

INFLUENCE OF SECURITY ISSUES ON SUSTAINABLE AND SMART RURAL DEVELOPMENT IN HUNGARY

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Abstract. Tourism is one of the most dynamically developing areas of the world economy, in which rural areas are getting more and more importance, since they are popular target areas of tourists. It is an exciting task to examine the link between civil lifestyle, tourism and security. The three major new types of challenges - economic recession, cybercrime and terrorism, which threaten tourism and the industries involved - affect many fields of science. All kinds of safety begin with the individual and family security. This is followed by social security, then followed by the protection of national security and the security of the world and humanity. It is scientifically proven that safety is one of the basic human needs; there is the need for protection. In our paper we review and analyze some of the pivotal problems associated with tourism safety. This paper is only the first part of our broad research, in which we will also study the experiences of the civil population and tourists in Hungary and their sense of security. Research questions will be: 1. The European migration crisis reduced the sense of security both in population and in tourists. 2. Increased security preparedness will give a greater sense of security for both the civilian population and tourists. 3. The emergence of European migration crisis affected the Hungarians differently than the foreigners in their free movement in regards of their decisions for tourism purposes. The aim of our research is to see how much safety issues influence the general living and specific tourism potentials of the countryside, whether these issues have such negative impacts that halt the sustainable and smart development of rural settlements. In this paper we intended to call the attention on the relationship between rural development and security.

Keywords: tourism, security, tourism-security, rural development, security issues.

Introduction

“All kinds of security begin with the security of the individual and the family, and the requirement to enforce the right to life, a life worthy of humanity. The next link is the security of society, which is the security of the state and the world, the security of mankind” [1]. In the 21st century we encountered one of the most complicated and most striking issues of security and freedom. “If we search for the right responses, solutions and strategies, it may come as a surprise that despite the available knowledge and scientific results we still have not been able to develop a reassuring intervention and approach procedures in the technology domain. The security of the country and the scale of the violence on some of the population now depend on the external and internal protection of their institutional systems and networks and their communication” [2].

The question may arise how security issues and rural development are connected to each other. Due to the recent processes in Europe, more and more people feel unsafe – not only in the urban areas but in the countryside as well. Rural areas are the scene of living, working and relaxation for many European citizens. Security is extremely important for those who live in the countryside, because rural is usually linked to disadvantaged situation, where the population is ageing, the unemployment rate is high compared to urban areas, local population does not have the resources to leave the rural settlements in case of unfavorable conditions, so they are very sensitive to security. On the other hand, rural areas are very popular touristic destinations as well, so security is a priority for tourists arriving in the countryside. If destinations are not safe, people working in tourism may face drop in incomes. All this motivated us to examine the security issues in relation to rural development in Hungary, but the issues can be considered general in most of the countries of Europe.

Terrorist attacks changed the concept of security and its interpretation. “We have faced new and global challenges. Radicalism and terror have created new connections between asymmetric armed conflicts and violent threats. The implementation of international crisis management operations will be determined primarily by transnational terrorism and the fight against it. At the same time, the aggressiveness of radical, armed groups to the civilian population, as well as its prevention, management, and even liquidation, will increase the threat of individual states. Terrorism is aimed primarily at engaging in violence with the civilian population in order to achieve the goals in order to force their will to the enemy” [2]. It is scientifically proven that the basic necessity of people is security and the need for protection. “From tourism point of view, security is crucial when choosing a

destination country. “When we search for the common field of tourism and security, primarily tourists and travelers think about the safety of their occupants outside their place of residence, but we cannot forget about the guilty intentions that regard tourism as an industry. Nowadays, tourism has become a popular target of high migration and the associated intimidating murderous terrorism, so it is important to give scientifically sound answers to this challenge. As a result of the globalization, traditional security challenges are present today, now appearing in new places and in new forms. Security challenges are more complex, multi-layered, internationalized, and highly mediated, as the media can more effectively influence our subjective perceptions of security and threat. According to experts, three major new security challenges pose a threat to tourism and its related industries: economic recession, cybercrime and terrorism” [3; 4].

