

Programme in Brief

27th of February, 2020

12:00-13:00 Registration of participants

13:00-14:00 Lunch

14:00-14:30 Conference Opening

14:30-16:00 Plenary Session 1

16:00-16:30 Coffee Break, Association of Farmers from Érmellék-
product presentation

16:30-18:00 Parallel Sessions

19:30 Dinner

28th of February, 2020

9:00-10:30 Plenary Session 2

10:30-11:00 Coffee Break

11:00-12:30 Parallel Sessions

Closing Session

13:00 Lunch

International Program Committee

- Robert BACHO
II. Rákóczi Ferenc Kárpátaljai Magyar Főiskola, Ukrajna
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Plenary Session 1

Kvetoslava Matlovicova: The Place of Origin Effect. Definition, Determinants & Possibilities of the Use in Marketing Practice.

Enikő Fogarasi-Rüsz: The Amusement Tourism and History of Gastronomy

Zoltán Bujdosó: Touristic purpose utilization of a cultural landscape on the example of Lake Tisza

English Session

Chair: Florian Alexandru Luca

Co-chair: Csaba Szűcs

- **Florian Alexandru Luca:** Environmental, Social, and Governance (ESG). Tourism in North East Region of Romania
- **Ágnes Kerekes-Mayer – Gyöngyi Kovács:** Evaluation of cheese competitions organised by the Association of Hungarian Cheesemakers (MSE)
- **Nicholas Imbeah:** Survey Results of Tourists' Safety in the Central Region of Ghana
- **Gabriela-Elena Csoka:** Romania's tourism potential in Transylvania
- **Tianyi Li:** Sustainable tourism in Dali (progress, challenges and opportunities)

Cultural Tourism Session (Kulturális Turizmus Szekció)

Elnök: Verók Attila

Társelnök: Szilágyi Ferenc

- **Tózsér Anett:** Exploring sustainable development through the example of the Csíksomlyó Shrine
- **Veres Gábor:** Folk Culture as a Tourist Attraction in a Metropolitan Environment
- **Verók Attila:** The Capability of the Cultural and Ecological Heritage of Oradea and Eger to Promote Tourism

- **Remenyik Bulcsú – Sikó Botond – Huszár Péter – Feketéné Benkó Kata – Vetró Richárd:** Development of ethnic tourism in the Szeklerland
- **Szilágyi Ferenc – Elekes Tibor:** The State of Tourism in the Partium Region - 2019
- **Horváth Alpár:** Tourism orientation of museums in Szeklerland

Tourism Policy, Tourism Development Session (Turizmuspolitika, Turizmusfejlesztés Szekció)

Elnök: Gál Katalin

Társelnök: Kovács Tibor

- **Gál Katalin – Gál Tünde:** Sport and Tourism Policies in Romania. A historical overview.
- **Vanyúr Blanka:** Overtourism in Budapest from the perspective of the main development plans and documents
- **Krisztina Czuczor:** Evaluation of tourism development planning and implementation in Bihar County regarding the 2007-2013 and 2014-2020 programming periods
- **Talpas János:** Trends of tourist attractions

Marketing Session (Marketing Szekció)

Elnök: Veres Edit

Társelnök: Pallás Edith

- **Veres Edit:** Responsible consumer habits in tourism
- **Székely Kinga:** The Online Presence of Tourism Services in Szeklerland
- **Pallás Edith:** Wine marketing communication in Herceghút alongside World Heritage cellars
- **Somodi-Tóth Orsolya:** The role of modern online (tourism) marketing in business and cultural institutions' success
- **Kovács Gyöngyi:** Expanding the Delphi method, its potential in tourism research

Friday - 28th of February, 2020

Plenary Session 2

Tamara Rátz: The Role of Architecture in Cultural Tourism Development

Norbert Bántó: Opportunities in Bihar County tourism

Béla Benkő - Csaba Szűcs: Presentation of the operation of Hungarian TDM system based on the example of Gyöngyös-Mátra Tourism Association

English Session

Chair: József Fogarasi

Co-chair: **Ágnes** Kerekes-Mayer

- **József Fogarasi – Edith Debrenti – Johanna Tripo:** The effect of exchange rate volatility on the tourism
- **Aydan Gurbanova:** The development and management of ecotourism in Goygol National Park of Azerbaijan
- **Adol Gogo Fredrick Collins:** Regional Integration and Tourism Management in East African Community
- **Gvantsa Sekhniashvili:** Wine Tourism Destination Competitiveness
- **Tibor Kovács:** Tourism potential of Kisújszállás, a non-typical settlement on the Great Hungarian Plain, in the 21st century

Sustainable Tourism Session (Fenntartható Turizmus Szekció)

Elnök: Domjánné Nyizsalovszki Rita

Társelnök: Víg Enikő Zita

- **Lakatos Artur:** Tourism between Values and Interests: The Issue of Sustainable and Ecological Development of Tourism Industry, Through Case-Studies from Romania
- **Czicze Gábor – Benkhard Borbála:** My tent is my castle – The changes of unauthorised encampments at the Tisza-tó reservoir
- **Domjánné Nyizsalovszki Rita – Czira Tamás – Németh Kornél – Attila Sütő – Péter Erzsébet:** Climate adaptation challenges and local responses in tourism of Northern Hungary

- **Varga Zoltán:** Sustainable tourism
- **Vígh Enikő Zita:** Common Agricultural Policy after 2020 - Foster sustainable development and efficient management of natural resources

Sport- and Health-Tourism (Sport -és Egészségturizmus Szekció)

Elnök: Bujdosó Zoltán

Társelnök: Florian Gyula

- **Várhelyi Tamás:** The global trends of wellness and medical tourism and the possible adaptation
- **Csóka László – Hegedüs Réka – Törőcsik Mária:** Sport travels of lifestyle groups
- **Hegedüs Réka – Csóka László – Törőcsik Mária:** The attendance about sport events of the 50+ cohorts
- **Florian Gyula:** Medical tourism in Băile Felix
- **Nagy Zoltán:** Is catering prepared for food allergies and their cross allergies?
- **Szabó Róbert:** The Effects of Health Tourism Investments in the Spas and Thermal Baths in the Northern Hungarian Region

KEYNOTE SPEAKERS

The Place of Origin Effect. Definition, Determinants & Possibilities of the Use in Marketing Practice.

Kvetoslava Matlovicova
University of Presov, Slovakia

The place image represents an interesting political and economic asset of the country. It reflects the position of the country on the international scene. It is a form of so-called soft power (Wang 2006). In relation to products that are labeled as belonging to a particular country, there may appear an increased level of confidence or uncertainty as to whether a product with which we have no experience will meet our expectations. Thus, a negative image of a country usually leads to a Country of origin (COO) or in its wider context Place of Origin effect barrier when a product enters a new market.

To put it simply, analyses of the COO effect can be perceived as looking for answer to the question: *What image does the "made in ..." brand have?* In this case, we believe that there is a link between the product and the country of origin: perceived "power" vs. experiences, which are needed to produce a quality product (Roth, Romeo 1992). In other words, the Place of Origin is a guarantee for us of the appropriate competencies ensuring the quality or expected attributes of the product. In certain cases, it therefore constitutes a very valuable asset for producers. (Matlovicova 2015)

The aim of the presentation is to present the key characteristics and determinants of the Place of Origin effect of the place brand and its interpretative changes in the context of a paradigmatic change the dominated marketing logic. It will describe the basic characteristics and key determinants of the Place of Origin concept. In conclusion, there will be suggested a theoretical framework and a vision for its possible future developments.

The Amusement Tourism and History of Gastronomy

Enikő Rűsz-Fogarasi

Babes-Bolyai University, Romania

The aim of the paper is to provide the connection between two very interesting domains the amusement tourism and history of gastronomy. When we want to develop tourism, we need to involve every possibility what can result higher value added. Our present analyse intend to give an unusual perspective of the question. Namely, how can the history and the historians influence the amusement tourism and the history of the gastronomy, and how can the stories about local and regional gastronomy attract the consumers. The results of the new research in the patrimony history enrich any aspect of tourism and give new possibilities to find innovative and fresh perspectives, and most important, how we can make more attractive this kind of tourism for tourists from different social backgrounds.

