Pannon Management Review

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Pannon Management Review

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Zoltán Veres

EDITORIAL: TRAVELING CAN IMPROVE OUR QUALITY OF LIFE AND WELL-BEING

Dear Reader,

Welcome to this issue of Pannon Management Review in the year of 2021. The closedness caused by the pandemic is only slowly easing, and for the time being one wave is following the other. Nevertheless, most of us, including scientists, are used to living with the virus. During this difficult time the topic of the issue – quality of life – is almost a blasphemy. In addition, we explore the topic in a touristic context, which industry is among the biggest victims of the pandemic. However we must be optimistic, and in the hope of a better future let us try to continue the scientific work on the same level where it was before the attack of the virus.

In this issue the quality of life is gone around, as it was mentioned above. The term in the focus seems to be very simple and comprehensible. But when it is studied with professional tools and procedures, we quickly bump into the complexity of the problem. It is perhaps easier to define the content of „life" in the actual research context. Quality however turns to be a much more floating substance, and it is not a surprise for those specialists who are involved in quality management. Perceived quality of partly intangible goods – as it is typical in the tourism industry – can be so complex, and even more uncertain, that for the researchers the research object is really a moving target with a moderate possibility for operationalization. Nevertheless, accepting the mentioned difficulties, research efforts can bring useful fragments to draw the entire image.

Knowing this, let us see the content of this issue. After the introduction of Judit Sulyok a research article of Ágnes Raffay-Danyi, Margit Biermann and Zsuzsanna Banász on *The labour market of the Balaton region* can be read. The article presents interesting details about opinion of the local population in relationship with labour shortage and job opportunities. The next article of Jasna Potocnik Topler under the title of *The Role of Melania Trump Tourism in Increasing the Quality of Life in Slovene Sevnica* explores the local touristic influence of a unique political development in the United States. From the article a panorama on the development of small businesses can also be studied. In the paper *University Community's Cultural and Emotional Attitudes, Local Identity and Quality of Life within the Veszprém-Balaton 2023 ECoC* written by Edit Kővári, Szilvia Kántor and Judit Pásztor the first results of an ongoing longitudinal study are presented. Research goal was to explore the role of the university community (students, educators and non-educator staff), local identity, quality of life, cultural and emotional intelligence on a net sample of 190 respondents. The last article of this issue, *How locals become hosts?*, written by an international team of authors presents the results of an extremely interesting comparative analysis on the hosting attitude of the local population of four international festivals: Mysore Dasara in Karnataka, India, The International Kite Festival in Uttarayan, Gujarat, India, Cheung Chau Bun Festival, Hong Kong and Sziget Festival, Hungary. Finally the Reader in an interview with Melanie K. Smith can get a professional insight into the focus topic of the issue. Following the thoughts of the interviewee we learn that "most

of the studies show that quality of life is including a lot of things like politics, environments, social issues, cultural issues, gender issues and all those kinds of things… that quality of life and well-being are actually quite closely connected. If … really want to measure quality of life, one has got a huge number of indicators." In tourism "we have seen in recent years that it has been definitely desired to link creativity to quality of life, and that we must be more creative as individuals and also as destinations…and last but not least traveling can improve our quality of life and well-being." This is the most important message of the papers of this issue.

We do hope, Dear Reader, that the articles of this issue will inspire you to study quality of life in different other contexts with the aim of enriching your scientific point of view.

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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.

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Judit Sulyok

INTRODUCTORY THOUGHTS ON QUALITY OF LIFE

Quality of life has an increasing role in present-day world. Numerous researchers from different scientific fields try to capture the phenomenon, and provide a valuable piece of mosaic to the picture. Stakeholders have already long ago revealed that money does not make us happy – better saying increasing income level supports a better quality of life only up to a certain limit, after that more money does not brings more happiness or satisfaction. The concept of quality of life goes back a long time. An important consensus regarding the phenomenon is that it has an objective (measurable, called also welfare), and a subjective (not easy to measure, called also well-being) dimension. After WWII, not surprisingly the objective pillar was in in the focus of researchers and stakeholders in order to fulfil people' basic needs. Nowadays one can see a strong shift towards the subjective pillar, namely how people feel and evaluate their life.

The boom in the mobility – transportation of goods, mobility of persons, international travellers – also put a greater pressure on places in attracting temporary visitors, locals or potential investors. In a highly competitive environment, providing a good level of quality of life can be a differentiating feature, unique selling point (USP). The globalization has resulted in that numerous developments, infrastructure can be easily 'copied' or re-made in different destinations, however the sense of the place is something not transferable. Because at the end, people 'make' places as they are.

Mapping available data sources – often related to the welfare pillar of quality of life – may lead to misleading understanding of quality of life, or even more challenging to understand the differences between countries, cities etc. And at this point, the role of the subjective evaluation comes into the focus. Well-being also shows correlation with welfare factors, such as higher level of income or education has a positive role on quality of life – also on the subjective pillar.

Different roles in the society – e.g. being a family member, student in school, employee at a company, owner of a company, decision-making stakeholder, member of special interest groups – result in increased attention from numerous scientists, researchers. This way, there are studies on how quality of life of these groups can be supported. In case of tourism industry, local inhabitants who form the environment should have a certain quality of life in order to attract temporary visitors. Being hosts, and this way being proud of the destination may be a success factor for tourism areas. Service providers involved in the tourism value chain put a lot of emphasis on supporting employees' quality of life in order that better working environment has an impact on the travellers, as well. Because the 'moment of truth' comes when visitors arrive to a destination, and meet local hosts. Parallel with that, there are a growing number of researches addressing with the benefits of travelling on quality of life which is mainly the well-being pillar.

Recently, covid-19 pandemic situation hit strongly our life. Although undoubtedly, tourism is among the sectors mostly impacted, the lockdown had an effect on everybody's quality of life. One important – and sad – impact in 2020 is that more and more people suffering from mental illness/problem, so first of all wellness industry may have the responsibility and potential to change this. Making an 'inventory' how the pandemic has affected our life, probably it

has more negative than positive issues. However, as in case of all crisis, it is also an opportunity for change, re-think, and re-shape our future. So, sharing knowledge and best practices among a wide range of stakeholders supports a better understanding of quality of life.

In line with its growing importance, at the University of Pannonia significant efforts on research on quality of life has been put during the last few years. Within the framework of the project of *Sustainable, intelligent and inclusive regional and city models*, one element of the comprehensive research program focused on quality of life, where the destination was the Lake Balaton, including locals, second home owners, and tourists. In September 2020, a three-day international conference – organized online due to the covid-19 situation – ensured platform for knowledge sharing among researchers addressing with quality of life where both positive and negative aspects of tourism were discussed.

Judit Sulyok is a senior lecturer at the Department of Tourism, Faculty of Business and Economics, University of Pannonia, since 2015. She graduated as an Economist specialized in Tourism at the College of Commerce, Catering and Tourism in Budapest in 2001. She got her MSc degree at the University of Pécs. Her PhD research focused on the Lake Balaton and its branding. She has experience in working in tourism practice, as well. Before joining the University of Pannonia, she worked as a researcher at the Hungarian Tourism Ltd. for several years where she got experience in international cooperation, in organization of conferences, and in other marketing communication activities, as well. She teaches health tourism, problem-solving, strategic destination marketing, and waterside tourism. On behalf of the University of Pannonia, she has been involved in international and Hungarian tourism oriented project coordination and management.

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Ágnes Raffay-Danyi – Margit Biermann – Zsuzsanna Banász

THE LABOUR MARKET OF THE BALATON REGION – LOCALS' OPINIONS

The geographical focus of the research is concentrating on the Balaton highlighted tourism development region located around the largest lake (Balaton) of Central Europe. The research aims to answer the following research questions (Q): Q1. How do locals perceive the labour shortage that characterizes tourism? Q2. Is there a significant relationship between the local job opportunities and the overall satisfaction with the settlement, or it being recommended as a residence or holiday destination? Data from a primary questionnaire survey were used for the analyses. The field work was conducted in 2018-9 and resulted in an evaluable sample of 1201 people. As for the method to assess Q1, the answers were categorized to the related open-ended question: those who perceived the labour shortage in local tourism were asked to provide an example of this. As for the method for answering the more complex Q2, relationship analyses (Kendall's tau and Cramer's V) were applied between the closed answers. Based on the results the following theses (T) can be formulated in response to the research questions: T1. There has been a significant labour shortage in the Balaton region in recent years. This affects the quality of services, which in some cases is already perceived by guests. T2. There is significant relationship between the local job opportunities and the overall satisfaction with the settlement, or it being recommended as a residence or holiday destination.

Introduction

The subject of the research is the Balaton region of Hungary, as defined by the governmental decree of 2016 (GOV, 2016). This area is located around the largest lake (Balaton) of Central Europe, and it must be noted that it does not correspond to the Balaton highlighted resort district (GOV, 2000).

Figure 1 Map of the Balaton tourism development area, as the subject of the research
Source: Banász – Biermann, 2020

There are 174 settlements in the region (see Figure 1), which are very diverse, both in terms of their size and their distance from the shore of Lake Balaton, as well as their geographical, economic, and social characteristics. Lake Balaton is the second most important tourism destination in Hungary after the capital Budapest, and without doubt the number one destination in terms of domestic tourism. The region offers attractions to every tourism segment, and is especially popular with families and young people. The attractions these two segments are looking for by the lake are typically beaches (with animation programmes), adventure parks, aqua parks and party places (Az ifjúsági turizmus fejlesztési stratégiája, 2010), all of which are labour intensive. Before the COVID-19 pandemic the Balaton region was characterized by significant labour shortage, especially in the tourism and hospitality industry, partially due to the uneven seasonal demand.

The main aim of our research was to find responses to two research questions (Q): Q1. How do locals perceive the labour shortage that characterizes tourism? Q2. Is there a significant relationship between the local job opportunities and overall satisfaction with the settlement, or it being recommended as a residence or holiday destination?

The novelty of the research is that no study has yet been conducted in the Balaton region interpreted in this way, which would have answered the above research questions.

2. Theoretical background

The focus of the study is the labour market at Lake Balaton. Demographic trends and the resulting working-age population play a key role in influencing labour supply (Tóthné, 2012). In Hungary, the population has been steadily declining since 1980, but at the same time the proportion of the elderly, the rate of the dependent population, and the aging index are increasing (Földházi, 2015; KSH, 2018). The demographic processes in the Balaton region are similar to national trends (Banász – Biermann, 2018). The change in the population of a country or region is influenced by three factors: the number of births, deaths, and migration. Births and deaths change only very slowly, in contrast, migration can lead to large-scale changes in the population of both the generating and receiving regions in a short period (Földházi, 2014). Settling in the Balaton area is not primarily motivated by labour market benefits (Bálint – Gödri, 2015). More and more foreigners are moving to the Balaton region, mainly the Western European seniors (retirees) prefer this area (Gödri, 2015). In the Balaton region, the number of in- and out-migration is almost the same in the settlements along the shore, and the same is true for other settlements of this region. (Banász – Biermann, 2018).

Employment is a key determinant of quality of life as well as of the competitiveness of settlements and regions. The best known competitiveness model developed by Lengyel (2000) also highlights the importance of employment. Lengyel (2000) argues that competitiveness is a flexible and widely applicable concept that can be interpreted to settlements and regions as well. According to regional sciences, the competitiveness of regions and settlements is more than the productivity of inputs, as it means economic growth that can be realised with high employment and, as a result, the average standard of living improves (Lengyel, 2016).

In a similar research, Koltai (2016) classified competitiveness factors into four factors, including:

1. service factor: health care, education, urban roles;
2. living conditions factor: infrastructure, transportation, employment, leisure time, housing;
3. environment factor: living environment, natural conditions;
4. human factor: history-traditions, demography.

