1. Basic Information

1.1 Désirée Number: HU0105-10

1.2 Title: Developing a Thermal “Ring” in the South Great Plain

1.3 Sector: Economic and Social Cohesion

1.4 Location: Hungary, South Great Plain region

2. Objectives

2.1 Overall objective:
Strengthening economic and social cohesion by developing new forms of tourism in the area

2.2 Project purpose:
Developing a Thermal Ring in the South Great Plain region, thus creating a new and significant attraction for the region

2.3 Accession Partnership (AP) and National Programme for the Adoption of the Acquis (NPAA) priority:
The project is in line with short- and medium-term objectives of the Accession Partnership as stated in its chapter on Economic and Social Cohesion. The same applies to the relation of the project to the NPAA, which covers cohesion objectives in its chapter 5.2. The implementation mechanism will contribute to the preparation of central, regional and local authorities for the implementation of Structural Policies in Hungary.

2.4 Contribution to National Development Plan:
The fiche is in accordance with the regional development strategy of the South Great Plain as laid down in the PNDP (2001). More specifically the project is reflected in priority 6, “Development of tourism”, measure 6.1 of “Thermal “Ring” on the South Great Plain” (PNDP 2001, Chapter 5.5).

The investment projects that will receive funding under the Economic and Social Cohesion component of Phare 2001, including the present one, were selected through the following procedure:

1. A letter was prepared and sent by National Agency for Regional development to the Regional Development Agencies (RDA) and Regional Development Councils (RDC) of the target regions in July 2001, asking them to submit their project proposals for Phare funding to the NARD by 30 September 2001. Evaluation criteria for the project selection were also prepared and attached to this letter.

2. The RDCs have started the collection of regional project ideas for the Phare programme. The RDCs prepared and sent a letter to all organisations concerned, calling for submission of project proposals according to the regional and national priorities described in the relevant regional and national plans.
3. The following organisations were contacted in the process:
   - The county development councils and agencies,
   - The municipalities of the bigger towns and cities with county rank of the region,
   - The small-regional associations, the mayors of all settlements, which are members of these associations
   - The managers of the sub-regional associations
   - The Regional Marketing Directorates
   - The Regional Tourism Board

4. A priority list was prepared for the collected project proposals based on the evaluation criteria previously provided by NARD. An expert committee whose members were selected by the RDCs prepared the priority list.

5. Based on the priority list of the project proposals, the RDCs selected the projects and submitted them to NARD.

2.5 Cross Border Impact:
Not applicable

3. Description

3.1 Background and justification:
In this area the local natural conditions – temperature, water-output, mineral-content and curative effect of the medicinal waters etc. – are excellent. The small villages, near to the bigger towns are able to provide services in an important growth area of thermal tourism. These services are mainly provided to older people who are interested in medical care facilities, peaceful and quiet environment. They can relax, participate in medical treatments but they can also take all the advantages of the nearby bigger towns. However, recently, new target groups join the traditional visitors of the thermal baths; the number of foreign tourists, from Germany, Netherlands, Poland, Ukraine and Austria is increasing. The share of small towns in the regional foreign tourism has doubled since 1990. While the region has extremely rich thermal water resources and basic bathing infrastructure, the existing weaknesses such as poor infrastructure facilities, and inadequate marketing of tourism opportunities seriously hinder the development of thermal tourism into a major industry of the region. The potential buildings for spa tourism are neglected – with only some rare exceptions –, and their services do not meet higher expectations; the structure and infrastructure of medical care are out-of-date or undeveloped in many places.

A geographical “ring” of thermal baths will be created in the region. The different thermal baths can provide a complex network of facilities while supplementing each other’s services. Supplementary services have importance – beyond the available natural conditions as well as peaceful environment – in terms of the progress of the above-mentioned thermal baths. Additional development of the services is needed concerning both medical treatment and supplementary services – medical massage, sauna, solarium, fitness room etc. – if these thermal baths want to live up to the visitors’ expectations and realise a more even distribution of visitors throughout the year.
Here the improvement of thermal tourism can be a “breakthrough point” in terms of economic development. The increased number and quality of bath services shall increase the number of guests and guest nights, resulting in measurable increase in tourism related income (See indicators in the Logframe Matrix).

