threats include:

- increasing international competition,
- rapid changes in travel habits,
- and the transformation of the health tourism market.

It may also pose a risk if sustainability considerations are not integrated deeply enough into development decisions and tourism growth exceeds the environmental and social carrying capacity.

Labour shortages, the ageing professional workforce pipeline and rising service costs may also negatively affect the competitiveness of the destination.

In order to manage future challenges, it is particularly important to strengthen:

- resilience,
- adaptive destination management,
- resource efficiency,
- and the consistent application of a sustainable and regenerative approach.

5. VISION

5.1. Hévíz's Vision for 2030

By 2030, Hévíz aims to become one of Central Europe's leading sustainable health tourism and wellbeing destinations, building its development on the preservation of natural values, the interests of the local community and high-quality, year-round tourism operation.

The city's long-term goal is to establish a tourism model in which economic competitiveness, environmental responsibility and social sustainability reinforce one another. Hévíz's vision is not based solely on tourism growth, but on the intention that tourism should actively contribute to the city's liveability, the preservation of its natural environment and the strengthening of local identity.

The new positioning of the destination is shifting towards the direction of the "modern retreat" and holistic regeneration. The expansion of target groups focuses on 30–45-year-old "burnt-out" managers with a conscious lifestyle and guests seeking digital detox, while retaining the foundations of high-quality medical tourism.

The development of the destination will continue to be based on Lake Hévíz and the related medical tourism traditions; however, in the future, increasing emphasis will be placed on:

- prevention and health preservation, and a stress-free environment,
- regeneration and wellbeing, longevity,
- active and nature-based tourism,
- and the development of services related to a sustainable lifestyle.

Hévíz aims to appear on the international tourism market as a destination that:

- provides high-quality health and wellness services at the same time,
- supports physical and mental recharging,
- and authentically represents the values of sustainable and responsible tourism.

5.2. Main Pillars of the Vision

Preservation of natural values and a regenerative approach

The preservation of the ecological condition of Lake Hévíz and the related natural environment is a fundamental prerequisite for the long-term development of Hévíz. One of the central elements of the vision is the gradual integration of a regenerative approach that goes beyond traditional sustainability.

The goal is not only to reduce negative environmental impacts, but to create a tourism operation that actively contributes to:

- the preservation of natural values,
- the development of green spaces,
- the improvement of resource efficiency,
- and the strengthening of climate adaptation.

Year-round, quality tourism

Hévíz aims to further strengthen year-round tourism operation and reduce seasonality. The city seeks to develop a complex tourism offer that, in addition to traditional medical tourism, also provides wellbeing, active, cultural, gastronomic and slow tourism experiences.

A key objective of future developments is to address target groups with higher added value, longer stays and a sensitivity to sustainability.

Liveable city and local community

A fundamental principle of the strategy is that tourism development must not take place at the expense of the interests of the local community. Hévíz strives to create a liveable urban environment in which tourism and local quality of life function in balance.

Important elements of the vision include:

- the development of community spaces,
- the strengthening of sustainable mobility,
- support for local businesses,
- and the strengthening of residential involvement and partnership.

The city's aim is for the benefits arising from tourism to appear as widely as possible in the local economy and community.

Innovation and data-driven destination management

In the future, Hévíz intends to place increasing emphasis on innovative and data-driven destination management solutions. Digital technologies, visitor management systems and indicator-based monitoring can contribute to:

- improving the visitor experience,
- managing tourism pressures,
- and supporting strategic decisions.

The goal is to develop an intelligent and adaptive destination management system capable of responding quickly to tourism trends, the economic environment and the challenges of climate change.

5.3. Strategic Positioning

The long-term positioning of Hévíz is based on the concept of a "sustainable wellbeing destination". The city does not intend to develop as a mass tourism destination, but as a premium-quality, health- and quality-of-life-oriented destination that places the following values at the centre:

- natural regeneration,
- a health-conscious lifestyle,
- tranquillity,
- and quality experiences.

The strategic goal is for Hévíz to:

- strengthen its international visibility,
- increase its sustainability recognition,
- further develop its year-round tourism operation,
- and serve as a model in the field of sustainable medical and wellbeing tourism in Central Europe.

6. STRATEGIC OBJECTIVE SYSTEM

6.1. Approach to the Strategic Objective System

The objective system of the Sustainable Tourism Development Strategy of Hévíz is based on the principle that the long-term development of the destination can only be maintained by ensuring a balance between economic, social and environmental aspects. The aim of the strategy is not merely to increase tourism

performance, but to create a sustainable and resilient operating model capable of adapting to global tourism, economic and environmental changes.

During the development of the strategic objective system, priority was given to:

- the protection of Lake Hévíz and the related natural environment,
- strengthening year-round tourism operation,
- taking into account the interests of the local community,
- and devloping sustainable and innovative destination management.

The objective system is aligned with:

- the principles of Green Destinations and GSTC,
- the development goals of the City of Hévíz,
- the sustainability ambitions of the European Union,
- and the United Nations Sustainable Development Goals (SDGs).

6.2. Strategic Objective I: Preserving the natural values and the ecological system of Lake Hévíz

The natural environment, and above all the unique ecological system of Lake Hévíz, forms the basis of the long-term operation and competitiveness of Hévíz. The city's tourism identity, international recognition and health tourism position are directly linked to preserving the natural condition of the lake; therefore, one of the most important strategic priorities of sustainable tourism development is to reduce environmental pressures and protect natural resources in the long term.

The strategy pays special attention to preserving the hydrological and ecological stability of Lake Hévíz, developing environmental monitoring systems and improving energy and resource efficiency. Due to the intensifying impacts of climate change, the application of sustainable water management solutions, the development of urban green infrastructure and the continuous examination of tourism pressures and visitor flow processes are becoming increasingly important.

In the long term, the strategy does not seek merely to reduce environmental damage, but also to gradually apply a regenerative approach that actively contributes to the preservation and strengthening of natural values. This includes the development of green spaces, support for environmentally conscious urban management and the conscious integration of sustainability considerations into tourism development and urban development decisions.

Specific measures 2026–2030

Name of measure/project: Development and introduction of an energy management system in the City of Hévíz

Beneficiary/responsible body: Municipality of the City of Hévíz

Brief description and purpose of the project: The purpose of the project is to develop and introduce a modern energy management system in the buildings involved in the development, supporting the municipality and the partners and institutions involved in the project in managing their energy use more efficiently and promoting their sustainable operation.

Development area: Energy

Amount: HUF 175.28 million

Source: DIMOP PLUSZ

Status: Under implementation

6.3. Strategic Objective II: Strengthening sustainable and year-round tourism operation

The long-term objective of Hévíz is to establish a stable and balanced tourism model that is capable of mitigating the risks arising from seasonality while strengthening the economic and operational resilience of the destination. Global economic and tourism changes in recent years have made it clear that the competitive destinations of the future will not rely exclusively on increasing visitor numbers, but on the stability of year-round operation, higher added-value services and a quality visitor experience.

The strategy therefore treats the strengthening of year-round demand, the addressing of new and more conscious target groups, and the further development of wellbeing and prevention tourism as priority tasks. The endowments of Hévíz provide a particularly favourable basis for creating a complex tourism offer that is simultaneously connected to health preservation, regeneration, nature-based experiences and slower, more balanced forms of travel.

In future developments, programmes based on the slow tourism approach, active and nature-based tourism experiences, cultural and gastronomic offerings, and wellbeing services focused on physical and mental recharging, a health-conscious lifestyle and long-term improvement of quality of life will play an increasingly important role. Egregy and the area of the Hévíz Stream may play a particularly important role in this, as alternative experience zones that can contribute to balancing visitor traffic and strengthening nature-based recreation.

The aim of the strategy is not to increase mass tourism, but to strengthen a quality, sustainable tourism model based on longer stays, which simultaneously supports the competitiveness of the destination, the stability of the local economy and the preservation of Hévíz's liveability.