Employment opportunities are highly influential in the competitiveness of regions, so regions with good employment options are attractive for people when choosing their place of residence.

As stated before, the tourism sector and the hospitality industry are highly labour intensive. Parallel to this statement it must also be acknowledged that one of the most important economic impacts of tourism is the ability to create jobs in a region (Horváth, 2007; Zopiatis et al., 2014; Papp – Formádi, 2013). Trained and skilled workforce are key factors of high quality service provision in in the service industry (Sulyok – Biermann, 2017). Recently – before the COVID 19 pandemic – it has become a challenge for the tourism service providers to find and retain the workforce with the right skills and competencies (Hajmásy, 2019). Seasonally operating tourism enterprises are in a particularly difficult situation, as they can provide work for the employees only for a specific period of the year (two to three months or five to six months occasionally). The study will approach the question of employment opportunities and labour shortage from the point of view of local residents to assess how these notions are perceived by people who live or work or study in the region.

3. Methodology

The research is based on a primary questionnaire survey conducted in 2018-9, which aimed to assess various aspects of quality of life in the Balaton region. 1201 (n) questionnaires could be evaluated (n_{2018}=844, n_{2019}=357). As for the method for answering Q1, the answers were categorized to the related open-ended question. This question was only included in the questionnaire in 2018: those who perceived the labour shortage that characterizes tourism in their settlement were asked to provide an example as well. As for the method to assess this complex Q2, relationship analyses were applied between the closed questions listed in the research model (Figure 2).

The strength of the relationships between the questions indicated in the research model is measured by Kendall's rank correlation coefficient (τ) and Cramer's V, depending on whether they can be measured on a nominal or ordinal scale. τ produces a statistic that ranges from -1 to 1, the sign of τ indicates the positive or negative nature of the relationship. Cramer's V varies between 0 and 1. For both indicators, its absolute value gives the strength of the relationship. If this absolute value is below 0.2, the relationship is regarded as weak, if it is at least 0.7 the relationship can be considered as strong (Sajtos – Mitev, 2007).

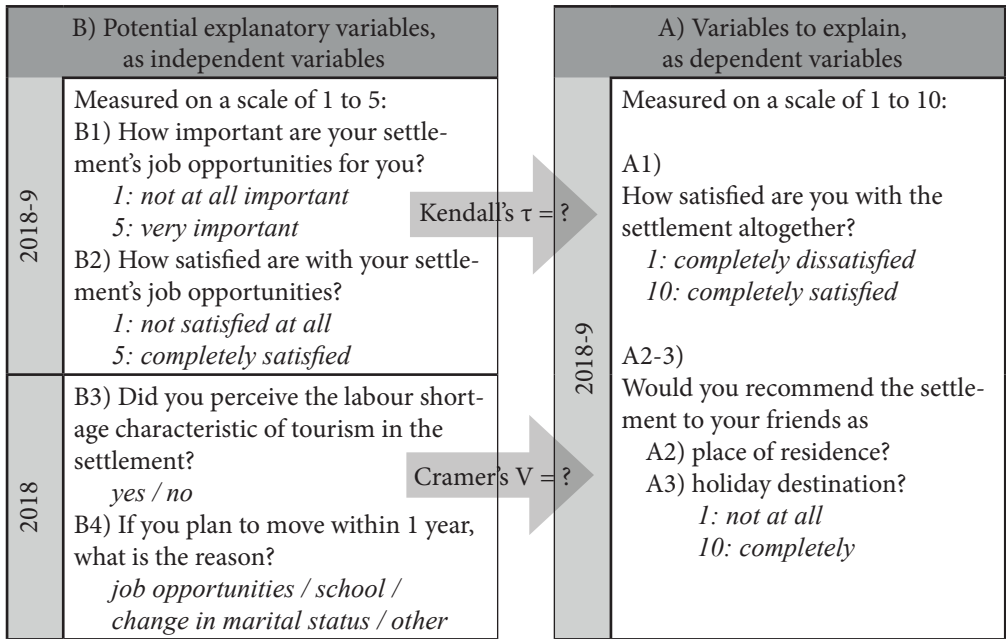| B) Potential explanatory variables, as independent variables		A) Variables to explain, as dependent variables
2018-9	Measured on a scale of 1 to 5: B1) How important are your settlement's job opportunities for you? *1: not at all important* *5: very important* B2) How satisfied are with your settlement's job opportunities? *1: not satisfied at all* *5: completely satisfied* → Kendall's τ = ?	Measured on a scale of 1 to 10: A1) How satisfied are you with the settlement altogether? *1: completely dissatisfied* *10: completely satisfied* A2-3) Would you recommend the settlement to your friends as A2) place of residence? A3) holiday destination? *1: not at all* *10: completely*
2018	B3) Did you perceive the labour shortage characteristic of tourism in the settlement? *yes / no* → Cramer's V = ? B4) If you plan to move within 1 year, what is the reason? *job opportunities / school / change in marital status / other*	

Figure 2 Research model
Source: own editing

4. Results

4.1. Descriptive statistics

Table 1 contains the averages of the variables measured on the ordinal scale (A1-3, B1-2).

The means of the dependent variables (A1-3) show a favorable picture of people's satisfaction with the settlement. Considering the independent variables (B1-2), second (holiday) home owners – as previously expected – rated job opportunities as less important. For the other categories of respondents this was important, but at the same time, they were less satisfied with it. This may be related to the number and location of jobs (mainly in smaller settlements), and seasonality (especially in settlements on the shores of Lake Balaton), as well as to the characteristics and working conditions of existing jobs.

Type of attachment to Balaton region	A1) Overall satisfaction with the settlement (1-10)	Recommend the settlement to friends as		B) Local job opportunities	
		A2) residence (1-10)	A3) destination (1-10)	B1) importance (1-5)	B2) satisfaction (1-5)
Locals: lives here					
and/or works/ studies here	7.6	8.0	8.6	4.3	3.1
but works/studies elsewhere	7.4	7.7	7.8	4.0	2.7
Lives elsewhere					
but works/studies at the given settlement	7.8	7.9	8.4	4.3	3.5
but has a secondary home here	7.9	7.1	8.5	2.6	2.8
Total	7.6	7.7	8.4	3.9	3.0

Colour key by columns:

↓
Overall mean

Table 1 Averages of the variables measured on the ordinal scale, 2018-9, n=1201
Source: own editing

Only the 2018 questionnaire included questions about the respondents' intention to move. The responses showed that the majority like to live here, only 110 respondents (13%) were indicating that they plan to move, however, half of the sample would move elsewhere within the settlement or Balaton region. The most important reason for the relocation plans was job opportunities, followed by the change in marital status, and finally education (B4).

Also only 2018 questionnaire contained the question based on which Q1 could be answered. (How do you perceive labour shortages in tourism?) Almost a quarter (23%) of the sample stated that they perceive this (B3).

Respondents perceive labour shortages mainly in the hospitality sector, in both skilled and unskilled jobs. Indirectly, this is indicated by the large number of job advertisements that appear during the summer season, as well as the information received from their acquaintances working in this sector. Direct perception is provided by closed catering units, frequently changing staff, longer waiting times, and poorer service than usual.

Respondents were given the opportunity to suggest local improvements in response to an open-ended question. 892 of the 1201 sample gave a meaningful answer to this question, i.e. 74% of the sample wanted to contribute to local development with their opinion. Among them, the proposals related to labour supply can be divided into 3 categories:

- in general, expanding and creating local job opportunities (by supporting local businesses or creating industrial areas),
- creating not only seasonal but also full-year jobs,
- striving to keep young people in the settlement (by more entertainment options and workplaces). Within this, there is a need to create jobs suitable for higher-skilled young people (e.g. by setting up research institutes), because "a lot of young people go away, (e.g. after university) because there is no favourable job opportunity, only unskilled factory jobs".

4.2. Relationship analyses

With the help of relationship analyses, Q2 can be answered, as shown in Table 2.

4 out of 12 examined relationships are not significant, thus, the answers to the following pairs of questions are not related:
- Overall satisfaction with the settlement (A1) is not affected by the following:
  - ◌ the importance of local job opportunities (B2)
  - ◌ whether or not a labour shortage characteristic of tourism has been perceived (B3).
- There is no relationship between recommending the settlement to friends
  - ◌ as a residence (A2), and perception of tourism labour shortages (B3)
  - ◌ as destination (A3), and the importance of local job opportunities (B1).

6 out of the 8 significant relationships are only weak, and the remaining 2 cases are moderately strong. Each of the strongest relationships is tied to satisfaction with local job opportunities (B2). This has a moderately strong effect on overall satisfaction with the settlement (A1), and the recommendation of the settlement as a place to live.

				2018-9		
				A1) Overall satisfaction with the settlement	A2)	A3)
					Recommend the settlement to friends as	
					residence	residence
2018-9	B1)	Local job opportunities	importance	τ = n.s.	τ = 0.087	τ = n.s.
	B2)		satisfaction	τ = 0.239	τ = 0.228	τ = 0.167
2018	B3)	Did you perceive the labour shortage characteristic of tourism in the settlement?		V = n.s.	V = n.s.	V = 0.159
	B4)	If you plan to move within 1 year, what is the reason?		V = 0.151	V = 0.170	V = 0.188

Color key: n.s.: not significant, weak relationship, moderate relationship

Table 2 Results of relationship analysis
Source: own editing

5. Conclusion, implications

Based on the primary research conducted in the framework of this study the following theses (T) can formulated in response to the research questions:

- T1. There has been a significant labour shortage in the Balaton region in recent years. This affects the quality of services, which in some cases is already perceived by guests.
- T2. There are significant relationships between the local job opportunities and overall satisfaction with the settlement, or it being recommended as a residence or holiday destination. The latter relationship is only weak, while the former two are moderately strong. All three relationships are positive, meaning that the more satisfied someone is with local job opportunities, the more satisfied they are with the settlement as a whole, and the more they would recommend the settlement, either as a place to live or as a destination.

We can draw the following conclusions and suggestions: local job opportunities play an important role in the complex assessment of the quality of life and the sustainability of the area, thus great emphasis must be placed on this. In addition to the seasonal predominance of tourism, efforts must be made to create jobs that result in full-year employment. On the other hand, the expansion of jobs for graduates should be encouraged. Innovative organizational solutions, flexible forms of employment, and technological developments can provide a solution to businesses to reduce labour shortages.

Acknowledgment

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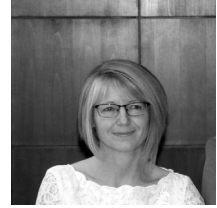
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THE ROLE OF MELANIA TRUMP TOURISM IN INCREASING THE QUALITY OF LIFE IN SLOVENE SEVNICA

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

Introduction

The study focuses on the significance of the Melania Trump factor in branding of the Slovene rural town of Sevnica, which is a new Slovene micro-destination, in presenting and preserving its heritage, and in increasing the quality of life of the local people. Sevnica can be considered a destination according to Kiralova – Pavliček (2015), who state that destinations are territories, geographical areas, such as a country, an island or a town with some political and legislative framework for tourism marketing and planning. According to Buhalis (2000), the competitiveness of a destination, which is a combination of tourism attributes (Hu – Ritchie, 1993), depends on the ability to develop and project a unique and recognizable brand. It is also essential that it meets the desires and needs of tourists (Vengesayi et al., 2009), and has the so called "pulling effect attractiveness" (Kim – Lee, 2002 in Vengesayi et al., 2009, p. 622). Infrastructure, facilities, attractions and services contribute to attractiveness and in a way create the destination (Vengesayi et al., 2009). Sevnica has the necessary attributes and resources for a tourism destination, which points to the fact that it has good predispositions for developing a recognizable brand. In fact, as the study shows, Sevnica turned out to be a very interesting

example. Just recently, the municipality has joined the so called Green Scheme of Slovenian Tourism (in Slovene: Zelena shema slovenskega turizma), which is a tool and certification programme developed at the national level that brings together all efforts directed towards the sustainable development of tourism in Slovenia with the strategic objective to provide sustainable models for both tourism service providers and destinations in Slovenia (https://www.slovenia.info). In the research, the discourse and content analysis were used together with semi-structured interviews to answer the research question how Sevnica and its inhabitants benefited from the Melania factor.