By way of developing the attractions of the region, marketability of tourism will also increase. The demand created by mainly foreign visitors arriving here can generate multiplying economic activity, which can help to decrease the backward position of these areas.

*(For detailed description of the thermal baths please see Annex 8.)*

### 3.2 Linked activities:

The implementation of the first regional development Phare programme (HU 9606-02-01) in the South Great Plain region started in 1998. One of the priorities of this comprehensive regional development programme was the development of tourism. In relation to complex medical- and thermal-tourism development, the following projects have been implemented from the 1996 Phare Pilot Project Fund:

- The development of tourism in the Orosháza sub-region (HU 9606-02-01-25).
- Development programme for the utilisation of thermal waters in the agrarian region of the South Great Plain (HU 9606-02-01-35).
- Development of medical tourism in the South Great Plain (the creation of physico-therapeutic and hydro-therapeutic consulting-rooms) HU 9606-02-01-58.
- Tourism manual of the South Great Plain region (HU 9606-02-01-75).
- Phare 2000 – training for SMEs and for tourism managers

Linked, non-Phare financed activities:

- Several thermal baths in the South Great Plain region were awarded financial support from the 1998 Target Funds for Tourism of the Ministry of Economic Affairs (in a total sum of HUF 524.9 million) for increasing the level of services of existing thermal baths (reconstruction, development, etc.).
- With the support of the Target Funds for Tourism, a study was prepared in 1999: „Curative waters in the South Great Plain – the present state and future development of thermal baths”, which provides good grounds for future developments.
- Regional Development Program 2001 - supply of equipment, connecting to the development of thermal baths in the South Great Plain region

*(For further details please see Annex 7.)*

### 3.3 Results:

- Facilities of 4 important thermal baths will be upgraded:
  - Ballószög: the thermal bath, satisfying all requirements, will be developed.
  - Gyomaendrőd: the reconstruction work of the bath building will be implemented.
  - Mórahalom: the building of the bath shall be refurbished and extended.
  - Szarvas: a medical centre, based on the thermal spring of the city, will be established in the building of the present bath.
3.4 Activities:

3.4.1 Construction works

Preparation of 4 works tender for the 4 components, in accordance with the Practical Guide.

- **Construction works in the four thermal bates**

The construction contract will include:

- Component 1., Ballószög:
  - 1,218 m² planned building
  - 365 m² big pool
  - 143 m² small pool
  - 6.6 m² sauna

- Component 2., Gyomaendrőd:
  - 21.5 m² 1. modernised sitting pool
  - 13.8 m² 2. modernised sitting pool

- Component 3., Mórahalom:
  - 1336.99 m² built-in floorspace of the planned buildings

- Component 4., Szarvas:
  - 91.00 m² pool
  - 1341.11 m² pool
  - 17.03 m² mudbath
  - 12.57 m² sauna

4. Institutional Framework

The Regional Development Implementing Agency of the Ministry of Agriculture and Regional Development will be responsible for the administrative aspects of implementation. Technical implementation will be the responsibility of the Regional Development Agency of the South Great Plain.

The final beneficiaries of the project will be Golden Age Home for Elders Foundation (Ballószög), the Local Government of Morahalom (Morahalom), the local government of Gyomaendrőd (Gyomaendrőd) and the Local Government of Szarvas (Szarvas). The beneficiaries will also be employer in the works tender and appoint the independent engineer responsible for the supervision of the works. The engineer will be selected through a tendering process for each of the 4 components of the Thermal Ring and will be financed by own resources.

5. Detailed Budget (MEUR)

<table>
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<tr>
<th></th>
<th>Phare Support</th>
<th>National Co-financing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component I – Ballószög</td>
<td>Investment Support (I)</td>
<td>Institution Building (IB)</td>
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<td>Component IV – Szarvas</td>
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* In cases of co-financing only

Co-financing assured by state budget.

Co-financing includes the following:

- 84,000 EUR from the Ministry of Agriculture and Regional Development (3% of the total project cost), and 716,000 EUR (25,6% of the total project cost) from own resources from the beneficiaries (excluding all kinds of state target funds).

The Phare amount is binding as a maximum amount available for the project. Up to this maximum the ratio between the Phare and national amount is also binding and has to be applied to the final net contract price.

