



**Institute for  
Strategic Research**

H-2094 Nagykovácsi, Kolozsvár u. 17-19.  
e-mail: [intezet@strategiakutato.hu](mailto:intezet@strategiakutato.hu)

[www.strategiakutato.hu](http://www.strategiakutato.hu)

Tel.: 36 26 356 044, 36 26 555 072  
Tel./Fax: 36 26 389 088

## **“EDEN GARDEN THEMEPARK IN ZSELIC”**

A short outline to give introduction to the project

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## Executive summary

On the following pages without going into details you can read about a conceptional theme park idea to be built up in one of the most interesting region of Hungary i.e. Zselic.

Zselic is located in the south of the Transdanubia and famous for its untouched nature to which the slopes of Transdanubia adding special beauty. This natural beauty comes together with the unique folklore.

This natural beauty and location **inspired a group of various experts to include** in the regional development plan of the county Somogy ( the county , where Zselic geographically belongs to) in line with the National Development Plan of Hungary and Regional Development Conception Hungary **a theme park following the international and also European demands for theme parks.**

The conception and the whole study was prepared by the experts of the Institute of Strategic Research, and the idea for the theme park was worked out towards the realisation whereas the potential capitalinvestment has been judged and also considering the tendencies of tourism within the European Union and also Hungary a possible return on investment was judged.

The following included pages inform you about the highlights of the 300 pages study of the above theme park named „EDEN GARDEN THEMEPARK IN ZSELIC”.

On behalf of the Institute of Strategic Research I truly hope that you will find the following pages interesting enough and it will be a start for further dialog between us.

Yours sincerely,

Varga Csaba / Mr. Csaba VARGA  
elnök / president  
Stratégia Kutató Intézet Kht. / Institute for Strategic Research

## 1. Hungarian Future Town and Theme Park

### Introduction to the project

In Hungary, in the southwest of Transdanubia, not far from the Croatian border, a mere 45 minute drive, at the edge of Zselic forest, an almost untouched nature reserve, there is a small village, called Bárdudvarnok-Bánya. We have here more than 100 hectare estate: a hill that looks like a huge stranded whale. On both sides, the whale is girded by a valley with a brook in each. This is where we would

like to build the Hungarian Future Village-Town and Tourists' Theme Park, a world and a built environment that could be the scene of an optimal human and spiritual world in the next 50 years that is to come.

It is almost ten years past since we have been thinking of the task and we have come up with an idea and worked out the concept of the Hungarian Future Town and Theme Park.

Starting from the concept of the famous sociologist, Karl Mannheim (of Hungarian origin) - who, in his book *Ideology and Utopia*, published in the early 1930-ies, said the following: Contrary to social opinion, either old or new, every ideology, in every age is necessarily / inevitably false and not viable, but utopias are always true and viable - we thought of building a village-town. This is a place that combines - as a brand new project - the advantages of both town and village and possibly eliminates the majority of the disadvantages of both. So we bought 70 hectares of land and our neighbour offered us another 50 hectares for the project, and became a partner.

The village-town or small town will have streets and houses that retain all the architectural traditions of the Zselic region, and at the same time will make use of the latest technology of the information age in the buildings and around.

Just before making plans for the project, we examined and analysed most of the similar future-world, future-town constructions in the world in the past fifty years, and also most of the value-based theme parks created by the needs of the new global tourism. For the functional role of the future-town, we chose the role of a touristic theme park, because this makes it possible for people to come here for one day, two weeks, or for several years, or even to live here, and the touristic function is useful considering the financing of the project, based on the calculation data of correct rates of return.

This future town is meant to be a model not merely of the architectural work and ideas, but a model of the creation of a future world in Zselic. Consequently this new future town is meant to be one of the knowledge and spiritual centres of the world, with the maximum attention to preserve the natural environment and its artistic recreation. In the future town we envisage a new type of society and democracy.

Function of the future town would be to offer a complex set of services to anyone who enters it as a tourist or a permanent citizen.

In this natural, spiritual, social environment there will be a chance to get better, heal their physical bodies, social selves, their soul, mind and spirit, separately and together, with the help of ancient and modern therapies and practices, or stabilise them. Provided one wants to, of course, and one can also choose from the principles and methods offered. So, the future town is a healing place, where one can be healed with the past and the future.

Another important aspect is that we want to establish several small research and development institutes here. To provide for these functions we would build and run ten thematic program centres.

## 2. The basic principles of the Hungarian Future Town and Theme Park

After the millennium in the developed regions of the global world, theme parks, which are a new kind of touristic service, have become the leading touristic institutions, because tourists, as customers have new demands, requirements.