Proposed measures/projects

“Hévíz Ambassador” programme

Responsible body: Hévíz Tourism Nonprofit Ltd. / Hévíz Television

Selection and marketing support of local personalities and service providers who authentically represent the city and provide guests with a unique “status experience”.

Status: Proposal

Hévíz branded products

Responsible body: Hévíz Tourism Nonprofit Ltd.

Development of a proprietary, high-quality local product range, such as Hévíz medicinal honey and special regenerating cosmetic products, which can function both as souvenirs and marketing tools.

Status: Proposal

Longevity and prevention packages

Responsible body: Hévíz Tourism Nonprofit Ltd.

Development of short, 3–4-day “Modern Retreat” and “Digital Detox” offers for the 30–45 age group, in cooperation with hotels.

Status: Proposal

6.4. Strategic Objective III: Supporting a liveable urban environment and local community

One of the most important principles of sustainable tourism is that the development of the destination should not only benefit visitors, but should also strengthen the quality of life of the local community in the long term. In the case of Hévíz, it is particularly important that tourism development preserve the city's liveability, calm character and human-scale environment, while contributing to the stability of the local econom and the strengthening of community relations.

The aim of the strategy is to create a balanced operating model in which tourism development and local quality of life reinforce each other. To this end, special attention is given to the development of community spaces and the urban environment, the strengthening of a pedestrian-friendly urban environment based on green spaces, and support for local businesses and service providers. The strategy also treats the promotion of public participation and partnership-based cooperation as an important task, especially in the preparation of sustainability and urban development decisions.

The health resort tradition, proximity to the natural environment and the specific small-town atmosphere that significantly contributes to the attractiveness of the destination are defining elements of Hévíz's

identity. The strategy therefore gives strong support to preserving local identity and cultural heritage, strengthening local products and services, and community and cultural initiatives that contribute to maintaining the unique character of Hévíz.

The long-term goal is to create a sustainable and liveable urban environment in which the economic and social benefits arising from tourism are utilised as widely as possible by the local community, while the city preserves its natural values, calm operation and high quality of life.

Measures/projects

Infrastructure development of primary healthcare in Hévíz

Beneficiary/responsible body: Municipality of the City of Hévíz

External and internal renovation, energy modernisation and proportionate accessibility improvement of the Hévíz Health Centre building.

Development area: Healthcare

Amount: HUF 53.00 million

Source: TOP PLUSZ

Status: Under implementation

Revitalisation of the Rose Garden

Responsible body: Municipality of the City of Hévíz

Restoration of a well-maintained appearance.

Status: Proposal

Definition of townscape standards

Responsible body: Municipality of the City of Hévíz

Temporary use of the shop windows of vacant business premises.

Status: Proposal

Smart street furniture

Responsible body: Municipality of the City of Hévíz

Information columns and rest benches with solar charging options.

Status: Proposal

“Civil House”

Responsible body: HÉVÍZ Kft.

Providing a fixed location at the event venue for local civil organisations to present themselves, strengthening local identity and public acceptance.

Status: Under implementation

6.5. Strategic Objective IV: Developing sustainable mobility and environmentally friendly transport systems

Reducing transport pressures and strengthening sustainable mobility are among the most important conditions for the long-term liveability and sustainable operation of Hévíz. The city's current transport system still relies to a significant extent on individual car use, which, especially during tourism peak periods, results in increased parking pressure, traffic load and environmental challenges, primarily around the lake and in the city centre.

The aim of the strategy is to develop a people-centred and environmentally friendly mobility system that supports local quality of life, improves the visitor experience and reduces environmental pressures arising from transport. To this end, strengthening the pedestrian-friendly urban environment, developing cycling transport connections and encouraging alternative and low-emission mobility solutions play a key role.

The endowments of Hévíz provide a favourable basis for further strengthening pedestrian and cycling transport, especially by connecting the city centre, Lake Hévíz, Egregy and regional tourism routes. The strategy supports the development of cycling infrastructure, the expansion of electric mobility solutions and the use of smart parking and visitor flow systems in order to distribute tourism pressures more evenly across the city.

The development of sustainable mobility is not only an infrastructural issue, but also a task of awareness-raising. The strategy therefore places strong emphasis on promoting environmentally conscious forms of transport, supporting slower and experience-oriented urban mobility modes, and strengthening community and regional transport connections.

Measure/project

Expansion of the electric charging network and designation of micromobility points, such as bicycle storage and e-scooter points

Responsible body: Municipality of the City of Hévíz

Development area: Energy, mobility

Status: Proposal

6.6. Strategic Objective V: Establishing innovative and data-driven destination management

One of the most important conditions of sustainable tourism management is well-founded and continuously evaluated decision-making. The aim of Hévíz is to develop a modern and adaptive destination management system capable of tracking tourism processes in real time, monitoring environmental and social impacts and responding rapidly to market, economic and environmental changes affecting tourism.

The strategy treats the strengthening of data-driven operation as a priority task, especially in the fields of visitor management, tourism monitoring and the use of sustainability indicators. In the case of Hévíz, this is particularly important for balancing tourism pressures, protecting the area around the lake and maintaining liveable urban operation in the long term.

In future developments, digital tourism solutions, intelligent visitor flow systems, and analytical and monitoring tools that support well-founded development decisions and continuous evaluation of tourism processes will play an increasing role. The strategy also strongly supports cooperation-based destination management, in which the municipality, tourism service providers, professional partners and community actors jointly participate in achieving sustainability goals.

A key objective is the further integration of the Green Destinations and GSTC approach into daily operations, monitoring processes and development decisions, so that Hévíz can continue to function in the long term as a sustainable, competitive and resilient destination.

Measures/projects

DIGITALIZE (Interreg Danube project)

Responsible body: Municipality of the City of Hévíz

Application of digitalisation in the tourism and cultural development of small and medium-sized towns in a sustainable manner.

Development area: Human infrastructure and local economy

Source: Interreg Danube

Status: Under implementation

CROSSDEST

Responsible body: Hévíz Tourism Nonprofit Ltd.

Within the framework of the cross-border programme, among other activities, the Green Destinations certification of the city of Hévíz will be obtained, local service providers and producers will be prepared to obtain the GD Good Travel Seal certification, and a pilot programme aimed at strengthening regenerative tourism will be implemented. A quality management system will also be established.

Development area: Attraction development, local economic development

Source: Interreg Slovenia–Hungary

Status: Under implementation

Smart visitor management

Responsible bodies: Municipality of the City of Hévíz, Hévíz Spa

Communication of real-time visitor data for the Lake Bath and the most popular hiking routes in the city.

Status: Proposal

6.7. Strategic Objective VI: Strengthening sustainability awareness-raising, education and international positioning

The long-term aim of Hévíz is to hold an increasingly strong position on the international tourism market not only as a health resort destination, but also as a sustainable and responsible wellbeing destination. Sustainability is therefore not merely a communication element or marketing tool, but one of the fundamental conceptual frameworks of the destination's operation.

The strategy considers it particularly important to strengthen sustainability awareness among tourism service providers, visitors and the local community. This is based on supporting cooperation and awareness-raising processes that contribute to strengthening environmentally conscious operation, responsible tourism behaviour and long-term thinking.

In future developments, the conscious development of sustainability communication, encouraging service providers to apply environmentally conscious operating models and sensitising visitors to the importance of protecting natural and local values will play an increasingly important role. The strategy also supports

the adaptation of international good practices, professional knowledge sharing and active participation in international sustainability networks.

It may be a particularly important opportunity for Hévíz to appear as an authentic wellbeing destination based on more than two hundred years of health resort traditions and unique natural endowments, where health preservation, nature-based experiences, a calm urban environment and sustainable operation are connected in a mutually reinforcing way.

The long-term aim of the strategy is for Hévíz to become one of the defining Central European model destinations for sustainable health tourism and wellbeing tourism, while preserving its distinctive character, natural values and health resort identity.