Following the literature, we intend to draw the effects of the assessment tourism in European Union and in the different member states and show what kind of the development possibilities exist in our area.

This paper is focusing on the role the of historians and cultural tourism specialists to improve the usage of our cultural heritage in a very attractive form for internal and external tourism actors in Romania. In this area we have a lot of work to do, and our presentation will mean some small steps, where we try to start a fruitful collaboration between the historical research sector and the tourism.

Keywords: amusement tourism, history of gastronomy, local and regional gastronomy, patrimony history

Touristic Purpose Utilization of a Cultural Landscape on the Example of Lake Tisza

Zoltán Bujdosó

Eszterházy Károly University, Hungary

A cultural landscape is defined as a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values. The sample of the paper is the Lake Tisza the second largest lake of Hungary built for agricultural and water management purposes. Landscape was formed by human activities (grazing animals, deforestation, river control, etc.) which caused reversible, as well as irreversible processes. Touristic utilization of the lake was only a second purpose of management however by now tourism became an important source of income. The paper highlights the historical, natural and social reasons and consequences of the formation of landscape.

Keywords: cultural landscape, multipurpose utilization, tourism, Lake Tisza

ABSTRACTS

Environmental, Social, and Governance (ESG). Tourism in North East Region of Romania

Florin Alexandru Luca

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Tourism and services are important component of a developed European society. The North East region of Romania comprises six counties with different problems, including economic troubles with great importance, as well as plenty of opportunities (the poorest regions receive the largest funding from the community forums). The current difficult economic situation as results of the repercussions of economic crisis can also be rectified by stimulating the increase of the influx of tourists and implicitly of the related services in the region. In this context, the issue of sustainable regional development is addressed to maintain a balance between the need of raise the standard of living of the population of the region (including the increase of individual purchasing power and appreciation of the real estate segment and protection of the environment) Eco-tourism, like the other commercialized merchandise services has found its own market, characterized by factors with specific manifestation and own determinants of economic, social, political, cultural and psychological nature. The diversity of market variables, as well as the variety of forms of materialization of the tourism market factors in the region, make it difficult to evaluate it accurately. These factors underline the importance of an efficient management to promote tourism offer of the region and to support the interested market actors. The regional strategy has to meet the requirement of maximizing the exploitation of the natural and cultural potential and minimizing its degradation taking into account the principle of harmonious integration of the structures built with the environmental conditions.

Keywords: ESG, tourism, sustainability, North East Romania

Evaluation of Cheese Competitions Organised by the Association of Hungarian Cheesemakers (MSE)

Kerekesné Ágnes Mayer

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Gyöngyi Kovács

Eszterházy Károly University, Hungary

The Association of Hungarian Cheesemakers (MSE or as previously called KKASE) has been holding annually cheese competitions since 2013 in the frame of „Sajtmustra” cheese fest.

These competitions play a very important role in the cheese business, while there are no other similar events in Hungary. Previously there were cheese competitions in Csermajor but when the famous dairy school (Ujhelyi Imre Tejipari Középiskola) was closed in 2012 these competitions ceased to be organised. The authors of this article conducted research work to analyse the data of cheese competitions, and from the last four years the authors described their own experiences. An interesting part of this work is the development of the award criteria of the sensory analysis of milk products as well as the panellists' education system. The authors personally took part in the elaborations of both. A survey was also used to provide supporting information from the cheesemakers regarding the competitions. Summarizing the results make proposals for the following cheese competitions.

Keywords: Artisan or Craft Cheese, Award, Competition, Sensory Analysis, Evaluation System, Panelist

Survey Results of Tourists' Safety in the Central Region of Ghana

Nicholas Imbeah
Szent Istvan University, Hungary

The Global tourism industry is growing faster than the global economy. Given this, many developing countries like Ghana are expanding their tourism and hospitality industry to take advantage of its socio-economic contributions. This huge dependence on tourism promotion has placed a high demand on tourists' safety and its sustainability in the world economy. The study aims to examine tourists' purpose of travelling, ii) ascertain tourists' perceptions of safety and iii) the impressions of destination workers about tourists' safety at some selected tourist attractions in the Central Region of Ghana. This work is a case study of two historical heritage sites and one ecological heritage site, namely Elmina Castle, Cape Coast Castle and Kakum National Park. These facilities are the most visited sites patronised by inbound tourists in Ghana and have thus become iconic of the country. Photographs of these sites and the map of the case study area are also presented in the study. Before the data collection permission was sought from the managers of the selected attraction sites and facilities. Descriptive statistical presentations and inferential statistical measures were employed in the analysis of the field data. Purposive sampling technique and questionnaires were used to survey 515 tourists. The questionnaires were administered to tourists who had visited these three facilities during the tourism peak season between June and September 2018. The data were analysed with the use of IBM Statistical Product for Social Science (SPSS) software version 20. Completed questionnaires from the field were cleaned, edited, coded and entered into the SPSS software for analysis. Descriptive statistical presentations which included pie charts, bar charts, cross-tabulations and frequencies were run to represent various background characteristics of respondents, their perceptions of safety, among others. Inferential statistical measures like the Chi-Square Test of Independence were employed to test for relationships between background characteristics of tourists and the purpose of travelling. It became evident that the tourists involved in the study were virtually international. The reason for this was mostly only international tourists do visit the trio of facilities

selected within the period of visit before going back to their origin; hence the most significant percentage (97%) of the respondents being non-Ghanaians. Among the findings were: that almost half of the tourists (45.6%) indicated that the purpose of their visiting the destination was to be on vacation; that the purpose of the tourists' travels to the destination sites was not dependent on their gender; the destination workers revealed that there was no specific safety policy on tourist safety for the facilities and at the tourist destination in the region. More safety attention was paid to the canopy walkway, and the maintenance team was more particular about its safety than the safety maintained in the two castles. The study proposes that the Ghana Tourism Authority (GTA) must draft strategies and policies to curtail unsafe conditions in tourist destinations and improve safety in the region.

Keywords: Ghana, Safety, Tourists, Perceptions, Heritage

Romania's Tourism Potential in Transylvania

Gabriela-Elena Csoka

University of Oradea, Romania

Tourism becomes a key element of the economy of any country or region that enjoys the existence of tourist resources that can be used. It is a well-known fact and, at the same time, very sad that in Romania tourism is under-exploited, although tourism potential is extremely generous. Therefore, we set out to carry out a consistent study on the consumer's behavior in hospitality and tourism demand and offers in Transylvania.

Transylvania is one of the oldest and most beautiful historical and folkloric regions of the country. It is located in the center of the country and is the largest region in Romania, including ten counties. Over its rich history Transylvania offers impressive natural landscapes and many spectacular sights which are unique in the country.

Keywords: tourism, potential, DMO, Destination Management Organizations, Transylvania

Sustainable tourism in Dali (progress, challenges and opportunities)

Li Tianyi

University of Debrecen, Hungary

This paper will introduce the progress, challenges and opportunities in the development of ecotourism and sustainable tourism of Dali (A tourist destination in the southwest of China) and some strategies of sustainable tourism used by the local government.

Dali is mainly located in the state of the west of Yunnan province, southwest of China. It boasts impressive natural scenery, has a brilliant and long history and unique national culture. Cangshan Mountain and Erhai Lake fuse together with the Dali Ancient City, odd mountains and clear water combine with the Bai affectionate feelings. It has become a popular tourist destination for domestic and also for foreign tourists.

In the main body of this paper, the challenges of tourism development including the environmental situation of Erhai lake, Cangshan Mountain protected area, historical and religious heritage and the social situation of the local minority group will be analyzed. In response to these situations, the measures and policies issued by the government will be introduced, and using statistical data I analyze the achievements of ecotourism and sustainable strategies. In the last part, I will make a prediction for future tourism development opportunities.

