**II.5. Exploring and developing opportunities of local values in Veszprém county and the Balaton region**

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| Project period | From: 1/7/2017 | To: 31/10/2020 |
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We can talk about changes of location since the existence of humanity. There have been changes of location to satisfy needs, in order to reach services, which are not connected to settlements. In case of an outflowing market demand from a settlement, the distance is different both in terms of space and time. Modern technical conditions facilitate the change of location and also the access to a given service, therefore increase the distance range in a certain period of time.

Main objectives of the research:

* to take part at research camp;
* analysing and identifying local values and local producers;
* mapping the characteristics of producers and their future plans;
* identifying main problems of the settlements’;
* identifying main problems of the producers;
* mapping the problems among SME’s and settlements’;
* mapping the local values, local products and their development possibilities in the region;
* Elaborating a local economic development plan for settlements and monitoring for tourism stakeholders;
* Supporting future local economic developments.

Activities realized within the project include:

* Desk research (reports, statistical data) about the characteristics of the producers, local products, local values, local government taxation;
* Quantitative and qualitative research about above of them;
* Qualitative research with majors, local producers, local products ‘ sellers/users (restaurants, hotels);
* Identifying best practices;
* International case studies;
* Dissemination, academic publications.