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Sustainable, intelligent and inclusive  
regional and city models



# Tourism as a Driver or Barrier for Quality of Life

Conference Proceedings

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## PREFACE

Dear Colleagues,

Quality of life is getting more importance in present-day world, and so in tourism. On one hand tourism researchers are mapping the positive (and negative) impacts of travelling, and on the other hand, destination stakeholders put great emphasis on developing the area in order to provide a good quality of life for the local communities. Acknowledging its importance, the bi-annual tourism conference organized by the University of Pannonia (located in Veszprém, Hungary) has selected quality of life as being the focal point of our discussions. Unfortunately, due to the Covid-19 situation, the conference should move to the online platform, and so we have re-structured the contributions according to three main topics:

- quality of life / local community,
- sustainability, and
- cultural heritage / European Capital of Culture.

In this publication we have gathered the short abstracts of the contributions, in order to support knowledge transfer and potential new cooperation, link between tourism researchers.

Veszprém, September 2020

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## EMPLOYED IN TOURISM – A DRIVER OR BARRIER OF WELL-BEING FOR THE ELDERLY?

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### Abstract

Although the phenomenon of aging is a trend nowadays both in developed and less developed countries, academic experts, political and economic decision-makers are still lacking information and detailed and well-designed action plans regarding how to adopt to one of the most important demographic trends. As the proportion of older people increases, it is becoming increasingly important to measure how each country can adapt to these changes. Hungary usually ranks among the last in the international rankings for the indices compiled for this purpose. In spite of the fact that neither quality of life nor its objective and subjective pillars have common definition in the literature, several studies identified work among the fundamental factors that is in correlation with quality of life, welfare and well-being. Our research attempts to reflect on the demographic trend associated with the drastically changing age composition of the society, using the theoretical framework of well-being research while interpreting phenomena found in the practical field of seniors' tourism employment in Hungary. Preliminary results of our three-year long research project – based on in-depth interviews with thirteen senior employees working in various positions related to tourism – show that the capabilities, skills and experience of seniors involved in tourism services, make them well-suited for tasks of heritage presentation, and that employment in these positions can be a driver of well-being among elderly.

**Keywords:** aging, well-being, employment, tourism, elderly

# ÁGNES NÓRA RAFFAY-DANYI<sup>1</sup> – MARGIT BIERMANN<sup>2</sup> – ZSUZSANNA BANÁSZ<sup>3</sup>

## THE LABOUR MARKET OF BALATON REGION – LOCALS' OPINIONS

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### Abstract

The geographical focus of the research is concentrating on the Balaton highlighted tourism development region located around the largest lake (Balaton) of Central Europe. The research aims to answer the following research questions (Q): Q1. How do locals perceive the labour shortage that characterizes tourism? Q2. Is there a significant relationship between the local job opportunities and the overall satisfaction with the settlement, or it being recommended as a residence or holiday destination? Data from a primary questionnaire survey were used for the analyses. This questionnaire was conducted in 2018-9 and resulted in an evaluable sample of 1201 people. As for the method to assess Q1, we categorized the answers to the related open-ended question: we asked those who perceived the labour shortage in local tourism to provide an example of this. As for the method for answering the more complex Q2, relationship analyses (Kendall's tau and Cramer's V) were applied between the closed answers.

Based on the results we can formulate the following theses (T) in response to the research questions: T1. There has been a significant labour shortage in the Balaton region in recent years. This affects the quality of services, which in some cases is already perceived by guests. T2. There is significant relationship between the local job opportunities and the overall satisfaction with the settlement, or it being recommended as a residence or holiday destination.

**Keywords:** *Balaton region, job opportunities, local people, importance, satisfaction*

**Acknowledgement:** This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled "Sustainable, intelligent and inclusive regional and city models".