### 6. Implementation Arrangements

#### 6.1 Implementing Agency:

The project will be implemented under the overall co-ordination and supervision of the Ministry of Agriculture and Regional Development, whose representative, Dr. Peter Szaló, Deputy State Secretary, will be designated as PAO.

The Ministry for Agriculture and Regional Development, through the National Agency for Regional Development (H-1016 Budapest, Gellérthegy u. 30-32), will be responsible for all aspects of tendering and contracting as well as administrative and financial matters of the implementation.

**Address:**
Ministry for Agriculture and Regional Development
National Agency for Regional Development
H-1016 Budapest, Gellérthegy u. 30-32.
Phone: +36-1-488-7171
Fax: +36-1-488-7188

#### 6.2 Twinning

Not applicable

#### 6.3 Non-standard aspects:
Tendering and contracting procedures will strictly follow the provisions of the Practical Guide for Phare, ISPA and SAPARD contract Procedures.

6.4 Contracts

The four activities will be tendered through four separate tenders. Three contracts will be awarded through a local open tender procedure and one (Gyomaendröd) will be awarded through a simplified procedure in accordance with the PRAG procedures. The four contracts will have the following estimated value (Phare and Government Contribution):

1. Component I – Ballószög € 1.16
2. Component II – Gyomaendrőd € 0.28
3. Component III – Mórahalom € 0.78
4. Component IV – Szarvas € 0.58

A concession contract will be concluded for each thermal bath between the local government and the operator of the bath in cooperation with the NARD and with the involvement of (a) relevant legal expert(s). The concession contract will be ready at the time of submission of the tender documents.

7. Implementation Schedule

<table>
<thead>
<tr>
<th>Component</th>
<th>Start of tendering</th>
<th>Start of project activity</th>
<th>Project completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component I – Ballószög</td>
<td>December 2001</td>
<td>August 2002</td>
<td>December 2003</td>
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<tr>
<td>Component II – Gyomaendrőd</td>
<td>December 2001</td>
<td>August 2002</td>
<td>December 2003</td>
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<tr>
<td>Component III – Mórahalom</td>
<td>December 2001</td>
<td>August 2002</td>
<td>December 2003</td>
</tr>
<tr>
<td>Component IV – Szarvas</td>
<td>December 2001</td>
<td>August 2002</td>
<td>December 2003</td>
</tr>
</tbody>
</table>

8. Equal Opportunity

No discrimination between the sexes will be made during the preparation and implementation of the project. No discrimination between the sexes will be made in connection with the use of the investment development created by the project.

9. Environment

The planned investment projects are in line with Hungarian environmental standards and rules.

The building and the serving systems of the four components will not have any harmful environmental effect. According to the technical descriptions the amounts of pollutants from the smoke of the heating equipment are under the permitted emission limit, the height of the chimneys is appropriate. There is no sound pressure higher than the allowed entering to the
environment. There is no produce of industrial sewage from the bathes. The local water management companies have the possibility and the intention to receive the sewage from the swimming-pools to the drain pipe. There is no dangerous waste originated from the bath buildings.

The communal waste originating from the area of the bath will be collected in container and will be transported by the regular delivery.

10. Rates of return

The payback period of the components are 7-11 years according to the financial plans. Using the calculated indicators (production multipliers) of the Economical Ministry, the economic rates of return on the basis of these calculations will reach 10-12% in a 7-11 years period for the projects.

Feasibility studies have been prepared for the investment projects (Ballószög: December 1998; Gyomaendrőd: January 2000; Mórahalom: March 2000; Szarvas: September 2000).

11. Investment criteria

11.1 Catalytic effect:

The project will have an immediate catalytic impact on the small and medium sized enterprises operating in the field of tourism in the direct environment of the project, since they can benefit from an increased number of tourists visiting the area. Cofinancing:

The Hungarian Government and the final beneficiaries will contribute 28.6% of the total cost of the project. The national public contribution is 3% of the total cost of the project.

11.2 Additionality:

The Phare intervention does not replace any other financier.

11.4 Project readiness and size:

Feasibility studies have been prepared for supporting the construction projects (Ballószög: December 1998; Gyomaendrőd: January 2000; Mórahalom: March 2000; Szarvas: September 2000) by the beneficiaries and these studies were updated in December 2000. The components have preliminary construction permission. The project will have all the documents and permissions essential to prepare the tender document until the signature of the Financing Memorandum. The size of the project is in accordance with the Phare guidelines.

