

# **Book of Abstracts**

8<sup>th</sup> International Conference of the Euro-Asia Tourism Studies Association

**Renaissance of Culture in Asia and Europe**

4-8 July 2022, Hungary

Editors: Kitti Hiezl, Flórián Strack, Petra Gyurácz-Németh

**ISBN: 978-2-9574541-2-9**

**EAN: 9782957454129**



---

## Contents

CSR in challenging times.....	4
Examining the attitude of the population towards climate change .....	5
Social footprint – a measurement to improve society.....	6
Intercultural Communication through Hospitality Websites – Future Tourism Experts' Perspectives ..	7
Literature review on major impacts of Covid-19 pandemic on hospitality sector.....	8
Employee loyalty and satisfaction in the Hungarian hotel sector.....	9
Tourism activity and climate change: influences .....	10
Disaster Risk Management for Tourism Sector in Asia .....	11
Circular Economy and Cultural Attractions .....	12
Structural Equation Model of Hungarian hotel guests' trust and interest in personalized service. ....	13
Regulating short-term rental platforms: where, how and in the interest of whom? .....	14
Assessment of public policies regarding housing in tourists markets.....	15
Cultural programs and quality of life- examination of university students' experiences in Debrecen, Győr and Veszprém .....	16
Consumption of Culture in a Waterside Destination (during COVID-19).....	17
Contact hypothesis in tourism research: a systematic review of resident-tourist interaction.....	18
The challenges and lessons of festivals in the Veszprém-Balaton European Capital of Culture region during the pandemic and after.....	19
University of Pannonia community's cultural consumption in relation to their cultural and emotional intelligence: Preparing for Veszprém 2023 European Capital of Culture .....	20
Aspects of subjective quality of life in Hungarian settlements that own health resorts .....	21
THE MEDIATING EFFECT of PROTECTION MOTIVATION on BEHAVIORAL INTENTIONS ABOUT HOLIDAY .....	22
Current perspectives on tourism work force in Finland.....	23
Impacts of Covid-19 on future travel intentions two years after the beginning of the outbreak .....	24
Museums, pandemic and tourism: resilience and revival in Hungary .....	25
The rurAllure network contributing to the renaissance of pilgrimage culture in Europe – the case of the Way of Mary.....	26
Pilgrimage for fun? - Gen Z & Holy sites: Tourist motivation and representation on social media.....	27
POLICY OF SUPPORTING THE DEVELOPMENT OF THE LOCAL RELIGIOUS TOURISM PRODUCT .....	28
Shaping state's soft power through World Expos: the case of Poland participation in Expo 2020 in Dubai .....	29

## Renaissance of Culture in Asia and Europe

4-8 July 2022, Hungary



---

EVALUATION OF WEBSITES OF SELECTED POLISH YACHT PORTS IN THE ASPECT OF ITS USEFULNESS FOR POTENTIAL TOURISTS .....	31
The health-oriented tourism experiences around the Lake Balaton destinations in Hungary .....	32
Exploring memorable game experiences: automatic topic modelling of TripAdvisor reviews.....	34
Establishing Fan Tourism by User-Generated Location Experiences: Virtual- and Real-Site Interaction .....	35
Image, reputation, brand identity and value-creation through sport – a case of Canada.....	36
The Oden: case study of a video game as a driver in the choice of Sardinia as a destination for gamers.....	37
Awareness and Popularity of Art Nouveau in the Danube Region – Lessons for the Tourism Industry	38
The tourist valorization on internal area of Italy: best practice.....	39
Considering the concept of "Treating Employees as Customers" in Internal Marketing.....	41
Alternative methods for assessing tourism flows .....	42



---

### CSR in challenging times

<sup>a</sup>Zoltán András Dániel, <sup>b</sup>Tamás Molnár, <sup>c</sup>Patrícia Fanni Porkoláb

<sup>a,b,c</sup>University of Pannonia – Veszprém, Hungary

**Focus:** CSR good practices in tourism enterprises on COVID pandemic

**Abstract:** The coronavirus outbreak at the end of 2019 has tested tourism businesses worldwide. The sector has been hit by closures, reduced flights, and various strict regulations.

In Hungary, closures in the tourism sector have hit both hospitality and accommodation businesses. Hotels were only able to receive guests for business and educational purposes, while restaurants and catering establishments were typically only able to operate on a takeaway or home delivery basis. Many businesses were forced to close temporarily or permanently, many people changed jobs and others became unemployed.

However, even in these difficult times, there were still businesses that could serve as good practices in CSR activities through their exemplary actions and behaviour.

In our research, we looked for good practices followed by tourism businesses in Hungary during the COVID epidemic. We grouped these practices and examined what resources they mobilised in the company's activities and what impact they had on the company's social environment.

**Keywords:** COVID pandemic, CSR, Good practice, Tourism

#### Corresponding author:

Zoltán András Dániel

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[daniel.zoltan@gtk.uni-pannon.hu](mailto:daniel.zoltan@gtk.uni-pannon.hu)



---

## Examining the attitude of the population towards climate change

<sup>a</sup>Ildikó Virág Neumanné, <sup>b</sup>Szilvia Kántor, <sup>c</sup>Flórián Strack

<sup>a,b,c</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The objective of the research is to help the people in their transition to sustainability, through understanding of environmental, social impacts associated with climate change.

**Abstract:** This research presents the results and peculiarities of domestic research in 2021 based on a questionnaire survey of attitudes towards climate change. Our climate change attitude survey seeks to understand and evaluate public perception about climate change, the people's attitude and action skills towards climate change. It should identify key factors, challenges, and barriers to environmental and climate-conscious behavior analyzing the knowledge, attitudes and willingness to act of people. Our analysis presents how the respondents perceive the effects of weather change and extreme weather, and how they feel a personal responsibility for tackling climate change. The majority of people are concerned about global climate change and are willing to make lifestyle changes to reduce its effects. Exploring the population's attitudes is essential because it provides information for creating the conditions for adaptation. Based on the respondents' opinions, we can also get information on which factor or sector is the most responsible for climate change among polluting lifestyles, wasteful consumption, or the different sectors (waste production, road transport, energy production, aviation). The survey helps us obtain insights related to the different attitudinal aspects of climate issues and gives the opportunity to provide us feedback. Exploring the attitudes of the population is important because it provides information for creating the conditions for adaptation and to draw conclusions on the basis of these attitudes on people's expected future actions related to climate change.

**Keywords:** climate change, attitude survey, adaptation

### Corresponding author:

Ildikó Virág Neumanné

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[virag.ildiko@gtk.uni-pannon.hu](mailto:virag.ildiko@gtk.uni-pannon.hu)



---

## Social footprint – a measurement to improve society

<sup>a</sup>Petra Gyurácz-Németh, <sup>b</sup>Ágnes Rostási

<sup>a,b</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The aim of this research is to define the indicators of social footprint and determine their weights.

**Abstract:** The social pillar of sustainability plays a great role in the life and future of the planet. Footprints are valid and easy ways to describe a phenomenon and calculate effects. Ecological footprint is probably the most common way to measure an individual's harmful influence on the environment. Besides ecological effects, defining the social footprint is also essential, where the individual's influence on the society is measured.

The investment in society (e.g. donation) is significantly useful in also a short or long term to be able to improve the society itself. The social footprint (being created by the authors) determines the possible positive effect of the individual to the society.

The aim of this research is to define the indicators of social footprint and determine their weights. The weights are determined by organisations chosen by the individuals to find solutions to problems in society. Since the indicators used for this analysis have not the same value in affecting society, the different weights had to be added. In total, 50 organisations with different focus were selected, which got the biggest donations from people's taxes in 2019. There were narrative interviews carried out in this topic, where the necessary indicators (Donations, Volunteering, Communication and attitude) had been determined by the interviewees. The selected representatives of organisations were selected according to their experience in social roles and the type of the organisation they work at.

At the end of this research phase the indicators and their importance will be determined and the measurement system will be ready.

**Keywords:** Social footprint, Sustainability, Social impact

### Corresponding author:

Petra Gyurácz-Németh

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[nemeth.petra@gtk.uni-pannon.hu](mailto:nemeth.petra@gtk.uni-pannon.hu)



---

## **Intercultural Communication through Hospitality Websites – Future Tourism Experts' Perspectives**

<sup>a</sup>Norbert Betak, <sup>b</sup>Zuzana Sandorova

<sup>a,b</sup>Constantine the Philosopher University in Nitra – Nitra, Slovakia

**Focus:** Intercultural communication, digital marketing, ICT

**Abstract:** Studying intercultural communication is becoming an increasingly important part of the curriculum of many study programmes. Undoubtedly, it also plays a significant role in the tourism industry as without proper communication skills and intercultural knowledge it is difficult to succeed in today's competitive marketplace. Nowadays, digital media represents the most diverse platform type for advertising and promotion, and the personalisation of digital content has also become an essential part of building and improving customer relationships. It is through the synergy of all these areas that the principles and prerequisites for the emergence of intercultural digital marketing have been taken. In this paper, the opinions of students of the Management of Regional Tourism MA study programme on intercultural digital marketing, based on analyses of hospitality websites, are presented and compared. Besides, the paper also deals with students' fictitious customer profiles that were used to customize the design, features and information of hospitality websites. These exercises served primarily to ensure that future tourism experts be properly prepared for the current challenges of the labour market. However, students' views also reveal the extent to which stereotypes prevail and how specifically they approach intercultural digital marketing. The paper ends with implications for further research.