Keywords: Sustainable Tourism, Ecotourism, Dali, Strategies

Exploring Sustainable Development Through The Example Of The Csíksomlyó Shrine

Anett Tózsér

Research Institute for National Strategy, Hungary

Csíksomlyó, as a fundamental place for Szeklerland's sacred practice has a history of hundreds of years, and also became one of the most important shrine areas for the Hungarian nation. The Csíksomlyó pilgrimage is a tradition that also has a history hundreds of years long, and one of the examples stressing the importance of religious tourism known by many even today. On a regional scale, the shrine of Csíksomlyó also became one of the most well-known brands, which offers its services – beyond spiritual pleasures – to approximately 250.000 visitors each year.

The goal of this study is to research the story, touristic importance and ever-changing role of the Csíksomlyó pilgrimage, mainly from the perspective of the Csíksomlyó pilgrimage being a touristic product, what phase of its life cycle it is currently, what way it's developing right now, and what future it's heading towards. According to the studies, the pilgrimage to Csíksomlyó is currently in the phase of development and consolidation. The increase in the number of visitors is still significant, but it is slowing down. The number of visitors many times higher than the local population. More and more businesses are based on tourism, but there are still many unexplored opportunities in the destination that the region seems to be responding to. The pilgrimage product range is steady, its composition is stagnant, but all stakeholders agree that it is necessary to develop the tourism infrastructure for renewal, which would primarily be a summary of the available capacities and the tourism stakeholders. In terms of developments, there would be a great need to renovate church properties and to build a Franciscan museum that could show the 500-year history of the Order and the accumulated intellectual and material treasures. Another task would be to raise the interest of tourists in Csíksomlyó, even outside the holiday season, and to increase their stay. To this end, they are trying to stimulate interest in religious tourism by organizing church events and spiritual practices. It would also be necessary to promote out-of-worship church events in order to gain a reputation similar to Pentecost, thereby helping to keep the shrine well-attended.

Keywords: Religious tourism, Csíksomlyó shrine, Pilgrimage

Folk Culture as a Tourist Attraction in a Metropolitan Environment

Gábor Veres

Eszterházy Károly University, Hungary

In the development of each destination as a tourist attraction, facilities play primary importance. Their enhancement, as well as the building of the services and the appearance of the suprastructure are important aspects in most places. Cultural heritage as a tourist attraction is the property of a given region regardless of being intellectual or tangible heritage. The lecture examines how tourism can be an attractive part of the cultural heritage far from its local environment. In this case, folk culture, which successfully contributes to the tourist attraction of big cities. The presentation focuses primarily on European examples where folk culture and the organization, institution or service that represents it are organically integrated into the metropolis. Budapest is a prominent place where an ethnographic showroom was built in the Városliget at the end of the 19th century and was of great interest. There are, of course, quite different expectations for museums presenting intangible cultural heritage in the 21st century than they were in the 19th. This is also an important issue in the Hungarian capital because the construction of the new Ethnographic Museum in the Városliget is underway, and its impact on tourism is also expected by professionals.

Keywords: folk culture, tourist attraction, tangible heritage, Ethnographic Museum

The Capability of the Cultural and Ecological Heritage of Oradea and Eger to Promote Tourism

Attila Verók

*Eszterházy Károly University, Hungary
Partium Christian University, Romania*

The historical, religious, cultural, and economic ties between Oradea and Eger had been formed almost 1000 years ago. While throughout the centuries the main aspects of this interdependent relationship did not substantially change, the dominant forms of cooperation have undergone periodic modifications. Although both cities and their catchment area have a rich historical past and possess significant natural resources facilitating the utilization of the local cultural and ecological heritage for tourism purposes, the varying economic and business attitudes along with the significantly different ethnic composition resulted in differing ways of achieving that objective. Relying on a comparative approach, I will explore those factors that can boost tourism and generate increased revenues via the dissemination of the *patrimony* preserved by local communities. Special attention will be paid to ethnicity-specific tourism, that is tourism oriented to the needs of one's own ethnicity, and non-ethnicity dependent tourism along with the problem of the misappropriation of the specific heritage either on the part of the given minority or majority.

Keywords: local heritage, cultural heritage, ecological heritage, tourism, Oradea, Eger

Development of ethnic tourism in the Szeklerland

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Budapest Business School, Hungary

Feketéné Benkó Kata

Budapest Business School, Hungary

Vetró Richárd

Budapest Business School, Hungary

Numerous definitions of ethnic tourism have been proposed by various authors, but one of the first definitions is attributed to Smith (1978) who used the term as tourism “marketed to the public in terms of ‘quaint’ customs of indigenous and often exotic people”. Essentially, people engaging in ethnic tourism are travelling for the purpose of observing the cultural expressions and lifestyles of truly exotic people and shopping for primitive wares and crafts.

Harron and Weiler (1992) defined ethnic tourism as travel “motivated primarily by the search for first hand, authentic and sometimes intimate contact with people whose ethnic and/or cultural background is different from the tourist’s”.

Ethnic tourism is a fast growing sector of the tourism industry worldwide, present on all continents (albeit in different forms). Its appearance started with the neocolonial era in the 19th century – millions of Europeans chose emigration in the hope of a better life.

In a Central and Eastern European context, ethnic tourism applies to travel motivated by ethnic reunion – members of an ethnic group exploring their ethnicity in other locations.

In the case of Szeklerland the premises that led to the emergence and development of ethnic tourism are rather particular. Throughout its history, this territory was part of the Hungarian Kingdom for 1000 years with somewhat autonomous governance (székely székek). A

homogenous ethno-cultural area was established here, severed from Hungary and adjoined to Romania through the peace treaties of Trianon (1920) and Paris (1947). The endangerment of ethno-cultural identity of Transylvanian Hungarians in general, and that of the Szekler community in particular played an especially important role in the emergence of ethnic tourism in the region. In the mid-2000s there was a decrease in the number of ethnic tourists; possible explanations for its cause could be tied to the outcomes of the referendum on dual-citizenship for ethnic Hungarians living in the adjacent states of December 5, 2004, which was invalid due to low turnout (Horváth 2010). The passage of the Act on Hungarian Nationality from 2010, which stipulates that naturalization can be offered to a non-Hungarian citizen whose ascendant was a Hungarian citizen or whose origin from Hungary is probable, and whose Hungarian language knowledge is proved, will hopefully have a positive impact on the growth of ethnic tourism.

The decrease in tourist numbers in 2005 made it clear to all actors that tourism-based economic development cannot be solely based on ethnic tourism. In the 1990s, the shortage of accommodation presented a real problem – tourists found board at private residences. From the mid-2000s Romania was eligible for IPA funds which contributed to the development of accommodation in Szeklerland. In order to increase the number of tourists there was a need for the development of ancillary tourism products that could be linked to ethnic tourism – such as cultural tourism and sustainable tourism. With Romania supposed to become a member state of the Schengen area and with the right to vote granted to Hungarian minority members holding dual citizenships the whole dynamics of ethnic tourism is poised to change.

When developing special tourism products, it is very important to keep in mind that the main goal is to increase the number of tourists. In light of this it would be advisable to involve in the development process actors from the Romanian speaking community as well.

Keywords: Ethnic tourism, Ethnic reunion, Cultural tourism

The State of Tourism in the Partium Region - 2019

Ferenc Szilágyi

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Tibor Elekes

University of Miskolc, Hungary

The historical region lying in the North-west of Romania is in a controversial situation with regard to the tourism sector. This is partly typical of Romania (infrastructure gaps, nationwide poor performance of the tourism sector by comparison with the EU). The region covering five counties is in direct contact with Hungary, where the industry has been booming in recent years. The Partium is rich in natural features (mountain areas, karst areas, thermal water, gastronomy resources), besides, renowned historical cities and the most important gateway towns of Romania are also located here. There is no shortage of ideas, PR activities, programmes, and municipalities are making increasing efforts towards promoting local resources, but the breakthrough has not happened yet. My paper aims to present the contradictions of tourism coordination and measurable performance.