Measures/projects

Lake protection campaign

Responsible bodies: Hévíz Tourism Nonprofit Ltd. / Hévíz Spa

A positive, educational communication campaign.

Status: Proposal

Education of private accommodation providers

Responsible bodies: Hévíz Tourism Nonprofit Ltd. / Association of Private Accommodation Providers

Free professional days and the establishment of quality standards for private accommodation providers, so that they can appear in marketing as “ambassadors".

Status: Proposal

6.8. Strategic Objective VII: Event strategy and premium experience management

The future event policy of Hévíz breaks with the “mainstream" festival model serving mass tourism and follows the principle of “quality presence – selective stimulus environment". The goal is to extend length of stay and address higher-spending segments, including the 30–45+ age group and people following a conscious lifestyle.

The five pillars of the event strategy are:

1. 1. Shift in scale and quality: Instead of events attracting large crowds, the focus is on smaller-scale productions with higher cultural value, such as jazz, chamber and acoustic evenings. By making use of

the nature-based endowments of the event venue, the aim is to offer the experience of "culture positioned in nature".

2. 2. Four-season programme calendar: In order to reduce seasonality, special emphasis is placed on spring, autumn and winter festive periods, with sustainable pop-up models adapted to economic realities.
3. 3. "Soft capacity" and status experience: Support for events serving niche needs but carrying high prestige, with 300–1,500 participants, such as Balaton Classic and gravel races, which generate international visibility and higher tourism consumption.
4. 4. Local identity and community: Events also become attractive meeting points for the local population, for example through a House of Civil Organisations at events. The aim is to strengthen local pride and a "lively small-town atmosphere".
5. 5. Integrated marketing communication: Ad hoc information provision will be eliminated. Through the digital integration of Hévízió and heviz.hu, a unified, multilingual and real-time searchable annual programme calendar system will be introduced.

Expected result: The programme offer will not be merely a supplementary element, but the most important carrier of the destination's new identity — longevity, regeneration and tranquillity — helping to resolve the city's current identity crisis and making Hévíz attractive to younger generations with purchasing power as well.

7. DEVELOPMENT PRIORITIES AND INTERVENTION AREAS

7.1. Role of the development priorities

In order to achieve the strategic objectives, Hévíz needs to define development priorities that simultaneously support the destination's economic competitiveness, environmental sustainability and the interests of the local community. The guiding principle behind the designation of priorities is that future developments should not serve only short-term tourism growth, but should result in a sustainable, resilient and liveable destination in the long term.

During the development of the priorities, special attention was paid to:

- the ecological protection of Lake Hévíz,
- strengthening year-round tourism,
- reducing environmental pressures,
- supporting innovation and digitalisation,
- and involving the local community and economy.

The development priorities are closely connected to the sustainability approach of Green Destinations and GSTC, and are also aligned with the long-term urban development goals of Hévíz.

7.2. Priority I: Strengthening natural and environmental sustainability

The most important strategic resource of the destination is Lake Hévíz and its related natural environment; therefore, environmental sustainability appears in Hévíz's tourism development strategy as a horizontal principle permeating all development areas. The city's long-term competitiveness is directly linked to preserving the condition of the natural environment, reducing environmental pressures and its capacity to adapt to climate change.

The aim of the priority is to strengthen a sustainable operating model that supports the improvement of energy and resource efficiency, the application of sustainable water management solutions, the development of waste reduction measures and the further strengthening of urban green infrastructure. Environmental monitoring systems, sustainable event-management criteria, nature conservation communication and visitor awareness-raising are also playing an increasingly important role.

In the long term, the strategy does not seek solely to mitigate environmental damage, but also to gradually integrate a regenerative approach that actively contributes to the preservation and strengthening of natural values. This has particular significance in the case of Hévíz, where the condition of the natural environment is a determining resource not only from an ecological perspective, but also from economic and tourism perspectives.

In recent years, several developments and professional cooperation processes have been implemented or launched that directly support the achievement of environmental sustainability goals. The comprehensive lake protection programme of Lake Hévíz served to preserve the lake's habitats and ecological condition, while stormwater infrastructure developments contributed to strengthening climate adaptation and water management aspects. Ongoing energy management developments support the more efficient operation of municipal and institutional energy use, while the BeReady / Interreg Danube project focuses on mitigating the urban heat island effect and improving climate adaptation resilience.

The implementation of the priority is further strengthened by the gradual integration of the Green Destinations approach and professional cooperation related to regenerative tourism, which contribute to Hévíz strengthening its position in the long term as a sustainable, liveable and environmentally conscious wellbeing destination.

7.3. Priority II: Development of a year-round wellbeing and health tourism offer

One of the most important foundations of Hévíz's long-term competitiveness is the maintenance and further development of year-round, high-quality tourism operation. The uniqueness of the destination lies in its ability to connect centuries of health industry experience based on traditional medical tourism with modern wellbeing and health preservation trends.

The aim of the priority is to strengthen a complex and sustainable tourism offer that simultaneously supports health preservation, prevention, regeneration and physical and mental recharging. The endowments of Hévíz provide a particularly favourable basis for wellbeing-oriented developments built on a nature-based environment, a calm urban atmosphere and the high standard of health resort and healthcare services.

In future developments, experiences based on the slow tourism approach, active and nature-based programmes and the strengthening of cultural and gastronomic offers will play an increasingly important role. It may be especially important to develop complex service packages that encourage visitors to stay longer while also contributing to balancing year-round demand.

The aim of the priority is not to increase mass tourism, but to strengthen a visitor segment seeking higher added-value, quality experiences, which is sensitive to sustainability considerations and open to health-conscious, balanced forms of travel.

In recent years, several health industry and tourism developments have been implemented or launched that directly support this direction. The development of outpatient specialist care services, patient safety projects and the modernisation of healthcare infrastructure contribute to Hévíz being able to occupy an even stronger position in the future in health tourism based on prevention, rehabilitation and wellbeing services.

7.4. Priority III: Development of sustainable mobility and a liveable urban environment

Reducing transport pressures and preserving a liveable urban environment are among the fundamental conditions for the sustainable development of Hévíz. Traffic loads during tourism seasons, parking pressure and periodic congestion around the lake are becoming increasingly important visitor management and urban operation challenges; therefore, the strategy treats the development of sustainable mobility systems and a human-centred urban environment as a priority development area.

The aim of the priority is to create a transport and public-space system that simultaneously supports the quality of life of the local population, improves the visitor experience and reduces environmental pressures arising from transport. To this end, strengthening a pedestrian-friendly urban environment,

developing cycling infrastructure and encouraging alternative and low-emission mobility solutions play an important role.

In the development of the urban environment, particularly important objectives include increasing green areas, high-quality renewal of community spaces, improving public-space comfort and creating a safe and accessible transport environment. The calm, walkable small-town atmosphere is closely linked to the character of Hévíz; therefore, public-space developments have not only functional, but also quality-of-life and experience-based roles.

In recent years, several developments have been implemented or launched that directly support the achievement of sustainable mobility objectives. The large PARKoló project and the sustainable transport development programme of Hévíz contributed to the modernisation of parking and transport systems, while Tourinform cycling developments and services related to electric bicycles support the strengthening of environmentally friendly forms of transport. The development of visitor flow and intelligent mobility solutions may contribute in the long term to a more balanced distribution of tourism pressures and further improvement of urban liveability.

7.5. Priority IV: Strengthening the local economy and community cooperation

One of the most important principles of sustainable tourism development is that the economic and social benefits arising from tourism should be utilised as widely as possible by the local community. The long-term liveability and tourism attractiveness of Hévíz are closely connected to the stability of the local economy, the strength of community relations and the unique small-town character that represents one of the destination's most important values.

The aim of the priority is to strengthen the competitiveness of local businesses, develop regional cooperation and support local products and services that contribute to preserving the unique identity of Hévíz. The strategy strongly supports operating models based on short supply chains, the tourism integration of local products and community and cultural initiatives that strengthen the distinctive character of the city and the region.