**Keywords:** intercultural communication, digital marketing, personalization, website

### **Corresponding author:**

Norbert Betak

Constantine the Philosopher University in Nitra

Drazovska 4

Nitra

94901, Slovakia

[nbetak@ukf.sk](mailto:nbetak@ukf.sk)



---

**Literature review on major impacts of Covid-19 pandemic on  
hospitality sector**

Alishan Karimov

University of Pannonia – Veszprém, Hungary

**Focus:** The purpose of this study is to evaluate and provide a literature review regarding the effects of COVID-19 on the hotel businesses as well as their employees.

**Abstract:** The study first of all examines the mere impacts of the pandemic on the hospitality industry by considering the financial loss of them as well. Following, the sufferings of the hotel employees have also been discussed in the literature review. At the end, as the pandemic changed the overall situation in the hospitality sector, the hotel businesses, the measures they have taken and may take to protect the hotel employees, and the preparations to provide training for the hotel employees on Covid-19 also considered. Importance and accuracy of the proper government actions have been emphasized in the study as well.

**Keywords:** Hospitality industry, Hotel employees, Covid-19

**Corresponding author:**

Alishan Karimov

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[alishankarimov@gmail.com](mailto:alishankarimov@gmail.com)





---

## Employee loyalty and satisfaction in the Hungarian hotel sector

<sup>a</sup>Marietta Németh, <sup>b</sup>Petra Gyurácz-Németh

<sup>a,b</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The author's goal is after defining the related terms to measure the employee loyalty and satisfaction in the hotel sector. The hypotheses of the research define that the loyalty to the working group, the supervisor and the whole organization are closely connected, and it is also relevant to define the relationship between these levels.

The questionnaire was made in a wellness hotel in Hévíz with the room capacity 232 and an employee number of 185. The base of the primary research means the validated and up-to-date questionnaire of Stephan Meschke (2021), which one has two important topics: the hotel employer-employee connections and the situation at the workplace in general. It contains mostly questions, which you can answer by using the 7-points Likert-scale, and it contains also open questions as well.

**Abstract:** After the COVID-times 2019-2022 it is one of the biggest challenges for the hotels to find the right person for the right job and to keep the highly motivated employees. To understand and measure the level of the loyalty in the sector can be one of the competitive advantages of a company (Dutta, Dhir, 2021).

According to the results the examined Hungarian five-star hotel has really a high trust factor at all the three levels and the employees are planning to work there for a longer period. The hotel general manager has a complex human resource strategy to enhance the loyalty and satisfaction factor of the employees, which can provide a good base of long-term working teams.

**Keywords:** Hotel sector, Hotel employees, Loyalty, Wellness hotel

### Corresponding author:

Marietta Németh

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[n.mari@freemail.hu](mailto:n.mari@freemail.hu)



---

**Tourism activity and climate change: influences**

<sup>a</sup>Eunice R. Lopes, <sup>b</sup>Eunice Duarte

<sup>a</sup>Polytechnic Institute of Tomar (IPT) – Tomar, Portugal

<sup>b</sup>Polytechnic Institute of Setúbal – Setúbal, Portugal

**Focus:** Climate change and sustainability in tourism

**Abstract:** In the current paradigm, the recognition that the weather and climate are leading indicators for tourism has acquired new dimensions of study for the development of tourist activities. The present study focuses on the understanding of the relationships that are established between climate change, climate and tourism, and the consequent adaptation measures by tourists. Its objective is to understand the response process, which seeks to minimize the negative effects and enhance the positive effects of the impacts of climate change on the dynamics of tourist activity. The methodology focuses on a quantitative analysis through the application of questionnaire surveys to visitors to a tourist-cultural destination. Data processing followed the use of descriptive and multivariate statistics method. The existing relationship between climate change and tourism reached a major development through the UNWTO (2008), presenting itself as a huge global challenge for tourist destinations. The development of tourism activity was directed towards the understanding of climate change, as an opportunity and challenge for the sustainable development of tourism. This communication demonstrates and concludes that the results obtained point to the perception that the main impacts on tourist destinations, through changes in the weather and climate, have stable behavioural implications, since visitors are informed and sensitized about the changes, climatic conditions, consulting in advance their forecast to be better aware of possible risks associated with visiting the tourist destination.

**Keywords:** tourist activity, climate change, sustainability in tourism, Tourism, Heritage

**Corresponding author:**

Eunice R. Lopes

Polytechnic Institute of Tomar (IPT)

TOMAR – CAMPUS IPT

Tomar

2300, Portugal

[eunicelopes@ipt.pt](mailto:eunicelopes@ipt.pt)



---

**Disaster Risk Management for Tourism Sector in Asia**

Audrey Meivina Lukito

University of Pannonia – Veszprém, Hungary

**Focus:** Systematic Literature Review for Disaster Risk Reduction in Tourism

**Abstract:** The tourist sector is an important economic engine in many countries. At the same time, a significant sector of the worldwide tourism industry is highly exposed and vulnerable to environmental dangers and has been severely impacted by disasters and crises. Due to disasters increasingly threatening famous tourist sites and the fact that tourism-related crisis and disaster research are still in their early stages, communication between the tourist and disaster risk research groups can help share knowledge and identify gaps in crisis and catastrophe research that affect the tourism industry. Therefore, the tourism industry must invest in disaster planning and resilience. This paper intends to assess the tourism sector's resilience strategy in Asia's face of national disasters. The project examines the challenges faced by the tourism industry in Asian countries as a result of national disasters (economic crisis, health hazards, natural calamity, and terrorism), as well as the effectiveness of the measures taken in response to such events by using a systematic approach to review the tourism-related literature on the topic. The conclusions of this study demonstrated that national disasters have a detrimental impact on a country's tourism sector and economy. National disasters, in particular, have negative consequences for a country's tourism arrivals, receipts, GDP, and unemployment. The data show that regardless of how close the countries were geographical, they all faced different repercussions in terms of national disasters and adopted different government recovery strategies.

**Keywords:** Disaster Risk Management, Sustainability, Tourism, Sustainable Development Goals, Resilience Planning

**Corresponding author:**

Audrey Meivina Lukito

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[meivau29@gmail.com](mailto:meivau29@gmail.com)



---

## Circular Economy and Cultural Attractions

<sup>a</sup>Eszter Madarász, <sup>b</sup>Zsófia Márta Papp

<sup>a,b</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The research has focused on collecting best practices how a cultural attraction can correspond to the new conception of circular economy.

**Abstract:** Circular economy is a new concept to help the contributions to sustainability. The shift to a circular approach and business models is particularly important in the tourism sector, which has prospered in peacetime and is a key driver of income and job creation in many countries. But this sector is also prominent in terms of its negative impact on the environment: huge energy and water consumption, food waste, congestion and carbon emissions (Kaszás et al, 2021; Rodríguez et al., 2020).

Cultural attractions sights are the most visited tourism attractions – hardly any travel is realised without visiting a local museum, event or anything connected to the local or universal culture. As a central element of the tourism product, and also because of their educational nature, cultural attractions play an important role in shaping tourists' attitudes. So our goal was to collect best practice examples to show how these attractions can influence the experience and can contribute to circular economy and sustainability.

**Keywords:** cultural attraction, circular economy, best practice

### Corresponding author:

Eszter Madarász

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[madarasz.eszter@gtk.uni-pannon.hu](mailto:madarasz.eszter@gtk.uni-pannon.hu)



---

## Structural Equation Model of Hungarian hotel guests' trust and interest in personalized service.

Kitti Hiezl<sup>a</sup>

<sup>a</sup>University of Pannonia, Hungary

**Focus:** The research aims to assess and analyze, on the one hand, the importance of personalization intergenerationally, on the other hand, guests' data security awareness, their trust in the service provider and how these factors affect their use of personalized services and their willingness to pay.