Destination description

Sevnica is located in the Posavje region, where the Sava River flows peacefully in wider and slower bends through the fertile valley between the Posavje hills on the left and the Dolenjska hills on the right side. The mild climate and favourable location for fruit and wine-growing make living amidst the numerous hills of this Posavje landscape a different experience. Many old churches (in the Dolenjska and the Štajerska regions) and forts with the unique Sevnica Castle in the foreground all tell stories of the vibrant life in the past. The castle vineyard, winery, and granary, a cafe, an animated tour of the castle, magical wedding ceremonies in the castle park, etc. are just a few of the products that the central cultural and historical sightseeing site has to offer. The old Sevnica city centre, serene provincial squares, and neatly ordered neighbouring village centres still present a suitable place for social gatherings and meetings. From the Lisca Hill, the place with a view, to vineyard cottages in Malkovec, there are plenty of activities to participate in for those who seek recreation, ethnological sightseeing, or gourmet treats. In Sevnica, also tailored tours and trips are offered (www.dozivljaj.si).

In 2017, the Municipality of Sevnica, which – an interesting fact – saw the increase of American tourists by 11% in 2016, joined the Green Scheme of Slovenian Tourism, which is a step further in putting Sevnica's plans into reality. Today, Sevnica has Slovenia Green Destination – Silver sign (bronze, silver, gold and platinum are possible). The number of tourists in Sevnica grows, and also the number of visitors and foreign visitors. The most popular tourist attraction in Sevnica is the hill-top castle. The number of castle visitors was slightly increased in 2017, other years it was around 4000 to 5000. The number of foreign tourists in Sevnica is slightly growing – this is true also in the case of the visitors of the Sevnica castle with the exception of the year 2019 (Table 1).

	2013	2015	2016	2017	2018	2019
Castle						
All castle visitors	3,889	4,180	4,012	6,465	5,242	3,263
Foreign castle visitors	418	234	419	571	653	349

Table 1 Statistic data
Source: own editing based on data provided by KŠTM Sevnica,
8 September 2020

Literature review

The town and its surroundings are suitable for the development of cultural tourism along with biking, hiking, fishing, photographing etc. When discussing cultural tourism, it is essential to point out that cultural tourism has been conceptualized from different perspectives and, thus, several definitions of this type of tourism exist (McKercher – DuCros, 2002). For the purpose of this article, the definition by McIntosh and Goeldner (1990) is adopted, recognizing cultural tourism as a form of special interest tourism where culture forms the basis of either attracting tourists or motivating people to travel. When discussing cultural heritage tourism, it could be stated that in this type of tourism heritage forms the basis of attracting tourists; heritage being defined as "anything that someone wishes to conserve or collect, and to pass on to future generations" (Howard, 2003, p. 6). The goal of cultural heritage tourism is to maximize benefits for the local environment, for the local culture and heritage, and to minimize negative impacts. Heritage managers around the world are aiming at exploiting tourism revenues to maintain heritage properties. Also the Municipality of Sevnica acts in the role of a heritage manager in case of the Sevnica Castle and some other properties in the municipality, and as such expects to use increased economic activity in the municipality as a source to maintain heritage properties, and as a source to improve the infrastructure, such as bike paths, stadium, roads etc.

Sevnica has many attributes, and one of them is water – due to the River Sava. This fact represents opportunities on one side, and challenges on the other. Many waterside areas and waterside destinations saw the stagnation phase and had to face new challenges, such as "over-dependence from one source market, image problems, and negative environmental effects, lack of investments or unemployment" (Sulyok – Lőrincz, 2017, p. 10). As an answer to all that, destinations have tried to re-position themselves by using different tools. Recently, one of the popular tools is new media, which is considered as one of the megatrends that has marked the tourism industry significantly, and brought changes in the tourism communication (Leung et al. 2013, p. 3). Tourism is highly dependent on media reporting also "because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves," points out UNWTO Secretary-General Francesco Frangialli (http://www.unwto.org).

The mass media, which co-create tourism discourse, play a significant role in "shaping the individual and collective consciousness by organising and circulating the knowledge which people have of their own everyday life and of the more remote contexts of their lives" (McQuail 1972 in Adoni – Mane 1984, p. 325). In the last decade, advances in the Internet and social media are changing the ways information are disseminated (Munar – Jacobsen, 2014), the Internet has evolved from a broadcasting medium to a participatory platform which allows people to create and share information (Li – Wang, 2011; Leung et al., 2013), providing consumers with networking platforms, using blogs, social media and promotional tools to engage customers (Mangold – Faulds, 2009), and all this contributes to greater interest in research studies examining the role of new media in tourism. A number of academic research studies have confirmed the role of social media in travel-related decisions and the fact that information and communication technologies are significant partners of the tourism system as the providers of strategic

tools to support "the flow and organization of tourism information, which is the lifeblood of tourism industry" (Leung et al, 2013, p. 16).

As far as tourism discourse is concerned, in recent years, the term has been established in tourism and linguistic studies (Calvi, 2000; Jaworski – Pritchard, 2005; Thurlow – Jaworski, 2010; Potočnik Topler, 2017), also as a means of exploring "tourism reflexivity" in Urry's term (2002, p. 142) and representation of the tourism world in meaningful ways. Of course, tourism meets several conditions for the constitution of a discourse community (Swales 1990). Among the conditions are that the use of languages in tourism performs certain functions and follows certain grammatical, lexical and textual rules and requirements. Consequently, in recent years, tourism professionals have become more aware of the fact that, in tourism, communication and discourse are crucial concepts, significant for the positioning of people and destinations (Potočnik Topler, 2017). What is more, the language of tourism is not only considered a specialised discourse, but also a tool of branding tourism destinations and means of making profits, especially when the tourism and media discourse merge. According to Jaworski and Thurlow (2011, p. 287-288) "language and languages sit at the very heart of the tourist experience, its representation and its realization, its enculturation and its enactment", and taking this into consideration, tourism can be defined as a "communicative business". Thus, tourism discourse is significant not only for reflecting, but also for forming reality, and for creating destinations. When tourism and media discourse are successfully intertwined, destinations can benefit a lot if media attention is managed professionally with very clear objectives of the destination's tourism development in mind.

As co-creators of tourism discourse, media, and particularly news, because of their high credibility and market penetration may be the only image formation agents capable of changing an area's image dramatically in a short period of time (Gartner, 1994; Tasci – Gartner, 2007). It needs to be emphasized that innovations in new media have influenced and still continue to influence people's ways of thinking and living, and have brought human interaction and society to a highly interconnected and complex level (Chen, 2012: 1-2), which is demonstrated also in the tourism sector.

Methodology

The research presented is based on content analysis, which is, according to Boterill – Platenkamp (2012), one of the most commonly used methods in tourism research "where you analyse documents or images for themes and ideas which you report on" (Brunt et al., 2017, p. 151). This method has both quantitative and qualitative functions in the examination of texts (Nelson, 2014). It enables the researcher to identify the frequency of particular words, phrases, or images, however, the "complexity of 'meaning' portrayed in text and image requires a subtle phase of analysis" (Boterill – Platenkamp 2012, p. 35). When the content analysis is used for qualitative research, as in the current study, the methodology involves a representative, but a small amount of data (Nelson, 2014, p. 46). For the purposes of this analysis, available online contents involving the keywords "Sevnica" and "Melania" published in various media in 2016 have been analysed. The corpus of analysed contents consisted of more than 50000 words.

Employing content analysis, provides information on the online available issues and facts presented to the general public about Sevnica, involving the Melania (tourism) factor. Besides content analysis, in-depth semi-structured interviews with tourism stakeholders in Sevnica were employed. This method was used since it is most commonly utilized techniques for qualitative data collection (Edwards – Holland, 2013; DiCicco-Bloom – Crabtree, 2006). 20 interviews were conducted in 2017 and 2018 individually with each interviewee (mayor, CEO of the public institution responsible for tourism development in the municipality, 2 advisors at the public institution responsible for tourism development in the municipality, 2 owners of restaurants, 2 owners of coffee shops, 2 owners of accommodation facilities, 1 cheese producer, 2 wine makers, owner of a shop with bike equipment, 1 local tour guide, 1 local craftsman, 3 random residents of the town) and took between 15 minutes and 75 minutes. This method was chosen because it enables to get deeper, quality information on the researched matters. Tourism stakeholders and the locals of Sevnica were chosen for the interviews because one of the objectives of the study was to obtain a deeper understanding of tourism development in Sevnica.

Interviews were analysed by coding, observing "the researcher's interactional experience" (Alshenqeeti, 2014, p. 41) as Creswell (2009) advises. The main goals of the research were to establish the role of the initial media attention Sevnica had received in 2016, and identify attitudes of the local stakeholders towards tourism and future tourism development.

Results

In this part of the article results of 1) the media content analysis and 2) analysis of the interviews are presented.

1) The content analysis of a corpus of more than 50000 words shows that the media discovered the countryside town of Sevnica when reporting about the past of Donald Trump's wife Melania Trump – then Melania Knavs. Every report about Melania Trump involved mentioning the town of Sevnica as well, though sometimes using adjectives like "industrial" or "communist". It turned out that the representation of Sevnica in the majority of online reports – despite sometimes mocking – represented positive promotion and had positive effects. Some facts included in reports concerning Sevnica and Melania Trump were frequently repeated (for example: Melania's mum and dad professions, Melania Trump's donation, some facts of her childhood). When googling "sevnica" and "melania" many results are offered, for example: the Daily Mail article titled "Slovenian Town of Sevnica is about to see a tourism boom thanks to …", "Uncensored – Life in Melania Trump's Hometown – The Tim Jefferies Show", "Melania Tramp's Hometown Sevnica Slovenia", "Knows the Melania Trump Tour in her Hometown in Sevnica, Slovenia", "Melania's Hometown Of Sevnica", "Sevnica, The Treasury of Adventures" etc. All the analysed reports influence the promotion of Sevnica directly because they have reached various audiences and many readers or watchers, who heard about Sevnica for the first time, were reminded of the town again, or perhaps saw some leisure or business opportunity in Sevnica. Some were only curious where Sevnica is located and they started googling it. The research also indicates the relation between the usage of new media and the development of tourism. More and more often, tourists choose the destination and accommodation by themselves,

based on the experiences shared by the social media users. The accelerated contemporary life pace requests a fast exchange of information for which the Internet and mobile applications are needed. Digital campaigns feature a positive influence on tourism, and similar could be stated also for Sevnica, which is quite popular in the YouTube channel, one video featuring even a famous American actor and comedian Bill Murray, who visited Sevnica in 2017.