What they require is *cultural tourism* or *knowledge tourism*. It is worth to note, that however, what kind of customer needs are behind the new travel-tourist requirements. In the nineties, analysts separated /identified two very different groups of tourist-customers: one group was interested in relaxation, forgetting, getting away from it all, the other was interested in services with more content, in personal growth or becoming whole. The first demand was to meet the traditional offers of mass culture, mass consumption, and the other one - to put it cautiously - tended towards culture or knowledge consumption.

In the past few years an even higher need has been outlined: quality tourism, or an advanced level of cultural tourism, which expects tourism to provide high culture, an ideal way of life that prepares the way for the future. This is why there is a type of theme or experience park that tries to build directly on this need and specialises to meet this demand. This need is looking for a nature- and knowledge friendly way of life offered for touristic consumption.

In Hungary experience parks are opening their gates one after the other, and more can be expected in the near future. We expect that there will be an example of all three types of theme parks. We will find ones that cater for people attracted to mass culture, mass tourism openly, ones that offer higher level tourist services to cater for middle class needs of prestige and a virtual need to become more. The third type aims at *quality tourism*, and deliberately concentrates on consumption that enables customers to experience a future, culture-centred way of life close to nature, which is seen, as a life pattern. This is expected to be the future of tourism.

The first (or one of the first) experience park of the third type will be the program called Eden in Zselic. No one should expect an experience park to be evidently one type, because most of the tourists have very complex needs, and it is pointless to treat the layers of their personal needs separately. This is the reason why the experience park in Zselic is prepared to meet all three kinds of touristic or consumer demand, but all the time demonstrating their bias for quality tourism. Besides the offer of mass culture, it provides a wide selection of nature- and knowledge-centred ways of life concentrated in one experience park.

The Eden thematic tourist experience Park in Zselic is a health-tourism park to be created in a pure natural environment, which is at the same time a regional e-tourism centre. In a development that goes far beyond the traditional boundaries of health tourism we want to create such a micro environment, micro society, micro way of life that is an ideal borrowed from the middle of this (21<sup>st</sup>) century. This experience park is the Eden or Utopia- World of both present and future.

Therefore, what we are building is not only a tourist experience park, but – as already indicated – the first future-village or future town of our knowledge based age as the background of tourism, in a way anticipating a new micro world, which, in fifty years' time, will be a habitable, liveable, real world at several locations.

The strategy for the Eden Tourist Experience Park in Zselic is a full three hundred-page project. First, it outlines the changes that have taken place in global

and European tourism. Then it presents similar touristic developments in the world, the tourism and e-tourism strategy of the European Union. It also introduces the economy and society of South-Transdanubia and Somogy County in detail, their ethnography, the touristic situation, and their future plans. Finally, it outlines the principles, the elements, the budget of the Eden in Zselic project as its central objective, and the conditions and possibilities of its realisation.

The program of the Future Town and Theme Park, Tourist Experience Park In Zselic was discussed by the Regional Development Council of Somogy County early 2003. This development is part of the National Development Project submitted by Somogy County and the South-Transdanubia region made for the EU.

### **The Mission**

The mission of the Eden in Zselic project is  
**to unite as future village-town and a tourist experience park**  
all the connecting elements of a nature park, a village park, a health park, a knowledge park, a community park, a tradition park, a spiritual park, a future park and an internet park, which together create a very special atmosphere, and make a way of life possible that tourists visiting here after the millennium will find inspiring, and they will find various ways of experiencing it as recreation.

### **Based on the mission the following principles are stated:**

- It is evidently necessary for the natural environment in South-Somogy that natural resources should not only be preserved but should be improved as well, so the planned theme experience park should have an ecological side to it
- According to the modern philosophy of tourism, the most important type of tourism is health tourism that serves physical, psychological and spiritual recreation and growth
- An important element is the exploration of thermal-medical waters, as an essential condition for health tourism
- The tourism of the modern (or post-modern) age is more and more lore-, knowledge-, and culture centred tourism, and that should become prevalent in Hungary too.
- In the European information society, based on European tourism strategy, this new thematic experience park could become the South-Transdanubian regional centre of e-tourism
- It is a unique feature of the Eden Tourist Experience Park in Zselic that it was modelled after the present human and communal needs of European people, and new researches indicate that besides the two hotels/inns, and the individual houses, ten thematic groups of buildings and program centres should be planned.
- The theme park will create an independent village/town, a unique micro-society within the park, and this will be the first knowledge settlement of the knowledge-based age.

