

Good Practice Example No. 9 - Hungary

Mórahalom: Integrating agriculture, tourism and local entrepreneurship for rural development

Industry:	Agritourism
Location:	Csongrád-Csanád County, Hungary
Established in:	2004
Legal form:	Nonprofit Limited Liability Company
Business model:	B2B (business to business), B2C (business to consumer)
Core activity:	Agritourism development

Mórahalom, located in Csongrád-Csanád County near the Hungarian–Serbian border, has become one of Hungary’s most successful examples of integrated rural development. Over the past two decades, the town has transformed itself from a predominantly agricultural settlement into a dynamic rural destination that combines agriculture, tourism, local products, and entrepreneurship within a single development model.

Coordinated by Móra-Tourist Nonprofit Ltd. and supported by local stakeholders, the initiative demonstrates how rural communities can diversify their economies while preserving local traditions and strengthening regional identity. The model has attracted national and international attention as an example of how agriculture can serve as a foundation for broader economic and social development.

Diversifying income beyond agricultural production

One of the key challenges facing rural areas is the dependence on agricultural income, which is often affected by weather conditions, market fluctuations, and changing consumer demand. Mórahalom addressed this challenge by encouraging farmers and local entrepreneurs to expand their activities beyond primary production. Agricultural producers increasingly complement their traditional farming operations with rural accommodation, gastronomic services, agritourism activities, and direct sales of local products. This diversification reduces economic vulnerability while creating additional revenue streams. By integrating tourism and agriculture, local businesses are able to capture greater value from their products and services while reaching new customer groups.

Building a destination around local resources

The success of Mórahalom is based on the strategic use of local assets. The town has combined its agricultural heritage, thermal water resources, local gastronomy, and cultural traditions into a coherent destination development strategy. Visitors are offered not only wellness and recreational experiences but also opportunities to discover local food production, traditional farming practices, and regional products.

Local producers benefit from increased visibility and direct access to consumers, while visitors gain authentic experiences that strengthen their connection to the region. This approach demonstrates how local resources can be transformed into competitive advantages through coordinated planning and collaboration.

Strengthening local value chains and community cooperation

A fundamental element of the Mórahalom model is the close cooperation between local government, tourism organizations, agricultural producers, hospitality businesses, and community groups. Rather than operating independently, stakeholders work together to promote the region, organize events, support local product development, and improve visitor experiences.

This collaborative approach strengthens local value chains and ensures that economic benefits remain within the community. Farmers, food producers, accommodation providers, and service businesses all contribute to and benefit from the shared development strategy. The model illustrates how cooperation can enhance competitiveness while fostering stronger social and economic cohesion.

Promoting local products and rural entrepreneurship

The development of local products has become a central component of Mórahalom's economic strategy. Producers are encouraged to create value-added products, improve quality standards, and develop stronger market identities. Local markets, festivals, and tourism-related events provide opportunities for direct sales and customer engagement. At the same time, entrepreneurship support initiatives help small businesses improve their marketing capabilities, service quality, and business planning skills. By connecting local products with tourism experiences, the town has created a mutually reinforcing system that benefits both producers and service providers.

A sustainable model for rural competitiveness

The Mórahalom experience demonstrates that the future of rural development lies in the integration of multiple sectors rather than reliance on agriculture alone. Through the combination of farming, tourism, local products, entrepreneurship, and community cooperation, the town has created a resilient economic model capable of adapting to

changing market conditions. For students and future agricultural professionals, this example highlights the importance of diversification, innovation, and partnership-building in rural development. The Mórahalom model shows that agricultural communities can remain competitive and attractive by building on their local strengths while creating new opportunities for businesses, residents, and visitors alike.

Source: <https://www.visitmoraalom.hu/hu>