Programmes and locations that create a direct connection between visitors and the local community may play a particularly important role. The Hévíz Farmers' Market, the Kultúrbarangolás programmes and local gastronomic and cultural connections contribute to linking the tourism experience more closely to local identity, regional traditions and community values.

An important element of the priority is also the development of partnership networks among tourism actors and the strengthening of regional cooperation. The aim of the strategy is to support a cooperation-based operating model in which the municipality, tourism service providers, civil organisations, cultural actors and local businesses jointly participate in shaping the sustainable development of Hévíz.

7.6. Priority V: Innovation, digitalisation and intelligent destination management

In the rapidly changing environment of tourism, destination management systems capable of tracking tourism processes in real time, supporting well-founded decision-making and responding flexibly to environmental, economic or visitor-related changes are becoming increasingly important. The aim of Hévíz is to establish a modern and data-driven operating model that simultaneously supports sustainable visitor management, a high-quality visitor experience and the long-term liveability of the city.

The priority areas include the development of digital tourism services, the expansion of online and mobile-based information systems and the use of monitoring and analytical tools that enable the continuous evaluation of tourism processes. An important goal of the strategy is to establish an intelligent destination management system capable of handling seasonal visitor pressures, supporting the balancing of visitor flow and contributing to the strengthening of sustainable operation.

In recent years, several projects and professional cooperation processes have been launched that directly support this direction. The DIGITALIZE project and the CROSSDEST initiative contributed to strengthening the monitoring approach, visitor management and data-driven tourism governance, while also introducing new digital and analytical solutions into the operation of the destination. Tourinform digitalisation developments and the expansion of online tourism services also support the development of a more modern, faster-reacting and visitor-centred operating model.

The long-term aim of the priority is to create an intelligent and adaptive destination capable of aligning tourism growth, environmental sustainability and liveable urban operation, while strengthening the competitiveness of Hévíz in the international wellbeing and health tourism market.

7.7. Priority VI: Development of sustainability communication and international positioning

One important element of the future competitiveness of Hévíz is to appear on the international tourism market as an authentic and responsible wellbeing destination. The aim of the priority is not only to communicate sustainability results, but also to strengthen a long-term approach in which sustainability becomes a natural part of the destination's operation and identity.

In the course of developments, conscious and credible communication of sustainability, sensitising visitors and supporting the environmentally conscious operation of tourism service providers will play an increasingly important role. For Hévíz, it is particularly important to strengthen its position, based on its centuries-old health resort traditions and unique natural endowments, as a destination where health preservation, nature-based experiences and sustainable operation appear in a mutually reinforcing way.

As part of the priority, strengthening international professional relations and sustainability cooperation is also of outstanding importance. The Green Destinations processes, the Good Travel Seal certification and the CROSSDEST project have contributed to Hévíz becoming an increasingly visible actor internationally in the field of sustainable tourism and wellbeing destinations. These processes support not only international positioning, but also service provider awareness-raising, stakeholder cooperation and the practical integration of sustainability considerations.

In communication and positioning activities, credibility, transparency and the presentation of real results are key considerations. The aim of the strategy is for Hévíz to become, in the long term, one of the defining Central European examples of sustainable wellbeing destinations, not only in communication, but also in its operation and development processes.

7.8. Priority VII: Event strategy and premium experience management

8. ACTION PLAN

8.1. Role and approach of the action plan

The action plan of the Sustainable Tourism Development Strategy serves the practical implementation of the strategic objective system. The guiding principle in developing the measures is that the development of Hévíz should take place in a way that remains sustainable, environmentally responsible, economically stable and socially balanced in the long term.

The action plan is based on existing sustainability and destination management documents, the professional materials of the CrossDest project and the action plans related to the Green Destinations system. The current action plan contains several measures that already support the strengthening of sustainable tourism management, especially in the fields of:

- visitor management,
- environmental monitoring,
- sustainable communication,

- stakeholder cooperation,
- and energy-efficiency and awareness-raising programmes.

The aim of the strategy is to organise these measures into a unified system, align them along long-term priorities and transform them into an operational development programme.

The implementation of the measures requires continuous partnership-based cooperation among the Municipality of the City of Hévíz, Hévíz Tourism Nonprofit Ltd., tourism service providers, civil organisations and regional partners. During the developments, adaptive operation is a key consideration, meaning that the destination should be able to respond to challenges arising from tourism trends, the economic environment and climate change.

8.2. Measures supporting environmental sustainability and climate adaptation

One of the most important foundations of the development directions of Hévíz is the long-term protection of the natural environment and especially the sensitive ecological system of Lake Hévíz. The city's tourism attractiveness, health tourism role and quality of life are directly linked to the condition of the natural environment; therefore, the strategy pays special attention to reducing environmental pressures, strengthening climate adaptation and using resources sustainably.

In the recent period, several measures and development directions have appeared in local action plans that support the reduction of energy use, the strengthening of environmentally conscious operation and the mitigation of environmental pressures arising from tourism. Sustainable event-management practices, energy-efficiency improvements and the use of environmental monitoring systems are also playing an increasingly important role.

Due to the intensifying effects of climate change, improving the urban microclimate and mitigating heat island effects have become particularly important tasks. The strategy therefore supports the development of urban green spaces, the expansion of shading solutions and the more conscious optimisation of energy and water use. These measures are important not only from the perspective of environmental sustainability, but also directly contribute to the liveability of the city and the improvement of visitor comfort.

The long-term aim of the strategy is to strengthen a regenerative operating model that seeks not only to reduce environmental pressures, but actively contributes to preserving natural values, improving the quality of the urban environment and strengthening the ecological resilience of Hévíz.

8.3. Development of year-round and sustainable tourism offer

One of the most important goals of the tourism development of Hévíz is to further strengthen year-round, balanced and high-quality tourism operation. From the perspective of the destination's long-term competitiveness, it is increasingly important that, alongside the traditional medical tourism offer, complex

experience-based services also appear, connected to health preservation, regeneration, nature-based recreation and slower, more conscious forms of travel.

Among the development directions, active tourism programmes, nature-based experiences and the further strengthening of cultural and gastronomic offerings play an important role. Egregy and the area of the Hévíz Stream may have a particularly important role in this, as alternative experience zones that can contribute to diversifying the visitor experience and distributing tourism pressures in a more balanced manner.

The strategy also supports the creation of complex tourism packages and events that contribute to reducing seasonality and stabilising year-round visitor traffic. Programmes connected to a health-conscious lifestyle, the wellbeing approach, local cultural values and nature-based recreation may be particularly important.

The long-term goal is not to strengthen mass tourism, but to establish a sustainable tourism model with higher added value, offering authentic and balanced destination experiences for more conscious visitor segments seeking quality experiences.

8.4. Development of sustainable mobility and a liveable urban environment

One of the priority development areas of the strategy is the reduction of transport pressures and the strengthening of sustainable mobility solutions. In the case of Hévíz, traffic and parking pressure during tourism seasons represents an increasing challenge not only from a transport perspective, but also from environmental and liveability perspectives, especially around the lake and in the city centre.

The aim of the developments is to create a people-centred and liveable urban environment that gives priority to pedestrian traffic, cycling mobility and alternative forms of transport, while improving the usability of public spaces and the urban sense of comfort. The endowments of Hévíz are particularly favourable for strengthening slower, experience-oriented forms of mobility, which also fit better with the city's health resort and wellbeing character.

The strategy supports the development of cycling infrastructure, the expansion of electric mobility solutions, the use of intelligent parking management systems and the improvement of public transport connections. A key objective is the more conscious management of visitor flow processes and a more balanced distribution of tourism pressures, especially around the lake and in the most intensively used urban areas.