Rural development is a complex activity and its ultimate goal is to be able to sustainably support rural communities and, in general, rural areas - primarily from the social interest – to perform functions in society. It includes the development of farms, villages and small towns, including economic activities in rural areas, improving employment and earnings conditions, settlement (residential) and productive infrastructure, preserving the values of a living and built environment, and developing rural communities. Rural development is a particularly important area, often driven by the development of the agricultural economy and the development of human resources in general [5]. Since the existing smart city and village concepts and strategies focus on highly developed and qualified human resource, they pose huge challenges on rural areas. By now, most of the qualified active human resource has left the rural areas and moved to cities to find better jobs and improve their standard of living. Due to such reasons, many companies decide to locate their activities in the urban areas where they can easily access the necessary infrastructure and resources. Because of that many people in the countryside try to make their living on tourism, building on the local cultural and social values and traditional products, and unique landscape. Therefore, tourism plays an important role in the development of rural areas. Since in many places tourism is the only source of income, tourism security is a key issue.

Materials and methods

Tourism security in Hungary as an interdisciplinary field of science has received more attention only in the last few years, primarily in the two fields of science, from which it is conceivable. Tourism, as an economic and sociological concept, and security, which basically - but as we will see - is not only military and political science, but it can be interpreted and analyzed in various ways. Perhaps, this and the relatively new field of science can be attributed to the fact that the studies and treatises so far have been regarded as one of the aspects of security in the two major conceptual areas. One of the consequences of this phenomenon is that tourism security has been tried and tested in a typically economic and sociological conceptual system or in the conceptual system of military and political science, typically as a circumstance that can be interpreted in a conceptual system already established and consolidated in the given field of science and potential effect.

From economic and sociological approach, tourism security is a factor that can affect the potential volume of tourism, determine the travel destinations of its own citizens, and also can affect the areas and services that the tourist visiting the economic community has to resort to. Domestic and international tourism from this aspect has become a decisive part of the national economic processes in recent decades, which have a significant impact on the development of budget revenues, especially in countries where the economic role of tourism is traditionally significant. Likewise, it is mostly interpreted in the wake of its effects in the field of military and law enforcement, especially in the latter case, as a factor influencing the statistical indicators and criminological processes of public and order protection. In addition, tourism security has emerged in many other areas, for example, it has become a determining part of governmental and foreign policy concepts and even strategies. Such a recent governmental concept was, for example, the definition and designation of NO-GO zones, which can already be interpreted as a tourism security issue. Of course, not only science has observed the phenomenon of tourism safety.

As a natural process in the result of globalization, we are becoming more and more involved in the field of tourism, and we are all concerned about tourism. Therefore, the conscious consideration of the issue in the society is becoming more and more common. Today, almost all aspects of the

phenomenon of tourism are permeated by the issue of tourism security, which is reflected, among other things, in the selection of travel destinations, during prior information and orientation, in the design of the tourist destination and in the return journey. However, it also carries the peculiarity of interdisciplinary disciplines that the demand for scientific-level research on tourism safety has appeared most from the practice to other disciplines. Accordingly, tourism security cannot be regarded as self-serving; indeed, its achievements can be directly exploited in practice.

In purely grammatical terms, both elements of tourism security may require separate analysis. The concept of tourism may be easier to grasp, and it can serve as a leader in defining the boundaries of the topic and drawing boundaries. The emergence of a scientific definition of tourism is derived from Hunziker's and Krapf's 1954 concept of domestic literature, which defined "tourism as connections and phenomena resulting from travel and stay for non-establishment and earning activity" [6]. International law also offers a standard for definition, as tourism is one of the most fundamental points of contact between different countries. According to the Hague Declaration adopted by the WTO and the Inter-Parliamentary Union in 1989, "tourism includes all the free movement and the services created to meet the needs arising therefrom" [7]. Further exploration of the concept of tourism and its extension in the field of domestic economic and social sciences has already taken place, but it is more definitive than usual, so the UNWTO concept in 1989 may also be applicable to us. However, we do not find it justifiable to remove the concept of tourism from objective criteria (such as the mere fact of displacement) to subjective frameworks, in which the conceptual element of tourism can highlight the change in the environment of people [6]. The reason for this is that unreasonable bottlenecks may lead to practices such as tourism. On international scale, such as "health tourism" in border towns or "health tourism" for provision of health services. The latter can also be integrated into the conceptual framework of tourism as well as the common language has correctly identified these practices, but their essence does not focus on experiencing subjective experiences but is moved by health or just economic considerations. If we treat the concept of tourism security as a unit and we also consider the appearance of the subject important, the inclusion of subjective factors into conceptual frameworks can be made in the context of the concept of security.