**Abstract:** Tourism was one of the fastest-growing economies before the pandemic among the various sectors that drive the global economy. With its comeback, Hotels have to try and regain popularity. However, it is no longer possible to assign a seller to a well-defined segment as in the past. Guests are becoming increasingly different in terms of demographics and expectations, meaning that different generations have different needs for hotel services. Personalization can be a means of meeting the needs of different generations simultaneously. For personalization, collecting big data is necessary; however, when a guest feels that the service provider is collecting their data without their permission, it can lead to a negative feeling toward the service provider and even ruin the personalized experience, which creates the personalization - privacy paradox.

The research was concluded on social media as a survey and produced N=651 replies. In this research, SEM was used to determine the relationship between phenomena like bad experiences and trust, a need for personalized communication and value for personalization, and these effects on the willingness to share information, the probability of using personalized service and the willingness to pay for said service.

**Keywords:** personalization, hospitality, trust, SEM

### Corresponding author:

Kitti Hiezl

University of Pannonia

8200 Veszprém

Egyetem utca 3.

Hungary

[hiezl.kitti@gtk.uni-pannon.hu](mailto:hiezl.kitti@gtk.uni-pannon.hu)

„SUPPORTED BY THE ÚNKP-21-3 NEW NATIONAL EXCELLENCE PROGRAM OF THE MINISTRY FOR INNOVATION AND TECHNOLOGY FROM THE SOURCE OF THE NATIONAL RESEARCH, DEVELOPMENT AND INNOVATION FUND.”





---

**Regulating short-term rental platforms: where, how and in the interest of whom?**

Malgorzata Ogonowska<sup>a</sup>, Sauveur Giannoni<sup>b</sup>, Dominique Torre<sup>c</sup>

<sup>a</sup>Université Paris 8 – LED, France

<sup>b</sup>Università di Corsica – LISA – CNRS, France

<sup>c</sup>Université Côte d'Azur – GREDEG – CNRS, France

**Focus:** Two regulation schemes, taxation and quantitative restriction, are analyzed in 2 different tourism attractiveness contexts, highly and less attractive destinations.

**Abstract:** This paper proposes a theoretical setting reproducing the main interactions between residents and tourists in destinations where short-term rental platforms offer accommodation to tourists. The benchmark is a city where tourists book hotel rooms while small and big property owners coexist and lease their real-estate goods without initial restriction to heterogeneous population of students and families with various propensities to pay. The platform links the two separate markets, giving to property owners access to the population of tourists. We study the consequences of this entry on rents and allocation of available apartments. We distinguish highly attractive destinations from less attractive ones, and study in every case the incidence of the platform on residents' situation. We consider the effects of two possible regulations (proportional tax and quantitative restriction) reducing the conflicts of interest between property owners and tenants. We find that their respective relevance depends on the attractiveness of the platform. We illustrate considered cases with examples of well-known tourist destinations

**Keywords:** Online Short-Term Rentals Platforms, Regulation in tourism industry, Tourism industry, Airbnb,

**Corresponding author:**

Malgorzata Ogonowska

Université Paris 8 – LED

2 Rue de la Liberté

Saint-Denis

93200, France

[malgorzata.ogonowska@univ-paris8.fr](mailto:malgorzata.ogonowska@univ-paris8.fr)



---

**Assessment of public policies regarding housing in tourists markets**

<sup>a</sup>Ricardo Urrestarazu-Capellán, <sup>b</sup>Francisco Sánchez-Cubo

University of Málaga – Málaga, Spain

University of Castilla-La Mancha – Ciudad Real, Spain

**Focus:** This paper analyses social perceptions from the political and economic sphere for the case with housing and tourist accommodation, a matter of the highest relevance in hospitality, using data retrieved from stakeholders linked to this industry.

**Abstract:** Social perceptions are crucial in almost any political and economic sphere. That is also the case with housing and tourist accommodation, a matter of the highest relevance in hospitality. Using data retrieved from stakeholders linked to this industry, which considered related generic and specific public policies, a PLS-SEM model was run. The results support the effect of the growth on holiday renting and the development of public policies regarding housing to prevent prices from a further rise in residential renting. These results are helpful for stakeholders and policymakers to regulate this growing industry, protecting the locals as tenants. Thus, this paper contributes by collecting a valuable dataset from experts in the field, and by demonstrating the aforementioned relations.

**Keywords:** hospitality, housing, tourism, public policies, stakeholders

**Corresponding author:**

Ricardo Urrestarazu-Capellán

University of Málaga

Calle Ejido, 6

Málaga

29013, Spain

[ricardo.urrestarazu@uma.es](mailto:ricardo.urrestarazu@uma.es)



---

**Cultural programs and quality of life- examination of university students' experiences in Debrecen, Győr and Veszprém**

<sup>a</sup>Szilvia Kántor, <sup>b</sup>Katalin Lőrincz

<sup>a,b</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The relationship between cultural program development and subjective quality of life.

**Abstract:** Cultural programs offer can influence a city's life from many aspects. It can positively affect the quality of life of its inhabitants by providing entertaining activities. Besides, settlements with a vibrant cultural life are attractive for highly trained professionals. Additionally, the appearance of this excellent workforce is favorable for the daily operation of the local companies.

This study examines the impacts of culture-based urban development on the local society in those cities where the cultural offers are outstanding. The research was conducted in Debrecen, Győr and Veszprém, which invested a lot in cultural program development as these settlements were competed for the European Capital of Culture (ECOC) title for 2023 in Hungary. The primary focus of the research is on the university students of these cities because they form the attractive, highly educated workforce for the future.

Both qualitative and quantitative methods were used. 7 structured interviews were conducted with the representatives of local governments and tourism professionals to know their experiences on the effects of cultural services on the local population's quality of life and population retention issues. Besides, an online questionnaire collected the opinions of university students' higher education institutions and future residence choice preferences, cultural consumption habits, and subjective quality of life.

The results provide evidence that the cultural programs offer are an important element of the attractiveness of settlements. Urban events are attractive for the highly educated workforce when deciding their future residence. All of these are great benefits for local businesses.

**Keywords:** quality of life, university students, culture

**Corresponding author:**

Szilvia Kántor

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[kantor.szilvia@gtk.uni-pannon.hu](mailto:kantor.szilvia@gtk.uni-pannon.hu)





---

**Consumption of Culture in a Waterside Destination (during COVID-19)**

Zsófia Papp<sup>a</sup>, Katalin Formádi<sup>b</sup>

<sup>a,b</sup>University of Pannonia – Veszprém, Hungary

**Focus:** The research focused on the visiting of the cultural attractions at the Lake Balaton.

**Abstract:** Lake Balaton in Hungary is a typical waterside destination, where most of the visitors arrive in summertime and enjoy what the lake can provide: swimming, sunbathing, water sports. The destination is highly seasonal – although there are many various possibilities both closely to the lakeside and a little further away in the surrounding settlements. Among these there are many cultural attractions like castles, monuments, museums, religious attractions and also music and other cultural festivals. The aim of the research was to map what kind of attractions are consumed by the visitors and what characteristics these culture-oriented visitors have.

**Keywords:** cultural attraction, Lake Balaton, waterside destination

**Corresponding author:**

Zsófia Papp

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[papp.zsofia@gtk.uni-pannon.hu](mailto:papp.zsofia@gtk.uni-pannon.hu)



---

**Contact hypothesis in tourism research: a systematic review of resident-tourist interaction**

<sup>a</sup>Luciana Machado Purper, <sup>b</sup>Jorge Enrique Araña

<sup>a,b</sup>Universidad de Las Palmas de Gran Canaria - Las Palmas de Gran Canaria, Spain

**Focus:** Tourism and destination management; interaction between residents and tourists.

**Abstract:** Contact between residents and tourists is a key factor of tourism industry and contact hypothesis is a promising theory to examine it. For contact hypothesis, hostility between groups is caused by unfamiliarity and distance between these groups, and this hostility can be reduced by intergroup contact. Yet, not all contact reduces prejudice; according to Allport (1954), the 'father' of contact hypothesis, positive effects of interaction occur only in situations marked by four key conditions: equal group status within the situation, common goals, intergroup cooperation, and the support of authorities, law, or custom. However, the evidence of the effect of contact is ambiguous, whether in the field of socio-psychology or in tourism. To shed some light on this ambiguity, we evaluate contact hypothesis in the tourism field. We assemble and systematic review studies that applied contact hypothesis from a residents' perspective, of which there are 43 in total. We find evidence that contact typically has positive outcome in resident-tourist interaction, a result consistent with contact studies in other contexts. But our analysis also shows that contact effects contradict some previous studies, such as the effect of contact in mass and in alternative tourism segments and the discussion of frequency versus quality of interaction. Furthermore, we uncover important gaps, like the lack of studies with random contact intervention, contact specifications, Allport conditions testing, sociodemographic characteristics analysis and studies in developing countries, which must be addressed empirically before contact hypothesis can reliably guide policy to improve tourism development, especially post-COVID-19 pandemic.