11.5 Sustainability:

The owners of the newly built or refurbished sites have agreed to maintain the facilities obtained through Phare support. The beneficiaries legally commit themselves to maintain the facilities.

11.6 Compliance with state aids provisions:

All investments will respect the State Aids provisions of the Europe Agreement.

12. Conditionality and sequencing

• No conditionalities apply.
Annexes to project Fiche

1. Logical framework matrix in standard format (compulsory)
2. Detailed implementation chart (compulsory)
3. Contracting and disbursement schedule by quarter for full duration of programme (including disbursement period) (compulsory)
4. Reference to feasibility/pre-feasibility studies. For all investment projects, the executive summary of the economic and financial appraisals, and the environmental impact assessment should be attached (compulsory)
5. List of relevant Laws and Regulations (optional)
6. Reference to relevant Government Strategic plans and studies (may include Institution Development Plan, Business plans, Sector studies etc) (optional)
7. Linked Activities
8. Detailed indicative description of the 4 tenders’ technical content
# ANNEX 1.

## LOGFRAME PLANNING MATRIX

<table>
<thead>
<tr>
<th>Project Number: HU0105-10</th>
<th>Project title: Developing a Thermal “Ring” in the South Great Plain</th>
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</thead>
<tbody>
<tr>
<td><strong>Overall Objectives</strong></td>
<td><strong>Objectively verifiable indicators</strong></td>
</tr>
</tbody>
</table>
| Strengthening economic and social cohesion by developing new forms of tourism in the area. | • GDP produced in the region growing faster than the national average  
• The share of tourism in the regional GDP increased | Statistical data (CSO) |
| **Project Purpose**       | **Objectively verifiable indicators** | **Sources of verification** | **Assumptions** |
| Developing a Thermal Ring developed in the South Great Plain region, thus creating a new and significant attraction for the region | • The number and quality of bath services significantly increase  
• Increase of the number of guests by 13% by the end of 2003.  
• Distribution of visitors through the year spread more evenly  
• Increase of the incomes from tourism and health services by 18%. | • Reports of local tourist offices  
• CSO publications  
• Reports of organisations operating the medical baths  
• Regional, sub-regional and local surveys  
• Reports of local governments | • Supporting the relatively underdeveloped areas will remain a decisive factor of the promotion-policy of the government  
• The government will give preference to the regions situated in the Eastern part of Hungary in its programme for the promotion of investments  
• the support that the region receives can initiate a significant catalytic effect in the economic sector |
| **Results**               | **Objectively verifiable indicators** | **Sources of verification** | **Assumptions** |
| 4 Thermal Baths (Ballószög, Gyomaendrőd, Mórahalom, Szarvas) will be upgraded and expanded | • The construction works are carried out on time and facilities are operational by December 2003.  
• Thermal Bath water surface in region increased by 10-12% | • Phare reports  
• Reports of organisations operating the baths | • the interest of tourists for Hungary will not decrease significantly  
• the accessibility of the developments (road network) will be modernised from other resources |
| **Activities**            | **Means** | **Sources of verification** | **Assumptions** |
| Construction works in the 4 thermal baths | • 2 MEUR Phare funds  
• 0.084 MEUR Government funds  
• 0.716 MEUR Beneficiary contribution  
• Staff input from the IA and the RDA | | • Good quality of the proposed projects regarding to the readiness for tendering  
• The national resources are available in the planned time  
• Unchanged regulations for the project implementation  
• Unchanged institutional structure under the implementation period |
<table>
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<th>Preconditions</th>
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<tbody>
<tr>
<td>Good quality tender documents ready and accepted by all parties by November 2001. Commitment by regional developers to implementation of the programme by the established deadlines</td>
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### Annex 2.

#### Detailed Implementation Chart

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- **Design (20% shadowing)**: shaded in light gray.
- **Tendering and contracting (50%)**: shaded in medium gray.
- **Contract Implementation and Payments (100%)**: shaded in dark gray.

- **Works tender** Ballószög
- **Works tender** Gyomaendrőd
- **Works tender** Mórahalom
- **Works tender** Szarvas
ANNEX 3.