# JASNA POTOČNIK TOPLER

## THE ROLE OF MELANIA TRUMP TOURISM IN INCREASING THE QUALITY OF LIFE IN SLOVENE SEVNICA

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### **Abstract**

The purpose of this paper is to point out the significance of the Melania Trump factor and the so called Melania Trump tourism in the branding of the Slovene rural town of Sevnica, and in increasing the quality of life of the locals in this small town. The story of the Melania Trump tourism in Sevnica began in 2016, when the Municipality of Sevnica experienced large mass media attention due to the fact that Donald Trump emerged successfully in the American Presidential Campaign. The reason that events in the United States affected a micro Municipality of Sevnica on the banks of the Sava River is the fact that the First Lady of the United States Melania Trump originates from Sevnica. Thus, a small town of less than 5000 inhabitants suddenly appeared in the majority of the world's most important media, such as ABC, CNN, Washington Post, NBC etc, which had been a big stress for the community at the beginning, but turned out to be a significant potential for the economic development, especially for the local small businesses and local tourism sector. Based on the content analysis and literature review, the article explores the media representation of Sevnica and some of its influences on the community. The research also indicates the relation between the media exposure and the emergence and development of small businesses, such as cafes, restaurants, a hostel and a hotel, and consequently the development of tourism.

**Keywords:** *tourism, business, media, quality of life, rural area*

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## ASPECTS OF LIFE-QUALITY AMONG INTERNATIONAL AND NATIVE STUDENTS

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### Abstract

In our globally cosmopolitan world that we are living right now, no matter where we come from, what language we are speaking, what kind of career we have, we all want to improve our lives in a hope that it would be continuously becoming better and better. Obviously, it is true that every human-being on planet earth wants to have a life that filled with comfortability and ability to enjoy life events. Through this sentiment a so-called “life quality” is a key tool which particularly identifies how a person lives their life as well as the experience an individual has of his or her own life. Therefore, life quality is immensely subjective since people define life quality differently based on material, physical, spiritual, emotional, intellectual, and social well-beings. This paper explores the role of social network, sleeping quality and stressor in international and native students’ life-quality at a European institution, and how these basic elements are connected to each other. Internationalization is a crucial procedure for European universities. However, they have considerable results acquiring international students from many countries, especially for bachelor studies, they still have difficulties retaining and persuading them to continue their studies at the first institution. The findings of our research suggest that international students’ problems related to their life quality have a strong impact on changing institution. By using the results, we can improve the quality of life of our students, thereby retaining them, ultimately we will be able to extend student’s lifetime value.

**Keywords:** International students, Life-quality, Students’ lifetime value

**Acknowledgement:** This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled "Sustainable, intelligent and inclusive regional and city models".

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## **HOW LOCALS BECOME HOSTS?**

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### **Abstract**

Given the opportunity of having an international Tourism Master Class dealing with heritage management, we are proposing the comparison of four international festivals (Mysuru Dasara in Karnataka, India, The International Kite Festival in Uttarayan, Gujarat, India, Cheung Chau Bun Festival, Hong Kong and Sziget Festival, Hungary). They cover various cultural tourism attractions including built heritage, world heritage sites, intangible heritage, and religious traditions of several hundred years, musical and performing arts. Obviously, the cultural background, number and involvement of local people is different in each case. We examine if they are educated or trained to become hosts, whether they really feel positive about being open in a way to receive a great number of foreigners visiting their local, cultural event year by year. Based on heritage and touristic management issues, we take into consideration the role of the festival in tourism, heritage management and the related economic life of the venue as well as that of the given country. The main target of the investigation is to find similarities (benefits and problems) and such issues that might be solved by the exchange of experiences of the local experts. The aim of the research attempts to find general features that make local people profit out of these events and in return, they have the intention to become perfect hosts of these recurring cultural events.

**Keywords:** *festival, local community, heritage, tourism, management*

**VIACHASLAU FILIMONAU****FOOD WASTE AND THE CHALLENGES OF ITS  
EFFECTIVE MANAGEMENT IN RESTAURANTS OF  
VESZPRÉM**

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**Abstract**

Although research on food waste and its management in foodservices is gradually evolving in developed countries, it remains limited in transitional economies. This holds true for many EU-28 member states located in East-Central Europe, where no studies have assessed to date the magnitude of food waste occurring in foodservices, identified its key drivers and established the scope for minimisation. By interviewing 18 managers of foodservice businesses in a historical, mid-sized, city of Veszprem, this paper explores the phenomenon of food waste in the foodservice sector of Hungary, an EU-28 economy in transition. It finds that poor managerial recognition of food waste leads to its ineffective management. The study identifies a number of institutional, contextual, locational, organisational and cultural factors that impede food waste prevention and mitigation in Hungarian foodservices. Drawing on international experience and best practices in food waste management, recommendations are made on how these factors should be addressed.