The second element of tourism security can be defined from many aspects, whether it is scientific or not, but there are no delineatory, objective criteria that could definitely be a framework for expanding it. With regard to the concept, it would be evident to integrate the definitions of military and police science [8]. The concept of security from the military science point of view: "security: the status, position and reflection of the consciousness of individuals, groups, countries, regions, federal systems on their own real capabilities and other powers, on the effective guarantees of international organizations, in which they can be excluded or reliably handled or the conditions for effective protection against it" [1]. Security is a fundamental individual, national and community (federal) value, a state or situation that is consciously (tacitly) accepted and endured by the threats. Another legitimate definition is: "a fundamentally individual, collective national and community interest, value, state, disorderly existence, a cooperative intangible product, in which threats are at an accepted and sustained level" [3]. However, if we associate subjective considerations with the concept of security, we can reach the psychological concept of security, including the Maslow's hierarchy theory that the security need is located at the second level of the pyramid and a typical deficit-based need, most of which refers to our desire to exempt from danger [9]. In our opinion, the concept of tourism and security can be linked to the fact that tourism security is nothing more than a "complex social phenomenon, which is nothing but a dangers-free, free movement of persons and the needs arising there from." In our view, the concept of tourism safety is unjustifiably narrowed by the practice, which emphasizes certain elements and approaches. This complex sociocultural phenomenon is purely from the point of view of the police. On the other hand, we do not find it excessive that the conceptual definition at least partially is also described in a negative way. We also reject the criterion of uncertainty regarding the definition of security, as we believe that there may be a factor influencing tourism which – while causing confusion in the tourism process – does not necessarily mean a security concern, while we believe that the emergence and change of danger always affect the concept of safety. The exact definition of tourism security is also particularly important because it is a differentiating factor for the circumstances that potentially affect tourism security. Such a factor influencing tourism security is traffic safety, cyber security, public security, and even the ability of the

tourist to self-defense. It is worth mentioning that the key elements of the concept of tourism safety are derived from foreign researchers also by the notion of security, although English-speaking areas are also relevant to safety and security terms [10]. In connection with the latter, Hungarian language essentially dissolves Oxford Dictionaries as “the state of being free of danger or threat.” Others, such as Abraham Pizam and Yoel Mansfeld, instead of defining the interaction of the two words, see the essence of conceptual definition and the security implications of tourism as a set of tourism security [11].

In order to see how security issues affect sustainable and smart rural development in Hungary, we need to look at the concepts first, and as a next step, multi-level research is needed to answer the research questions. The European migration crisis raises a wide variety of questions and problems in each country concerned [12]. Personal experiences and information mediated by the media affect the subjective sense of security. A country’s security in a region is not only relevant to the selection of tourist destinations, but also economic aspect. Even at the time of travel insurance, it is important to which country to travel. A country can be safe or unsafe according to the Ministry of Foreign Affairs of the country of origin. Increased security preparedness will give a greater sense of security for both the civilian population and the tourists. Moreover, security is considered when it comes to investments, developments, so it has great impact on the economic development of countries. Since we are only at the beginning of a broad research examining the relations between sustainable and smart development and the security, with focus on tourism security, this paper is rather about the collection of related literature and concepts. Primary researches will be carried out only afterwards. However, there is one survey that has already been done in downtown of the capital, Budapest – which is not considered countryside, but it may also be useful to evaluate and compare the final results. In one of the inner districts of Budapest, the capital of Hungary, where a large number of tourists turn around, a research was done each day over the year 2017. It clearly demonstrated the fact that the increased police presence (Fig.1.) and the built-in camera system had a significant influence on the sense of security of both the tourists and the residents of the district [13].

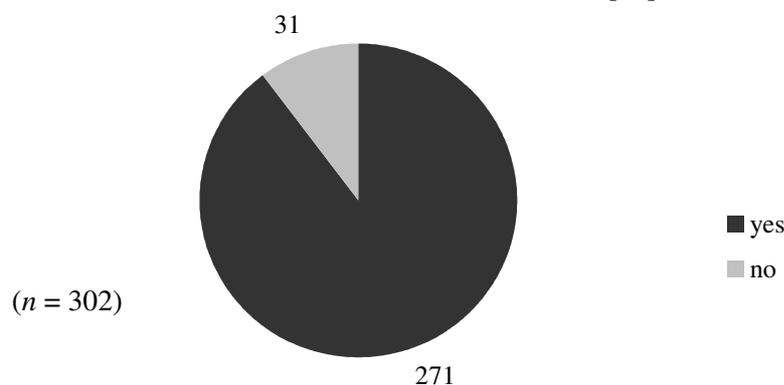


Fig. 1. Increased police presence increases sense of security, source: own survey, 2017

Similar results can be observed in the countryside as well, especially in the Southern part of Hungary along the Romanian, Serbian border, which was the route of the migrants in the last years. Interviews with local people and information from the media also prove that the local people felt insecurity in their lives, regarding their businesses, agricultural fields, public transportation etc. but they did not have the chance to change that situation.