As co-creators of tourism discourse, media, and particularly news, because of their high credibility and market penetration may be the only image formation agents capable of changing an area's image dramatically in a short period of time (Gartner, 1994; Tasci – Gartner, 2007). It needs to be emphasized that innovations in new media have influenced and still continue to influence people's ways of thinking and living, and have brought human interaction and society to a highly interconnected and complex level (Chen, 2012: 1-2), which is demonstrated also in the tourism sector. Sevnica started appearing in the world media in 2016, when a great number of media representatives expressed interest in Sevnica due to the fact that Donald Trump's current wife Melania originates from Sevnica. In the beginning of media intrusion into the calm countryside town, the community of Sevnica felt pressured by this sudden intrusion of journalists who were wandering around, asking questions and wanting to know unusual things about Melania, her family and the town itself. Eventually, the community tried to be supportive to the media, and it saw reporting of all the world's most important media (Reuters, ABC, BBC, CNN, NBC, Washington Post, Frankfurter Allgemeine Zeitung etc.) about Sevnica as an excellent opportunity to push their tourism forward, but still, some of the members of the community started to point out the negative effects of Sevnica's exposure in the media. What is more, later on, especially the tourism stakeholders, saw the necessity of employing not only traditional, but new media as well, which turned out to be imperative for developing the offer, new products and future tourism (especially outdoor and cultural tourism) in terms of sustainability. It is the new media and new technologies that enable information transfer in the first place, and thus, tourism branding, tourism marketing, recommendations, feedback, keeping it up with recent trends etc.

2) When the interviewees were asked about the type or sort of tourism that is best for Sevnica (Graph 1), the following answers were provided: 7 interviewees believed wine tourism is the best, 4 opted for sports tourism, 3 for any kind of tourism that is sustainable, 3 mentioned culinary tourism, 2 water tourism and 1 explicitly cultural tourism. Answers show that interviewees are well aware of the tourism resources, attractions, heritage and events Sevnica has to offer. This is a wine area, famous for Blaufränkisch and some other sorts, the surrounding hills, hiking and biking trails offer a lot of opportunities for sports and adventure tourism (the Lisca Hill is popular for paragliding), in Sevnica there are some good restaurants and a countryside inn that received a Michelin recognition in 2020, and culture is recognized as a significant tourism resource. It is noteworthy that some interviewees emphasized sustainable tourism practices and expressed their firm belief that at every step of the future tourism development the best interests of the environment and of the local inhabitants should be considered. Since the Covid pandemic struck the tourism sector, responsible and ethical tourism has become even more important, and according to the interviews, it seems that stakeholders in Sevnica realize that.

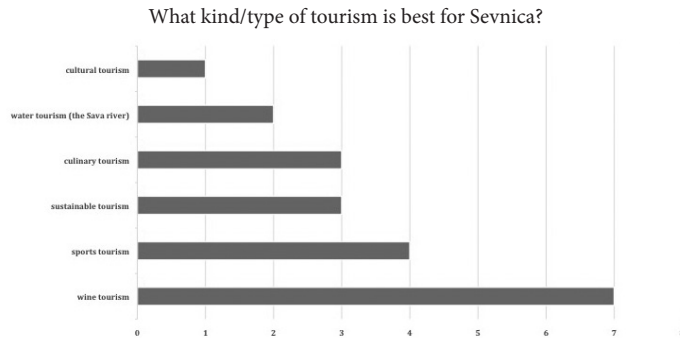What kind/type of tourism is best for Sevnica?

Figure 1 Best tourism for Sevnica
Source: own research

About tourist destination development (Graph 2) interviewees provided the following propositions: Sevnica as a destination for small groups and individual tourists (10x), Sevnica as a destination for families (5x), Sevnica as a fishing capital of the region (2x), 2 interviewees expressed the expectation that in the future more buses with visitors/tourists will visit Sevnica and 1 interviewee saw Sevnica in five years as a destination for rich visitors/tourists. Also these answers show that Sevnica has decided to develop responsible and sustainable tourism by creating tourism experiences for small groups and individuals. Also special interest tourism is mentioned, for example, fishing tourism which has good predispositions due to the Sava River and its for fishermen arranged shores.

What kind of a tourist destination do you want/expect Sevnica to be in 5 years?

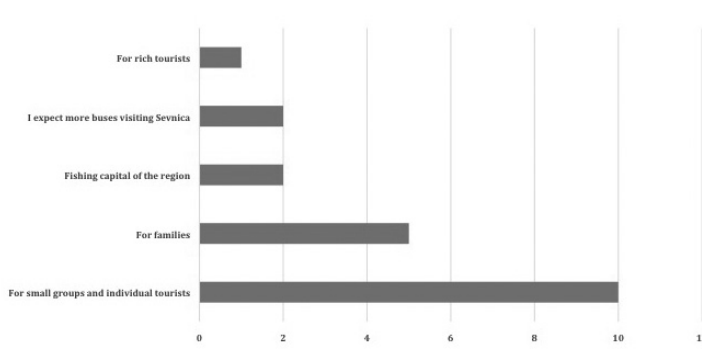Figure 2 Destination Sevnica in 5 years
Source: own research

The good news for Sevnica and its inhabitants is that many locals believe in the success of tourism and that tourism can help the overall development of the town, especially if the town and its surroundings manage to attract tourists from the spas in the surrounding areas (Rimske Toplice Spa, Laško Spa, Terme Čatež Spa, Šmarješke Toplice Spa).

Conclusion

Recently the Municipality of Sevnica, which is branding itself under the slogan "Sevnica – the Treasury of Adventures", has recognized tourism as a tool for the development of the municipality and for increasing the quality of life for the locals. The types of tourism that the local stakeholders see as appropriate for the future development of Sevnica are sustainable and cultural tourism (interviewees mentioned wine, sports, sustainable, culinary and cultural tourism). Indeed, the potentials of tourism development in the region exist. Since the Municipality of Sevnica also acts in the role of a heritage manager in case of the Sevnica Castle, which is a popular attraction, and some other properties in the municipality, it expects to use increased economic activity in the municipality as a source to invest into the infrastructure in the municipality. In the period of the last six years there has been progress in the ways Sevnica presents itself in the media and especially on the Internet. What is significant, tourism stakeholders in the Municipality of Sevnica have become aware of the fact that new media are essential tools for branding of the destination and their products, and further on for the development of the tourism in the municipality and the region as well. To encourage the development of sustainable tourism further it is significant that, in the future, tourism plays an active role in supporting the local community to engage in the sustainable or at least more sustainable business practices also with engaging new media to employ various ways of promotion and to inform the locals and tourists as well about preserving the cultural and natural heritage of the Sevnica Municipality. To finally answer the research question on benefits from the Melania factor for the tourism development and increasing the quality of life for the locals in Sevnica, it can be concluded that media attention is an obvious one. The content analysis employed in the research confirms that. However, there are also other, indirect benefits, such as greater business initiative resulting in new products (cake Melania, Presidential hamburger, new brands First Lady and Sevnica Premium, new tourism packages etc.), reopening of a hotel and a hostel, building a new stadium, renovating accommodation facilities in a nearby hill, popular for sporting activities, called Lisca, more journalists, tourists, and students visiting Sevnica, tourism stakeholders starting to work together, and the municipality officials supporting tourism initiatives also by intensively working on tourism development strategies. Thus, Sevnica has available resources and the agreement on how to employ some of them for the tourism purposes already exists. However, in the long term, the destination needs to use the resources strategically to attract tourists and at the same time keep the locals happy. The good news is that tourism initiatives in Sevnica continue. At the beginning of 2016, the so-called Melania factor and consequently all the media attention, represented important encouragement for the development of the municipality, particularly in the direction of tourism that represents approximately 13% of Slovenian GDP, but the municipality and other stakeholders have become aware very early that Melania based promotion is limited and that the quality of the tourism offer in Sevnica is essential in the long run. Michelin recognition of one of the local inns is one of the steps in the future responsible and ethical tourism path.

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UNIVERSITY COMMUNITY'S CULTURAL AND EMOTIONAL ATTITUDES, LOCAL IDENTITY AND QUALITY OF LIFE WITHIN THE VESZPRÉM-BALATON 2023 ECOC

Veszprém as a medium-size city with the nearby Lake Balaton region, won the title of European Capital of Culture (ECoC) for 2023. This is a cultural, social and economic opportunity for the locals and the nation as well. The University of Pannonia, as one of the main alliance institutions of the ECoC (VEB2023) is a driver and an active participant in realising the programs. Therefore it is important to know the community's attitude. The main goal of the present research is to explore the role of the university community (students, educators and non-educator staff), local identity, quality of life, cultural and emotional intelligence. In this study, the first results are presented as part of an ongoing longitudinal study. Altogether 190 full responses could be analysed out of the 542 received answers. Based on this regarding local identity people were most satisfied with the natural endowments, history of the settlement, attractions, public safety and calmness of the city. At the same time, they were the least satisfied with entertainment opportunities, local public transport, health care, parking and real estate prices. Concerning emotional intelligence, it was no difference on the average level, but significant differences were detected in the self-control dimension between the students and the academic employees. Regarding cultural intelligence, the weakest factor was the cognitive dimension. Furthermore, a significant difference was detected between the students' and the academic employees' cognitive and metacognitive dimensions.

Introduction

Veszprém and the Balaton-Upland region won the title of European Capital of Culture (ECoC) in 2023. As the University of Pannonia plays enormous roles in the city's cultural, social and economic life, it is vital to trace the effect of the changes during the preparation years. Our research group (formed at the Faculty of Business and Economics, University of Pannonia), therefore, aims to contribute to these measurements.

Attracting well-educated target groups ("talent") plays an important role in the life of settlements and regions (Florida, 2002). This is investing in the future residence and can be interpreted from the point of view of both recreational and tourist behaviour. The main targets of today's mobility processes are cities (Glaeser – Mare, 2001), especially larger cities, which is accompanied by a decrease in the population of smaller settlements and the emigration of young people. It is a severe challenge for municipalities with universities to retain those who complete their studies at a given institution (Sokolwicz, 2019; von Proff et al., 2017).

The internationalisation of higher education institutions is reflected in both teacher and student mobility. An increasing number of international students and lecturers are arriving in Hungary, including Veszprém. The number of research on university communities, especially students and international students, as a target group, is increasing. In addition studies on the generated consumption, the economic effects as future residents, the tourism and recreation activities (Xie – Ritchie, 2019), and cultural influences (Chatterton, 2000) are also frequent.

The number of the community of the University of Pannonia (students, educators and non-educators staff) represents a significant proportion of the city of Veszprém population. The university is also becoming increasingly popular with international students (about 300 students and lecturers). The identity of students and university workers influence the cultural, economic, and social life of the region. The present study aims to give an overview of the university community's local identities, emotional and cultural intelligence and quality of life.

Literature review

The following is a brief literature on some of the factors that cover the complex research, such as settlement marketing, local identity, recreation and tourism mobility, emotional and cultural intelligence local attitude.

Place marketing

As the marketing of geographical areas, place marketing is to be interpreted as a dynamically developing branch of marketing science and practice. It basically addresses several target groups with different messages and tools, which are: the people and institutions that influence the success of the area/place through their decisions. Settlement marketing is often referred to as a kind of "miracle weapon" that is the key to the successful implementation of the settlement and regional development. The central element of settlement marketing is the area itself, the place, i.e., all the features, values, opportunities, experiences, and services offered by the settlement that the consumer (local population, commuters, local service providers, and tourists arriving in the destination, hikers) allow them to satisfy particular needs (residence, living space, school, workplace, rest, recharge). Identity-based approaches are becoming more and more well-known in settlement marketing (Urbánné Treutz, 2017). Uniqueness and diversity are the factors that appear in the interpretation of local identity in both international and domestic literature (Piskóti, 2012). According to Proshansky (1978), place identity means the contribution of place attributes to self-identity. Eberle Gramberg and Gramberg (2004) approach the concept of identity from a psychological and anthropological personality theory perspective. It is assumed that there are five pillars of urban identity: cityscape, quality of life, values, job and earning opportunities, financial resources, and burdens.

The target groups of settlement marketing are diverse, and the research involves the individuals of the local population (students, university staff) and temporary users of the city.