Keywords: gateway town, thermal water, transit traffic, Partium, Oradea

Tourism Orientation of Museums in Szeklerland

Alpár Horváth

*Babes-Bolyai University,
University Extension in Gheorgheni, Romania*

The definition of museums adopted internationally also reflects their functions. Organizing exhibitions and attracting visitors is just one of the diverse functions of the museums. Although the museums are traditionally non-profit cultural institutions in the service of society, tourism will have an increasingly importance due to the revenues that serve the economic sustainability of these (mainly public) institutions. Assuming that the museums in Szeklerland need also to open towards tourism, in October and November of 2019 I realized 10 interviews with museum managers in Mures, Harghita and Covasna Counties. The analysis of the structural interviews with the museum managers in Szeklerland, Romania will contribute to the critical appreciation of the tourism destination's attraction supply. Thus, we examine how the museums in Szeklerland could join the tourism circuit.

Keywords: museum functions, heritage tourism, tourist attraction, vision, expectations, Szeklerland

Sport and Tourism Policies in Romania. A historical overview.

Katalin Gál

Partium Christian University, Oradea, Romania

Tünde Gál

Bucharest University of Economic Studies, Bucharest, Romania

The starting point of our paper is the Romanian paradox situation in the context of sport and tourism public policies and effective results. We can observe on the one hand increasing statistics referring to the economical embeddedness of sport tourism, but poor measurable social and cultural impact of both phenomena, on the other hand a global pressure through international entities and European Union's long term strategies in policy making.

We consider that investigation of the evolution of tourism and sport policy making in Romania before and after the year 1989, marking the fall of the communist regime – can offer a good basis for long term sport and tourism research. Our study is based on a narrative approach, after a short synthesis of the main tourism theory critiques there is an analysis of how tourism and sport tourism theories and policies are linked to each other in the Romanian context. Using a theoretical analytical approach we undertake to examine also the pre and post-1989 institutional and public policy structures responsible in formulating tourism strategies in Romania. At the intersection, we also keep track of when and in what context these strategies are targeting sport as a part of tourism.

The result of the analysis is a summary study aimed to capture the tourism-related public policy representations in Romania, all in a wider context. The importance of the analysis can be interpreted in the context of the multitude of European funding available for the actors in the Romanian tourism sector – it is important to know the concordance between the public policy's expectations and the economic reality.

Keywords: Public Policy, Sport Tourism, Institutional Frame, Education, Research Based Policy.

Overtourism in Budapest from the Perspective of the Main Development Plans and Documents

Blanka Vanyúr

Eötvös Loránd University, Budapest, Hungary

Considering currently available domestic and international statistics, it can be stated that Budapest is a major destination on the tourism market, and this trend is constantly growing. Changes over the last ten years have been shaped by a special combination of both urban and tourism development tools and semi-structured facilities, created and maintained by investors and private entrepreneurs. Tourism is present in the city to such an extent that the specific tourist offer of a part of its territorial unit has changed its functional use of space. The special form of tourism activity is mainly based on the well-known 'ruin bars' and others, mainly nightlife based entertainments. According to its main characteristics, the spatial place is also referred to as 'party-district' (Smith et al. 2017). However, Budapest was promoted as a heritage or cultural tourism destination in the last twenty years (Smith & Puczkó, 2012), the tourism demand and its typical consumers were concentrated mainly in this area. Besides its positive effects, increasing tourism activities have a negative impact on the quality of life of the local residents. This problem is also a part of the discussion of the paper.

In the world's leading destinations like Barcelona, Venice or Amsterdam we can already talk about the phenomenon of overtourism (Roland Berger 2018). This paper aims to investigate the question of what is the status in the case of Budapest by the indicators of overtourism. Firstly, the statements in the documents at national, city and district levels about tourism development are examined. It is necessary to understand by which plans and concepts tourism were planned and organized in the city especially in the districts where the aforementioned special tourism demand is typical. Secondly, it clarifies the definition of overtourism and applies its indicators to Budapest.

In conclusion, the paper examines whether the definition of overtourism and its characteristics are applicable to this city according to the indicators.

Keywords: Budapest, Overtourism, Party District, City Tourism Development

Evaluation Of Tourism Development Planning And Implementation In Bihor County Regarding The 2007-2013 And 2014-2020 Programming Periods

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The hierarchical level of national, regional and local development strategies implied for Bihor County from the perspective of tourism initiatives highlights the importance of sustainable development of natural and anthropic resources. Tourism has been seen as a potential for reaching the diversification of economic activities however the most emphasized area was the chief of the county, Oradea.

The Regional Operational and Interreg financing programs provided the main tender opportunity. The Interreg promoted the cross border community cooperation and fastened the already existed relations by the realization of projects with similar interests in eight neighboring county: Satu Mare, Bihor, Arad and Timiș from the Romanian side; Szabolcs-Szatmár-Bereg, Hajdú-Bihar, Békés and Csongrád counties from the Hungarian side. The eligible applicants were governmental institutions, associations and organizations. In front of the Interreg, in the Regional Operational Program the private sector also could apply for financial aids, corresponding with the strategical initiatives.

The comparison of the periods has been realized on the triple plane of the initiatives, structure of budgets and the type of winner projects. The types of development are also divided into three categories: the first is the category of tourism investments, the second is the category of projects directly contributing to the development of tourism (mainly relating to public utilities and transport infrastructure) and the third is the category of investments made for other purposes. Finally, the differences and similarities in the territorial distribution of the projects are presented within the two programming period and for the abovementioned operational programs.

Keywords: European Union, Financial support, Tourism development, Projects, Bihor County

Tourist attractions trends

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The rapid development of tourism has increased the number of attractions and accommodations. There are, however, some attractions that have become less significant. Through our research, we aim to show qualitative difference between attractions, accommodations and events, highlighting the trends that dominate the tourism market. The results of our research are presented in this study, completed by a case study.

Keywords: attractions, trends, tourism market

Responsible Consumer Habits in Tourism

Edit Veres

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The responsible consumer after a pre-gathering information makes well informed purchasing decisions, enforcing certain aspects that considers it important. These aspects can be very diverse and may be related to the consumer`s self-interest (price-awareness, quality awareness, brand awareness, health awareness) or to the interests of the public, society (environmental awareness, social awareness) (Dudás, 2011). In the literature and scientific studies the concept of responsible consumption is usually interpreted as socially and/or environmentally conscious consumption, using the terms mostly synonymously.

The motivation of the research is to become aware of the responsible consumer habits and attitudes of the selected target group in tourism. What are the criteria for choosing a destination, the factors that influence their travel habits and the consumer attitudes that characterize their holiday habits? To the research I used online questionnaire which was filled in by 111 respondents, aged 25-40.

Keywords: responsible consumers, consumer attitudes, travel habits

The Online Presence of Tourism Services in Szeklerland

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The increasing penetration of social networks, the emergence of new forms of communication and the online PR activities strongly influence and transform the marketing communication activities of businesses. This issue is of particular importance in the tourism industry where target groups are increasingly choosing destinations based on online information.

The purpose of the research to be presented is to explore and examine the form and extent of the use of new communication platforms in local tourism businesses.

Keywords: Online Platforms, Tourism Services, Szeklerland

Wine Marketing Communication in Hercegkút alongside World Heritage Cellars

Pallás Edit

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Hercegkút, this tiny Swabian settlement with its approximately 700 inhabitants, has been playing an important role in the Tokaj wine region. The 4-storey cellar rows of Gombos-hegy and Kőporos, consisting of 195 cellars, are part of the cultural landscape of the historic Tokaj-Hegyalja wine region. In 2002, the UNESCO World Heritage Committee incorporated the wine region to the World Heritage List as a cultural landscape.

Wineries are owned by individuals, wineries and smaller or larger companies, taking various forms of marketing communication. The local government, together with the residents and the wine makers of the town organise many activities each year that attract the entire village and also potential visitors whose central elements are the vineyard, the Tokaj wine and the cultural landscape. This is one of the most effective marketing tools as it generates the popularity of the activities and the appreciation of wine to places far away, thereby creating renewed interest in the settlement and its wines.

