

## Abstract

### “EXPERIENCES IN SOMOGY”

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The aim of our research was to collect the experience of potential and real Somogy County's experience economies. The concept of experience economy is – as our research has demonstrated- little- or not-known in our country. B Joseph Pine and James H. Gilmore American authors wrote a book on this theme titled Experience Economy in 1999, in which it is stated that after the era of the raw materials, of the goods, of the services, are that of experiences. Today, businesses do not offer only products and services in the primary needs, but also offer an added value: the experience too. The period of services expires slowly and gives way to the experience economy. In fact, the added experience provides the value of individuality and personal character, with which the fullest possible manner to meet the needs of its customers.

In the initial phase of the work we identified the real and potential experience economies of all villages in Somogy county and created a database from it. In addition, we determined the indirect target groups of this research, too. A pilot workshop was organized from the topic of experience economy. The purpose of this workshop was to present the topic theory, literature and some practical example. After this we gave examples and cases of the participants by teamwork in accordance with the rules of experience economy.

In order to have better knowledge about the experince estates of this county and the lessons gathered during their operation we visited 21 experience economy of Somogy which were chosen by consciously. There we know the practical side of the theme with approached by a detailed investigation focused on their economic. During the interviews we were looking for cooperative opportunities among other things, strengthening existing ties as well.

We created a database from the research documents which is collects the located experience economies in Somogy County. We created the whitepaper titled of "Experiences in Somogy" which was also forwarded to the research participants, and we have made available for anyone. A virtual catalog of this research will be created in the future, with the aim that the research results could be converted into practice, since the test also serves marketing purposes units as well.

Both the workshop and depth interviews we found that there is a great demand among local actors for the same events, incidents, requests, during which will have an opportunity to discuss the most important unit operation problems, with experts who are interested in the same problems.

We hope that all the participants in this research are able to capitalized the results of the workshop, of the interviews and experiences in their business.