**Keywords:** *food waste, food service, sustainability, restaurant*

**Acknowledgement:** This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled "Sustainable, intelligent and inclusive regional and city models".

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HORVÁTH<sup>3</sup> – LÓRÁNT DÁVID<sup>4</sup>****OVERTOURISM AND SUSTAINABLE URBAN  
DEVELOPMENT IN BUDAPEST**

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**Abstract**

Among the European capitals, beside Amsterdam Budapest is the most affected by the tourist congestion. The increase in revenue and employment, as well as the expansion of services and improvement in their quality are the main positive effects of the increased urban tourism. In addition, locals can enjoy multiculturalism and historical monuments that can be renewed thanks to tourism, and their pride can be increased by belonging to an environment that is attractive to others. The negative effects of this phenomenon are for example pushing the traditional social values into the background and employment of unskilled local labour in tourism (often only seasonally and black). In the main tourist areas, a price-increasing effect is emerging, however, the development within the country is unequal. Infrastructure, especially transport, is becoming congested, dust, noise and light pollution are increasing. In Hungary, overtourism is observable in Budapest, and this phenomenon is more concentrated in the I., V. and VII. districts. The two main reasons for the appearance of this phenomenon are the spread of party tourism and the relative cheapness of the city (very good value for money). Budapest is a popular party destination, but party tourists (mainly bachelor and hen parties) spend little; they typically stay for short time, travel with a low-cost airline, and stay in an apartment or Airbnb. For all these reasons, it would be important to spread demand spatially (think in the Metropol region) and to diversify, which means to address more solvent visitors and increase quality tourism, instead of tourists with low willingness to pay. One of the characteristics of excessive tourism is that too many visitors negatively affect the quality of life of the population. The carrying capacity of the society has reached its maximum in the centre of Budapest. The effects on the local population of a compact city are incapable of dealing with and as the situation becomes more serious, more radical changes are needed. The full transformation of the transport system and the introduction of the congestion charge would be the solution to reduce the overload. The latter would reduce the congestion level in the city, provide an opportunity to handle the problems caused by overtourism, and help spread smart transport. Budapest's public transport must be transformed in such a way that, beside the opinions and needs of the citizens, the trends and expectations of the tourists should be taken into consideration.

**Keywords:** overtourism, Budapest, urban tourism, sustainability, quality of life

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## **ASYMMETRIES ON MOBILITY NETWORKS**

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### **Abstract**

Linking network theory and economic models is always a challenging task. At the same time, linking network and economic models can make it possible not only to describe the network properties but also to explain them with economic models. In this study, we introduce a novel indicator for measuring the asymmetry of weighted networks and we define an economic null model that can capture and explain this indicator in different structural levels. Economic null models are proposed to explain the asymmetry in static and in dynamic network analysis. In the proposed application and occupation mobility network, the mediating and retaining role of institutions has been examined via asymmetries on mobility networks.

**Keywords:** *application mobility, occupation mobility, asymmetry, gravity-like economic models*

**Acknowledgement:** This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled "Sustainable, intelligent and inclusive regional and city models".

# ESZTER MADARÁSZ<sup>1</sup> – JUDIT SULYOK<sup>2</sup>

## DEMAND FOR LOCAL PRODUCTS AMONG LEISURE TRAVELLERS: CASE STUDY OF LAKE BALATON

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### Abstract

Health and healthy lifestyle is getting more importance in present-day world of which eating habits including local ingredients and products are often in the focus. Non-food local (non-mass production) products also have a 'renaissance', resulting small volume items. All these trends do influence tourism: recent developments (catering facilities, markets, festivals, souvenir items) around Lake Balaton supports the increase for demand for local products. Local products are authentic representation of the destination, support sustainable production and consumption. At the same time, tourist experience includes 'tangible' element like healthy food product or souvenir in this case. But, tourism stakeholders do not share a common opinion about which segments generate demand for local products. The research focuses on the leisure travellers to Lake Balaton. The quantitative survey's main objective is to map what kind of local products and where do travellers buy when visiting the lake and surroundings. Results show that three quarter of the travellers buy 2-3 local products during their leisure trip at Lake Balaton. Food products are more popular than non-food products. Mapping the places of buying local products (differentiating food and non-food items) may support to select successful distribution channels in order to reach summer holiday tourists – being still the dominant segment – during their vacation.

