



Tourism Climatological Research and Service Development at the Hungarian Meteorological Service

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Tourism is one of the quickly and most dynamically developing industries and plays a decisive role in the economy of many countries. In Hungary, 10% of gross domestic product comes from tourism. In addition, it is a sector of strategic importance for domestic employment and balance of payments equilibrium. In the last two or three decades, travel willingness has grown significantly, thanks to, among other things, increasingly affordable travel costs. Recognizing all this, tourism climatological research has started for a bit more than 10 years ago at the Hungarian Meteorological Service. In the first years, we tried to assess the tourism climatic potential of the country with the help of the thermal comfort analysis. Later, different tourism climate indices were used for this purpose. To date, a tourism climatological database has been created that contains the 50-year data series of the most well-known tourist climatological indices (TCI, CIT, HCI, etc.).

The analysis of long data series reveals that the tourism climate potential is changing dynamically. The climate conditions of beach tourism have improved slightly. By exploring hiking and urban tourism, the importance of spring and autumn has become increasingly important as summer heat becomes more and more frequent. The climatic conditions of ski tourism were not good either, but according to the tourism indices derived from the measured data, they clearly show the decline of ski tourism in Hungary.

Over the past few years, there has been a growing demand for research-based climate services for tourism sector. Accordingly, the sector-specific climate services are currently being developed at the Hungarian Meteorological Service. The experience of these developments will be presented in this lecture.