CONTRACTING AND DISBURSEMENT SCHEDULE BY QUARTER FOR DURATION OF PROGRAMME (MEUR)*

1. Component 1. – Ballószög:

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*Only for Phare support

2. Component 2. - Gyomaendröd

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*Only for Phare support

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*Only for Phare support

4. Component 4 – Szarvas

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*Only for Phare support
REFERENCE TO FEASIBILITY/PRE FEASIBILITY STUDIES

Ballószög:
- Feasibility study December 1998
- Environmental Plan-documentation, Building-engineering and public utility technical description, Chimney-engineering Plan-documentation
Date: 14<sup>th</sup> December 1998.
Orderer: Aranykor Időskoriak Otthona Alapítvány (6035 Ballószög, V. ker. 168)
Designer: KALORPLAN Épületgépészeti Iroda (6000 Kecskemét, Mérleg u. 53)
- Technical description
Date: 11<sup>th</sup> December 1998.
Orderer: Aranykor Időskoriak Otthona Alapítvány (6035 Ballószög, V. ker. 168)
Designer: Szánthó Vilma Lídia (Vecsés, Ady Endre u. 114.) és Papp Szabolcs (Kecskemét, Irinyi u. 54.)
- Authorisation plan and Licence for construction
Date: 9<sup>th</sup> Jun 1999
Orderer: Aranykor Időskoriak Otthona Alapítvány (6035 Ballószög, V. ker. 168)
Designer: Szánthó Vilma Lídia (Vecsés, Ady Endre u. 114.) és Papp Szabolcs (Kecskemét, Irinyi u. 54.)

Gyomaendrőd:
- Feasibility study January 2000
- Technical description
Date: 20<sup>th</sup> January 2000.
Orderer: Liget-fürdő Kemping Gyomaendrőd (5500 Gyomaendrőd, Erzsébet-liget 2.)
Designer: Debreczeni Józsefné
- Tender of Cost without prices
Date: 14<sup>th</sup> February 2000.
Orderer: Liget-fürdő Kemping Gyomaendrőd (5500 Gyomaendrőd, Erzsébet-liget 2.)
Designer: Tóth Sándor
- Technical layout: Reconstruction of public bath
Date: December 1999
Orderer: Liget-fürdő Kemping Gyomaendrőd (5500 Gyomaendrőd, Erzsébet-liget 2.)
Designer: Péchi Imre
- Licence for construction
Date: 1999

Orderer: Liget-fürdő Kemping Gyomaendrőd (5500 Gyomaendrőd, Erzsébet-liget 2.)

Mórahalom:
- Feasibility study March 2000
- Construction licence

Date: 15th March 2000.

Orderer: Mórahalmi Önkormányzat (6782 Mórahalom, Felszabadulás u. 34.)

Designer: UDVAR'97 Tervező Kft. (6782 Mórahalom, Erkel Ferenc u. 13.)
- Technical Layout

Date: 15th Mai 2000

Orderer: Mórahalmi Önkormányzat (6782 Mórahalom, Felszabadulás u. 34.)

Designer: UDVAR'97 Tervező Kft. (6782 Mórahalom, Erkel Ferenc u. 13.)

Szarvas:
- Feasibility study September 2000
- Authorisation plan, Layout, Technical Description, Status plan delineation

Date: 10th September 2000

Orderer: Szarvas Város Polgármesteri Hivatala (5540 Szarvas, Szabadság u. 25-27.)

Designer: ARGOMEX Építészeti és Kereskedelmi Kft. (5561 Szarvas, Kossuth u. 23.)
LIST OF RELEVANT LAWS AND REGULATIONS

- 62/1984. (XII.19.) MT regulation
- 63/1984. (XII. 19. ) MT on the medical bath institutions and on the usage of the natural medical issues
- 7/1986. (VIII. 10) EüM regulation
- 37/1996. (X. 18.) NM regulation on establishment and operation of public baths
- 56/1999 (XI. 26.) EüM regulation on the modification of the 17/1997 (VI.30.) NM regulation on ordering of medical bath
ANNEX 6.