The development of sustainable mobility is not only a transport issue, but is also closely connected to the liveability, urban character and quality of visitor experience of Hévíz. Pedestrian-friendly public spaces, urban spaces connected to green areas and a safe, accessible transport environment all contribute to Hévíz being able to function in the long term as a calm, human-scale and sustainable wellbeing destination.

8.5. Strengthening the local economy and partnership cooperation

One important goal of the strategy is for the economic and social benefits arising from tourism to be utilised as widely as possible by the local community. The long-term competitiveness of Hévíz is closely linked to the stability of the local economy, the strength of small-town community relations and those forms of cooperation that organically connect tourism with local life.

Among the development directions, the tourism integration of local products and services, support for operations based on short supply chains and the strengthening of community and cultural initiatives that contribute to preserving the unique identity of Hévíz play an important role. Local markets, regional gastronomic connections, and programmes and events that create direct contact between visitors and the local community may play an important role in this.

The strategy strongly supports regular professional and public dialogue, partnership-based planning processes and the strengthening of sustainability awareness among tourism actors. In the long term, the goal is to create a cooperation model in which the municipality, tourism service providers, civil organisations, cultural actors and local businesses jointly participate in shaping the sustainable development of Hévíz.

The fundamental approach of the strategy is that tourism development should not appear as an isolated economic activity, but should be closely connected to the interests of the local community, the city's liveability and the preservation of Hévíz's long-term identity.

8.6. Development of digital and intelligent destination management

One of the most important conditions of sustainable tourism management is that the operation of the destination should be based on real data, continuous feedback and flexible decision-making processes. In the case of Hévíz, this is particularly important for managing tourism pressures, protecting the area around the lake and maintaining liveable urban operation in the long term.

The aim of the strategy is to strengthen a modern and intelligent destination management system that supports visitor management processes, well-founded development decisions and the continuous monitoring of tourism trends. The current action plan and the Green Destinations processes already contain several elements aimed at strengthening monitoring systems, visitor feedback and indicator-based evaluation methods.

The strategy supports the development of digital tourism information systems, the expansion of online and mobile-based visitor services and the use of data collection and analytical tools. These solutions may not only help improve the visitor experience, but may also contribute to more conscious management of visitor flow, balancing seasonal pressures and achieving more sustainable urban operation.

The long-term goal is to create a flexible and adaptive destination management model capable of responding quickly to changes in tourism trends, environmental challenges and visitor habits, while

supporting the development of Hévíz as a sustainable and liveable wellbeing destination. A priority task of the strategy is to eliminate ad hoc communication. The first step is the unification of the digital ecosystem and the establishment of an internal information network among the strategic actors, Tourinform and service providers.

8.7. Sustainability communication and awareness-raising

The strategy treats the strengthening of sustainability awareness and credible communication as a priority task, since for future competitiveness it is increasingly important that Hévíz appear on the domestic and international tourism markets as a sustainable wellbeing destination. At the same time, sustainability is not only a communication tool, but an operational approach that must also appear in tourism services, urban management and the visitor experience.

In the recent period, several initiatives have already appeared in local action plans and development processes that support sustainability communication, visitor education and service-provider awareness-raising. The aim of the strategy is to further develop these programmes and to integrate sustainability considerations more consciously into the destination's communication and daily operation.

Particularly important tasks include encouraging environmentally conscious visitor behaviour, strengthening the sustainability motivation of local service providers and making more visible those good practices that already contribute to the sustainable operation of Hévíz. Initiatives related to the Green Destinations processes, visitor education tools and cooperation based on the involvement of service providers and local actors can play a key role in this.

In communication and awareness-raising, credibility, transparency and the presentation of real results are fundamental considerations. The long-term aim of the strategy is for Hévíz to become one of the defining domestic and international examples of sustainable wellbeing destinations not only at the level of communication, but also in its operation and everyday practice.

8.8. Event strategy and premium experience management

9. MONITORING, EVALUATION AND INDICATOR SYSTEM

9.1. Role and operation of the monitoring system

One of the most important elements of sustainable tourism management in Hévíz is the operation of an integrated monitoring and evaluation system. The purpose of monitoring is to provide continuous feedback on the achievement of strategic objectives, support data-driven decision-making and enable the long-term tracking of tourism, environmental and social processes.

The monitoring system is not based solely on the collection of tourism statistics, but also on the complex examination of the environmental condition of the destination, visitor management processes, visitor satisfaction and social impacts. The Municipality of the City of Hévíz, Hévíz Tourism Nonprofit Ltd., public service providers, tourism service providers, professional partners and actors connected to the Green Destinations monitoring processes cooperate in operating the system.

The evaluation processes use:

- KSH and NTAK statistics,
- Tourinform data,
- visitor feedback systems,
- online review platforms,
- residential and stakeholder feedback,
- and data from environmental monitoring systems.

The results of monitoring are regularly integrated into:

- tourism development decisions,
- visitor management measures,
- sustainability communication,
- and annual strategic reviews.

9.2. Environmental monitoring and sustainability indicators

Environmental monitoring is of key importance for Hévíz, as the city's most important natural resource is Lake Hévíz and its sensitive ecological system. The purpose of monitoring is to continuously examine the natural condition, track ecological pressures and support decisions related to sustainable operation.

During the monitoring of Lake Hévíz, the following are regularly examined:

- water yield,
- water quality,
- water temperature,
- and hydrological stability.

Based on available data:

- the water surface area of the lake is 46,350 m²,
- its water volume is 127,950 m³,
- its natural daily water replenishment is approximately 35 million litres,
- and the average water yield ranges between 382 and 404 l/s.

The monitoring system also covers air quality testing. Based on the 2022–2023 health resort air-quality measurements, the air quality of Hévíz met health resort requirements in all periods examined. The absence of major industrial emitters and the high proportion of green areas contribute significantly to the favourable environmental condition; however, seasonal transport pressures remain an important environmental challenge.

Based on public utility and infrastructure monitoring data:

- drinking water supply coverage is 100%,
- sewer network coverage approaches 95%,
- wastewater treatment capacity is 21,500 m³ per day,
- and the annual amount of public-space waste collection is approximately 340 m³.

The long-term aims of monitoring are:

- improving resource efficiency,
- reducing environmental pressures,
- and tracking the effectiveness of climate adaptation measures.

9.3. Tourism performance and visitor satisfaction monitoring

One of the most important elements of tourism monitoring is the regular examination of visitor satisfaction and the perception of the destination. Hévíz continuously analyses visitor feedback appearing on online review platforms, social media channels and questionnaire surveys in order to obtain an accurate picture of the visitor experience and the quality of services.

Based on the 2024–2025 analyses, Hévíz continues to have outstandingly high satisfaction indicators. The ratings of the main attractions typically show results between 4.5 and 4.9 out of 5, while accommodation ratings range between 8.5 and 9.5 out of 10.

Based on visitor feedback, the most positively rated factors are:

- the uniqueness of Lake Hévíz,
- the calm and safe environment,
- the condition of green spaces,
- the quality of wellness and medical services,
- and nature-based experiences.

In recent years, positive feedback related to sustainability aspects has also appeared with increasing emphasis, especially in connection with:

- the clean environment,
- walkable urban spaces,
- slower tourism experiences,
- and nature-based recreation.

Tourism monitoring examines:

- visitor arrivals,
- the number of guest nights,
- average length of stay,
- the performance of off-season periods,
- and changes in the structure of source markets.

A key objective of the strategy is the further strengthening of year-round tourism operation; therefore, off-season traffic and seasonal balance appear as separate monitoring areas.

9.4. Visitor management and mobility monitoring

The aim of visitor management monitoring is to examine how tourism pressures affect the urban environment and the visitor experience. According to monitoring results, the immediate surroundings of the lake show periodic congestion during peak periods, while parking pressure and transport loads continue to be among the most frequently appearing visitor feedback topics.

Monitoring focuses on:

- seasonal traffic concentration,
- the proportions of pedestrian and cycling traffic,
- parking pressures,
- and the visitation of tourism hotspots.