**Keywords:** Contact hypothesis, resident-tourist interaction, tourism, systematic review

**Corresponding author:**

Luciana Machado Purper

Universidad de Las Palmas de Gran Canaria

Pamochamoso, 61, 2D

Las Palmas de Gran Canaria

35004, Spain

[doctoradoteg@gmail.com](mailto:doctoradoteg@gmail.com)



---

**The challenges and lessons of festivals in the Veszprém-Balaton European Capital of Culture region during the pandemic and after**

<sup>a</sup>Ildikó Ernszt, <sup>b</sup>Katalin Lőrincz, <sup>c</sup>Katalin Formádi, <sup>d</sup>Eszter Sigmond

<sup>a</sup>University of Pannonia – Nagykanizsa, Hungary

<sup>b,c,d</sup>University of Pannonia – Veszprém, Hungary

**Focus:** Challenges and lessons of festivals during the pandemic.

**Abstract:** The COVID-19 epidemic has dramatically transformed our whole world. The festival industry was not an exception to this, either; and was seriously affected by that. We conducted a research among festival organizers and visitors in the Veszprém – Balaton European Capital of Culture region in 2021 to measure the attitude and experiences of both sides. We tried to reveal, what challenges organizers had to face, how these issues could be tackled. We also outlined, what kind of benefits they got from these hard times and what kind of lessons were learnt from that.

19 structured interviews were conducted with the organizers of five festivals (Veszprém Street Music Festival, Hungarian Cinema Festival, Bakony 200, Bakony Expo, valley of Arts).

The biggest challenge for festival organizers were unpredictability, the need to adapt to constant and fast changes, the increase in wages, costs and the fact that more artists could not come to the festivals. Several positive and negative impacts were experienced by the organizers. The lessons were also drawn by the organizers: the need for quick adaptability, flexibility and creativity are essential. It was strengthened, that online events also have their benefits, furthermore, the demand for positive way of thinking, constant communication are inevitable.

**Keywords:** COVID-19 pandemic, challenges, sustainability, festivals

**Corresponding author:**

Ildikó Ernszt

University of Pannonia

Zrínyi M. u. 18.

Nagykanizsa

8800, Hungary

[ernszt.ildiko@uni-pen.hu](mailto:ernszt.ildiko@uni-pen.hu)



---

**University of Pannonia community's cultural consumption in relation to their cultural and emotional intelligence: Preparing for Veszprém 2023 European Capital of Culture**

<sup>a</sup>Edit Kővári, <sup>b</sup>Henrietta Ködmönné Pethő, <sup>c</sup>Ágness Raffay-Danyi

<sup>a,b,c</sup>University of Pannonia – Veszprém, Hungary

**Focus:** ECOC, Emotional Intelligence, Cultural Intelligence, Cultural Consumption

**Abstract:** After winning the title of the European Capital of Culture 2023 in Veszprém, the Faculty of Business and Economics in the University of Pannonia set up a research group to have a longitudinal study of the local identity, quality of life, cultural consumption and cultural and emotional intelligence of the university's community. This paper aims to reveal the level of emotional and cultural intelligence and their relation to the university society's cultural consumption. The study used the following hypotheses: 1. There is a positive, significant correlation between the factors of cultural consumption of members of the university community and their level of emotional intelligence (EQ); 2. The factors of cultural consumption and the level of cultural intelligence (CQ) of the members of the university community are positively and significantly related. The results indicated solid correlation with key elements of cultural consumption and emotional and cultural intelligence. People with higher emotional and cultural intelligence participate in more leisure activities and events and spend more time reading, listening to music, and hiking.

**Keywords:** ECOC, EQ, CQ

**Corresponding author:**

Edit Kővári

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[kovari.edit@gtk.uni-pannon.hu](mailto:kovari.edit@gtk.uni-pannon.hu)



---

**Aspects of subjective quality of life in Hungarian settlements that own health resorts**

Flórián Strack

University of Pannonia – Veszprém, Hungary

**Focus:** The research focuses on the subjective quality of life of the residents of those Hungarian settlements that own certified health resorts.

**Abstract:** Health tourism is a prominent element of Hungary's tourism offer, and the certified health resorts are the flagships of the Hungarian health tourism. In Hungary, municipalities can obtain the status of health resort by the decision of the local government. The municipalities that are home to certified health resorts are measured against the same set of criteria in the certification process, although they are very diverse, ranging from tiny villages to cities.

The aim is to use cluster analysis based on tourism and other economic data to map the potential groups of Hungarian health resort settlements and the differences between groups, with a special focus on subjective quality of life (happiness, health, financial situation) of the settlements' residents and their attitudes towards health tourism, as well as the economic and social impacts perceived by the local population.

It became clear during the research that it is possible to organise the municipalities included in the analysis into homogeneous groups using cluster analysis. The analysis resulted in four groups of municipalities with different characteristics.

The results of the research show that there is no significant relationship between the subjective quality of life of the municipalities' inhabitants with health resorts and the clustering of the municipalities on the basis of economic-environmental and tourism indicators.

The perception of health tourism is positive for all groups of settlements, but the use of health tourism services by residents is not self-evident.

**Keywords:** health tourism, health resort, Hungary, subjective quality of life

**Corresponding author:**

Flórián Strack

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[strack.florian@gtk.uni-pannon.hu](mailto:strack.florian@gtk.uni-pannon.hu)



---

**THE MEDIATING EFFECT OF PROTECTION MOTIVATION on  
BEHAVIORAL INTENTIONS ABOUT HOLIDAY**

<sup>a</sup>Kevser Cinar, <sup>b</sup>Ferdi Bişkin, <sup>c</sup>Saadet Zafer Kavacık

<sup>a,b,c</sup>Necmettin Erbakan University – Konya, Turkey

**Focus:** Measuring whether protection motivation has a mediating effect between behavioral intentions, threat and coping appraisals and emotional response is aim of the research. Suggesting a model according to the results of these effect is a crucial output of the research. It is also aimed to provide suggestions on how the findings can be used to improve the image and marketing strategies of destinations.

**Abstract:** The aim of the research is to measure whether protection motivation has a mediating effect between behavioral intentions, threat and coping appraisals and emotional response. The study includes citizens residing in Turkey who have had at least one holiday experience in the last five years. IBM SPSS Statistics 28 program was used in the research to determine descriptive statistics, regression analysis, and measure the mediation effect with PROCESS v4.0. In a mediating effect analysis protection motivation has mediating effect between five of seven components and behavioral intentions. These components are perceived vulnerability, perceived severity, response efficacy, self-efficacy and fear. It has been determined that there is no moderating effect between response cost and holiday intention, hope and holiday intention, response cost and holiday avoidance, hope and holiday avoidance. The results of the research contribute to the existing literature in several ways. First, it scrutinizes the relationship between emotions and behavioral intentions by examining the sub-dimensions of the concepts, their interactions, and their combined impact on tourists' protective behavior in the post-COVID era, through the lens of protection motivation theory. Second, this study is also important for sustainable consumer behaviour in tourism.

**Keywords:** COVID-19, protection motivation theory, behavioral intentions

**Corresponding author:**

Kevser Cinar

Necmettin Erbakan University

Seker Mah. Tasova Sok. Reyhan Konutları, 13/25 Selçuklu

Konya

42100, Turkey

[kcinar@erbakan.edu.tr](mailto:kcinar@erbakan.edu.tr)



---

## Current perspectives on tourism work force in Finland

<sup>a</sup>Anu Maaret Harju-Myllyaho, <sup>b</sup>Pasi Satokangas, <sup>c</sup>Markku Vieru, <sup>d</sup>Mari Vähäkuopus

<sup>a,b,c,d</sup>Lapland University of Applied Sciences, MTI - Rovaniemi, Finland

**Focus:** The aim of the study was to provide state of the art concerning tourism workforce in Finland. The results provide an insight on tourism workforce in Finland before and after the pandemic. The focus is in the future, e.g. the current drivers of change that have an impact on tourism work in the future.

**Abstract:** The study was conducted by using mixed methods. First, an extensive quantitative analysis was conducted using the official employment statistics (Statistics Finland). The quantitative analysis was followed by semi structured interviews with tourism experts and company representatives.

Tourism is widely known as a workforce intensive industry, highly dependent on human resources. In Finland tourism provides employment and income especially to women and youth. The number of tourism employees in Finland was 154 000 in 2019.

Lack of skilled labor was recognized as one of the challenges for the industry already before Covid-19. Due to the pandemic, the challenge widened and after the pandemic it is even more important to consider the attractiveness of the industry and how to keep the skilled workers from leaving. The industry is known for part-time work as well as shiftwork and rental work.