Local identity and quality of life

Local identity is created by combining local behaviour, cityscape, city performance, and conscious communication. The two dimensions of this are the internal identity of the inhabitants and the external identity, which means the attractiveness and uniqueness of the settlement (Piskóti, 2012). Place attachment, which is a condition for the formation of place identity, consists of three main constituents: person, place, process. Local identity and its strength can best be measured by the population's intention to remain local, which in turn is strongly influenced by satisfaction with the local quality of life (Piskóti et al., 2012). Erik Allardt sets up a model in which he tries to visualise three levels of quality of life at the same time, both its objective and subjective judgments (Table 1).

	Objective indicators	**Subjective indicators**
Having material and non-personal needs	objective measurement of living standards and **environmental conditions**	subjective feelings: **satisfaction/dissatisfaction with living conditions**
Loving social needs	objective measurement of relationships with others	satisfaction/dissatisfaction with relationships
Being personal development needs	objective measurement of relationship between society and nature	a subjective feeling of alienation or personal fulfilment

Table 1 Allardt Quality of life model
Source: Allardt, 1993 in Kovács, 2007

This research examined the relationship between the person and place components out of the three elements of Scannell – Gifford (2010) place attachment in the above theoretical summary, highlighting the role of cultural consumption as objective and subjective indicators of the "having" (material and non-personal needs) level of Allardt's quality of life model among the community of the University of Pannonia.

Emotional and cultural intelligence

Foreign visitors to Veszprém and the Balaton Uplands, as well as lecturers, staff, and students to the University of Pannonia (domestic and international), pose new challenges to the university community, whose cultural intelligence (CQ) and emotional intelligence (EQ) are crucial for future success. (Crowne, 2013). The identification plays a key role in the development of the cultural and emotional intelligence of individuals, which provides an opportunity for developmental intervention (Lin et al., 2012).

A previous survey of students at the University of Pannonia showed that students with high EQs are assertive, optimistic, motivated, more adaptable, happier, and successfully support personal relationships (Kővári, 2011) than their peers with medium or low EQs. Furthermore, a study examining the level of emotional intelligence of Veszprém residents (Kővári, 2013) found that the level of emotional intelligence of 747 respondents was 5.16, which is average, but higher than the average of emotional intelligence among university students (4.89). In the present research, we would like to assess emotional intelligence research by complementing it with a mapping of cultural attitudes.

By cultural intelligence, we mean the ability to interact and collaborate effectively with people from other cultural backgrounds (Earley – Ang, 2003). While EQ helps the individual express our emotions and understand or even influence others' moods, CQ puts these interpersonal situations into the cultural context (Pásztor, 2020). CQ has behavioural, motivational, cognitive, and metacognitive aspects, which can be measured and developed. People and communities with higher CQs adapt more quickly to other cultures and are much more successful in community life (Moon, 2010) because CQ can be defined as an ability to understand and interpret the different cultural setups (Karma – Vedina, 2009).

The *Cognitive* dimension shows the available cultural knowledge of the individual (e.g., traditions, laws of other cultures). The *Metacognition* dimension shows the consciousness and the strategy of the application of cultural knowledge. The *Behaviour* dimension shows the individual's adaptability when they encounter intercultural interaction (e.g., change of tone and speed of speech, nonverbal communication, gestures). The *Motivation* dimension is the most critical aspect because the individual has to be motivated to collect cultural knowledge. Later, they have to apply this particular knowledge in interpersonal situations to succeed. As one of the most essential aspects of CQ, this dimension has a significant relationship with job performance abroad (Chen et al., 2010). Thus, *Motivation* has to be high in the student's case if they want to gain professional experience abroad or build an international career. The average CQ of a society can show how the county will treat the immigrants (Dagher, 2010). The level of CQ can measured by the Cultural Intelligence Scale (CQS) and it can be developed quickly, mainly by cultural exposure (Pásztor, 2021).

Aim of the research

Regarding the locals, the university community is a special target audience, a "creative group," which brings a new economic force and creative social capital for the settlements (Zenker – Beckmann, 2013).

The main goal of our research is to assess the role of the university community (students, educators, and non-educator staff), exploring their emotional, cultural attitudes, and local identity. The research team is aware that examining a community may limit generalizability; however, we believe the university community overlaps with local and regional populations. The following research questions have been formulated in the three-year (2020–2022) longitudinal study.

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Basic questions about attitude:

a) What is the level of cultural and emotional intelligence that characterises the university community? What is the relationship between EQ and CQ?

b) What is the difference in the cultural attitudes of different generations?

c) What kind of tourism mobility can be characterised by the examined target group?

d) During the years of preparation for the ECoC, how will the attitude of the university community(ies) change?

Basic questions of identity:

a) What are the economic and social impacts of the recreational and tourism consumption of the examined target group in the area of Veszprém 2023?

b) What is the perception of the examined target group about Veszprém 2023?

c) How do identity and quality of life relate to settlement factors, specifically in terms of cultural consumption?

In this study, the partial results will be presented. We analysed the respondents' attitudes toward the attachment to Veszprém and their satisfaction with the city. The possible effect of the ECoC status of Veszprém has been measured as well. We analysed the level of cultural and emotional intelligence that characterises the university community. Three groups have been made to make the analysis more detailed: students, academic staff (lecturers, professors, and researchers) and non-academic employees.

Methodology

Complex, qualitative exploratory methods have been planned to be used in the first step, followed by quantitative methods. Quantitative research using mathematical-statistical methods (online questionnaire) was carried out with the participation of the community of the University of Pannonia. Field work happened Autumn 2020, and Spring 2021. In the course of the research, the data collection is supplemented by structured interviews, focus group interviews, and content analysis. During the analyses, we used descriptive statistics. In this study, we focus on the partial results of the questionnaire.

The research group members collected data on paper, and the online version has been sent to the students and staff via email as well. Participants received written instructions about how to fill the survey, which took approximately 20 minutes.

The online questionnaire contained 49 questions in five main parts: local identity and place attachment, emotional intelligence (EQ), recreation and tourism mobility, cultural intelligence (CQ), and demographics. It was not compulsory to fill in all parts of the questionnaire, so partial responses were also attained. The local identity and place attachment part received 318, the EQ, CQ, and the demographics 190 answers.

Results

Our research has both scientific and practical significance. As the research applies a complex (qualitative and quantitative, longitudinal data collection) methodology, we expect to contribute to the successful implementation of the Veszprém 2023 ECoC in a scientifically substantiated way. The research also has theoretical and practical significance.

First of all, we sum up the demographic characteristics of the respondents. Altogether 542 persons started to fill in the questionnaire, of whom 190 persons completed it fully, and the remaining 352 persons did it only partially. As the demographic questions were at the end of the questionnaire, there is a relatively high proportion of those who have not been completed this part.

There were 28.57% males and 71.43% females in the sample. As for their age, the mean value was 32.76 ($SD = 12.51$; $min = 19$; $max = 66$ years). According to their residence, 39.15% of the respondents lived in Veszprém, 60.85% lived elsewhere. The respondents also provided data from their connections with the University of Pannonia. The majority of them were students (55.61%), followed by the group of the non-academic staff (23.47%) and the academic employees (20.92%) The 74.07% of the students studied at the Faculty of Business and Economics, 11.11% studied at the Faculty of Engineering, 8.33% studied at the Faculty of Modern Philology and Social Sciences and 6.48% studied at the Faculty of Information Technology. As for the non-academic staff and academic staff, the biggest group of respondents worked at the Faculty of Engineering (52.17%) and the Faculty of Business and Economics (19.57%).

Local identity

After the demographics, the respondents provided information from their attachments toward Veszprém. We intended to map their general way of feelings related to this town with two questions: "*Would you recommend Veszprém as a place to live to your friends and acquaintances?*" and "*Would you recommend Veszprém as a destination to your friends and acquaintances*?" (based on a seven-point Likert scale, where 1 = "not at all" and 7 = "fully"). Based on the results, the respondents seemed satisfied with Veszprém. The mean value was 5.61 ($SD = 1.481$) in the case of the residence. As for the destination, the mean value was 5.90 ($SD = 1.452$).

Respondents were asked to evaluate their satisfaction with different factors regarding Veszprém (based on a seven-point Likert scale, where 1 = "not satisfied" and 7 = "totally satisfied"). The people were most satisfied with the following based on the mean values: natural endowments, history of the settlement, attractions, public safety, and calmness of the city. The least satisfactory factors were: entertainment options, local public transport, health care, parking, real estate prices.

Veszprém as European Capital of Culture

There were some questions in connection with the European Capital of Culture (ECoC) programme's reputation. The absolute majority of the respondents (97.75%) heard about the fact that Veszprém won the ECoC title for 2023. Respondents had the possibility to highlight those areas that would affect their lives as a result of the ECoC title (Figure 1).
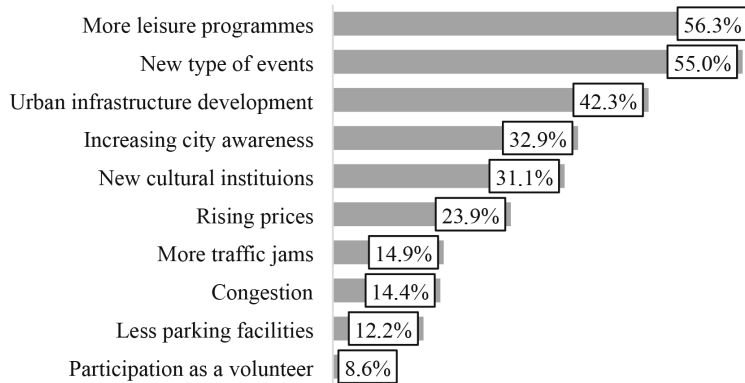
Figure 1 Areas that could affect the life of the respondents
Source: own data, based on the online questionnaire

Figure 1 shows that respondents thought that leisure programmes, new events, and urban infrastructure development projects would be the most decisive. Respondents also chose those development projects and programmes that are welcomed by them the most regarding the ECoC (Figure 2). Based on the results, respondents wanted more programmes, a new tidy and clean settlement and road network and infrastructure projects.
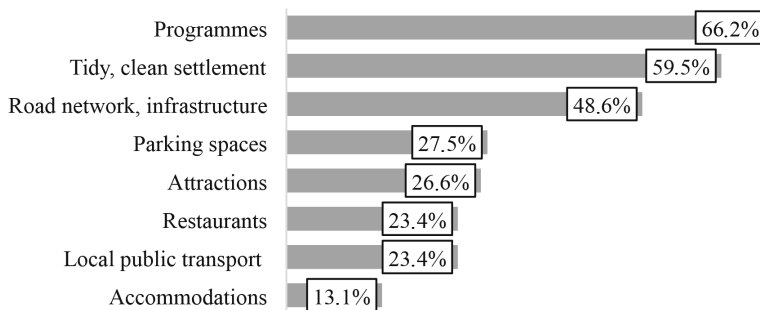
Figure 2 Needed development projects by the respondents
Source: own data, based on the online questionnaire

Emotional intelligence (EQ) of the community of the University of Pannonia

Emotional intelligence has been measured by the Hungarian version of TEIQue (Petrides, 2001), translated by Göndör and Komlósi (2012). This scale measures the EQ of the individual based on their personality traits. The TEIQue contains 30 statements rated by participants on a seven-point agreement scale, ranging from completely disagree (1) to completely agree (7). The TEIQue items are clustered under four different factors: *Self-control, Well-being, Sociability,* and *Emotionality* (Petrides, 2009). In the present study, trait-EQ's internal consistency was 0.88; the five traits were 0.82 for Well-being, 0.55 for Self-control, and 0.62 for *Emotionality*, 0.75 for *Sociability*.