Keywords: Wine, wine marketing, world heritage, marketing tools, online communication

The role of modern online (tourism) marketing in business and cultural institutions' success

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In this paper I am examining, the dimensions and possible consequences of the web 2.0 phenomenon for the practical application of marketing. What business responses can be given and which ones can be successful? I review a customer decision-making model, which presents different dominant and unmanageable factors that influence consumer choice depending on the different environmental impacts (traditional, web 1.0, and web 2.0). I will also discuss the elements of online marketing mix and its role in the model. This marketing mix toolbar can help marketing professionals to integrate the new media into the marketing strategy in an active and passive way. This facilitates the process of understanding consumer needs better and increase the efficiency of personalized marketing.

In addition to academic knowledge, I present a number of practical online marketing tools that can affect and enhance customer experience. Solutions tailored to the needs of small and medium-sized companies and with larger capital are part of the study. I also include free and paid options for analysis and content delivery. I describe the most important features, versatile usability and diverse analytics of content transfer platforms. I even present a concrete business example of how to increase customer experience and traffic at the same time. After that I will discuss the practice of successful advertising design, and related trends of the advertising market.

Finally, I present the possibilities of online marketing in a specific market, museums, examining which tools prove to be the most effective in terms of visitor experience and increasing visitor numbers.

Keywords: Online (tourism) marketing, Web 2.0, Online marketing-mix, New media, Personalized marketing, Customer experience, Museum marketing

Expanding the Delphi Method, its Potential in Tourism Research

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Tourism research employs a number of empirical methods to identify rapid changes in tourism science and to help solve problems. Due to the nature and speed of the information background, the scope of primary research has expanded, but the reliability of the source data to be analysed and the willingness to respond have also been adversely affected.

The Delphi method is well-liked in tourism research, as it involves experts in the field, so the findings are relevant, credible and provide a solid basis for further research. Previously, research was characterized by a low number of interviewees and homogeneity in terms of science.

This research question concerns a small area of sustainable tourism, seeking to map the extent, practice, and shortcomings of social and environmental responsibility in the hospitality industry and to make appropriate suggestions to the profession. The issue also concerns the sustainability and future of tourism, as well as unethical and illegal practices in the hospitality industry, which are a barrier to successful CSR (Social Responsibility).

Recognizing the limitations of the Delphi method chosen for research, it was expanded. The method of filling, the combination and number of experts interviewed, and the conversion of qualitative results into quantitative ones are also methodological innovations. The separate treatment of the two disciplines (tourism and sustainability) and the reassessment of their divergent views have taken the Delphi approach to a new dimension. Beyond answering the research questions, the method pointed to the myriad possibilities for further research.

Keywords: Delphi Method, Methodology, Tourism Research, Sustainable Tourism, CSR, Hotel and Catering Industry

The Role of Architecture in Cultural Tourism Development

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While historic and contemporary architecture provide the scenery for most tourist activities, particularly in urban tourism, architectural assets may also be seen as major cultural attractions that define the character of the destination where they are located. Architectural heritage influences the identity of tourism places and is widely used in destination branding all around the world. The range of architectural attractions vary from unique historical building such as the Colosseum or the temples of Angkor through urban districts characterised by a certain architectural style or reflecting the influence of a well-known architect as in the case of Renaissance Florence or Gaudí's Barcelona to contemporary icons such as the Guggenheim Bilbao or the new National Museum of Qatar in Doha. The paper will explore the various roles that architectural assets play in cultural tourism development all around the world, focusing on the way how architects and architectural heritage shape the contemporary tourist gaze.

Keywords: architecture, cultural tourism, heritage

Opportunities in Bihor County tourism

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Bihor Destination Management Agency

Bihor Destination Management Agency is in charge of capitalizing and marketing the tourist destinations in Bihor county. Our main mission is to create projects and strategies that best highlight natural and architectural heritage, making sure that we conceive and propose the ideal tourist packages for visitors, based on real knowledge and extended research.

For the tourists Bihor can offer a diverse and complex experience. Starting from outdoor adventures on the slope sides of the mountains, till refreshing spa baths, the county has multiple possibilities in various micro regions, but in a relatively small area. On the presentation which will be held by the executive director of the agency you will be introduced to some of the statistics regarding to tourist income and accommodation in Bihor, beside the tourist attractions and micro destination of the county.

Keywords: touristic destination, touristic attractions, Bihor county.

Presentation of the operation of Hungarian TDM system based on the example of Gyöngyös-Mátra Tourism Association

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Our aim is to present the operation of Tourism Destination Management organizations in Hungary through the everyday life of Gyöngyös-Mátra Touristic Association.

Motivation to visit a certain destination is always based on the interest of people. In the good old days it was enough to provide satisfactory service and product to the visitors, and if we were lucky through the word of mouth they were the best marketing agents ever.

Time is changing, people are looking for complex touristic service within an area. This information about the area might be available at the accommodation through well-trained staff, or through some leaflets.

Providing information to visitors is only one part of destination management. Taking all aspect into consideration it is also product and service management, creating brand awareness, marketing communication, training, analyzing trends and customer feedback, and suggesting improvements to decision makers.

Building up a tourism destination management organization is not always easy. It should start from the bottom, but in 2009. there was a EU fund to provide financial background to establish such tourism destination organizations throughout Hungary. Of course examples were taken from Austria, and South-Tirol. It was a good kick start for such organizations, but in real life it should start from all aspects of service sector.

Who should be members of such organizations? We would say that mainly tourism related companies, but taking into consideration the above mentioned tasks we can realize that wide range of companies

can take advantages from being TDM member. Among members of Gyöngyös-Mátra Touristic Association there are local governments, guides, museums, attractions, adventure parks, other tourism related civil associations, wineries, media and marketing companies, tourism experts, accommodations from 4 star-hotels to guest houses etc.

Such associations are led by board of presidents. In Gyöngyös-Mátra Touristic Association the presidents are representing the main touristic supply of Mátra region. Members are: hotel manager, wine-maker, marketing expert, event coordinator, adventure park owner, cycling associating leader, tourism expert.

In most cases these associations have working organizations, usually a touristic information office with 2-4 members, including the tourism destination manager as well. Employees are providing information for visitors through the customer service personally, via email, or by phone. As the working organization of the TDM, the office does all effort to attract visitors to the destination using several ways of marketing tools, such as online and offline marketing, organizing study tours for travel agents and journalists, participating in travel fairs. It is also important to give useful information to tourist when they arrive. This can be through updated websites, or information leaflets and maps containing attractions and free time activities, and also providing guided tours if necessary.

Financing is always a key element in the life of such, mainly non-profit organizations. We can say the TDM is doing a marketing job, like a marketing agency with a professional background of using and taking into consideration the ideas of all members. Financing comes from local governments, membership fees, sales activities e.g. selling maps, domestic products, books, souvenirs etc.

As a summary TDM's role is to attract tourist to the area, and with the help of members, and decision makers provide them a complex, unique experience.

Key words: Tourism Destination Management, destination, partnership,

The effect of exchange rate volatility on the tourism

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The importance of tourism sector in the economic development has been increasing when social treats, environmental concerns and economic uncertainties can hinder further increase of tourism businesses added value creation. This paper is focusing on estimating the impact of economic and financial uncertainty on tourism sector captured by exchange rate volatility.

Foreign tourists' inflow considered tourism service export and domestic tourists' outflow considered tourism service import is influenced significantly by the domestic currency exchange rate value. The touristic export is encouraged, and the import is discouraged by the decreasing value of domestic exchange rate. Consequently, the increasing value of domestic exchange rate is facilitating touristic imports and hindering exports. The impact of exchange rate evaluation or devaluation on exports and imports is clearly explored in the literature, while the impact of exchange rate volatility on international trade is not obvious. The volatility effects have been explored extensively in the literature in different sectors of the economy or the whole economy, but the estimation of its impact on tourism has been neglected. Furthermore, these investigations are missing for the Central and Eastern European Countries.

The aim of this paper is to provide empirical evidences on the impact of exchange rate volatility to the Romanian tourism sector, by applying GARCH methods on estimating exchange rate volatility and trade gravity model for estimating the impact of exchange rate volatility on tourism. Following the literature on the impact of exchange rate volatility on the trade performance, we use a twofold research approach. First, we identify the stylized facts concerning exchange rate

volatility of the Romanian domestic currency by using the GARCH model with daily closing prices for the Romanian leu (RON) and the euro (EUR), all of which are quoted as U.S. Next, we examine the relation between exchange rate volatility and tourism in framework of a gravity model.