At the same time, it is a positive trend that the role of Egregy is continuously strengthening in spatially balancing visitor traffic. The development of alternative experience zones contributes to reducing tourism concentration, while supporting the slow tourism approach, the gastronomic offer and nature-based recreation forms.

The long-term goal is to develop an intelligent visitor management system capable of:

- balancing tourism pressures,
- reducing environmental pressure,
- and improving the visitor experience.

9.5. Social and economic monitoring

The strategy considers the examination of the social and economic impacts of tourism to be particularly important. The purpose of monitoring is to evaluate the extent to which tourism contributes to:

- the stability of the local economy,
- employment,
- the operation of local businesses,
- and residential quality of life.

The monitoring system examines:

- the social acceptance of tourism,
- residential satisfaction,
- the role of local suppliers,
- and the effectiveness of stakeholder cooperation.

The long-term aim of the strategy is for the benefits arising from tourism to be utilised as widely as possible by the local community, while tourism development does not result in disproportionate social or environmental pressure.

9.6. KPI and indicator table

KPI / indicator	Current status / baseline	Strategic target
Daily water replenishment of Lake Hévíz	~35 million litres/day	maintenance of stable ecological operation
Average water yield	382–404 l/s	long-term stability
Air quality	health resort compliance	maintenance of compliance
Drinking water supply coverage	100%	maintenance
Sewer network coverage	~95%	further development
Public-space waste collection	~340 m³/year	waste reduction
Visitor rating of attractions	4.5–4.9 / 5	maintain at least 4.7
Accommodation ratings	8.5–9.5 / 10	minimum average of 9.0
Positive mentions of sustainability	growing trend	further strengthening
Seasonal congestion	moderate problem	reduction of pressure
Parking pressure	seasonally significant	mitigation
Visitor role of Egregy	strengthening	further development
Off-season ratio	to be developed	strengthening year-round operation
Perception of pedestrian-friendly environment	positive	maintenance
Perception of green environment	outstandingly positive	maintenance

9.7. Use of monitoring results

Data and feedback from the monitoring system play an important role in the practical implementation and continuous review of the strategy. The purpose of the indicators and monitoring processes is not merely data collection, but the operation of a decision-support system that helps sustainable and flexible destination management.

Monitoring results are regularly used during the annual evaluation of the strategy, in the preparation of tourism development decisions and in the design of visitor management measures and sustainability programmes. The system also enables the city and tourism actors to receive continuous feedback on the development of tourism processes, environmental pressures and visitor habits.

Monitoring may also be an important tool for Hévíz to respond more quickly and consciously to changes in tourism trends, climate change and the socio-economic environment. In the long term, the system may contribute to the more balanced management of visitor flow processes, the reduction of environmental pressures and the preservation of urban liveability.

The aim of the strategy is to develop a continuously learning and adaptive destination management model in which data collection, professional evaluation, stakeholder feedback and development decisions support the long-term sustainable development of Hévíz in a mutually reinforcing way.

10. GOVERNANCE AND PARTNERSHIP MODEL

10.1. Role of governance in sustainable destination management

One of the most important conditions for the long-term success of sustainable tourism development is destination management based on cooperation, partnership and transparent decision-making. In the case of Hévíz, tourism cannot be interpreted solely as an economic activity, but as one of the defining elements of the city's operation, identity and everyday life. Tourism affects the urban environment, transport, the local economy, community relations and the quality of life of residents; therefore, sustainable development can only be built on broad cooperation.

The aim of the governance model is to create a coordinated operating framework that supports the joint achievement of strategic objectives, the conscious integration of sustainability considerations and the strengthening of partnership cooperation. The strategy considers it particularly important that development decisions are made in a transparent manner, taking both professional and community aspects into account.

The basic principle of sustainable destination management is that tourism development is not solely the task of tourism actors, but a shared urban and regional responsibility. Accordingly, cooperation among the municipality, tourism service providers, civil organisations, cultural institutions, professional partners and local communities is equally necessary to ensure the long-term sustainable development of Hévíz.

The aim of the strategy is to strengthen a flexible and continuously adapting operating model capable of responding to economic, social and environmental changes affecting tourism, while preserving the distinctive character, liveability and wellbeing-destination role of Hévíz.

10.2. Institutional and organisational actors

The tourism management system of Hévíz can be considered advanced in national comparison, with Hévíz Tourism Nonprofit Ltd. serving as its central coordinating actor. The organisation's key tasks include:

- destination marketing activities,
- coordination of tourism communication,
- operation of Tourinform,
- tourism product development,
- and organisation of partnership cooperation.

The Municipality of the City of Hévíz also plays a defining role in sustainable destination management, especially in the areas of:

- urban development decisions,
- infrastructure developments,
- environmental protection measures,
- and settlement operation.

Important actors in the governance system also include:

- tourism service providers,
- hotels and accommodation providers,
- catering establishments,
- healthcare and wellness service providers,
- civil organisations,
- cultural institutions,
- regional partners,
- and the local population.

The strategy considers it particularly important that sustainability considerations appear in the operation and decision-making processes of all actors.

Figure 1: Cooperation system for sustainable destination management in Hévíz

10.3. Partnership cooperation and stakeholder involvement

Partnership cooperation is the foundation of sustainable tourism management. One of the most important strengths of Hévíz is the professional and cooperation network that has developed among tourism actors in recent years.

The aim of the strategy is to further strengthen these forms of cooperation, especially in the areas of:

- sustainability programmes,
- visitor management,
- joint marketing activities,
- and regional tourism developments.

An important element of the governance model is stakeholder-based planning and feedback. The strategy supports:

- the organisation of regular professional forums,
- residential consultations,
- service provider workshops,
- and cooperation based on data and experience sharing.

The aim of partnership processes is not only information sharing, but also common strategic thinking and the alignment of long-term sustainability goals.

10.4. Sustainability coordination and decision-making

The long-term aim of the strategy is for sustainability considerations to appear horizontally in all areas of destination operation. To this end, it is necessary to ensure:

- the continuous operation of the sustainability monitoring system,
- the strengthening of indicator-based decision-making,
- and the integration of the Green Destinations approach into daily operation.

An important element of the governance system is adaptive operation, which enables rapid adaptation to tourism, economic and environmental changes. The strategy supports the operation of regular evaluation and review processes that ensure:

- examination of the effectiveness of measures,
- timely implementation of necessary corrections,
- and integration of stakeholder feedback.

In decision-making, special emphasis is placed on:

- data-driven planning,
- analysis of visitor feedback,
- feedback from residents and service providers,
- and regular evaluation of sustainability indicators.

10.5. Regional and international cooperation

The sustainable development of Hévíz is closely connected to regional cooperation and international professional networks. For the city, the following are particularly important:

- strengthening relations within the Balaton region,
- developing cross-border tourism cooperation,
- and active participation in international sustainability networks.

Processes related to the Green Destinations system contribute to:

- learning about international good practices,

- sustainability benchmarking,
- and strengthening the international visibility of Hévíz.

In the future, the strategy supports:

- joint regional product development,
- international knowledge sharing,
- and participation in innovative and sustainable tourism projects.

10.6. Long-term goal of the governance model

The long-term aim of the strategy is to develop an integrated and resilient governance system capable of:

- coordinating tourism and urban development processes,
- ensuring the enforcement of sustainability considerations,
- supporting data-driven and adaptive decision-making,
- and maintaining the competitiveness and liveability of Hévíz in the long term.

The basic principle of the governance model is that sustainable tourism development is a shared responsibility that can only be implemented through active partnership cooperation, continuous communication and a shared strategic approach.