There were no significant differences between the groups regarding the total average score of EQ. The whole community's average EQ is 153.81 (SD = 21.75, min = 98, max = 205). As Figure 3 shows, the EQ's weakest dimension was the *Sociability* dimension (M = 4.68), followed by *Self-control* (M = 4.76). *Emotionality* reached 5.24 on the seven-point Likert scale on average. At the same time, the most significant EQ dimension was the *Well-being* of the respondents (M = 5.59).
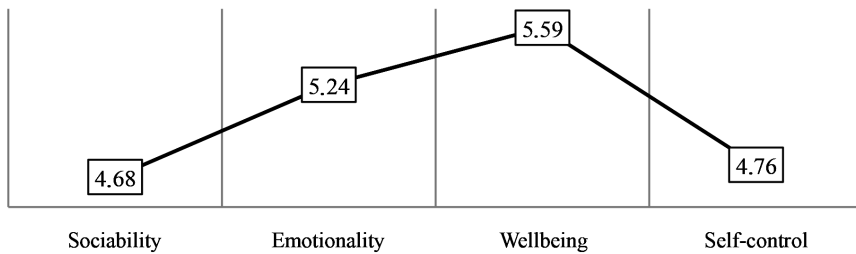

Figure 3 Mean value of EQ dimensions
Source: own data, based on the online questionnaire

Significant differences showed in the Self-control dimension between the students and the academic employees (F = 4.499, p = 0.012). The academic staff had higher self-control scores than the students. The average scores of each group are presented in Table 2.

Groups		EQ total score	EQ dimensions			
			Well-being	Self-control	Emotionality	Sociability
Students	Mean	150.48	33.04	**27.57***	41.03	27.60
	SD	20.18	5.82	5.37	6.39	6.23
Academic employees	Mean	159.51	34.29	**30.07***	42.66	29.49
	SD	22.02	5.86	5.04	6.83	6.49
Non-academic employees	Mean	156.61	33.96	29.46	43.39	28.02
	SD	24.01	5.92	4.65	7.08	7.46
Total	Mean	153.81	33.52	28.54	41.92	28.09
	SD	21.75	5.85	5.23	6.69	6.60

Notes: * $p < 0.05$

Table 2 Average EQ (and EQ dimension points of each group)
Source: own data, based on the online questionnaire

Cultural intelligence (CQ) of the community of the University of Pannonia

Cultural intelligence has been measured by the Hungarian version of the Cultural Intelligence Scale (CQS) (Ang et al, 2007; Balogh, 2011). The CQS contains 20 statements rated by participants on a seven-point agreement scale, ranging from completely disagree (1) to completely agree (7). The CQS items are clustered under four different factors: *Cognition, Metacognition, Motivation, Behaviour*. In the present study, CQ's internal consistency was 0.94; the five traits were 0.89 for Motivation, 0.90 for Behaviour, 0.89 for Cognition, and 0.87 for Metacognition.

CQ's total score ranged between 20 and 140 points, the average score was 90.57 (*SD* = 22.66, *min* = 20, *max* = 138), and significant differences have been found between the groups. The weakest dimension of CQ was the *Cognitive* dimension (*M* = 3.88), which indicates that the community of the University of Pannonia has no enough cultural knowledge; this dimension can be developed quickly by lectures related to cultural differences. The *Metacognitive* dimension has been more substantial (*M* = 4.48), followed by *Motivation* (*M* = 4.81). The most significant dimension was the *Behaviour* (*M* = 5.07 on a seven-point Likert scale), which indicated that the community was open to new cultural experiences and ready to adapt to the different intercultural situations (Figure 4).
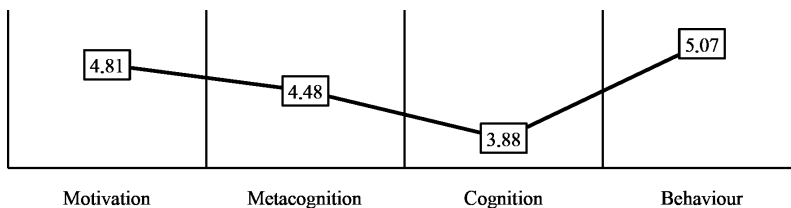
Figure 4 Mean value of CQ dimensions
Source: own data, based on the online questionnaire

Table 3 summarises the average CQ total scores and the dimensions as well. We found no significant differences regarding the total score of CQ of each group. The scores between students and academic employees (lecturers, professors, and researchers) indicate significant differences in the *Cognitive* ($F = 7.659$, $p = 0.007$) and *Metacognitive* dimensions ($F = 4.019$, $p = 0.019$) as well. The age of the two groups could explain the differences because age and CQ correlate significantly ($r_{Cognitive} = 0.215$, $p < 0.05$, $M_{Metacognitive} = 0.183$, $p < 0.01$).

Groups		CQ total score	CQ dimensions			
			Motivation	Behaviour	Cognition	Metacognition
Students	Mean	87.61	23.92	24.44	**22.06****	**17.18***
	SD	22.44	7.03	7.88	7.59	5.68
Academic employees	Mean	98.12	24.59	27.12	**26.36****	**20.05***
	SD	23.72	7.80	7.81	7.07	5.24
Non-academic employees	Mean	90.87	23.85	26.00	23.30	17.72
	SD	21.07	7.77	5.73	7.11	5.46
Total	Mean	90.57	24.04	25.37	23.26	17.91
	SD	22.66	7.34	7.47	7.53	5.63

Notes: * $p < 0.05$, ** $p < 0.01$

Table 3 Average CQ (and CQ dimension points of each group)
Source: own data, based on the online questionnaire

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Summary

The present study's aim was to explore local identity, quality of life, emotional and cultural intelligence of the University of Pannonia community (students, educators and non-educator staff) in order to understand the satisfaction and preference which enables or restricts people from cultural consumption and quality of life. The first results indicate interesting phenomena that need to be further analysed in order to state generalisable statements. Based on 190 fully completed questionnaires, the respondents are most satisfied with natural endowments, history of the settlement, attractions, public safety and calmness. On the other hand, respondents want more programmes, a new tidy and clean settlement and road network and infrastructure projects. Regarding emotional intelligence, there were no significant differences between groups' levels of EQ. However, significant differences are found in the *Self-control* dimension between the students and the academic employees. The academic staff had higher self-control scores than the students.

Regarding cultural intelligence, significant differences have been found between the groups. Cognitive dimension turned out to be the weakest factor, which indicates that the community of the University of Pannonia has no enough cultural knowledge. The strongest dimension was the *Behaviour*, which indicated that the community was open to new cultural experiences and ready to adapt to the different intercultural situations. The research team is aware that examining a community may limit generalizability; however the university community is a significant part of the local and regional populations.

Acknowledgement

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

Introduction

There is a given, traditional and customary local life condition at every geographical site and hence an economic situation (workplaces, infrastructure, identity) of local people in itself before any visitors come, before tourism would even arrived. This situation is formed in a way that local people consider the place of the event as their own and do not really want to have changes in it. It is always a new situation, if people from outside this community want to see an exceptional building, natural formation or an event. It may induce several processes: infrastructural development, establishment of new service providers, new jobs, additional income but also the acceptance of the temporary presence of foreigners, "intruders" in their everyday life.

These measures, changes and consequences need to be explained and discussed within the local communities, moreover the introduction of these new activities can only be well-done, if the local people are involved in them for the reason that they are the people who live at these sites, know these traditions, events, legends the best. Simultaneously, they must also be made aware that this heritage has been developed by their ancestors in this community, so they can be proud of their intellectual, natural or built property.

Everyone – hosts and visitors – can benefit from the local knowledge. The aim of the study is to map how it can be achieved that local characteristics contribute to the cultural distinctiveness of communities, what are the consequences of an event to be managed by the locals.

In order to obtain sustainability, the reason is to be found why and how local communities become more than ready to transfer their heritage knowledge to visitors, receive them as guests and create a situation where tourists are happy to come to see the attraction of their hosts.

Economic situation and life conditions (workplaces, infrastructure, identity) of local people is different without or before tourism. It is always useful to explain why local characteristics contribute to the cultural distinctiveness of communities and then by showing them to tourists, they will also have financial and social benefits of the visit. The community has to understand this, in order to willingly contribute. In case they are aware of the reason, they will become more than ready to offer their hospitality and at the same time, transfer their heritage knowledge to the visitors.

Local community is a general concept that encompasses all the people who inhabit a defined geographical entity, ranging from a continent, a country, a region, a town, village or historic site. Members of the host community have responsibilities that include governing the place and can be regarded as those who have and continue to define its particular cultural identity, lifestyle and diversity. Their activities encompass the following key points: increase local awareness by revealing related cultural attributes; their active participation in the economic value chains is necessary in order to establish conditions for sustainable tourism, adequate information provision and appropriate management. It can have benefits for the person's development, his/her identity awareness and in the sharing of their heritage by network building.

Theoretical background

Local communities take pride in and have responsibility for the empowerment of their properties by providing a venue for an event and their task also covers the competence to acquire the knowledge of sustainable management of a festival at their own destination.

Based on UNESCO's Tourism Program and the ICOMOS Charter on Tourism, heritage management and event management can comply with each other as well as visitors' expectations. Event management is the application of project management to the creation and development of small and large-scale corporate events such as festivals, conferences, ceremonies, formal parties, concerts or conventions.

It is important to underline some of the benefits of festivals, as they highly contribute to local people's interests, cultural and economic stability and development. They are as it follows:

- Keep them closer to their local culture like religion and tradition.
- Carry the message of the past generations to the present and future ones.
- Festival celebrations promote communal harmony and togetherness.
- Visitors get to know about various cultural features of a given location or region.
- Help to preserve local culture and heritage in many senses.
- Give a special opportunity to gather and spend time with family, friends and several – sometimes also visiting – communities.
- They are entertaining and stress relieving from the hectic or monotonous work.
- Provide the tourists with a time to break out from normal routine and have a colourful and unusual time at an unusual location.

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- Improve the cooperation of family members, friends, and colleagues, make joint experiences or teambuilding of various groups.
- Since a lot of festivals involve special offerings, benefits being prepared and offered to the poor or local handicapped communities, it also brings happiness for them.
- It is a special experience to have cultural exchange of views and celebrations.
- It is also an opportunity to build social relations and social communication which leads to greater unity among people.

Methodology

For the purpose of mapping the benefits of festivals for the local community, the study is based on analyses of existing good practices and used measures, as well as direct experiences for presenting operational, recurring festivals. The main aspect was how the rights and interests of the host communities can be assured, at local, regional and international levels while receiving a great amount of tourists.

The opportunity for the project implementation was established in the frameworks of a master level of heritage management course at the Budapest Metropolitan University having many international students. By the time of the research, they have already acquired sufficient theoretical knowledge to be capable to analyse a touristic event in their local community. Previously, in the course of their studies, they had already presented the event itself from the point of view of tourism and now, they have examined them during this term from the aspect of local communities. Each of them had a special aspect to elaborate on: heritage interpretation, management, effects on local community, sustainability. In the course of the research, they had an excellent cooperation helping each other by providing appropriate information on each recurrent festival.

It is important to note that there is one unsatisfactory aspect in the research, but it might be excused, as the article was created in Budapest, in spring, 2020, during the lockdown in the distance learning period: there are not enough factual, numeric data, percentages supporting the ideas described.

Each festival is represented by a student who is a local member, and they have carried out the comparison of the four international festivals:
- Mysore Dasara in Karnataka, India,
- The International Kite Festival in Uttarayan, Gujarat, India,
- Cheung Chau Bun Festival, Hong Kong and
- Sziget Festival, Hungary.