- A second characteristic of the Zselic experience park is that the structure and programs of the experience park make it possible to meet very differentiated, personal and family needs individually.
- A third characteristic is, that not only special experiences are offered by this tourist park, but as part of health tourism, personal and communal self-healing can take place, and there is the possibility of trying an experiential space where ways of life and conduct can be tested and experienced.
- To sum it up, the project involves the creation of a future town on the one hand, and a tourist theme park on the other.

### **3. The ten theme program centres**

The above mentioned principles make up the concept of the Zselic tourist experience park and the following twelve project elements have been designed. The first two is concerned with accommodation; the other ten are theme program centres.

1. Hotels and inn and in them service and catering. (restaurants, cafeterias, souvenir shops etc.) All the buildings will be intelligent.
2. Detached and group family holiday houses with a garden each. The building will be built from natural materials, and will run on renewable energy.
3. Eden House. This is the central service institution of the Eden Thematic Experience Park in Zselic. Its function is to develop communal living, to organise communal life; it is a media-house, a democracy workshop etc.
4. Nature House. In this house one can identify with nature, there will be an earth energy meter, an (astronomical) observatory, and a nucleus-observatory. (nuclear research lab). An organic part of this “house program” is the creation of a pond, an arboretum, a herbal park, woods, groves, park etc.
5. Health (Whole-ness) House. This institution is to enhance healthy living (to preserve and/or restore health). There would be medical, healing, health preserving, naturopathic programs, courses, therapies etc. It would be also an experimental workshop for distant (radionic) healing.
6. Tradition House. We could call it the House of Past and Future or the House of History. This is a tradition centre and at the same time a living outdoor village museum (the word skansen is used in Hungarian), a virtual yurt, an exhibition about the future. This is where the community feasts will be organised.
7. House of Physics. This is where the physical body, the energy system of man will be demonstrated alongside with all the related healing processes. After finding thermal water, part of the house will be a swimming pool and thermal bath with the connecting health services where healing from the water can take place.
8. Knowledge House. The visitors can get acquainted with intellectual life here, and there will be different knowledge-related services (library, films, Internet centre, etc.) and knowledge-centred therapies (painting school, spiritual-intellectual master school, correspondence programs etc.). Part of the Knowledge House. Is the Central-European Future Centre.
9. Consciousness House. Primarily the place where the brain/mind/soul/consciousness can be studied, a many-faceted workshop of spiritual and mental therapies. Peer institutions like the Institute for Positive

Thinking, the (Open) University of New Awareness and the Team for Developing Social Consciousness will be parts of it.

10. Self House. It could be called character or Personality House as well, because its main function is the study and improvement of the human physical, mental, psychological and spiritual system and the understanding and complex maintenance of the integrated, and unified personality.
11. Spiritual House. In this group of buildings one will find the Christianity Centre, the ecumenical church, the Virtual Pléroma House, an exhibition hall where the world's religions are introduced, and there will be a centre for religious and church services.
12. House of Technology/Innovation.. If every building and service works according to the demands of information age, then in this house one will be able to learn the theory of technology, or the requirements of technological trends. Some other services will be found here: e-tourism, e-health, and some services of e-environment protection.

Along these lines the concept of the Eden Thematic Experience Park in Zselic has been worked out, which will make it possible for the park to be built between 2004 and 2008 in Bárdudvarnok-Bánya, Zselic. If this tourist experience park is realised, it will be one of the greatest developments, or one of the greatest projects realised in Somogy County. Without exaggeration we can say that this project will probably be an outstanding development in Hungary, a model to be copied. The project supports the modernisation of tourism, fills it with new values and content, and so can improve European competitiveness.

## 4. Financials

You should be very interested to know our calculation about the financial possibilities regarding this project. We have three kinds of it, all of them are realistic but still optimistic, as we say.

In our calculation we considered the investment with two amounts – HUF 20 billion and also HUF 15 billion i.e. **USD 95,238,000 and USD 71,428,000** (exchange rate – 1 USD = HUF210).

To the investment in order to come to the return on investment a potential price/person also was judged considering the competition for such kind.

The inflation was judged 4 % annually.

