

ZOLTÁN VERES

EDITORIAL: MANAGEMENT CHALLENGES IN THE LEISURE TIME INDUSTRY

Dear Reader,

Welcome to this issue of Pannon Management Review in the year of 2018, which follows its usual structure. In this issue our authors have put an everyday activity into the research focus. The common point of the articles is leisure time consumption of the individual consumers.

Leisure time means by definition the free time interval beyond work and satisfaction of physiological needs. It covers all voluntary activities in order to recreate, being amused, manage social relationship and education. Recreation results always in physical and spiritual recharge. Spending free time can be equally active or passive. In its active form it frequently needs physical effort, mobilization of skills and plays an important role in the development of personality. In the case of passive spending of free time activity has no role but a kind of relaxation like vacation and holidays. Based on a survey from 2015 among the most popular leisure time activities domestic trip, dining out, visiting spas and bathing can be mentioned.

In sum we can state that leisure time activities serve for recreation of working ability and for quality life experiencing. From this point of view also this segment of our life deserves the study in a scientific perspective. Scientific approach means that let us try to better understand the efficiency of the management tools aiming at consumer satisfaction and – from the other side – customer experience. The papers of this issue add new ideas to this challenge.

The article of Márta Kóródi and Csilla Kalmárné Rimóczi “*Experience promises, expectations and their implementation in Tisza riverside tourism between 2010 and 2016*” is based on a questionnaire research in the settlements of Tisza riverside, in the summertime from 2010 to 2016.

The study is focused on the different elements of the experience on demand or supply side, deepening the query toward the motivation or satisfaction. Besides on factors influencing travel decisions usually or during actual travel, the intended and actual intensity of the individual experience factors, the satisfaction with tourism product items, the attitude of local products consuming, the accommodations, the spending and spending structure and other travel habits. The research has an experience-centred approach, consumption habits, preferred experience elements, which as part of the experience basis or the generated experience supply may contribute to the further development of the area.

The next paper on *“The tourism geographical characteristics of wine gastronomy festivals in the Balaton Wine Region”* written by Géza Szabó and Bence Závodi is on wine gastronomy festivals, the central element of which is wine, and which are now dominant factors in the festival offer of Hungary. Wine gastronomy festivals are usually linked to the wine producing areas, and also to the destinations most visited by tourists. The Balaton Wine Region is of special importance, mainly due to its renowned wine producing areas, and one of the wine gastronomy centres of Hungary. The authors processing the related literature and the collection of wine gastronomy festivals from different sources try to find out what special features the wine gastronomy supply of Balaton Wine Region has and to what extent these are compatible with the national trends.

In the young researchers' section Gyöngyi Hajmásy presents some results of her research under the title of *“Do the employees count? Hungarian hotel managers' attitude towards employee-related CSR activities”*. Her study analyses the attitudes of the Hungarian four-and five-star hotels toward employee-related corporate social responsibility activities. Staff members have direct connection with hotel guests, consequently they can largely contribute to customer experience and satisfaction through appropriate service delivery. Hotel executives reported that customer satisfaction, cost savings and branding-related outcomes were the main reasons for CSR implementation.

Finally from the *interview with Dóra Mihalovics, marketing director of BAHART* the reader gets a brief insight into the practice of a successful Hungarian company. Lake Balaton Boating Ltd. (or BAHART) in 2016 celebrated its 170 jubilee with a well-organized jubilee program sequence and with several commemorations. As the interviewee states, „I am not stating that we have managed to reach the level of service content everywhere I imagined, but we have already launched many innovations that points to the right direction. One of our most important result is that we can involve

regional characters, or external partners who aim to catch the same target group, for example an adventure park as a local attraction. More and more characters have realized that I am not going to attract the guests but I am going to transport the passenger to his/her attraction and make it available.” The company – connecting the two attractions – can give a greater experience to the passenger. There are synergies in it, for instance, promoting different attractions on the ships on the coast, or passengers have participated in an event at the coast and as an extra, so they can have a boat trip as well.

We do hope, Dear Reader, that the articles of this issue will attract your attention to the area. And that they will induce further research and publications.



Zoltán Veres, Professor of Marketing, at the University of Pannonia, Veszprém, Hungary, Head of Department of Marketing. He was born in Hungary and he received his university degrees from the Technical University of Budapest (Masters degree in Electrical Engineering) and the Budapest University of Economic Sciences (Masters degree in International Business). He obtained his PhD in economics, at the Hungarian Academy of Sciences. More recently, he obtained his habilitation degree at University of Szeged, Faculty of Economics and Business Administration.

He worked as project manager of numerous international industrial projects in the Mediterranean region (e.g. Greece, Middle East, North Africa) between 1977 and '90. Since 1990, he actively participates in the higher education. Among others he taught at the College for Foreign Trades; at the Ecole Supérieure de Commerce d'Angers and between 2004 and 2009 he was Head of Institute of Business Studies at the University of Szeged. In 2011 he was appointed professor of Marketing at the Budapest Business School (BBS), Hungary, and between 2010 and 2014 he was also Head of Research Centre at BBS. Since 2014 he is Head of Department of Marketing at the Faculty of Business & Economics of the University of Pannonia, Veszprém, Hungary and the editor-in-chief of the *Pannon Management Review*.

Zoltán Veres has had consultancy practice and conducted numerous research projects on services marketing and project marketing. In 2001 and 2002 he was Head of Service Research Department at the multinational GfK Market Research Agency. He is a member of the research group of the European Network for Project Marketing and Systems Selling, Lyon; Advisory Board member of Academy of World Business, Marketing and Management Development, Perth (Australia); member of Comité Científico del Academia Europea de Dirección y Economía de la Empresa (Spain); Advisory Board member of the Nepalese Academy of Management; member of Board of Supervision at Association for Marketing

Education and Research, Hungary; Advisory Board member of McMillan & Baneth Management Consulting Agency, Hungary and consultant of Consact Quality Management Ltd., Hungary.

He has nearly 300 scientific publications, including the books of *Introduction to Market Research*, *Foundations of Services Marketing* and *Nonbusiness Marketing*. He has been editor of series to Academy Publishing House (Wolters Kluwer Group), Budapest. Besides Zoltán Veres has been editorial board member of the journals *Revista Internacional de Marketing Público y No Lucrativo* (Spain), *Вестник Красноярского государственного аграрного университета* (Krasnoyarsk, Russian Federation), *Tér-Gazdaság-Ember and Marketing & Menedzsment* (Hungary); member of *Социально-экономический и гуманитарный журнал Красноярского ГАУ*, member of *Journal of Global Strategic Management*, Advisory Board and Review Committee; member of *Asian Journal of Business Research*, Editorial Review Board.