These events offer various cultural tourism attractions including built heritage, world heritage sites, intangible heritage, religious traditions, and craftsmanship of several hundred years, musical and performing arts. Obviously, the cultural background, the number and involvement of local people is different in each case. By the guidance of the lecturer, the four students (from Hong Kong, India and Hungary) examined together whether these venues are appropriately prepared for becoming host communities, receiving several ten thousands of visitors every

year; whether local people are appropriately informed, educated or trained to become hosts, and are prepared to handle big crowds, as well as if they really feel positive about being open in a way to receive foreigners visiting their local, cultural event year by year.

The assessed case studies present property owners and relevant involved peoples exercising traditional rights and responsibilities over their own land and its significant sites including local traditions. Gaining their agreement and using their local knowledge, local communities should be involved in the implementation of the cultural goals, strategies, policies and protocols of the event. For the identification, conservation, management, presentation and interpretation of the cultural practices, the organisers – supposedly also experts to some extent – are to cooperate with them for the achievement of contemporary cultural expressions, in the tourism context.

The Sziget Festival

It was founded in 1993 to be a Student Island with the slogan: „Need a week together". It was intended to be a cultural event for young people. In 20 years, it has become a cultural tradition for a bigger range of the society with many kinds of cultural programs. (2020 is the first year when it is cancelled due to COVID-19). The touristic initiatives of the festival influence Hungary's image in a positive way, as it introduces new cultures and experiences at various levels. People can get away from daily routine, having the joy of freedom. Staying on an island, creates a bond for the community. The main management issues are related to noise and crowd problems: The Festival has a harm on noise pollution which it creates around the area and must also be managed – as mentioned before – partly by information provision for those who get involved and partly by reducing it to an extent that it is convenient for both the locals and the participants. Crowd is another problem of the festival. Around 10 000 visitors arrive to the island and attend the events at the same time (Altogether it can amount to several hundred thousands of participants by the end of the week). Visitors are hard to get in and leave the island due to only a one-bridge connection.

Recent inventions contribute to the appropriate management:
- Electronic ID check-in (safety)
- Cash-free festival with MasterCard Paypass services
- Mobile application with up-to-date information on any news, programs
- Volunteers – giving the possibility for lower income people to attend the festival
- Protecting the locals' environment (sound shields, timely information provision).

This event is improving sustainability by
- Reusable cups, fresh water points to refill the plastic bottles, free pocket ashtrays.
- Green Sziget Center (workshops and performances in the topic of sustainability),
- Danube riverbank program,
- Collective Composting Lab.

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They also have future plans for sustainability like internal behavioural change, waste prevention, resource management, circular economy, emission reduction, procurement and partner selection.

Mysore Dasara

It is a 10-day festival, starting with Navaratri (nine-nights) commemorating the victory of Truth over Evil. The Dasara festivities were started by the Vijayanagar kings, as the festival played a historical role in the 14th-century Vijayanagara Empire. On day 10, a grand spectacular procession is held starting from Mysore Palace and ending in an outdoor area for public rituals in the city of Mysore. The festival is organised in the months of September involving the following locations:

Places of Worship
1. Chamundi Hill
2. St. Philomena's Church
3. St. Bartholomew's Church
4. Infant Jesus Shrine

Gardens
1. Brindavan Gardens
2. Jalbagh
3. Butterfly Park in Karanji Lake

Museums
1. Mysore Sand Sculpture Museum
2. Regional Museum of Natural History
3. Folk Lore Museum
4. Rail Museum
5. Wax Museum

Palaces
1. Mysore Palace
2. Lalitha Mahal
3. Jaganmohan Palace
4. Jayalakshmi Vilas Mansion

Wildlife
1. Sri Chamarajendra Zoological Gardens
2. Ranganathittu Bird Sanctuary

Other events
1. Heli Rides
2. Vintage Car Rally and Gravel Fest
3. Dasara Oriental Fish Show
4. Dasara Pet Show
5. Chitra & Hasiru Santhe colours take over the streets
6. Traditional Games Competitions
7. Kite Festival

- The festival has the following variety of attractions to offer:
- Showcase the military might and majesty of the ruling King – tradition building,
- Built heritage presentation of the Dasara Palace and Museum,
- Kannada Book Literary exhibition,
- Water Sports – youth programs,
- Yuva Sambrama Students Festival,
- Dasara Exhibition: products sold from all over India, to show the experience of the cultural diversity and variety of the country,
- Food stalls, games and rides for the kids and adults alike,

- Mysore Dasara Procession in Mysore city – intangible heritage representation,
- The peak attraction is the idol of the Goddess: golden mantapa (cca.750 kg gold) on the top of a processing decorated elephant.
- Peak and closing ceremony by a Torchlight Parade.

The management of the cultural event includes accessibility assured on road, by air and by Mysore Dasara Special Luxury Train which is a luxury travel & enjoyment of a pre-packaged tour program for Mysore Dasara Celebrations.

The next management issue is who is having the control of the event: here a Government appointed Dasara Special Officer works with a Deputy Commissioner of Police (responsible for the event's planning and execution) together with the Palace Board who is responsible for the safety and security of the palace (which is not only a monument but a functioning building), staff appointment, keeping traditions, related rules, training and assuring qualified guides, information provision, tourists movements. They assure safety and security at public areas, crowds must be controlled, parking management assured, garbage collection (plastic is banned) organised.

The International Kite Festival

The state of Gujarat (also in India) celebrates more than 200 festivals. The Kite Festival (Uttarayan) is regarded as one of the biggest festivals celebrated taking place in Ahmedabad (capital of Gujarat) which receives and can accommodate tourists from many international sending areas.

Several months preceding the festival, in the homes of local families in Gujarat, there is a tradition to begin the preparation of kites for the festival. This event of Uttarayan marks the day when winter begins to turn into summer, days become longer according to the Indian calendar (January in the Gregorian calendar). It is the sign for agriculture that the sun is back and that season for working on the fields is approaching which is called Makara Sankranti/ Mahasankranti. So, it is an intangible heritage keeping a tradition related to weather changes, celebrating the renewal of nature. Operating since 1989, by now 152 countries send more than 100 000 visitors every year.

The program includes
- A fun fair, with food stalls, games and consumer exhibitions.
- There are also workshops organised on kite making to preserve the tradition.
- The event has a Grand Closing Ceremony. During the night, on the second day of the festival, illuminated kites filled with lights and candles, so-called "tukals" are launched creating a spectacle in the dark sky.

The organisers have already clearly identified and are on the way to improve the management of advantages, disadvantages:
- It brings a local boom for culture and economy in the state by raising employment and the inflow of tourists.

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- Proudly presented local arts, crafts, gastronomy promotion produces income.
- It is a profitable way for keeping a local tradition alive.

There are environmental problems to eliminate:
- Many birds are injured or killed, as thousands go to the terraces to fly kites, so the rules must be made more severe and their breaking seriously penalized.
- There is a lack of proper arrangements (training, organisation, funding etc.) for the growing services.
- No real sustainability management exists yet.

Cheung Chau Bun Festival

Cheung Chau Bun Festival is a traditional Chinese festival on the island of Cheung Chau in Hong Kong. The history of the Festival dates back to the 18th century. The events are very colourful and certainly have a diverse target audience covering many expectations of many age groups: Worshiping the Gods, Piu Sik Parade (Floating colours), Kwok Ka-Ming (Bun scrambling) competition, operas to deities and Spirit Assuaging. Piu Sik parade and Bun scrambling competition are the main attractions bringing most of the visitors on the island.

The management is assured by the Leisure and Cultural Services Department in the Government of Hong Kong and the Cheung Chau Bun Festival Committee is involved for the joint organisation of the festival. The Islands District of Home Affair Department assists and organizes all aspects of the event smoothly, including crowd management, fire services, temporary toilets transportation, media arrangements, street cleaning and medical services. Moreover, the Community Affairs, Culture and Recreation Committee of the Islands District Council also provides subsidies for the Parade and Bun scrambling competition activities.

In addition to spectacular, traditional lion and dragon dances, there is an outstanding view created by children dressed as legendary and modern heroes and suspended above the crowd on the tips of swords and paper fans. They form the parade-in-the-air and are all secured within steel frames, though they appear to glide through the air. Parents consider it a great honour for their offspring to be part of the Parade.

The Island is easily accessible from Hong Kong centre by a special ferry coming and going every 10 minutes. The Festival has a reputation and popularity within local community and welcomes tourists by facilitating them the access to the festival. Walking and bicycle are the main transportations on the island which is really good from environmental points of view. Showing the exceptional role of the Festival, there is a great variety of accommodation on the island: there are some hotels, Airbnb and guest houses to be used there. Nevertheless, visitors mainly stay in the centre of Hong Kong, since it is not too convenient to stay on a crowded, noisy island with limited transportation.

Results

The site conservation, infrastructural development involved in these festivals results in economic raise and other benefits for the local people including an increased revenue, more steady opportunities of employment, knowledge about foreigners and their culture, sustainability of their craftsmanship, dissemination of their local intangible heritage by becoming regular host communities of an event. There must be a significant proportion of the event's revenue specifically derived from tourism allotted to protection, conservation and presentation of the local cultural heritage. There must be accompanying programmes for the training and employment of local guides, interpreters from the host community or liable event managers.

Local people are to be encouraged to take a direct interest in the implementation of the event by taking care for and conservation of their heritage, as well as by having more jobs, consequently, the arrival, visit of a great number of tourists will disturb them to a smaller extent.

Festivals create a number of impacts on the host community such as: the expenditures for conservations will rise, there are new (regular) employments, increase in labour supply, public finances (such as sales tax) become higher, the standard of living can grow by infrastructural improvements and certainly the cultural, environmental awareness of the inhabitants will also grow higher. It goes together with the preservation of their craftsmanship and the dissemination of their local intangible heritage.

The way to transmit local knowledge is implemented by the so-called tacit knowledge. It is intangible and can only be transferred by the local community. Consequently, the preservation of past customs, traditions, rituals as well as their transmission is to be implemented by direct and continuous spreading of locally inherited knowledge.

Economic impacts are effects on the level of economic activities in a given area. They may be viewed in terms of business output, added value by regional products, the use of local property values, personal income (including wages) by the temporary increased labour force – which can be transformed into permanent income, if the event becomes bigger and regular.

They are experiencing that there is a significant proportion of the event's revenue specifically derived from tourism allotted to protection, conservation and presentation of the local cultural heritage. They also require educational programmes for the training and employment of local guides, site interpreters or liable event managers.

Festivals are immensely important for a country and its people because these celebrations represent the cultural and national identity of this location or region. Besides, festivals also attract international tourists and boost the tourism industry. They will be even more important in the past COVID period being good starting points (with their fixed date in the year) for making a journey. These events become the part and parcel of life for the people (Formula 1, Cannes Film Festival, or our Sziget Festival). They signify a location's culture and customs. They give opportunity to live together in peace and harmony and keep us united amidst the manifolded characters of societies in which there is a multitude of languages, religions, castes, and traditions. Social impact is one of the main characteristics of festivals and can be the reason for organizing an action contributing to the well-being of the community. A sustainability report can be published by a company or organization showing the economic, environmental and social impacts of the event activities. The report can contribute to understand the incidents

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to the environment and conditions, to set the goals, and to be able to achieve them, with managing the changes in an effective way. Preparing the report is the easiest way to communicate the actions and impacts (positive or negative) which have been done for creating a sustainable environment. There are three components of the sustainability report: The environmental reporting, which shows the impacts of processes, products and services on air, water, land, biodiversity and human health. The second is the social reporting, which includes the workplace health and safety, employee retention, labour rights, human rights, wages and working conditions as well as outsourcing operations. Finally, the economic reporting is made with the payroll expenses, job creation, labour productivity and expenditures on outsourcing, R&D, investments in training and other forms of human capital applications. Besides, the managers are to consider the following aspects in order to properly organise an event:

Guidelines for heritage managers to organise a heritage related event

1. Name of heritage:
2. Type of heritage:
3. Why is it important for locals:
4. Why would it be important for the visitors to see:
5. Its excellence (outstanding value):
6. How is it presented:
7. Its location:
   outside:
   inside:
8. How people can get there:
9. When is it open to visit:
10. How much is the entrance fee:
11. Where can visitors buy tickets:
12. Where can visitors get information:
13. Where should visitors get information (plans)?
14. What is the condition of the site like:
15. How is it maintained/preserved:

16. How can locals maintain it:
17. How could it be improves:
18. Who is the target visitor:
19. How is the marketing of the site:
20. Who is the owner of the site:
21. What do they do for it:
22. Who operates the site:
23. What do they do for it:
24. What should they do for it:
25. Is the responsibility for actions strategically well designed:
26. If they cannot implement their ideas, why:
27. If they do it wrong, why:
28. What would be the ideal situation for the site:
29. How can it be implemented organisationally:
   financially:

Conclusion, implications

The above discussed festivals do not present the full scale of such events, they are representative examples for showing a number of important happenings at very different parts of the world. They have surprisingly common features, general problems occurring everywhere but the two most important characteristic features of them are that these festivals provide offering cultural traditions and they are educating in an entertaining way.