REFERENCE TO RELEVANT GOVERNMENT STRATEGIC PLANS AND STUDIES

- Preliminary National Development Plan, (PNDP, II./1.2.1.), (PNDP, II./3.1.4.)
  - Regional Development Plan of the South Great Plain Region
- Széchenyi Plan, Subprogram IV.
ANNEX 7

LINKED ACTIVITIES

1. The development of tourism in the Orosháza sub-region (HU 9606-02-01-25). The development of tourism in the sub-region relies on the existing facilities in Orosháza and the expansion of these possibilities. The project intends to meet its objectives by building on existing facilities, by expanding these facilities and better utilising them. More specifically, it extends the tourism services of Orosháza by establishing physico-therapeutic services in Gyopárosfürdő.

2. Development programme for the utilisation of thermal waters in the agrarian region of the South Great Plain (HU 9606-02-01-35). Within the framework of the project the capacities and the water quality of the thermal springs of the South Great Plain have been surveyed. This can form the basis for planning the ways of economical and sustainable utilisation of the thermal waters of the region (for tourism, agriculture, energy supply, etc.).

3. Development of medical tourism in the South Great Plain (the creation of physico-therapeutic and hydro-therapeutic consulting-rooms) HU 9606-02-01-58. Within the framework of the project, the creation of EU-level medicinal bath services has been implemented based on the basis of the tourism development plan of the region.

4. As a result of the project „Tourism manual of the South Great Plain region” (HU 9606-02-01-75) a manual has been published, which form the basis for the present development.

5. Phare 2000 – training for SMEs and for tourism managers.

6. Equipment Provision for SGP Thermal Baths

   Based on the findings of a preliminary needs assessment study the Southern Great Plain region has initiated a special support programme for Thermal Baths and balneological institutions, providing non-refundable grants in the range of 50 000 to 200 000 euros. The project will contribute to raising the quality of services at 12 to 14 facilities through the procurement of high-quality therapeutic equipment, such as combinational bathtubs, whirlpools, multifunctional stimulus current devices, and other balneological tools. The grant scheme is financed strictly from national resources. At least 25% of project costs will be born by the final beneficiary.

   416,000 EUR from the Ministry of Agriculture and Regional Development (75% of the total project cost for this component), and 138,000 (25% of the total project cost for this component) from own resources of the beneficiaries.

7. Linked activities – Non-Phare: Several thermal baths in the South Great Plain region were awarded financial support from the 1998 Target Funds for Tourism of the Ministry of Economic Affairs (in a total sum of HUF 524.9 million) for increasing the level of services of existing thermal baths (reconstruction, development, etc.).

8. Furthermore, again with the support of the Target Funds for Tourism, a study was prepared in 1999: „Medicative waters in the South Great Plain – the present state and future development of thermal baths”, which provides good grounds for future developments. The justification of the project is the Regional Development Project (1973-1976) prepared by VÁTI (UNDP/HUN/71/511) and supported by UNO. The project prepared a national survey and a feasibility study for the utilisation of thermal water for recreation and tourism
Annex 8.

Detailed description of the thermal baths

General Background:

Mórahalom:

Mórahalom lies near to the Yugoslavian border, which has been disadvantage for this town and its tourism. Since the war is over and a democratisation process has started in Yugoslavia this neighbourhood offers opportunities for the tourism of Mórahalom. The number of foreign visitors arriving to Hungary from the former Yugoslavia has increased until 1997. In addition the regional capital, Szeged is very near to Mórahalom, therefore the tourists can take advantages of this closeness. For example: the medical culture is highly developed and significant educational institutions can be found in this area, the thermal bath in this peaceful environment is well connected with the tourism supply of Szeged. So the visitors can find other relaxation opportunities not far away.

Recently the guests arriving to the town have higher expectations concerning natural therapies instead of traditionally medicinal treatments. So there are more and more demand in treatments based on thermal and medicinal waters. The water of Mórahalom Town Spa in consequence of its chemical composition is suitable both drinking and bathing cure. On the one hand taken as part of a drinking cure the alkaline-hydrogen-carbonate water with iodine content is efficacious in the treatment of decay, and chronic gastro-enteritis. On the other hand as a part of a bathing cure it is excellent for articular and backbone diseases as well as rheumatic and gynaecological complaints. The treatments must be completed with relaxation and physical, mental recreation of visitors. Mórahalom Town Spa is lying on a wide, well-groomed, landscaped area. This area helping on the recreation of visitors is approximately 4600 square metre. In addition the spa is opened not only in summer but the whole year for the visitors. In the building of the Spa there are 5 bath, 16 shower, a 6×6 metres inner pool, a weight bath, an operating room, a surgery as well as a 33,3×21×2,2 metres standard swimming-pool, which is suitable for organisation of sport programmes (e. g. swimming, water-polo competitions). As a part of the enlargement of the building realised in 1999 the outdoor pool became roofed, which made possible the use of the spa during the whole year. Hereby an aesthetic building was built over the pool, which fulfils the requirements of the EU norms. The inner arrangement and the basic area of the present building aren’t adequate, which would be the essential conditions for the enlargement of the sport, fitness and therapeutic services. The 16×8×1,2 metres and the 6×8×1,2 metres roofed pools will completed in the summer with a splashing pool for children as well as the 33,3×21×2,2 metres swimming pool.