**Keywords:** local product, demand, Balaton, tourism

**Acknowledgement:** This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled "Sustainable, intelligent and inclusive regional and city models".

**MARA CERQUETTI****STRENGTHENING THE RELATIONSHIP BETWEEN  
CULTURAL HERITAGE AND ITS COMMUNITIES.  
CHALLENGES FOR VESZPRÉM-BALATON ECOC 2023**

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**Abstract**

The European Capital of Culture (ECoC) is an EU programme launched both to highlight the richness of European cultures and to foster greater mutual understanding between European citizens. In the framework of the European official motto United in diversity, it also aims to promote the long-term cultural and social development of cities not just by attracting tourists from other European countries, but also activating the participation of the citizens living in the city and its surroundings. Moving from these assumptions, the present research presents the case of Veszprém, European Capital of Culture in 2023, in order to understand: 1) if and how the cultural sector is currently contributing to the quality of life and sustainable development of the city and its surrounding area; 2) the main weaknesses of the urban cultural policy and management; 3) expected innovations that ECoC could and should trigger to take culture to people and widen its understanding in the long run. After discussing the main scientific contributions on the role of community engagement and networking in the cultural and tourism sector to promote long-term cultural, social and economic development, the paper analyses the results of field research conducted in September and October 2019 by involving a sample of cultural institutions in Veszprém and the Balaton area. Research results show different levels of involvement and networking and suggest relevant innovations that have to be carried out to ensure long-term sustainable development.

**Keywords:** *culture, tourism, ECoC, sustainability, stakeholder*

**Acknowledgement:** *This research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project EFOP-3.6.2-16-2017-00017, titled “Sustainable, intelligent and inclusive regional and city models”.*

**TAMÁS IVÁNYI****USING ONLINE TRAVEL AGENCIES' WEBSITES FOR PRE-TRIP INFORMATION GATHERING**

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**Abstract**

There are many travel options available for members of Generation Z. For them travel decisions can be a serious financial burden, so they gather data from many sources of information before making a choice. In addition to making a decision about the destination, they also need to make a number of additional decisions in order to make the subsequent trip rich in experiences. Although small-scale decisions such as visiting museums or finding restaurants can be made with the help of a smartphone even while traveling, pre-trip planning is still an important step for them, because these consist of decision about the destination, accommodation and transportation to the destination.

In this study, we deal with information sources that support decision-making during the pre-travel process. In the literature review, we highlight that online travel agencies are becoming more and more important for young people. This type of websites use tailor-made content, artificial intelligence and user generated content for gathering information and make decisions faster and easier.

In the primary research, as part of an exploratory research, besides we examine the frequency of usage of different information sources among Generation Z, we examine the acceptance of tailor-made content and artificial intelligence. Based on the result of the questionnaire we can say that members of Generation Z use this type of websites frequently and they find them important. They also rather think price comparing websites are great information sources to make decisions faster and easier. They are open to use tailor-made contents for planning too.

**Keywords:** *artificial intelligence, generation Z, information gathering, pre-trip phase*

**NÓRA OBERMAYER<sup>1</sup> – EDIT KŐVÁRI<sup>2</sup>****EXPLORING THE ROLE OF SOCIAL MEDIA AT BALATON  
UPLANDS FAMILY WINERIES**<sup>1</sup> associate professor, <sup>2</sup> associate professor<sup>1-2</sup> UNIVERSITY OF PANNONIA, DEPARTMENT OF MANAGEMENT<sup>1</sup> obermayer.nora@gtk.uni-pannon.hu<sup>2</sup> kovari.edit@gtk.uni-pannon.hu**Abstract**

