

ABSTRACTS

Judit Csatlós: Tourism under No Trespassing Signs: Politicizing Leisure in Workers' Culture

At the beginning of the twentieth century, hiking was introduced and practiced by groups whose aims and understanding of the use of nature developed in markedly different directions after the social and economic changes of the post-World War era. As far as the hikers were concerned, off-limits areas were the manifestations of current power relations and economic conditions which corresponded to their everyday experience of state sanctions and economic inequality. In other words, as these areas represented the rationale for their own social situation, nature hikes became prominent tools of shaping workers' culture and identity. Judit Csatlós examines the history of the Friends of Nature Tourist Association, founded for workers in 1910. The aim of the study is to identify imagined and real obstacles encountered by various social groups during their leisure activities, the ways in which social and cultural differences affected hikers, as well as the conflict and cooperation between rival hiking associations of different membership and background. Rather than the institutional and structural aspects, Csatlós focuses on the participants' ever-changing, everyday cultural practices.

Josef Djordjevski – Viktor Pál: The Environmental History of Tourism in Cold-War Hungary and Yugoslavia

As the most market-oriented states of Cold-War Eastern Europe, both Yugoslavia and Hungary considered fast industrialization and urbanization the key to attain the much-coveted Socialist modernity. By the 1960s, both state socialist regimes recognized and exploited the opportunities of nascent mass tourism. Tourism developers, whose concepts were based on "scenic" and "idyllic" regions such as Lake Balaton and the Kvarner Gulf, faced two dilemmas about the natural environment in these regions. On the one hand, the negative effects of mass tourism risked the destruction of the natural resources themselves, on the other hand, the parallel operation of automated agriculture, industry, and tourism raised many problems on account of the inevitable conflicts of interests and other tensions between them. The study analyses and compares the changes of natural environment in the Balaton region and in the Kvarner Gulf during the decades of the Cold War. The authors examine how the state socialist governments of Hungary and Yugoslavia strove to strike a balance between the development

needs of industry, agriculture, and tourism, and to avoid the negative environmental effects and conflicts brought on by the latter.

Imre Halász: A Greenfield Project in Socialism: The First Decades of the Zalakaros Baths

The birth of the Zalakaros baths and their rapid rate of development, unparalleled in this sector in contemporary Hungary, were fostered by the unique constellation of a number of parallel factors. High-quality thermal water was discovered just outside the ill-situated settlement during carbon-fuel prospecting in 1962. On the one hand, the positive developments which had shot Hungarian water management to globally acclaimed standards in the 1960s helped the exploitation of this natural resource. On the other hand, the administrative overhaul of Zala County in 1950 meant that the county had not only lost a sizable chunk of its territory, but its touristic appeal was gone as well. Lastly, it has been recognized that due to the loss of attractions, neither the expanding and intensely subsidized domestic tourism of the 1960s, nor international tourism revitalized in the era of thawing politics could gain foothold in the county's economy. For these reasons, the new progressive leadership of the town grasped every opportunity to exploit the new resource as fast as possible. The Zalakaros baths provided the only opportunity to give new impetus to tourism. Upon obtaining the titles of thermal bath, medical bath and, finally, of health resort in rapid succession, the speedy development brought about a change in status, as well as the appearance of year-round season-independent supplies, the continuous development of tourism infrastructure, and their complex effects on the settlement geography of the town. The clientele of the new health resort was completely restructured within the next twenty-five years. These changes brought a more central position for the settlement in municipal administration too, which eventually turned the tiny decaying village into a dynamically developing spa town.