Our preliminary results indicate a positive relationship between exchange rate volatility and tourism flows in Romania, which indicate that t possible introduction of the euro in Romanian in the next few years is going to have a positive impact on the development of the touristic sector.

Keywords: exchange rate volatility, GARCH, gravity model, tourism

The Development And Management Of Ecotourism In Goygol National Park Of Azerbaijan

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This paper analyses the tourists' experience and the existing problems in the management of Goygol National Park in Azerbaijan. In order to find answers to the questions, 50 tourists in Goygol National Park were surveyed as part of the preliminary research for my dissertation based on the effectiveness of ecotourism development within the regional context.

The research was realized in order to contribute to the strengthening of the connection of tourists and stakeholders with the environment through education and management corresponding to the primary goal and the protected value of national parks.

The results showed that Goygol National Park needs to improve environmental education and some of the components of tourism products such as attractions, accessibility and amenities. This study emphasizes the need to consider the components of tourism products while developing ecotourism and the importance of education in strengthening the idea of environmental protection.

Keywords: tourists' experience, management, ecotourism development, the protected value of national parks, tourism products, education, environmental protection

Regional Integration And Tourism Management In East African Community

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African countries have signed an agreement that brings African Continental Free Trade Area into force which makes it a major milestone for integration within the second largest continent. This is a major step towards attaining Agenda 2063 commonly referred to as the Africa we want. To attain this, various Regional Economic Communities have been created with the East African Community being one of them. EAC is one of the leading regional blocks within the continent with world renowned tourism safari products in both Kenya and Tanzania. Uganda has also made great improvement in tourism arrivals while in Rwanda, tourism has become the largest revenue generator. However, there are numerous barriers towards attaining full integration and as such, tourism in this region is yet to attain its full potential. For example, issues relating to transboundary resources, competition and other non-tariff barriers directly hinder tourism progress. This paper intended to review policy documents by examining their effects and implementation in order to present the opportunities that regional integration would present to the region, together with how the challenges being witnessed could be mitigated.

Keywords: Regional Integration, Transboundary Resources, Non-tariff barriers, East African Community

Wine Tourism Destination Competitiveness

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The competitiveness of the tourism destination is based on various factors which altogether can create the advantage over the competing destinations. Being highly competitive tourism destination means contributing to the better standard of living for the local community while having sustainability in focus. The aim of this paper is to discuss the factors which can make Georgia a competitive wine tourism destination. Georgia is often referred as the birthplace of wine and has its culture and traditions deeply connected to it. Georgia has authentic food and wine heritage which is a central point for its renowned hospitality. There are number of determinants which can define the competitiveness of Georgia, as a wine tourism destination, and this research covers the most important ones. The study is based on the content analysis of the academic literature on tourism destination, destination competitiveness and the literature related to the tourism and wine tourism in Georgia. The paper summarizes that Georgia as a wine tourism destination has great opportunities in order to be competitive. Its history, culture, traditions, hospitality, nature and other qualities are inherited resources that can attract higher spending visitors and increase the competitiveness of the destination and contribute to wellbeing of the community. On the other hand, there are some issues and threats that must be tackled by the destination managers for long-term success. The paper, which is based on literature review, suggests that studying the topic of competitiveness of Georgia as a wine tourism destination, with empirical methods, is necessary.

Keywords: wine tourism, competitiveness, tourism destination

Tourism potential of Kisújszállás, a non-typical settlement on the Great Hungarian Plain, in the 21st century

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In the globalized world of the 21st century old, classical resources are – at least partly – being overshadowed, yet new ones are focused on more increasingly. This can open the way towards catching up for peripheral and semi-peripheral (European) regions and settlements as well. One of the promising tools of this process can be tourism, which can serve as a take-off point including a rational utilization of local resources and unique features.

Kisújszállás, the settlement on the Great Plain, being under examination, is not a traditional touristic destination but it perceives that by a complex utilization based on its intellectual (literary life work of story writer István Csukás), physical (being one of the European centers of rice growing) and renewed cultural man-made heritage (the Vigadó building serving as a multifunctional cultural center), the town can be placed on the touristic map of Hungary, or even on that of the Carpathian Basin or In-Between Europe. Thus, the facilities are given. Their utilization at the level of the local government started a few years ago and it has been ongoing with an increasing intensity since ever since.

However, this opportunity has certain difficulties as well, since local human resources account for a relatively narrow intersection in development: several local inhabitants are undereducated, unskilled, unable to co-operate with others, they are reluctant to learn or apply for a job. All of these are impellers of the development in local tourism. The situation is further exacerbated by the incapacity of local businesses, having potential interest in tourism, their lack of capital and the low levels of innovativeness and creativity. There is a lot to be done in each local segment, including the adaptation of up-to-date marketing tools. On top of all that, Kisújszállás is not a part of the prioritized touristic development region of Debrecen-Hajdúszoboszló-Hortobágy-Lake Tisza. It means state resources are not or hardly available for local touristic developments.

There is a significant gap between the touristic capacities of the town and its unique specialties, having national, very often European importance and their utilization in a profitable yet sustainable way. Another difficulty is the adaptation of the local human resources in such circumstances. My research examines and analyses these contradictions, and then proposes suggestions for the future development trends.

The methods I used during the research process were the following: statistical analyses, analysis of normative controls, analysis of development documents, prominence-examinations, in-depth interviews, analyzing the local-related, relevant posts of social media.

The research and its results are important not only from the point of view of developing local tourism but also because they can contribute to the increase of the resilience-ability of a settlement with shrinking and aging population, making the settlement alive, developing it, launching positive demographic and social-economic processes. All in all, Kisújszállás can serve as a further example for other small towns on the Great Hungarian Plain, having similar problems.

Keywords: Resilience, Unique local touristic resources, Problems of human resources, lack of marketing-activity

Tourism between Values and Interests: The Issue of Sustainable and Ecological Development of Tourism Industry, Through Case-Studies from Romania

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For the twenty-first century, tourism became one of the most profitable branches of the industry, and one of the leading sectors for trading services. For certain countries, it represents the great part of the GDP, in case of others, like is the case of Romania, there is still a great unexplored potential. According to certain predictions, the global touristic network will be benefitting 1.8 billion tourists in 2030. This does not only imply certain aspects of loisir, but also a series of issues related to environmental destruction, may it be about natural or built heritage.

Often, a temporary solution is to forbid certain activities, especially in the case of natural places, like the visitor stop in case of the Altamira cave for 12 years, the forbidding of bathing in the Saint Anne volcanic lake of the Szekler land, or temporary seasonal forbidding of fishing in Lake Balaton. On a longer term, a solution could be the orientation of the touristic industry toward the principles of eco-tourism and the principles of sustainable development of tourism.

This is not going to be an easy process, due to the orientation toward profit of the entrepreneurs, but through legislation, civic attitude and proper education of masses, the practices eco-tourism and sustainable can become attractive and rewarding.

This presentation will be dealing with the criteria for obtaining certificates for sustainable development like Green Globe, Earth Check, green Key and Traveled, respective which and what type of Romanian touristic units obtained ecological certificates, making a hypothesis on how this trend will evolve in the future.

Keywords: Environment, Eco-Tourism, Criteria for Certificates, Sustainable Development

My Tent is My Castle – The Changes of Unauthorised Encampments at the Lake Tisza Reservoir

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The large reservoir of Tisza-tó (sometimes-called Tisza Lake) was born in the second half of the 20th century and today defined as an individual priority tourism development area. The diverse nature-like landscape is the main attraction offering a variety of opportunities for sport fishing activities, too. The reservoir can be fished by different methods throughout the year, and facilities and fish populations are constantly being developed. These management tools result in increasing both the number of tourists and fish-day units. Due to the sport fishing habits (make better use of the time available, attachment to preferred fishing sites, protection of feeding places, saving money) the anglers spend all the nights or longer periods at the water, although camp activity is prohibited on the whole area.