Tourism industry is challenged by global megatrends such as digitalization, ageing population and other demographic changes and climate change. Resilience is needed in the face of global challenges. In Finland the industry is impacted also by global political uncertainty, economic development and changes in customer behavior.

In the future there is a need of skilled labor in customer service but also know-how in technological development and controlling climate change. The industry offers various possibilities, but there is a growing need to pay attention to working conditions, well-being and management. Cooperation between the industry and educational organizations is essential. The challenges concerning skilled labor are similar in the Nordic countries and the lack of work force in tourism is global. In the future, the need of foreign workforce will grow in Finland.

**Keywords:** tourism work, workforce, labor, Finland

### Corresponding author:

Anu Maaret Harju-Myllyaho

Lapland University of Applied Sciences, MTI

Jokiväylä 11 c

Rovaniemi

96300, Finland

[anu.harju-myllyaho@lapinamk.fi](mailto:anu.harju-myllyaho@lapinamk.fi)



---

## Impacts of Covid-19 on future travel intentions two years after the beginning of the outbreak

<sup>a</sup>Anne-Marie Lebrun, <sup>b</sup>Patrick Bouchet

<sup>a,b</sup>Université de Bourgogne – Dijon cedex, France

**Focus:** This research is currently examining societal changes in tourism following the outbreak of Covid19. Specifically, this study examines the future travel intentions of French tourists two years after the start of the pandemic.

**Abstract:** Since the advent of the Covid-19 health crisis, many professional and scientific studies have been carried out to measure its health, economic and social impacts at the worldwide, continental, national and local levels (Cabello et al. 2020; Lew 2020; Romagosa, 2020). From the beginning of the restrictions (March 2020 in Europe), airlines and tourist operators have sought to evaluate the unprecedented financial losses caused by the absence of foreign tourists. In France, the country with the largest number of tourists before Covid-19, one of the important impacts was the development of proximity tourism (Lebrun et al, 2021).

Two years later, many European countries have adopted new policies to deal with Covid-19 as a usual, infectious disease, similar to the flu, and not as a public health crisis. An exploratory study (n = 373), conducted in November and December 2021, examines the impact of the Covid-19 pandemic on French people's future vacation intentions and, more importantly, what will be important in their choice. Using PLS-SEM, quantitative results indicate first that influence of perceived risks, material attitude (insurance, cancellation) and past vacations led tourists on the future travel intentions. Second, three types of behavioral intention for future travel emerge: 1) travel intention linked to quarantine limitations or Covid-19 policies, 2) travel intention linked to Covid-19 status destination and 3) travel avoidance. Findings may help tourism managers address these changes and provide new marketing strategies to convince domestic tourists to stay in their country and reassure tourists to travel abroad.

**Keywords:** Impact of Covid-19, future travel intentions, perceived risks

### Corresponding author:

Anne-Marie Lebrun

Université de Bourgogne

Faculté des Sciences du Sport 3 allée des Stades Universitaires BP 27877

Dijon cedex

21078, France

[anne-marie.lebrun@u-bourgogne.fr](mailto:anne-marie.lebrun@u-bourgogne.fr)





---

## Museums, pandemic and tourism: resilience and revival in Hungary

<sup>a</sup>Éva Schulz, <sup>b</sup>Bernadett Gászné Bósz

<sup>a</sup>Budapest Business School – Budapest, Hungary

<sup>a,b</sup>University of Pécs – Pécs, Budapest

**Focus:** The research aims to examine the impact on the recovered – mostly domestic – tourism's impact on museums in Hungary.

**Abstract:** Museums play an important role in tourism. During the pandemic they could maintain the cultural transmitting function through digitalisation but suffered severe financial loss. The strong demand after the reopening of museums proved that digital cultural consumption is more a complements than a substitutive alternative of the real space experience. Most of the Hungarian museums consider improving tourism as one of the major strategic goals mainly because of the connected application opportunities.

The research aims to examine the impact on the recovered – mostly domestic – tourism's impact on museums in Hungary and to identify the most resilient types of museums. Our research questions are the followings:

RQ1: What kind of changes are typical to the Hungarian museum statistics between 2019-2021 and what can be the reasons behind them?

RQ2: Which are the main factors of a museum's attractiveness?

RQ2: What kind of correlations might be between cultural and tourism statistics?

The primary research methodology includes beside the mathematical-statistical analysis of the Hungarian museums' database also semi-structured interviews with managers of museum institutions.

The practical usefulness of research results may help the planning of museum's crisis management in the future and stimulate the cooperation between the stakeholders of cultural and tourism sector.

**Keywords:** museum, tourism, resilience, pandemic

### Corresponding author:

Éva Schulz

Budapest Business School

Alkotmány Street 9-11.

Budapest

1054, Hungary

[schultz.eva@uni-bge.hu](mailto:schultz.eva@uni-bge.hu)



---

**The rurAllure network contributing to the renaissance of pilgrimage culture in Europe – the case of the Way of Mary**

<sup>a</sup>Ildikó Kádárné Kelemen, <sup>b</sup>Blandina Šramová, <sup>c</sup>Tatiana Deptová, <sup>d</sup>Réka Vas

<sup>a,d</sup>Governmental Agency for IT Development KIFÜ – Budapest, Hungary

<sup>b,c</sup>Univerzita Komenského v Bratislave – Bratislava, Hungary

**Focus:** The focus of our research is how rural areas along pilgrimage routes can benefit more from the flow of pilgrims by building local stakeholder networks and using state-of-the-art IT tools

**Abstract:** The Way of Mary is a network of 2200 kms of pilgrimage route in Central Europe connecting shrines dedicated to the worship of the Virgin Mary. Its East-West axis runs from Mariazell in Austria to Csíksomlyó (Șumuleu Ciuc) in Transylvania, while its North-South route expands from Częstochowa to Medjugorje. Thus, we get a cross that spans Austria, Hungary, Romania, Poland, Slovakia, Croatia, and Bosnia and Herzegovina. After presenting some historical aspects of pilgrimage the paper discusses how the rurAllure project highlights this pilgrimage route's cultural and natural heritage and potential for regional and local business development. It shows selected best practices from the three countries represented in the "Ways to Csíksomlyó" pilot. It presents the cooperation possibilities along selected sections of the Hungarian "Mária Ut". It describes how the featured trips and narratives of the rurAllure platform can offer thematic routes pilgrims can choose from or combine. Using the example of the promotion along the "Via Mariae" in Slovakia, it documents the potential that pilgrimage as a spiritual and cultural phenomenon can bring to promoting religious dialogue. It shows how relationships beyond the religious sphere can be built, contributing to increasing sustainability, and improve society's mental health in times of pandemic crises.

The presentation of the Transylvanian pilot section focuses on slow tourism, contributing to the renaissance of pilgrimage, as well. The emphasis is on showing small beauties and details of the natural, architectural and cultural richness of the region made really enjoyable by the hospitality of the locals.

**Keywords:** Pilgrimage, rural development, stakeholder networks, pilgrimage planning, sustainability, dialogue of stakeholders

**Corresponding author:**

Ildikó Kádárné Kelemen

Governmental Agency for IT Development KIFÜ

Váci út 35

Budapest

1134, Hungary

[kadarne.kelemen.ildiko@kifu.gov.hu](mailto:kadarne.kelemen.ildiko@kifu.gov.hu)



---

**Pilgrimage for fun? - Gen Z & Holy sites: Tourist motivation and representation on social media**

<sup>a</sup>Carmen Meier, <sup>b</sup>Yasmine Moussou, <sup>c</sup>Dr. Desmond Wee

**Abstract:** Many scholars have examined the relations between pilgrimage and tourism within different theoretical approaches. For instance, Cohen argues that pilgrimages and tourism are similar concerning their structure, since pilgrims as well as tourists are on a quest for deeper meaning and understanding. On the other hand, the two are less similar at the phenomenal level, because the tourists' motivations and expectations might differ.

Considering the importance of religious tourism economically as well as culturally, the impact of this tourism sector has been linked to interconnectedness and peace within various communities. However, the Gen Z's perspective on religious tourism and pilgrimage has not been researched thoroughly, as well as their motivation about visiting religious sites. The question whether the journeys are for religious purpose, solely curiosity or for another reason has yet to be answered. Furthermore, it remains rather unclear if the religious journey is the main focus for them or only the monumental value of the holy place. Therefore, this paper is based on the definition of spiritual places as well as the tourist motivation from Gen Z's perspective.

After introducing the importance of some of the most visited holy places and the most undertaken journeys (El Camino to Santiago de Compostela, Jerusalem, Mecca) to Gen Z, their perception and experience will follow to discuss how religious and spiritual tourism can encourage intercultural dialogue among them by making visitors question the stereotypes and build their own narrative of the other religions.