Csaba Katona: Fons Acidularum: Social Norms of the Estates System vs the Bourgeoisie in Nineteenth-Century Balatonfüred

Social life in nineteenth-century Balatonfüred, the oldest lake resort of the Balaton region, was characterized by a perceptible tension between different social layers and groups, which was exacerbated by the limited physical space available to the guests. The present study focuses on the prevalent social groups in the composition of the resort's clientele. It examines the resort as a major influence on their emerging relations and interactions: the ways in which it strengthened

and weakened those, and set their pace, directions, and boundaries. The Balatonfűrés resort was a community space, a semi-public domain where access mainly depended on income, so the boundaries of feudal society no longer defined those of the clientele. The study addresses a number of questions from this perspective. Was the separation of social groups made sharper by the fact that their membership had to share a limited physical space? What patterns can be detected in the contacts and communication among guests? Can their behaviors, even identities, be considered local or situational? To what extent did the situation result in closer contacts between individuals leading a less regimented life or subscribing to different norms? Did the spa atmosphere really foster bourgeois settings and usher in the modernity of social contacts? Did the limited physical space encourage closer contact, or did it kindle more tension? How did the management approach these issues, how did the guests perceive them, and how were they portrayed in contemporary press?

László Mód: From Workers' Beaches to the "Yellow" Holiday Community: Notes on a Changing Holiday Culture at the Tisza River

There are many resorts along the major Hungarian rivers providing unique leisure opportunities for those who own holiday homes in the region. After their initial formation, these resorts – often comprising several hundred buildings – developed into special holiday communities, offering a wealth of research subjects ranging from social networks to local festivities and so on. The portion of the Tisza under scrutiny here began to develop into a recreational space at the beginning of the 1920s but the establishment of the resort gained new impetus from the 1950s onwards. In 1922, Szeged papers report that a new bathing area was established in Tápé, which had been popular since the Serbian occupation of Újszeged. Once the situation improved, this stretch of the riverside was forgotten, and it was not until 1922 that the Szeged Society for Workers' Physical Exercise decided to develop the riverside beach and secured funds to do so. Bathing and leisure activities took place primarily in riverside beaches and floating homes until the 1950s, when the riverside was gradually colonized first spontaneously, later in a more organized manner. To this day, the so-called "Yellow" Holiday Community consists of second homes of families predominantly from Szeged. The concept behind these holiday homes is based on a desire to leave behind the bustle of city life and live near nature and water. The study traces the history of the formation and transformation of the holiday community, and is hoped to lend useful perspectives to future research of similar phenomena. The analysis is based on contemporary press coverage, reports, and the corporate archives of the István Tömörkény Holiday Association, as well as interviews with holiday home owners and personal observation.

Vera Schleicher: Odi profanum vulgus: The Lakeside Beaches of Balaton

“Doing nothing” on the beach, initially associated with the discovery of seaside, is a product of modernity. Designed to counterbalance the psychological and physical effects of urban living, it is a seemingly simple, but in reality rather complex activity. On the one hand, it is a counter-cultural attempt to break prevalent rules pertaining to the body and social contact, on the other hand, it is a culture-creating context, where the practice, objects, and rules of living on the threshold of civilization and nature are canonized. The idea of beach holidays in Hungary was born in the Balaton region. This is where the meaning of the term first solidified, and the characteristic infrastructure, function, and understanding of this leisure activity was established. This process is the subject of the present study, based on the analysis of contemporary sources. Special attention is paid to the categories set apart by the Hungarian terms *fürdő* and *strand* (“spa” and “beach”), as well as the differences between their respective cultural practices, social expectations, and built environment.

Balázs Törő: Integrated tourism? Space Formation and Closer Encounters in the Early Days of Holiday Culture in a Small Town near Lake Balaton

The case study analyses some aspects of 1960s and 1970s holiday culture in Balatonakali, a town practically unknown to the wider public before the socialist era. The analysis is based on recollections, family archives, photographs, and archival sources. The earliest holiday community of Balatonakali, settling from the mid-1960s onward, followed planning guidelines but designed their “second homes” according to their own concepts. Although the town’s modernization was not generated by the local expansion of tourism, it was essential for the growing demands of the sector, which thus can be considered as a catalyst of the process. The permanent population, recognizing the new residents as a potential source of income, responded to the appearance of tourism from the very beginning. However, the contact zones between the two communities have never been restricted to the domains of work and service industry, and locals and vacationers are closely interconnected in more informal ways even now. After the first decades – fraught with tension, albeit without serious conflicts – the shared spaces have irreversibly transformed into “touristic spaces.”