

TERRITORIAL CAPITAL AND REGIONAL DEVELOPMENT: AN ANALYSIS OF TWO HUNGARIAN DISTRICTS

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Abstract: Lake Balaton is the second most popular tourist destination in Hungary, after the capital. This resort area has strong territorial capital, but there are regional differences in economic performance. This study examines the social and economic differences between two small districts (Keszthely and Fonyód) of this recreation area. The research is based on territorial statistical data and a questionnaire survey taken by the respective mayors and local entrepreneurs. The results of data analysis show Keszthely is a more developed and Fonyód is a less developed district in several respects, and the results of the survey reveal the social background of this as there are differences in three measurement dimensions of social capital (relationships, trust, territorial attachment).

Key words: territorial capital; social capital; regional development; Hungary; Lake Balaton

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