## ZSELIC 1.

Capacity/max.		780	pax	
Value of investment		15000000000	HUF	
Price/pax (net - no V.A.T.)		20000	HUF/pax	
Parking fee without V.A.T.	parkolás			HUF/day
Salaries - 120 persons 120 fő		144000000		Note: 40 % health insurance is considered
No. of calendar days - i.e. open period		365		
No. Guest for one year		112320		
No. Of parking scar		130 / nap		
Inflation/year		4%		Growth over the inflation: 3%

		1 y	2 y	3 y	4 y	5 y	6 y	7 y
Sales	OPTIMISTIC	2246400000	2403648000	2571903360	2751936595	2944572157	3150692208	3371240662
Car parking		0	0	0	0	0	0	0
Other sales	OPTIMISTIC	100000000	107000000	114490000	122504300	131079601	140255173	150073035
<b>TOTAL SALES</b>		<b>2346400000</b>	<b>2510648000</b>	<b>2686393360</b>	<b>2874440895</b>	<b>3075651758</b>	<b>3290947381</b>	<b>3521313698</b>
<b>TOTAL NET SALES</b>		<b>2346400000</b>	<b>2510648000</b>	<b>2686393360</b>	<b>2874440895</b>	<b>3075651758</b>	<b>3290947381</b>	<b>3521313698</b>
Salaries	REALISTIC	144000000	149760000	155750400	161980416	168459633	175198018	182205939
Additional costs		57600000	59904000	62300160	64792166,4	67383853,1	70079207,2	72882375,5
Other cost		200000000	210000000	220500000	231525000	243101250	255256313	268019128
	Note:management task to minimize							
<b>Total cost</b>		<b>401600000</b>	<b>419664000</b>	<b>438550560</b>	<b>458297582</b>	<b>478944736</b>	<b>500533538</b>	<b>523107442</b>
<b>GOP</b>		<b>1944800000</b>	<b>2090984000</b>	<b>2247842800</b>	<b>2416143313</b>	<b>2596707022</b>	<b>2790413843</b>	<b>2998206255</b>
<b>GOP %</b>		<b>82,88</b>	<b>83,28</b>	<b>83,68</b>	<b>84,06</b>	<b>84,43</b>	<b>84,79</b>	<b>85,14</b>
<b>P.T.I.</b>		<b>1944800000</b>	<b>2090984000</b>	<b>2247842800</b>	<b>2416143313</b>	<b>2596707022</b>	<b>2790413843</b>	<b>2998206255</b>
<b>18% tax</b>		<b>350064000</b>	<b>376377120</b>	<b>404611704</b>	<b>434905796</b>	<b>467407264</b>	<b>502274492</b>	<b>539677126</b>

Income after tax	1944800000	2090984000	2247842800	24161433132596707022	2790413843	2998206255	
	1 year	2 year	3 year	4 year	5 year	5 yearv	7 year
Capital investment	15000000000	0	0	0	0	0	0
Net value of investment	10800000000						
Other operating cost	100000000	403523077	421683231	440670752	460523784	481282248	502987925
Total operating cost	100000000	403523077	421683231	440670752	460523784	481282248	502987925
Total operating net value.	2810671017						
Net sales value	2346400000	2414085	2583071	2763885	2957357	3164372	3385879
Net sales net value	2363668649						
Net cash flow	1944800000	2010561538	2161387308	23232147242496833675	2683090234	2882890630	
<b>Return of investment</b>		<b>7.71</b>	<b>year</b>				

**Occupancy: 40 %**

## ZSELIC 2.

Capacity/max.		780	pax	
Value of investment		20000000000	HUF	
Price/pax (net - no V.A.T.)		18000	HUF/pax	
Parking fee without V.A.T.	parkolás			HUF/day
Salaries - 120 persons 120 fő		144000000		Note: 40 % health insurance is considered
No, of calendar days - i.e. open period		365		
No. Guest for one year		112320		
No. Of parking scar		130 / nap		
Inflation/year		4%		Growth over the inflation: 3%

		1 y	2 y	3 y	4 y	5 y	6 y	7 y
Sales	OPTIMISTIC	2021760000	2163283200	2314713024	24767429362650114941	2835622987	3034116596	
Car parking		0	0	0	0	0	0	0
Other sales	OPTIMISTIC	50000000	53500000	57245000	61252150	65539800,5	70127586,5	75036517,6
TOTAL SALES		2071760000	2216783200	2371958024	25379950862715654742	2905750574	3109153114	
TOTAL NET SALES		2071760000	2216783200	2371958024	25379950862715654742	2905750574	3109153114	
Salaries	REALISTIC	144000000	149760000	155750400	161980416	168459633	175198018	182205939
Additional costs		57600000	59904000	62300160	64792166,4	67383853,1	70079207,2	72882375,5
Other cost		200000000	210000000	220500000	231525000	243101250	255256313	268019128
	Note:management task to minimize							
Total cost		401600000	419664000	438550560	458297582	478944736	500533538	523107442
GOP		1670160000	1797119200	1933407464	20796975032236710006	2405217036	2586045671	
GOP %		80,62	81,07	81,51	81,94	82,36	82,77	83,18