The aim of this paper is to examine the particularities of the social media tools used by Hungarian wineries in the Balaton Uplands wine region, moreover to ascertain the benefits and challenges, to define the reasons and purposes of the usage and to investigate what business networks these wineries belong to and what the driving forces are. The research “Supported by Sustainable, intelligent and inclusive regional and city models (EFOP-3.6.2-16-2017-00017) project”. The “Knowledge-based networking technologies among wine and gastro SMEs in Balaton region” research project is conducted from September 2018 till December 2019. During the research qualitative, interpretative and exploratory approach is used. Due to the specific target group the researchers choose a small sample and invite the owners of limited number of wineries via social relations to participate. The case studies demonstrate that Facebook is the most popular social media tool for investigated Hungarian wineries. Social media has an influence on the wine industry and it's becoming an essential tool that wineries must stay relevant and competitive. The present paper has certainly some limitations. The size of the sample is small, therefore universal implications cannot be stated. Case study is a good method of exploratory study, yet it is challenging to analyze data in a generalizable way. People are living in a digital age, and the time is right to invest in resources to connect to the digital environment. However, wine is about building relationships with people, so this should be reflected in any social media marketing approach. It is important that the appropriate social media tools are selected for a particular types of communication. This research study is set in the context of the wine industry in the region of Balaton, which is the second most popular tourist destination in Hungary, so the sustainable development and the collaboration of its wineries are essential. The majority of wineries are SMEs, and family-owned, and they have to focus on marketing and related social media technology.

**Keywords:** Knowledge sharing, Networking, Social Media, SME, Winery

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**EDIT KÓVÁRI<sup>1</sup> – SZILVIA KÁNTOR<sup>2</sup> – JUDIT PÁSZTOR<sup>3</sup>****UNIVERSITY COMMUNITY'S CULTURAL AND  
EMOTIONAL ATTITUDES, LOCAL IDENTITY AND  
QUALITY OF LIFE WITHIN THE VESZPRÉM – BALATON  
2023 ECOC**

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**Abstract**

Veszprém and the Balaton-Upland region won the title of European Capital of Culture (ECoC) in 2023. As the University of Pannonia plays huge roles in the city's cultural, social and economic life it is vital to trace the effect of the changes during the preparation years. Our research group therefore aims to contribute to these measurements. Attracting well-educated target groups ("talent") plays an important role in the life of settlements and regions. It is a serious challenge for municipalities with universities to retain those who complete their studies at a given institution. The internationalization of higher education institutions is reflected in both teacher and student mobility. An increasing number of foreign students and lecturers are arriving in Hungary, including Veszprém. The number of the community of the University of Pannonia (students, educators and non-educators staff) represents a significant proportion of the city of Veszprém population. The identity of students and university workers influence the cultural, economic and social life of the region. The main goal of our research is to measure and explore the relationship of the university community's cultural and emotional intelligence, local identity and quality of life. The research team is aware that examining a community may limit generalizability, however, we believe the university community overlaps with local and regional populations.

**Keywords:** European Capital of Culture, cultural and emotional intelligence, local identity, quality of life

**Acknowledgement:** European Capital of Culture research group

**DARKO DIMITROVSKI<sup>1</sup> – ZSÓFIA PAPP<sup>2</sup>****BALATON DESTINATION IMAGE: CONTENT ANALYSIS  
OF THE TEXTUAL AND VISUAL INFORMATION ON  
SERBIAN TRAVEL AGENCIES AND TOUR OPERATORS  
WEBSITES**<sup>1</sup> senior lecturer, <sup>2</sup> associate professor<sup>1</sup> UNIVERSITY OF KRAGUJEVAC, SERBIA<sup>2</sup> UNIVERSITY OF PANNONIA, DEPARTMENT OF TOURISM<sup>1</sup> darkomeg8@yahoo.com<sup>2</sup> papp.zsofia@gtk.uni-pannon.hu**Abstract**

The research will investigate induced Balaton destination image based on the online content and visual information of the travel agencies and tour-operators following the methodology proposed within the previous studies (Govers and Go, 2005; Önder and Marchiori, 2017). The induced destination image will be exclusively investigated (in comparison to organic and autonomous), due to specific Covid-19 and post Covid-19 travel reality that is characterized with the travel safety issues, and with an enhanced preference to the travel agencies and tour-operator organized travel arrangements. Based on the content analysis (both textual and visual) of the travel agencies and tour operators' members of the YUTA (Serbian travel agencies and tour operators association) websites, the most distinctive Lake Balaton destination attributes has been identified. Extensive content analysis (both textual and visual) of the travel agencies and tour operators, the paper will enhance the existing literature related to the destination image formation by depicting the novel travel reality induced by the global pandemic and by further understanding of the pre-travel perception of the destination image based on the induced visual website content.

**Keywords:** *destination image, content analyis, travel agency, Lake Balaton*

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