In 2001, a wilderness camp survey was carried out as part of a thesis at the Department of Landscape Protection and Environmental Geography at the University of Debrecen, but according to the operators of the area, littering is still one of the biggest problems on the banks of the reservoir. We have therefore set a goal to repeat and expand the survey in the context of thesis research.

In the summer of 2019, we completed the mapping of the entire Tisza-tó reservoir, on water and land. In doing so, a field form and photo documentation was completed at each location. The geographic coordinates, the area affected by illegal camping, type of the constructions, fire pits, the rests and amounts of waste were recorded into our database about the whole area. By processing the data, we will explore the current situation, allow comparison of each pool and analyse the relationship between the points involved in wildlife camping with legal infrastructure. On the other hand, compared to the maps of the previous survey the changes in the last 20 years can be followed.

In this paper, we present several results of this research. Based on it, illegal camping and littering have decreased overall. However, despite infrastructural improvements and management measures to promote good behaviour, much less than expected has been achieved. Therefore, further development (expansion) of land management and visitor management tools is required.

Keywords: Fishing Tourism, Sport Fishing Activities, Mapping Of Illegal Campsites, Littering

Climate Adaptation Challenges and Local Responses in Tourism of Northern Hungary

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Climate change and its impacts affect almost all economic sectors. Tourism is one of the most affected sectors due to its strong connection to physical places, landscapes and climatic factors. In Hungary both climate change and tourism are strategic issues. On the one hand the Carpathian Basin is one of the most vulnerable areas in Europe regarding climate change, on the other hand tourism is one of the key branches of the Hungarian economy, its significance increases year by year.

The research introduced by the article was part of the “Further development of the National Adaptation Geo-Information System (NAGiS)” project (supported by the Environment and Energy Efficiency Operational Program (EEEOP) of Hungary). The overall objective of the NAGiS was to develop a multipurpose geo-information system that can facilitate policy-making, strategy-building and decision-making processes related to the impact assessment of climate change and founding necessary adaptation measures in Hungary. Our project further developed the NAGiS.

The “C3” module dealt directly with climate vulnerability of the tourism sector in Hungary.

Its main outputs were thematic maps of exposure, sensitivity, impact, adaptability and vulnerability data in micro-regional resolution

at national and in settlement resolution at local levels. The analyses concentrated on 3 time-windows: beyond present time situation analysis, both the 2021-2050 and the 2071-2100 periods were examined.

On top of that, local adaptation attitudes and best practices were also analysed during the research in 3 special Hungarian pilot destinations through local examinations and interviews. The strength and type of climate impacts depends on the type of geographical areas so we chose 3 typical Hungarian destination regions: a typical mountain destination - Mátra-Bükk Mountains; a cultural destination - Pécs and its surroundings and a lakeside destination – Balaton region. We collected processed and analysed information about local effects and responses. Stakeholders experienced local impacts – increasing average temperature, changing precipitation, reduced number of snowy days; increasing number of hot days, more frequent flash floods, growing frequency and intensity of weather extremities – of the global climate change in all destinations. Nonetheless, the number of conscious responses, let alone the adaptation of best practices are very low.

This project was just the beginning: its future expansion could further deepen the explanatory power and usefulness of the methodology. Realizing the existing and potential climate change impacts on the sector and the lack of undeveloped / unconscious nature of potential preparatory adaptive or preventive measures it is evident that there is an unambiguous necessity for the deepening and dissemination of related knowledge base in Hungary. To support these, the results of this research can serve as an initial step.

Keywords: Tourism, Climate Change, Vulnerability, Adaptation.

Sustainable Tourism

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The organisation and development of sustainable tourism is getting a greater role in the last decade. The globalisation, the technological advancement and tourism compels stakeholders to watch the direction and pace of the development, to be able to act, plan, redesign and make effective decisions so that a given tourist attraction, service or destination could be available, enjoyable and be usable for future generations. Further reflection to development should be started with surveying the original status. First intervention often takes place only when – sometimes irreversible – damages are already done. Then, coordination of acts is the second most important task alongside with accurate timing of planning. The number of participants seems to be infinite: airlines, travel agencies, natives, locals, insurance companies, clinics, conservationists, activists and even tourists as well. The issue of overtourism is not a local problem only, it endangers a growing number of metropolises, and other popular and classy regions.

Keywords: Sustainability, Development, Overtourism, Tourism

Common Agricultural Policy after 2020 - Foster Sustainable Development and Efficient Management of Natural Resources

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The farm sector and rural areas of European Union are major players in terms of the area's well-being and its future. By contrast with other sectors of economy agriculture depends directly on volatile prices, weather, natural disasters, pests, diseases and decreasing agricultural land, which contributes more than 30 percent loss of farmers income (European Commission, 2017; OECD, 2019). However, pressure on natural resources is still exists partly as a result of agricultural farming operations. The climate change also threatens the major activities and resources. The Common Agricultural Policy should target a more sustainable agricultural behaviour.

The European Commission proposes nine specific objectives to design the basis of the future of Common Agricultural Policy. The aim of this analysis is to reveal the challenges of natural resource management options and measures of the 5. specific objective "Foster sustainable development and efficient management of natural resources such as water, soil and air".

Keywords: CAP, sustainable development, natural resources

The Global Trends of Wellness and Medical Tourism and the Possible Adaptation

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Both wellness and medical tourism are rapidly growing around the World. Despite of the traditions, wellness tourism in the World is rather treatment-based than thermal water based. It means that most of the profit comes from the treatment fees, and the treatments tends to be evidence based, like the health care sector. Some of the main parts of this is medical wellness and medical tourism. Preliminary 70-90 years ago Central-Eastern European countries were among the best in this field, and nowadays they can regain some of the former fame and market share.

At the moment medical tourism in Hungary (and in other neighboring countries) operates in the private sector only, in the small and medium sized consulting rooms. Its base is the competitive price/value rate which is obtainable here. First of all, professionally it is successful in the dentistry and in the plastic surgery area. The reason for this on the one hand is that these areas are ideal for practice medical work with relatively small investment in essence irrespective of the official healthcare system. On the other hand the patients can see through the procedure which is waiting for them relatively easily, so the trust issue decreasingly comes up.

To do more complicated treatments on the merits, the initiation of bigger institutions into the medical tourism can be done only with the state's active part and with new financial assistance.

In Europe it is definitely typical for the big medical tourism centers to do professional healing work but they became famous as bath cities. This is primarily typical for the German region (e. g. Baden Baden, Bad Kissingen), but Switzerland (e. g. Bad Ragaz), Austria (e.g. Bad Gastein), Italy (e. g. Abano), Czech Republic (e. g. Marienbad, Karlsbad) are similar. Lausanne, where one of Europe's most prestiges private clinics, Clinique La Prairie runs, has a similar image.

According to the latest trends the institution supplemented its ser-

vices with a spa division. It is worth analyzing this establishment and its marketing communication in details. Its essence is the quality, higher standard than in national healthcare and some special expensive rejuvenation treatments, respectively other treatments based on stem-cell which can only be available here. These trends will be increasing because of the shifting of spa and wellness industry from pampering and interesting exotic treatments to evidence based treatments. This is a possibility for the Central-Eastern European countries rich in classical healing traditions.

According to the industrial numbers Hungary is not in the first ten European countries in the wellness and medical wellness industry. It is an illusion that the country is a 'superpower of baths' or even can be one. In spite of this as a member of the middle field with our great traditions and the possession of considerable amount of thermal springs we can be more successful than we are now.

Keywords: medical tourism, wellness tourism, global trends, regional development

Sport Travels of Lifestyle Groups

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Psychographic segmentation procedures play a prominent role in sport consumption research due to the specific characteristics of sport. One of these methods is lifestyle-based segmentation, which has become very popular in general marketing research in recent decades. Lifestyle has a significant impact on everyday consumer behaviour and fundamentally influences consumer decisions. Nevertheless, in sport marketing literature only a few have examined the impact of lifestyle on sport consumption. This study is intended to partially address this shortcoming by exploring some of the links between lifestyle and sport tourism. The level of sport tourism has been increasing globally for many years, but the specifics of sport travels of lifestyle groups differ.