These responses determine the direction of the development. Attention should be drawn to security. The European migration crisis reduced the sense of security both among the population and tourists. It is necessary to examine the citizens’ sense of security in several countries. There are police statistics available. These statistics apply only to offenses. Increased security preparedness will give a greater sense of security for both the civilian population and the tourists. Factors influencing tourism security: military conflicts, terrorism, internal instability, natural disasters, international crime, epidemics, migration, climate change, the relationship between tourism security and crime, the tourist as a victim, a tourist as a criminal. Travel safety (aviation, airport, train station, road), accommodation security (hotel, motel, hostel), event security (sports tourism, mass events, concerts), information security (communication, travel planning), health safety (vaccines, quarantine, medicines), personal

security (self-defense, self-defense devices), financial security (insurance), security of the future (biometric data, cyber security), legislation and international conventions – practical solutions are needed. Therefore, research must be done to get to know the real needs.

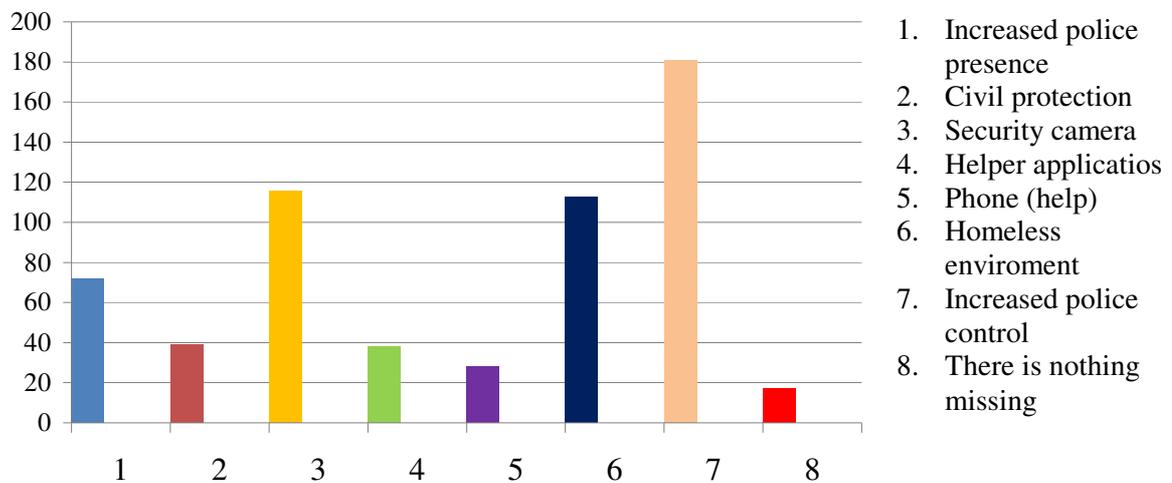


Fig. 2. What is missing to increase your sense of security ($n = 302$), source: own survey, 2017

The research results should be compared to the results of the research in other countries. The aim of our research is to see how much safety issues influence the general living and specific tourism potentials of the countryside, whether these issues have such negative impacts that halt the sustainable and smart development of rural settlements. With this paper we only intended to call the attention to the relationship between rural development and security.

Conclusions

It is obvious that enhanced police presence clearly implements enhanced security preparedness. After the Budapest metropolitan survey carried out, it is very important to look at the rural area as to what additional specific measures are needed to increase the sense of security in the countryside. Rural development should play an important role in creating the conditions for security systems and measures and not only from physical security point of view, but from economic, social and environmental aspects. Rural people should feel safe regarding jobs, access to services, educational systems, investment, energy supply etc. That is why rural development strategies and the EU funds for rural development should consider security as a key priority and should include the security issue as an important element, especially when talking about sustainable development and intending to realize smart village concept – as a recent EU concept – in the countryside. Smart village concept requires various resources – some similar to the smart city concept – but rural areas cannot be expected to operate such smart systems, or at least not in the same forms as urban counterparts, e.g., smart energy systems, smart public transport system, smart governance, smart education etc. Smart development should be more adjusted and based on endogenous resources, resulting in different strategies, approaches and investments in the cities and in the countryside. However, smart development cannot be realized without security in the rural areas.

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