10.7. Action plan

Strategic objective	Measure	Brief description	Responsible body	Timeframe	Link to GD
SC1	Strengthening the ecological monitoring of Lake Hévíz	Regular monitoring of water temperature, biodiversity and pressure	Municipality, BfNPI	continuous	Nature & Environment
SC2	Development of cycling and pedestrian infrastructure	Development of routes within and around the city	Municipality	medium term	Transport & Mobility
SC3	Residential dialogue and forums	Annual forums, online questionnaires	HTN Kft.	annually	Social Well-being
SC4	Encouraging sustainable service	Good Travel Seal programme,	HTN Kft.	medium term	Business & Services

	provider certifications	trainings			
SC5	Green Hévíz communication	Conscious visitor campaigns, digital content	HTN Kft.	continuous	Destination Management

11. RISK MANAGEMENT AND RESILIENCE

11.1. Role of resilience in sustainable tourism development

In recent years, the operating environment of tourism has been increasingly affected by global economic, geopolitical, health-related and environmental challenges. The COVID-19 pandemic, the energy market crisis, inflation, the Russia–Ukraine war and the consequences of climate change have made it clear that the long-term competitiveness of tourism destinations increasingly depends on adaptability and resilience.

In the case of Hévíz, resilience is a particularly important strategic issue, as the city's economic operation is strongly linked to tourism, while its most important resource is based on a sensitive natural system, Lake Hévíz. The strategy therefore treats the creation of an adaptive operating model as a priority objective, capable of:

- responding rapidly to external changes,
- reducing the vulnerability of tourism,
- and ensuring the operational stability of the destination in the long term.

Resilience does not only mean crisis management, but also a preventive approach that supports:

- resource efficiency,
- a diversified tourism offer,
- the strengthening of cooperation systems,
- and data-driven decision-making.

11.2. Environmental and climate risks

One of the most significant risk factors for the long-term operation of Hévíz is climate change and the intensification of environmental impacts arising from it. The increasing frequency of extreme weather events, the growing intensity of heatwaves, changes in precipitation distribution and the vulnerability of ecological systems may have a direct impact on the operation and tourism competitiveness of the destination.

A key issue is the long-term protection of the ecological system of Lake Hévíz. The hydrological stability, water quality and natural water replenishment of the lake fundamentally determine the sustainable operation and health tourism role of Hévíz. Based on current monitoring data, the functioning of the lake can be considered stable; however, the long-term environmental impacts arising from climate change require increased attention and continuous adaptation.

The strategy therefore strongly supports the development of environmental monitoring systems, the strengthening of climate adaptation measures, the expansion of urban green infrastructure and the improvement of energy and water-use efficiency. In order to strengthen settlement resilience, it is particularly important to mitigate the urban heat island effect, develop shaded public spaces and green areas, apply sustainable water management solutions and reduce environmental pressures.

The long-term aim of the strategy is to strengthen an adaptive and sustainable operating model that simultaneously supports the preservation of natural values, the improvement of urban liveability and the maintenance of the tourism stability of Hévíz. The fundamental shift in communication related to the lake is transparent and responsible information provision. The message of the destination is: “Lake Hévíz is a divine miracle, the protection of which is our shared responsibility." This attitude of “being honoured to enter" must also be strengthened among guests.

11.3. Economic and tourism risks

The economic structure of Hévíz is based to a significant extent on tourism; therefore, global economic and tourism processes directly influence the operation and competitiveness of the destination. The experience of recent years has shown that inflation, rising energy costs, international geopolitical uncertainties and changes in source markets can all sensitively affect the city's tourism performance.

The significant decline of the traditionally important Russian market provided a particularly important lesson, clearly demonstrating the need for market diversification. The strategy therefore supports the gradual targeting of new source markets, the strengthening of Central European relations and the reaching of higher added-value and less price-sensitive target groups that may provide more stable demand for the destination in the longer term.

From the perspective of economic resilience, strengthening year-round tourism operation, reducing seasonality and diversifying the tourism offer are of key importance. The further development of wellbeing, prevention and health tourism services can play an important role in this, contributing to a more balanced and stable tourism operation.

The long-term aim of the strategy is to create a more resilient and sustainable tourism model capable of adapting to economic and market changes, while preserving the competitiveness and health resort character of Hévíz.

11.4. Infrastructure and mobility risks

The growth of tourism traffic may place an increasing burden on the urban infrastructure and transport system of Hévíz in the long term. Based on monitoring data, seasonal parking pressure, traffic loads during peak periods and periodic congestion around the lake are already perceptible. These processes may affect not only the visitor experience, but also the liveability and environmental condition of the city.

The strategy therefore strongly supports the development of sustainable mobility solutions, the strengthening of pedestrian and cycling transport, the use of intelligent parking management systems and the more conscious use of visitor management tools. A particularly important objective is the more balanced distribution of tourism pressures and the improvement of the adaptability of the urban transport system.

From the perspective of resilience, the long-term development and strengthening of the resistance of infrastructure is also of key importance. This particularly concerns utility systems, stormwater management solutions and public-space infrastructure, which must adapt in the future both to environmental challenges arising from climate change and to changes in tourism pressures.

The aim of the strategy is to support a sustainable and flexible urban operating model capable of ensuring the liveability of Hévíz, maintaining visitor comfort and ensuring the safe operation of tourism infrastructure in the long term.

11.5. Social and human resource risks

One of the fundamental conditions for the long-term operation of sustainable tourism is the support of the local community and the provision of appropriate human resources. In the case of Hévíz, tourism is not only an economic activity, but also a defining part of the city's everyday operation; therefore, social processes and labour market challenges directly influence the stability and competitiveness of the destination.

In recent years, labour shortages, the retention of workers in the tourism and hospitality sector and the provision of professional succession have become increasingly significant problems. Challenges arising from seasonal operation, rising wage costs and labour market changes may also affect the quality of services and the stability of tourism operation in the longer term.

The strategy therefore strongly supports cooperation and awareness-raising processes that strengthen the social acceptance of tourism, the involvement of the local community and partnership relations among service providers. Initiatives that contribute to strengthening local identity, developing community relations and integrating the sustainability approach into everyday practice play a particularly important role.

From the perspective of social resilience, it is decisive that tourism development should remain aligned in the long term with the interests of the local community and the liveability of the city. The aim of the strategy is to support a balanced operating model in which tourism development does not increase social tensions, but contributes to strengthening the community stability and quality of life of Hévíz.

11.6. Crisis management and adaptive operation

The strategy treats the strengthening of adaptive and rapidly responding destination management as a priority task. The economic, health-related and geopolitical processes of recent years have clearly shown that crisis situations affecting tourism operation can influence the functioning of destinations quickly and to a significant extent; therefore, flexible and forecast-based operating models will become increasingly important in the future.

In the case of Hévíz, adaptive operation is particularly important because of the high economic weight of tourism, the sensitivity of the natural environment and exposure to international demand processes. The strategy therefore supports the continuous development of monitoring systems, the strengthening of indicator-based decision-making and the maintenance of professional and stakeholder cooperation. Regular data collection and feedback may enable the destination to respond more quickly to changes in tourism trends, visitor habits or environmental processes.

The strategy also considers the development of digital and data-driven visitor management systems and the strengthening of sustainable operating models capable of aligning tourism, urban operation and environmental aspects to be important elements. Integrated cooperation among tourism actors, the municipality, city institutions and professional partners plays a particularly important role.

The long-term goal is to create a resilient and adaptive destination model capable of responding to economic, social and environmental changes, while preserving the natural values, liveability and wellbeing-destination role of Hévíz.

11.7. Planned forms of partnership

- Residential forums and thematic workshops where the city's development directions and sustainability issues are discussed jointly;
- A local service provider network for involving tourism businesses, such as the Good Travel Seal programme and the Green Hévíz communication campaign;
- Educational and awareness-raising actions among residents, students and entrepreneurs;
- Online communication channels, such as heviz.hu/zold_heviz and social media, where sustainability news and good practices are continuously updated;
- As part of awareness-raising, the launch of a “Hévíz Ambassador" programme presenting local “faces" and stories, thereby strengthening guests' attachment and local identity;
- Establishment of a quality assurance system for private accommodation providers.