P.T.I	1670160000	1797119200	1933407464	20796975032236710006	2405217036	2586045671	
18% tax	300628800	323481456	348013344	374345551	402607801	432939066	465488221
Income after tax	1670160000	1797119200	1933407464	20796975032236710006	2405217036	2586045671	
	1 y	2 y	3 y	4 y	5 y	6 y	7 y
Capital investment	20000000000	0	0	0	0	0	0
Net value of investment	14400000000						
Other operating cost	100000000	403523077	421683231	440670752	460523784	481282248	502987925
Total operating cost	100000000	403523077	421683231	440670752	460523784	481282248	502987925
Total operating net value.	2810671017						
Net sales value	2071760000	2131522	2280729	2440380	2611206	2793991	2989570
Nett sales net value	2087007399						
Net cash flow	1670160000	1727999231	1859045638	19997091382150682698	2312708688	2486582376	
<b>Return of investment</b>		<b>11,97</b>	<b>year</b>				

**Occupancy: 40 %**

## **5. The message**

We hope that this brief summary has succeeded in giving an outline of the Hungarian Future Town and provides satisfactory information to you about the possible program. We hope that you wish to help us with the realisation of this now virtually common idea.

It is needless to say that planning of either the whole, or its parts, or of any detail cannot be regarded as complete, either now or later, and we could give a long list of open questions to answer, and a list of the recognised hazards.

We would be very grateful if you could be partners in this great challenge we created for ourselves.

## 6. Introduction to our institute

Keeping Hungary's strategic interests in view, the *Institute for Strategic Research* has been conducting concentrated research for twelve years, since its foundation, in order to conceptualise, on the one hand, the present tendencies of the global world, the nature of the money-centred new capitalism, and the characteristics of the information age thirty years ahead and, on the other hand, Hungary's national strategy until 2020, the elements of a potential programme for a knowledge-based economy and society, the sustainable development and the requirements of the transformation of the Hungarian area and society structure.

The field of activity of the Institute for Strategic Research consists of four areas: *research, strategy preparation, development and education*. There have been about 150 experts participating in the researches and we have been collaborating with several partner institutes. Our researchers have studied abroad extensively, have given lectures at international conferences from the United States to India. A part of the international co-operation is the joint Hungarian-Finnish-Japanese research organised by the University of Tampere with our help. The researches are pursued in professional workshops, e.g. we have established in co-operation with the University of Veszprém two research teams, namely the e-government and future research working groups.

With the aim of summarising the results and sharing them with the public, the institute has launched a publishing house, which has been publishing essential information and proposals about global and local changes in several serials of books and booklets. These serials include *Books on National Strategy until 2020, Books on Information Society and Knowledge Region Books*. In 1999, as a new means of spreading professional information, the institute launched *INCO*, the first Hungarian on-line journal about global information age, information society, knowledge-based economy, and last but not least, regional information society and its potentials for development ([www.inco.hu](http://www.inco.hu)).

Apart from publishing, we have joined in the modernisation of education and in the propagation of e-learning. The education has been continuing for six years at our experiential adult education university called *Central Civil University*, and at the same time we created an open university like e-learning centre, where the e-learning teaching materials are prepared now. In 2002 we organised the second Information Society Master School for project managers, developers and experts.

In the past three years, utilising the results of recent researches, the Institute for Strategic Research has completed the preparations of several regional and county level information society projects, that is, on request from a number of Hungarian counties and regions, we have prepared or are preparing strategies for the realisation of the concept of intelligent regions always keeping the sustainable development in view.

One of the most recent programs of the Institute for Strategic Research is the establishment of a mental resources park (mental capital park) or knowledge park to be called Knowledge-Valley (modelled after Silicon Valley) part of INCOPARK Technology and Science-park Development Belt. It is meant to be an integrated system of portals, Hungary's information society portal, and one part is a Knowledge Department Store which is unique in Europe, and an e-Market for Inventions. Due to our research and development result in innovation, we have been able to participate in the STRINNOP European Union project launched to facilitate regional innovation

profiles. Also in the past two years we have researched the theme of e-Tourism, sustainable tourism and tourist experience parks extensively, have prepared the experience-strategy of the Tradition Park in Szob, and launched the development of an original tourist experience park in Bárdudvarnok-Bánya, Somogy County.

The Institute for Strategic Research moved to Nagykovácsi seven years ago. This village is a quasi suburb of Budapest, just outside its border, in an ideal natural environment. The Institute has an office at another ideal place in the Industrial and Technological Park in Budaörs.