Several sets of data were collected using academic sources as well as social media referring to the relevance of holy sites for Gen Z, with the aim to see how these religious places are represented and consumed to identify their tourist motivation.

**Corresponding author:**

Yasmine Moussou

[yasmine.moussou@cbs-mail.de](mailto:yasmine.moussou@cbs-mail.de)



---

## **POLICY OF SUPPORTING THE DEVELOPMENT OF THE LOCAL RELIGIOUS TOURISM PRODUCT**

<sup>a</sup>Aleksander Panasiuk, <sup>b</sup>Halyna Zubrytska

<sup>a,b</sup>Jagiellonian University in Krakow, Poland

**Focus:** Presentation of the assumptions of the local policy of supporting the development of the religious tourism product on the example of Krakow.

**Abstract:** Theoretical foundations concerning the tourism religious product and the issues of local tourism policy will be presented. On this basis, the scope of activities of public institutions and non-governmental organizations cooperating with them in the field of creating local (urban) development of a tourism religious product will be presented. On the example of the city of Krakow, an analysis of the tourism religious product structure will be carried out and the size and structure of tourism related to the religious tourism traffic will be estimated. Then, the activities of the local government authorities of the city of Krakow and cooperating entities in the field of support and development of the tourism religious product in Krakow in 2017-2021 will be assessed. The result of the research will be the development of assumptions for the concept of the product development policy of religious tourism in Krakow. On the basis of the presented argument, an attempt will be made to prove the hypothesis according to which the activities of the city government and entities co-creating the tourism religious in Krakow contribute to the development of a comprehensive city tourism product, and at the same time the expansion and diversification of its structure, which has a positive effect on tourist consumption, for which tourism religious may be the main or complementary motive of arrival.

**Keywords:** Tourism policy, tourism product, religious tourism, religious tourism product, urban tourism.

### **Corresponding author:**

Aleksander Panasiuk  
Jagiellonian University in Krakow  
30-348 Krakow  
Lojasiewicza 4  
Poland

[aleksander.panasiuk@uj.edu.pl](mailto:aleksander.panasiuk@uj.edu.pl)



---

**Shaping state's soft power through World Expos: the case of  
Poland participation in Expo 2020 in Dubai**

<sup>a</sup>Karolina Daria Andrzejczak, <sup>b</sup>Piotr Zmysłony

<sup>a,b</sup>Poznań University of Economics and Business – Poznań, Poland

**Focus:** The paper's research question is how a country converses soft power's components through participation in the world exhibition. We focus on Poland's participation in Expo 2020 in Dubai and aim to specify the soft power 'package' design within Poland's EXPO 2020 Programme concept and analyse their conversion process while participating in the exhibition.

**Abstract:** Contemporary international relations are increasingly shaped by the soft power of states, which, in addition to tourism, are created by such resources as culture, diplomacy, branding and trade (Grix and Brannagan, 2016). It is based on the power of gentleness and persuasion by appealing to multilateralism, international law, shared values and cultural attractiveness (Nye, 2004). Although world exhibitions, renamed Expo, are recognised as an essential tool for building soft power (Cull, 2019; Loscertales, 2010), we found that the tactical dimension of this process is rarely discussed in the literature.

We followed qualitative research methods, analysing the content of secondary sources and conducting semi-structured in-depth interviews with key actors implementing the Polish participation program in the exhibition. We conclude that branding and trade are most strongly emphasised in Poland's overall participation at EXPO 2020, but they are closely related to the other resources, i.e. tourism, culture and diplomacy. We also stress that the program portfolio should be balanced so that it includes both events showcasing all soft power resources and events focused only on one of them.

**Keywords:** soft power, Expo, world exhibition

**Corresponding author:**

Piotr Zmysłony

Poznań University of Economics and Business

Aleja Niepodległości 10

61-875 Poznań

Poland

[piotr.zmyslony@ue.poznan.pl](mailto:piotr.zmyslony@ue.poznan.pl)



---

**In harmony with nature and ourselves – a new trend in tourism:  
positive tourism**

<sup>a</sup>Nikolett Boros, <sup>b</sup>Rita Domjáné Dr. Nyizsalovszki

Eszterházy Károly Catholic University – Eger, Hungary

**Focus:** Positive tourism as a bond between tourism and positive psychology.

**Abstract:** The challenges of today's consumer society's fast-paced lifestyle has an enormous effect on tourism, and the current epidemic situation (Covid-19) has increased and differentiated these challenges even further. Options include health tourism, which has expanded significantly during the last two decades. Besides physical health care, the protection of mental health is becoming an increasingly important aspect for tourism consumers. For this reason, prevention and holistic perspective are getting more and more attention in tourism product development. Accordingly, psychology can also play an extremely important role in recognizing the desires and expectations of tourists, in the implementation of product development, and – last but not least – in guaranteeing guests' well-being during the tourism consumption. A new perspective based on health psychology started to develop when Mihály Csíkszentmihályi with his colleagues created the definition of positive tourism in 2016. In our study, we review the events that led to this new trend, its' legitimacy, Hungarian aspects, and we make an attempt to expand the concept and give it more layers.

**Keywords:** Positive tourism, Positive Psychology, Well-Being

**Corresponding author:**

Nikolett Boros

Eszterházy Károly Catholic University

Egészség ház street 4.

Eger

3300, Hungary

[boros.nikolett@uni-eszterhazy.hu](mailto:boros.nikolett@uni-eszterhazy.hu)



---

## EVALUATION OF WEBSITES OF SELECTED POLISH YACHT PORTS IN THE ASPECT OF ITS USEFULNESS FOR POTENTIAL TOURISTS

<sup>a</sup>Aleksandra Łapko, <sup>b</sup>Ewa Hącia

<sup>a,b</sup>Maritime University of Szczecin – Szczecin, Poland

**Focus:** The use of the Internet for marketing communication allows various types of entities to attract customers and build their loyalty. The Internet can be used not only as an additional channel for transmitting information about the company but also for interactive communication increasing the effectiveness of promotional activities or for commercial purposes. This is of great importance for service companies, including those in the tourism sector, which includes marinas.

**Abstract:** The aim of the chapter is to present the results of research on the content of websites owned by the Baltic yacht ports. A research hypothesis has been made that yacht ports very rarely use the tool which is a website, however positive changes are observed in this field. The research covered Polish yacht ports along the Baltic coast in the areas belonging to two regions: West Pomerania and Pomerania. The assessment of port websites was carried out according to the adopted criteria in terms of their suitability for potential tourists in 2018, 2020 and 2022, which allowed to indicate changes. Research methods such as theoretical and analytical observation combined with the exploration of websites and the point bonitation method were used. A comparative analysis of the results obtained was also carried out.

**Keywords:** nautical tourism, marketing tools, tourist information

### Corresponding author:

Aleksandra Łapko

Maritime University of Szczecin

Henryka Pobożnego 11

Szczecin

70-507, Poland

[a.lapko@am.szczecin.pl](mailto:a.lapko@am.szczecin.pl)



---

## The health-oriented tourism experiences around the Lake Balaton destinations in Hungary

Maloy Saha

University of Pannonia – Veszprém, Hungary

**Focus:** To analyse the factors that can enhance and sustain a healthy experience at the destination of Lake Balaton in Hungary.

**Purpose:** The relocation of people from their homes to other regions for the purpose of receiving care is referred to as "health and wellness tourism." The area around Lake Balaton in Hungary offers a lot of promise for health and wellness tourism because of its location, climate, thermal resources, natural beauty, and qualified medical staff. Health tourism has grown so rapidly in Hungary over the previous two decades. The purpose of this study is to look at the experiences of health and wellness tourism in Hungary's Lake Balaton area. Because of its thermal resources, temperate climate, geographical accessibility, and natural resources, Hungary is considered one of the most viable markets in the region. The study also examines the services provided by health and wellness tourism providers, as well as how people feel about health-related tourism in Lake Balaton destination, Hungary. The evaluation in terms of lakeside area or geographical region is based on the health-related tourism items that are intended to be produced in Hungary in this article. Increased health tourism can help tourists provide better health and wellness tourism services, reducing seasonality, improving sustainability and labour standards, and reducing health costs through preventive measures.

**Design/methodology/approach:** This study follows the secondary research methods. The study depends on the current literature and makes evaluations based on the secondary data from Hungarian Central Statistical Office, Global Wellness Institute and Turismus.com. Based on the literature research, this paper merely takes an exploratory and conceptual approach and also try to find out the SWOT analysis about health-related tourism around Lake Balaton in Hungary.

**Findings:** The results of the survey show that health and wellness can further promote tourism marketing, create awareness, create sustainable practices, utilize local resources, improve healthcare services, cultural exchanges as well as lake nature and scenery to attract tourists to Balaton Lake and its Contributes to sustainability.