12. ANNEXES

12.1. Documents and professional background materials used

Municipality of the City of Hévíz (2017): Integrated Settlement Development Strategy of the City of Hévíz (ITS) 2017–2023.

Hévíz Tourism Nonprofit Ltd. (2022–2025): Business plans, marketing strategies and destination development documents.

Interreg VI-A Slovenia–Hungary Programme (2024–2026): SIHU00138 – CROSSDEST project professional documentation and work packages.

Green Destinations Foundation (2023): Green Destinations Standard and Reporting Criteria.

Global Sustainable Tourism Council – GSTC (2023): GSTC Destination Criteria.

United Nations – UN (2015): Transforming our world: the 2030 Agenda for Sustainable Development.

European Commission (2019): The European Green Deal.

European Commission (2021): EU Strategy on Adaptation to Climate Change.

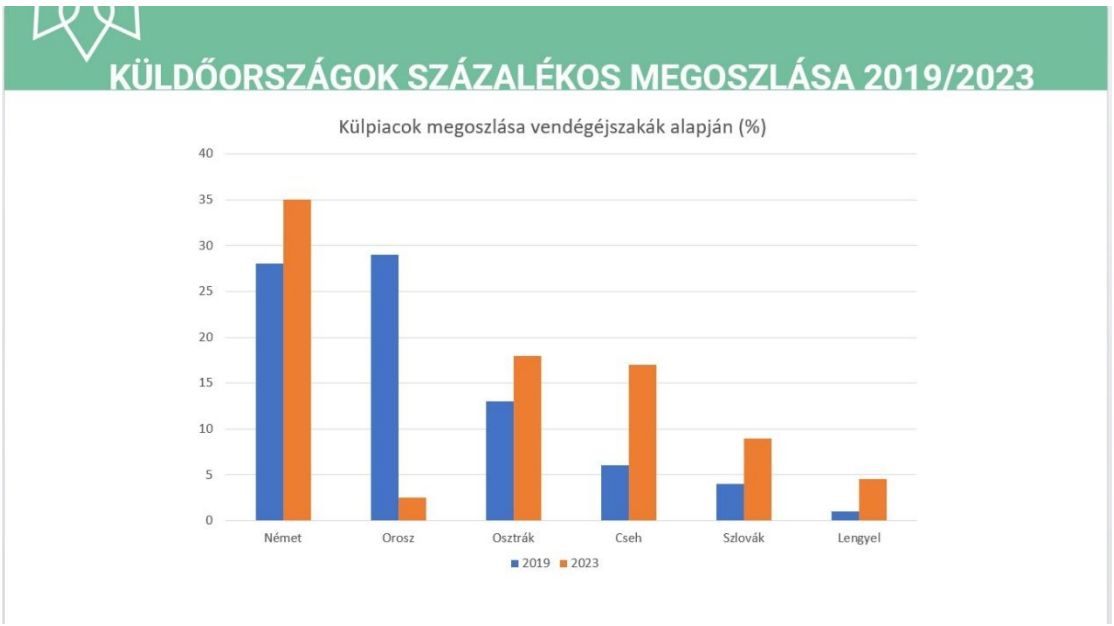
Municipality of the City of Hévíz and related professional organisations (2018–2025): Sustainability, environmental protection and climate adaptation documents.

Hévíz Tourism Nonprofit Ltd. and partner organisations (2023–2026): Visitor management and tourism monitoring documents.

Summaries of stakeholder workshops, professional consultations and residential consultations (2024–2026).

Professional analyses and background materials examining domestic and international tourism trends, and wellbeing, longevity and slow tourism directions.

12.2. Background statistics



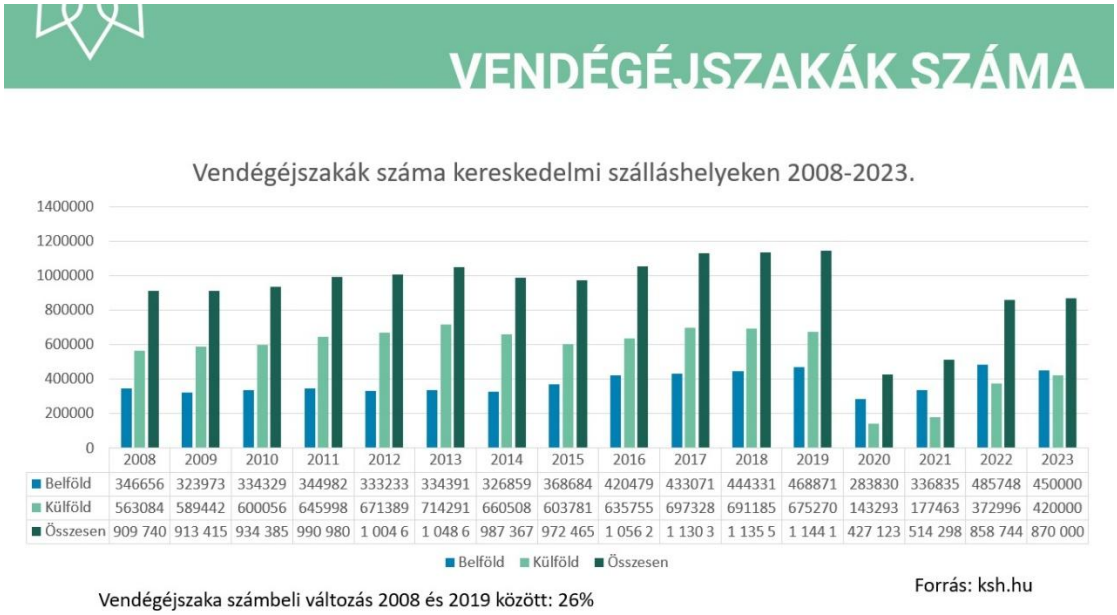
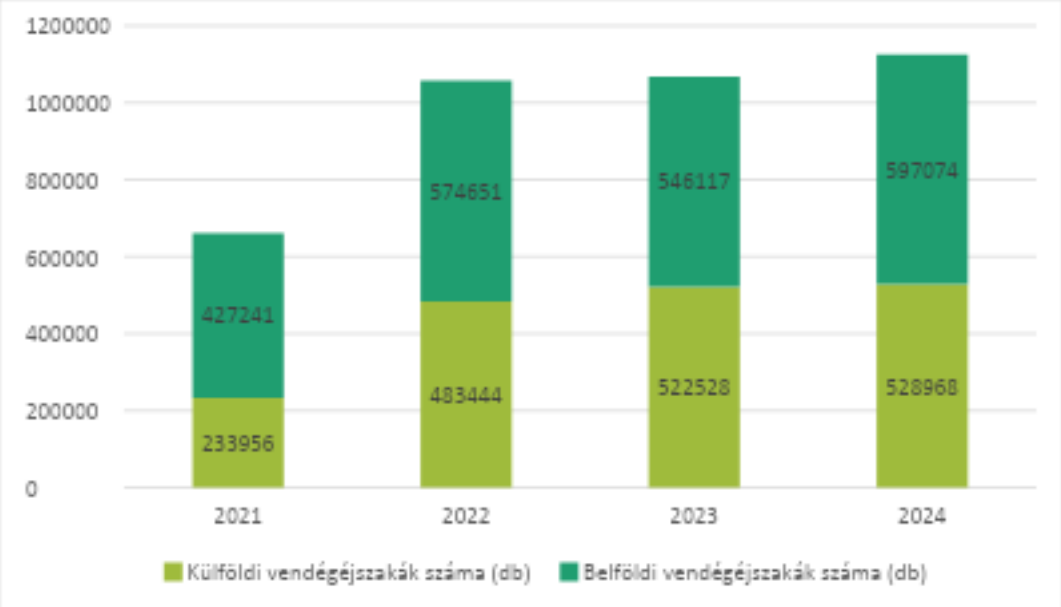


Figure: Number of foreign and domestic guest nights spent in Hévíz



Forrás: KSH

Source: KSH