According to the development ideas, the building of the spa will consist of two levels, which can make possible the separation of therapeutic and other – sport, fitness – services. The units, which have already accomplished in the building of the spa, are the swimming pool, the therapeutic gym and the two, connecting dressing rooms. The rooms of the planned services – medical massage, mudpack, bubble bath –, as well as the connecting dressing rooms, the entrance hall, the cloakroom, the lavatories, the surgeries and the news-stand will established in the existing side of the building. The travel agency will be attached to the existing part of the building.

The touristical importance of the thermal bath complex, which will be created as a result of these developments, will continuously increase due to the active marketing activities. Therefore the quality and composition of our services must be in line with the expectations of both the native and foreign visitors. The spa becomes more and more popular among the local and micro-regional inhabitants. Returns coming from this help in favourable shaping of the budget. The main aim is the successful welcoming of the quests.

Gyomaendrőd:

The town is situated in the southeastern part of the country, at the left bank of river Kőrös and has 16050 inhabitants. It can be reached from Budapest in 2,5 hours on highways N° 4 and 46, or in 2 hours with an Intercity train. Gyomaendrőd has great traditions in thermal tourism, which also plays important role in the development of the town. The thermal well was made in 1958, so renovation and improvement is required. Moreover Gyomaendrőd Town is one of the economical, intellectual and cultural centres of the South Great Plain Region and the ‘Hármas Kőrösi Kistérségi Területfejlesztési Társulás’ (Sub-regional Development
Association, which unites the settlements of the three Kőrös river) within this region. The Gyomaendrőd Park Spa is a founding member of the Hungarian Camping Association and the Society of Southern Lowland Spas.

Gyomaendrőd Park Spa with its therapeutic services as well as camping and bathing facilities has always played an important role in the tourism and bathing culture of the region and to a certain extent the country. The local, national and international marketing activity has had its expected result, because a guest circle was shaped, which contains such native and foreign visitors who accepted – and accepts also at the present – our services and their quality level. The planned renovation and investment is necessary in order to keep and increase this guest circle for a long time.

Gyomaendrőd Park Spa has alkaline-hydrogen-carbonate water with significant fluoride content. This is excellent for gynaecological and rheumatic complaints as well as post-trauma treatment. The temperature of the water is 59,5 °C, water-circulation is settled and the bath waits for visitors yearning for recovery in the whole year.

Beyond the renovation of the roofed thermal bath, the building of a small swimming pool, which plans are already available is also necessary. The swimming and children pools were renovated in 1998. Both pools were completed with water-circulation system and new tiles as well as the area around the pools got new cover. In 1999 the thermal well was renovated with establishing a new community ornament well. By these investments the opened side of the thermal bath will be in line with EU norms in contrast with the currently operating inner side, where therapeutic services are provided. The renovation and rebuilding of the two small-scale therapeutic pools and the bathing tub are inevitable. The renewal plan of the roofed bath as well as the executing and tender scheme of the small-scale roofed pool had been finished in 1999. This documentation was completed with the plan of the build-up of the roof because of the new therapeutic opportunities. The investment based on these plans will entirely fulfill the current requirements and increase significantly the opportunity of therapeutic services. The building of the bath is a single-storey building with 517,3 m² basic area. The inner height is among 3,00-6,20 metres in compliance with the function of the room. In the eastern side of the building there is a bathing section with two pools. There is a direct exit towards the camping facing the main entrance on the southern side. Beside the planned inner changes the entire external and internal transformation of the building will be carried out.