**Keywords:** Lake Tourism, Tourism Experiences, SWOT Analysis, Supply and Demand, Health and Wellness Tourism, Sustainability.

### Corresponding author:

Maloy Saha

University of Pannonia

Egyetem street 10.

Veszprém

8200, Hungary

[maloyahabd100@yahoo.com](mailto:maloyahabd100@yahoo.com)

**Back to the future or forward to the past?**





---

## Rise of the hotel-specific service robots

Katalin Juhász-Dóra

Budapest Business School – Budapest, Hungary

### Abstract:

In the hospitality and tourism industry, sometimes it is ambiguous, whether we are looking into the past or into the future.

Particularly in luxury hotels, sometimes it feels like the future is now, hence these service facilities provide a wide range of services for their guests, allowing their customers to witness traditions and historical built heritage while enjoying the latest technological equipments and devices, service robots or futuristic VR or smart glasses in a hotel room.

Despite the fact, that the implementation and adoption of service robots in the hospitality and tourism industry are current issues, only a few academic studies have focused on the potential areas of application in the hotel industry. Artificial intelligence, service automation and service robots increasingly provide the capability of decision making to machines, as a result bringing a range of disruptions in service provision.

The first robotic hotel with fully automated customer service was introduced in 2015 in Japan, since then, the spread of Covid19 has boosted the implementation of service robots in Europe, as well.

The current study provides an insight into the potential areas of applications of service robots in the hotel industry.

### Focus:

Artificial intelligence, service automation and service robots have become prominent over the last decade in the field of hospitality and tourism and industry. The research study provides an overview about the hotel-specific service robots and their potential applications.

### Keywords:

service robot, service automation, technology adoption, artificial intelligence, hotel industry

### Corresponding author:

Katalin Juhász-Dóra

Budapest Business School

Alkotmány street 9-11.

Budapest

1054, Hungary

[juhasz-dora.katalin@uni-bge.hu](mailto:juhasz-dora.katalin@uni-bge.hu)



## Exploring memorable game experiences: automatic topic modelling of TripAdvisor reviews

<sup>a</sup>Marek Nowacki, <sup>b</sup>Joanna Kowalczyk-Anioł Yash Cavla

<sup>a</sup>WSB University in Poznan – Poznan, Poland

<sup>b</sup>University of Łódź – Łódź, Poland

**Abstract:** Escape room (ER) is a type of game where players have to solve several puzzles to leave the room in a limited time. The article aims to identify memorable game experiences (MGEs) reported online and verify their relationships with the rank on TripAdvisor and sentiment. In this study, mixed methods were used: quantitative (text mining, LDA, Pearson's chi-squared test, sentiment analysis) and qualitative (content analysis). All 6203 English reviews posted by TripAdvisor users concerning 29 game rooms in Budapest were scraped. Analysis of travellers' ratings combined with sentiment analysis revealed which topics contained the most MGEs. Six features that characterise MGEs were identified (service/staff/game master, the story, value, ambience and atmosphere, riddles and setup, puzzles and decoration). The results obtained in this study are important not only for researchers but also for owners and managers of game rooms in Budapest and other cities. They can also be used by destination managers (of DMOs) to create a comprehensive strategy for the development of game tourism in the city.

### Corresponding author:

Marek Nowacki

WSB University in Poznan

ul. Powstańców Wielkopolskich 5



---

Poznan

61-895, Poland

[marek.nowacki@wsb.poznan.pl](mailto:marek.nowacki@wsb.poznan.pl)

## **Establishing Fan Tourism by User-Generated Location Experiences: Virtual- and Real-Site Interaction**

Wei Jung Chang<sup>a</sup>, Masakazu Otsu<sup>b</sup>, Teruyasu Kanamaru<sup>c</sup>, Masaaki Takemura<sup>d</sup>

<sup>a,b</sup>Doshisha Women's College of Liberal Arts – Kyoto, Japan

<sup>c</sup>Osaka Gakuin University – Osaka, Japan

<sup>d</sup>Meiji University – Tokyo, Japan

**Focus:** This study focuses on fan tourism. Fan tourism is new tourism phenomenon found around 2003. This paper conceptualizes the development of fan tourism in Japan. To achieve this purpose, we traced the history of K-Pop tourism by using representation analysis as our methodology. K-Pop tourism was first established by fans who were watching and participating in movies, dramas, and pop concerts. Then, fan activities related to Korean culture originally created new locations for fans to visit. Thus, virtual- and real-site interaction plays important role for developing fan tourism.

**Abstract:** The purpose of this paper is to conceptualize the development of fan tourism in Japan. Fan tourism has been regarded as a specific type of tourism since the early 2000s. It is defined as travel in which fans of anime (included manga, movies, and video games) find the places and settings from the anime stories in the real world and visit there. The origins of fan tourism can be traced back to such examples as Beatles fans taking photographs the Abbey Road crossing and Western film fans visiting locations from the 1953 movie "Shane" in Grand Teton National Park. However, fan tourism today is different from these conventional examples. While conventional fan tourism prefers the original site conditions as they were, anime fan tourism takes on additional meaning from secondary derivation (fan works) of the original anime. Based on the theory of the production of space, we explore the generation and development of K-Pop fan tourism by using representation analysis as a methodology. K-Pop fan tourism, or travel events related to



Korean pop stars, began in 2003. Since then, it has been reproduced by the interaction between real (destination) and virtual (anime) worlds. Representation analysis can analyze which media (magazines, guidebooks, and articles) focus on and introduce to travelers how tourism space is organized, through interpretation of three dimensions: spatial practice, representational space, and space of representation. As one result, we find a gradual expansion of K-Pop fan tourism and interaction dynamics in Japan and propose some research topics for the future.

**Keywords:** fan tourism, representation analysis, virtual-real interaction, K-POP

**Corresponding author:**

Wei Jung Chang

Doshisha Women's College of Liberal Arts

Kodo, Kyotanabe Kyoto

610-0395, Japan

[wchang@dwc.doshisha.ac.jp](mailto:wchang@dwc.doshisha.ac.jp)

**Image, reputation. brand identity and value-creation through sport – a case of Canada**

Marica Mazurek

University of Žilina – Žilina, Slovakia

**Focus:** The article will discuss the meaning of branding and brand identity in the connection to sport, leisure, especially focuses on hockey. The conceptual base of branding will construct the study, which will discuss the importance of events in brand building process, the involvement of communities in this process and creation of partnerships, sponsoring and support of these sport activities. The focus will be on the hockey game and the importance of hockey for Canadian brand identity and image creation. A case study approach to this research will be used for this study by using the secondary research sources.

**Abstract:** One of the most effective marketing strategies, used for the strengthening of a destination competitiveness, is branding. A well-developed brand means an easily recognized and positive grouping associated features selected to represent the most marketable aspects of a place. The emotional attachment and creation of image as well as the improvement of the process of branding of a specific destination (e.g. town, city, country) could be improved by specific factors, for instance how community is involved in the support of organizing of events contributing to brand identity and image formation. Jago (2003) mentioned that "local people perceive themselves as an essential part of the event and are interested in the event, their support will carry a positive effect on the way that visitors perceive the event and the destination." Building strong brands and brand extensions for instance through events, new tourism products and services might benefit the core brand equity of a destination.



## Renaissance of Culture in Asia and Europe

4-8 July 2022, Hungary

Speaking of Canada, one of the most typical features of this country is hockey, which belongs to the most popular leisure activities in Canada. Sport as a leisure and competing activity can be one of typical characteristics, which can help to create brand identity of a country. Canada belongs to countries with the most recognized traditions and achievements in this sport. Hockey also plays important role in attracting visitors to Canadian hockey game also from different countries who are becoming visitors, tourists with the specific goal based on the attendance of sport events as a hockey game.