This study presents the characteristics of different lifestyle groups related to sport travels based on the results of a sports consumption questionnaire conducted in the framework of the EFOP-3.6.2-16-2017-003: "Creating a Cooperating Research Network for Sport, Recreational and Health Economy" project. Our survey is based on 2000 pencil and paper interviews, which is representative for the Hungarian population in age, gender and the region of residence. To define the lifestyle segments, we used the validated scale of LifestyleInspiration-model, which allowed differentiation of certain social groups along the pace of life and value orientation. After segmentation we examined the statistically significant differences in sport travels between lifestyle groups.

One of the limitations of our study is that we have only conducted the research in Hungary. Consequently, extending our study to an international level could be a future research direction.



Keywords: Sport, Sport Tourism, Tourism, Sport Marketing, Sport Consumption.

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The attendance about sport events of the 50+ cohorts

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The population of Hungary, similar to the European countries, shows an ageing tendency. Besides, the role of sport grows in Europe too and represents an increasingly important segment of the economy. Owing to this process the level of sport tourism is also constantly increasing. In our quality of life relevant factors are the activity, sport and attitude but Hungary is below the European average. Accordingly, it can become a priority task to involve the older generations into sport consumption and sport tourism.

In our study, we examine the connections between sport consumption and sport tourism among the Hungarian population with particular regard to the 50-70 years old people. Based on the results of the survey carried out within the framework of the project EFOP-3.6.2-16-2017-003: "Cooperative Research Network in Economy of Sport, Recreation and Health", focusing on the post consumption habits of the Hungarian population we demonstrate the sport consumption attitudes and areas of the elderly cohorts.

In the research presented some characteristics were revealed of Hungarians regarding their sports-related travels, through the aspects of passive tourism, some dimensions of sports consumption, genders and generations. Research limitation is the reason why we had only Hungarian records. For this reason, it is required to examine the validity of our scale at international level. Maybe it should be adapted to local specificities which could be a further direction of research.

Keywords: Ageing, Older generation, Sport events, Hungary



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Medical Tourism in Băile Felix

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Both at national and international level, medical tourism in general and the therapeutic in particular tend to be more and more often prescribed and utilized as an extremely efficient alternative therapeutic practice in treating various medical affections with almost the same positive results as the ones obtained after therapies treatments under medication, but with fewer financial resources.

Felix resort is the largest and most famous (both nationally and internationally) balneal resort in Romania. The resort is open all year-round and is situated in picturesque natural surroundings. Băile Felix is famous for both the quality of its thermal waters as well as for its bioclimatic which has great health benefits. Băile Felix is located 9 km from Oradea and 22 km from Borș road traffic border and are the most popular balneal spas in Romania also being quite famous abroad.

The 45 C – 112 C geothermal water springs were discovered in ancient times and current certified curative prosperities, are oligomineralic and contain bicarbonate, calcium and sodium while the mud presents sapropelic properties and is rich in colloidal iron hydrosulfide.

The Felix spas are equipped with a treatment base that is unique in Romania.

Keywords: Medical Tourism, Therapeutic Tourism, Therapeutic Resort, Therapeutic Techniques and Procedures.

Is Catering Prepared for Food Allergies and their Cross Allergies?

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Caterers are obliged by law to inform their guests about the allergenic and intolerant ingredients of the food and drink they serve. But how do they do that? Some food ingredients can cause allergic reactions or intolerances in some people, which can lead to severe symptoms and life-threatening situations.

One of the most important things is that there is a difference between allergies and intolerances. Food allergies are only 2-3% of all allergic diseases. It is usually accompanied by another allergy, which is also a symptom of weakening of the intestinal flora. The most common diseases are asthma and hay fever. We talk about food allergy if during food consumption, due to an ingredient, combination or substance large amount of histamine is released. This results in small rashes, itchy patches, blisters on a specific area of the skin or on the body. The most severe reactions occur in the ear-nose-throat area. These include swelling of the lips, face, tongue, and throat, scratching of the throat, numbness of the mouth, itching of the ears, wheezing, swelling of the nasal mucosa, difficulty breathing, suffocation and, in the most severe cases, anaphylactic shock.

Is it enough for a chef to know and the restaurant to mark the ingredients in the food and the guest can decide whether he or she wants to consume it? The question is important and serious. There have been several cases where the guest has indicated the ingredients causing the allergic symptoms, but the catering unit did not think about the materials causing the cross allergy. The knowledge of today's vocational education is no longer sufficient, or even outdated, to be prepared for every situation on this issue. While there are very strict rules to be followed in communal feeding, in other areas of catering the regulations are quite simple, if there are regulations.

Keywords: food allergy, hospitality, gastronomy, food intolerance.

The Effects of Health Tourism Investments in the Spas and Thermal Baths in the Northern Hungarian Region

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The development projects carried out in the past few years in the baths of Eger, Egerszalók, Bogács, Miskolctapolca, Mezőkövesd and Demjén have significantly improved the competitiveness of the Northern Hungarian region both in the domestic and international health tourism markets. I have gained a lot of useful information from the analysis of the 1540 completed questionnaires distributed in the bath of Zsóry in Mezőkövesd, the thermal bath of Eger, the Turkish bath of Eger, the cave bath of Miskolctapolca and the baths of Demjén, Egerszalók, and Bogács. From the data I calculated mean, SD and spectrum and examined the crosstab correlations as well, Chi square, the Cramer's V associate coefficient and Contingency coefficient. The results of the tests could be summarised as the following:

In the research baths were classified into country and international levels. 57,1% of respondents (880 guests) completed the questionnaire in international level baths, while 42,9% (660 guests) in country level baths.

Mean spending was highest in the bath of Egerszalók (M=25400 Ft, Sd=58100) and in the cave bath of Miskolctapolca (M=22118 Ft, Sd=47727). In country level baths mean spending was 9090 Ft (Sd=15260) while in the international level bath mean spending was 13690 Ft (Sd=39560). Mean differences were significant in the two groups (F=8,029, p=0,005). Although international level baths had fewer guests than country level baths, in terms of spending it was the other way round with international level baths realising higher mean guest spending.

Guest satisfaction was measured in the following dimensions: cleanliness, medical equipment, performance of service staff, quality of services, opening hours, price-value ratio of tickets and services. These dimensions were measured on a five point Likert scale. Point

4 had the greatest frequency with negative skewness, which pointed to the fact that most guests were satisfied with the received services. The only exception to this was the price-value ratio of tickets and additional services which a mean value of 3,83. This result calls for improvements possible through creating packages.

Analysing guest make-up and bath classification we found that Chi square test was significant ($\chi^2=45,91$ $df=1$ $p<0,001$). The value of 6,8 in the international level baths means that the proportion of local guests was much higher (85,1%) than the mean proportion of the examined baths (79%). The proportion of tourists at the same time was only 14,9%. In the country level the tendency was reverse.

According to the baths' classification it might be expected that compared to the mean of all the examined baths the "international level baths" have a higher number of tourists than the "country level baths". Our results highlight the fact that although these categories exist among bath service providers, classification is mostly done by turnover and realised business results. The latter are strongly affected by the baths' image, attractiveness and publicity on the domestic and international health tourism markets.

Keywords: Northern Hungarian Region, health tourism investments, bath classification, economic effects, guest spending, guest satisfaction



The Association of Farmers from Érmellék was established in 2013 with the aim of providing professional representation of the local communities in the area of the traditional historical, ethnographic, agricultural region of Érmellék. In addition to the professional assistance and support of the farmers, our association is involved in the organization of traditional community programs, and the implementation of programs aimed at the preservation of the living traditions, thus promoting the irreplaceable natural, architectural and cultural values.

Our association also pays special attention to the values represented by local products. This is one of the reasons why we created a traditional fair, named Flavours and Products of Érmellék, which has been successfully organized for five years in the heart of Nagyvárád, in order to give regional food producers and craftsmen the opportunity to sell and promote their products. Furthermore, we want to promote the importance of consuming and buying local products, since local food and short supply chains are beneficial from both a health and an economic point of view.

Our association wants to put more emphasis on the role of local products in rural tourism as well, for example, a cheese or wine tasting can be perfectly matched to a variety of tourist packages.