Szarvas:

Szarvas can be found on the South Plain, northwest part of the Békés County. It can be approached on the M5 motorway from Budapest to Kecskemét, and from Kecskemét on the Road 44. The distance between Budapest and Szarvas is 210 Km. The Town Bath can be found in the town center, near to the institutions and the tourism infrastructure. The traffic connections are good, the parking facilities are existing. The Town Bath has direct connection to the Road 44. Beside thermal bath further relaxation opportunities are provided for visitors. For example in Szarvas one of the largest arboretums of the country can be found, as well as visitors can take part in boat trips on Kőrös-backwaters.

The Town Bath has one 300 m³ and two 18 m³ pools having 37°C thermal water. This thermal water has been qualified to thermal water according to the letter of the National Thermal-bath Department of the Ministry of health in 2000. The water of Szarvas Town Spa contains alkaline-hydrogen-carbonate, which is efficacious in the treatment of chronic, degenerative locomotor disorders, rheumatic complaints and spinal calcification. The water is also excellent for rehabilitation treatment. The capacity of the Town Bath is 150 guests/day. 16,571 guests were in the Town Bath from the November of 1997 to the November of 1998. In the Town Bath rheumatic and physiotherapeutic treatment are available. The local habitants are the main visitors in the recent days, but as it can be seen it is already use up the capacities.

It is important to notice that an application has been sent to the Ministry of Economy in November of 2000 in favor of the topic to upgrade the Árpád Hotel to thermal hotel, which can be found next to the Town Bath. The Town Bath is obsolete concerning its structure, function and do not fulfill the current requirements. After the reconstruction the below mentioned new services are going to be launched: swimming pool (930,00 m³), carbon-dioxid pool (25,00 m³), mud pool (17,00 m³), thermal pools (700,00 m³). The whole built-in area of the Town Bath will increase to 1560 m² in 2000 and to 3001 m² in 2003.

Ballószög:

The thermal bath is to be constructed in Ballószög, 10 km distance from Kecskemét to south-west direction. Kecskemét town – as a centre of the region – is a place of events, festivals, and professional conferences. The thermal bath can be reached partially by public road. The ready thermal bath can be reached by car or – as service order – by microbus operated by the bath respectively.
The recreation tourism appears as a new branch in the region. The thermal bath was built up in a 5 hectare wooded park, which creates excellent conditions for visitors yearning for rest and recreation. Additionally the park is also suitable for organising other recreational programmes with the fishpond, wine cellar and the planned sports establishment in it. Moreover Kecskeméť and its locality is an important centre of tourism that gave safe and continuous options for the traditional tourism to foreign visitors only (first of all the horse-riding farms and restaurants offering traditional dishes). Collaborating with the traditional tourism services, using the effect of the “positive competition”, i.e. offering each other’s services the knowledge and international evaluation of the region might be upgraded.

The projected thermal bath is an establishment with an area of 1240 m², installed with up-to-date technology, designed functionally as an organic unit, in which the individual rooms create a logical harmony with each other. By constructing the thermal bath, the already existing accommodation services and other establishments of tourism might offer a wider range of services to their clients, that would promote the increase of sold guest-nights in the region, this way significantly enhancing the tourism income of the settlement and the region. The planned rooms and halls of the bath are as follows: 1 adventure pool (204,92 m²), 1 thermal pool (20,44 m²), 1 sauna – relax space (22,84 m²).

The size and placement of the rooms highly fit to the hygienic expectations. It was considered with high emphasis at planning, that mainly elder and recreating guests, who usually move on stairs with difficulty, or do not use elevators with pleasure, require the thermal baths. So the bath was designed as a single floor building. The dressing and bathing halls give comfortable, hygienic space for 100-100 persons. From the dressing rooms we may get to the 700 m² pool area, where the 205 m² adventure pool is waiting for the guests. Also this pool gives life to adventure kits (bubble bath, water ray, etc.). The water of the adventure pool is cooled thermal water. All treatment and service unit can be directly approached from the pool area. The thermal pool is created at a separate place, with water temperature of 38°C. A separate resting space is designed to this recreation pool. This is important from health reason, as the hot thermal water gives extra charge both to the cardiac and vascular system and the organs of locomotion, so relaxing is necessary between the sequences of short bathing.