**Keywords:** brand identity, value creation, image and reputation, hockey, Canada

### Corresponding author:

Marica Mazurek

University of Žilina

Univerzitná 8215

Žilina

010 26, Slovakia

[marica0011@yahoo.ca](mailto:marica0011@yahoo.ca)

### The Oden: case study of a video game as a driver in the choice of Sardinia as a destination for gamers.

<sup>a</sup>Enrico Panai, <sup>b</sup>Veronica Maria Camerada

<sup>a,b</sup>University of Sassari – Sassari, Italy

**Focus:** The aim is to illustrate how a video game can be used as an incentive for a tourist destination.

**Abstract:** The number of factors influencing the decision to choose a tourist destination is countless. According to scholars, the imaginary that travellers construct about the destination is one of the most convincing factors when choosing where to travel. The imaginary, understood as the arbitrary reconstruction of a destination from a reduced set of factual or emotional information, has always been fuelled by art in its various forms: architecture, music, painting, sculpture, poetry, dance and cinema. Among the various arts, the figurative ones are probably the most incisive because they precisely define the space in which the traveller is projected. With the advent of digital technologies and their ability to cut and paste reality, classical arts have progressed to create hybrid artistic instances with which one can interact, such as video games. This paper illustrates how a video game can be created with a twofold objective: simply to entertain players or to become a driver in the choice of tourist destination. The case study is made of a single-player video game developed by Rattingham Studios: "The Oden". The tourism objective is achieved by creating an imagery linked to the Nuragic civilization, a prehistoric culture typical of Sardinia: the second largest island in the Mediterranean Sea. Sardinia offers an almost unspoilt natural environment and a largely undiscovered archaeological heritage; both elements can be used to create original game environments that arouse the curiosity of the players. The article shows how the developers are building the video game, what is



## Renaissance of Culture in Asia and Europe

4-8 July 2022, Hungary

the philosophy behind the project and how the elements that populate the virtual space are carefully chosen to feed the imaginary of a possible future tourist. Further work is needed after the release of the video game to assess its impact on attracting tourists to Sardinia.

**Keywords:** videogame, Sardegna, destination attractive element

### Corresponding author:

Enrico Panai

University of Sassari

Via Roma 151

Sassari

07100, Italy

[enricopanai@gmail.com](mailto:enricopanai@gmail.com)

## Awareness and Popularity of Art Nouveau in the Danube Region – Lessons for the Tourism Industry

Tamara Rátz<sup>a</sup>, Zsolt Koren<sup>b</sup>

<sup>a</sup>Kodolányi János University, Hungary

<sup>b</sup>Museum of Applied Arts, Hungary

**Focus:** The role of Art Nouveau heritage as a tourist resource in urban tourism in the Danube Region is investigated, based on two surveys carried out in the framework of the ARTNOUVEAU2 project.

**Abstract:** Art Nouveau heritage is part of the history and everyday life of the many cities in the world: particularly in Europe, but also on other continents where European architectural and artistic influences shaped urban development. This heritage is especially important in the Danube Region where the Art Nouveau movement contributed to the region's cultural identity and may be used as a cohesive force in collaboration-based tourism development, at destination, national and international level. Since the Art Nouveau monuments typically display splendid decorations and a high level of craftsmanship, and are often rooted in inspiring personal stories of the artists and their patrons, their visual and emotional appeal can be used to present destinations with Art Nouveau heritage as "best places" in the global tourism market, i.e. places that are recognizable, memorable, and attractive to visitors and locals alike.

The paper is based on two questionnaire surveys carried out in 2021 in the Danube Region with the aim to investigate the local population's awareness of the Art Nouveau heritage and its perceived popularity as a tourist attraction. The survey results were



complemented by semi-structured interviews with tourist experts and content analysis of the official marketing communication messages of selected cities in the Danube Region.

The findings suggest that the concept of Art Nouveau is predominantly associated with architecture, and although it is seen as an attractive theme and a valuable component of the built environment of a destination, respondents are only moderately familiar with the variety of Art Nouveau styles, its representative artists, or its influence on everyday life. This provides an opportunity for the tourism sector to create novel experiences in familiar places which may alleviate the negative impacts of tourism growth in the post-covid era.

**Keywords:** Art Nouveau, tourist milieu, urban tourism, cultural tourism, best place

**Corresponding author:**

Tamara Rátz

Kodolányi János University

1139 Budapest

Frangepán u. 50-56.

Hungary

[tratz@kodolanyi.hu](mailto:tratz@kodolanyi.hu)

**The tourist valorization on internal area of Italy: best practice**

Carmen Bizzarri

European University of Rome – Rome, Italy

**Focus:** The research focus on the way to tourist valorization the internal areas of Italy where are suffered by the demographic depopulation processes and aging process is growth. These problems are caused great depression and stopping of economic growth. So, the research can be helping these area to understand the way to arise the economic value without social and environmental impacts.

**Abstract:** The paper comes from the need to search for criteria useful for the valorization of heritage towns, located in rural and/or inland areas of Italy, now affected to depression and depopulation process. To this end, the author points out how territorial identity can constitute the theoretical foundation to influence the development policies and, in particular, the tourism development for sustainability process. It was therefore decided to interview a number of stakeholders who could contribute with their professionalism and expertise to identify possible paths and processes for the enhancement of these areas for tourism development. The methodology was based on be to be interviews with open questions, which allowed to identify a SWOT analysis, offering a guideline for a correct governance of these rural areas for their tourist enhancement, in terms of sustainability of development and tourist attractiveness. The study is an observatory that will monitor the implementation of sustainable tourism enhancement of the borghi, heritage town

8<sup>th</sup> International Conference of the Euro-Asia Tourism Studies Association

## Renaissance of Culture in Asia and Europe

4-8 July 2022, Hungary



---

**Keywords:** internal areas, tourist development, innovation in tourism

**Corresponding author:**

Carmen Bizzarri

European University of Rome

P.le R. Ardigò

Rome

00142, Italia

[carmen.bizzarri@gmail.com](mailto:carmen.bizzarri@gmail.com)





---

## Considering the concept of "Treating Employees as Customers" in Internal Marketing

Shunsaku Hashimoto

University of the Ryukyus - Okinawa, Japan

**Focus:** The concept of Internal Marketing was first indicated by Berry et al (1976) as a way of achieving consistent service quality and as a solution to the problem of delivering consistent high service quality (Ahmed and Rafiq, 2002). And the core concept is "Treating employees as customers". To date, much research have been conducted on the practical and academic aspects for nearly 50 years. In this paper, It is reviewed much research so far and presented what the "Treating employees as customers" indicate.

**Abstract:** The concept of Internal Marketing was first indicated by Berry et al (1976) as a way of achieving consistent service quality and as a solution to the problem of delivering consistent high service quality (Ahmed and Rafiq, 2002). And the core concept is "Treating employees as customers". To date, much research have been conducted on the practical and academic aspects for nearly 50 years. Among them, representative research are as follows. Berry et al (1976), Grönroos (1981), Berry (1984), George and Grönroos (1989), Reardon and Enis (1990), Berry and Parasuraman (1991), Ballantyne (1997), Ahmed and Rafiq (2002), Kotler (2003), Kimura (2007), Takahashi (2014). Considering at definitions of internal marketing, the definitions are not unified. However, the common element is to reach out to the internal market (employees), increase employee satisfaction, motivate customer orientation, and create effective work to the external market (customers). Furthermore, common element can be found in Service-profit chain (Heskett et al,1994,2003) and Resource based view (Barney, 2003). Considering these theories, it can be found that the common concept is "Treating employees as customers". To date, much research has been conducted on the practical and academic aspects. In this paper, it is examined, what this concept really indicates through literature review.

**Keywords:** Treating employees as customers, Internal marketing, Activating organization, Service – profit chain

### Corresponding author:

Shunsaku Hashimoto

University of the Ryukyus

1 Senbaru Nishihara-cho Nakagami-gun

Okinawa

9030213, Japan

[shunh@grs.u-ryukyu.ac.jp](mailto:shunh@grs.u-ryukyu.ac.jp)



---

**Alternative methods for assessing tourism flows**

Carlos P Marques

CETRAD – Centre for Transdisciplinary Development Studies, University of Trás-os-Montes and Alto Douro – Vila Real, Portugal

**Focus:** Discuss the application of big data to measure tourism flows

**Abstract:** Official statistics on tourism flows rely on surveys, namely on trips of residents and on nights spent at tourist accommodation establishments. Data obtained from these surveys are usually provided to academic or industry users with a significant time lag. Moreover, due to sampling limitations, their granularity may be inadequate to analyse regional patterns or to get a more in-depth perception of flows into emerging destinations with few accommodation establishments.

The COVID-19 pandemic caused pronounced changes in tourism flows, urging for data quickly available, inexpensive, and with finer granularity to better respond to those changes. This paper aims to identify and discuss the application of some alternative methods for assessing tourism flows. Advantages and disadvantages of publicly available data from: 1) search engines (Google Trends); 2) geolocation of cell phones (Google mobility reports); and 3) point-of-sale credit card payments, are discussed by comparing them with official data on nights spent at tourist accommodation establishments. The results show that each of them may be used for specific purposes as an alternative to the statistics based on surveys.

**Keywords:** Google trends, Google mobility, Point-of-sale data, Tourism flows

**Corresponding author:**

Carlos P Marques

CETRAD – Centre for Transdisciplinary Development Studies, University of Trás-os-Montes and Alto Douro

Quinta de Prados

Vila Real

5000-801, Portugal

[cmarques@utad.pt](mailto:cmarques@utad.pt)