These events are taking care for site conservation, infrastructural development, human management that result in a local economic raise and other benefits for the hosting communities including financial, social, educational and cultural aspects improving international relations, altogether supporting sustainability. The understanding and conscious management of these issues is producing appropriate hosts from the local communities.

Tourism and conservation activities should also benefit the host community. Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation. Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels.

Understanding the relationship of tourism and culture and vice-versa, is of ever-increasing significance in a globalising world. The discussed festivals are so much differing from each other that can provide the readers or listeners with a general view and opinion in order to critically examine the dynamic inter-relationship between tourism and cultures. Theoretical explorations, research-informed analyses, local, actual experiences and detailed historical reviews present a variety of perspectives to be considered.

Last but not least, in our pre-COVID 19 life, tourism was so popular, travelling getting easier and cheaper that hosts had to compete for the visitors' attention: service providers, experts, curators, guides, media providing on-site information by additional multimedia contents, augmented reality, 3D products. The local community activity and common programs had to expect visitors by a common and complex experience in the meantime complying with heritage management that can efficiently be carried out by the exploration of all attributes, connections, relations based on the collection of all sorts of qualities and functions of the events. Regular festivals are integrated tools for both tourism and heritage conservation, including the sharing of natural and human achievements among various cultures. The implementation of this vision is our task and common responsibility.

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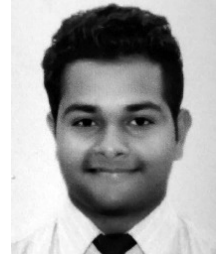
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TOURISM, QUALITY OF LIFE, AND WELL-BEING
Interview with Melanie K. Smith

What do you think about quality of life in case of tourism industry?

I tend to think of quality of life as something that's a bit bigger than tourism actually because usually when you define quality of life, it has a number of indicators in there. And some of them are, I think, relevant to tourism and some of that probably a little bit less. So, most of the studies show that quality of life is including a lot of things like politics, environments, social issues, cultural issues, gender issues and all those kinds of things. I would mention here also safety and security which of course has become really important in the tourism industry.

According to your view, what could be the important links between quality of life and tourism?

Many studies show that quality of life and well-being are actually quite closely connected. It can be the case of the well-being to find a little bit more narrowly. But sometimes I think in terms of quality of life as being very similar to well-being. And we did well-being, we had subjective well-being, which is quite connected to happiness. I say that's a good distinction for me. So, it depends on tourism, what we're really talking about. On one side I would say is the well-being of the tourist, which is the subjective well-being or the happiness of the tourists and why traveling is good for the health and for the well-being. The other side is the quality of life of the local residents, and that's a different story. We have done studies where we are trying to look at both in the same location. So, as an example, we're looking, what's the quality of life good for both the tourism and for the locals. But of course it's very different for the locals – living in one place all the time –, and for the tourists being there for one or two weeks. The way you've got good quality tourism infrastructure, the quality of life is also based of local people – so there is a connection between the two. But, I think with research, we have to be a bit careful that we don't assume that quality of life means the same for the tourists and for the residents in the same location.

What do you think, the places where happy people live are more visited by tourists?

Well, it's so funny and I just had this discussion with some of the students from the Mediterranean. We were saying actually, that the places where you've got a technically happy population. So let's say Italy, Spain and Portugal where they have a very animated social life in the evenings. These tend to be places where people feel good and they want to go, and it's not a coincidence that people come from the cold Northern countries down to these destinations. It does not mean the weather, I think the lifestyle the people have, and this is something to do with the quality of life of the people. Maybe having better weather makes some a bit happier? If we look at some of the depression levels of Northern Europe which is connected to the climate. It's probably the case I think that, if you've got a happy local population, independently of tourism, people like to go there. Barcelona is a really interesting example of a place where you've got good quality of life on the whole, people seem to be quite happy they still suffer from overtourism, and they still had enough of tourists. And I don't know in the end how effective is that there were signs in the windows saying 'we don't want any more tourists', 'we don't want

tourists in this neighbourhood'. So that was just one case where I think tourism impact on residents' quality of life not so good. And I would have been interested how that impacted on the tourists. Did they still feel happy knowing that the residents are unhappy? So, there is definitely some kind of connection I would say in between the two.

What do you think about welfare because you are more attached to the pillar of well-being?
Yeah, but if you talk about welfare, that's a bit different. And I think welfare is something that's used in English, for like what the government provides for its people. So, we talk about welfare state and that would be healthcare, pension and childcare. So, tourism can't do any of that. Well-being, I think it's interesting because you've got objective factors than well-being which are beyond the control of people's individual emotions or feelings. So, let's say the political situation you can vote against every four years, but you can't easily influence e.g. climate change, environment change, education system or the health system. These are objective factors against which countries are measured. So, when you look at studies of well-being, quality of life, you have to check the indicators whether they are objective or subjective. Good example was Bulgaria, which only based on objective factors looked very low because it has low salaries. It has some political corruption, the environment is not clean and green. But when you ask people about their subjective well-being, how do you feel about your life on a scale of one to ten, or how happy do you feel, it is quite positive, so, it's a bit misleading to talk about well-being just as one concept. You have to look what are the indicators that you're using in subjective well-being, how do you feel yourself? And that's a bit harder to measure but you can do it, of course, with a big sample survey and get an idea of how people feel. And I think there is being done more and more happiness studies now, not just let's look what policies are made. Because if we think about Finland, it's hard to believe that it's the happiest country in the world. Even though they have a good welfare because the government provides lots of people good salaries, good childcare, gender equality and all those things. But if you ask people, I'm not sure you would have the same result. They might say, well, it's dark and cold in the winter. They still have high levels of depression. So how the way you measure is very important. When we do research, I think it's really important in that way.

Going back to tourism and its variety of stakeholders who are involved in the tourism sector, what do you think who can be the one or who are responsible or who may support to increase the quality of life?
I think the Croatian study mentioned earlier showed that if the infrastructure is of high quality, people tend to be happier, and their quality of life is better. So, whoever is responsible for the infrastructure is important. Of course, the government first, usually responsible for the roads and the street lighting and how clean the streets are. And then I guess the private sector would be obviously running various suitable operations there. Regarding land use, the government decides who uses the land, whether you allow, for example, public spaces or public beaches or access to local people to those facilities. So definitely the government or maybe environmental agencies because they lobby to keep green spaces. Now, there is re-greening of cities and, green infrastructure initiatives which are really closely connected to well-being or

quality of life. So, I'm guessing like some environmental lobbing of governments is an option. So, NGOs of course play a role as well.

What else? Well, these days I guess, technology companies because of the smart cities' initiative, for example, which helps to improve quality of life. Places like Copenhagen or Stockholm, which are really smart cities, the systems only use to manage your environment that is really important and I think it's more likely to be, maybe they advise governments or maybe the company probably. And then the residents or tourists, they are just running businesses – mainly small and family businesses. Because of covid-19, a lot of family businesses or small businesses were hit really hard, especially in some of the mass tourism destinations, it's being hardest for them. So, we have the infrastructure part, let's say and also the accessibility for these resources.

Asking about the technology and education, do you think that attitude shaping would be also an important task right now?

You can educate your workforce or potential workforce in tourism and hospitality like we do. For example, regular training courses, I think, are really important. We *(Metropolitan University)* just had a study on internal marketing. The staff said the training is very important for them, for their constant development. Education and sustainability probably for everybody. In hotels, for example, how to be green and how to use less plastics. How to go beyond the basic principles of sustaining to really doing something quite meaningful for the planet, not just using the towels again once or whatever. We know kinds of education. It's possible even just like for residents, I think you need not just consultation, which is we're going to build this deal and agree, and then you don't listen to the response, but of course helping people. For example, my colleague was going to do a training course for migrants, if it wants to run small businesses in marketing and branding. But they would also need finance and technology and all those things. So maybe small business owners would need also some education in running a business. Even short courses in business are important.

What do you think about the measurement of quality of life? Because we were mentioning the subjectivity of how do we feel about our lives. How easy or how important may be showing figures and numbers at the end for stakeholders?

I think it's complex because there are so many domains with the quality of life. Many tourism studies they just asked tourists 'did this trip improve your quality of life', and that's meaningless really because you know the quality of life is something much bigger. Happiness at the moment, yes, that's a different one. But if you really want to measure quality of life, you've got a list, you have got a huge number of indicators if you look at some of the studies that have been done on quality of life or well-being. And it has to be, I think, objective ones and subjective ones. Good example is, you can have a good standard of living with a fantastic salary, big car, nice house, etc. but no time because you're working so much and just stressed, so your quality of life is not good even though the standard living is high. I could not explain the gap in the statistics between why it's inequality of life is good in the Scandinavian countries where people are still stressed and not always happy. So that has to be balanced, the objective, the subjective, the tourism, I think you don't have to look at so many factors. And it's a bit difficult to measure the cultural relationship between tourism and quality of life. So do we know how far tourism is

responsible for impact on the environment compared to pollution or compared to businesses or it's really difficult to separate impacts of tourism. In order to know whether infrastructure could improve the quality of life of residents, you'd have to do longitudinal study. And that's difficult to do with environmental impacts, and with social impacts. You can't just ask people that, do you feel happy now tourism is here? Because you have to know what happened before. So, it's very complex, it needs to be balanced. Once your tourism might not be so extensive. There is a work done about gender equality in tourism. Do you have to include that, doing through politics? I think we probably have to do because of the role of the government. Safety, and security yes, of course, but I don't know, there's not always a link between tourists coming and crimes. It may impact tourism. And you have to separate, I think, your residence from the tourists so we can't really just say quality of life is being improved by tourism. Personally, I would not use quality of life, if I am doing research on tourists, but residents, yes.

Regularly traveling can improve our quality of life and well-being, or subjective well-being for one or two weeks or a bit longer might be improved by the holiday or that trip. Most research shows that other things are much more important for quality of life, like love, family, work and salary. So, tourism is quite low down in the list. Even though people love holidays, it's just one small part of life. And equally, holiday makes you feel good for one or two weeks but then you come back to the stress of everyday life. So, I would not necessarily call it quality of life in the context of tourist.

What do you think about tourism researchers? Could you highlight any good example or experience where stakeholders are relying on something that has been proven or has been found by researchers?

I think stakeholders don't usually have time to look behind statistics. So, if they see that the research has been done like quality of life has been improved by tourism, they don't necessarily look at the questionnaire. I think it's very nice to have statistics about our quality of life but I think the methodology has to be fairly broad. There are some quite good papers but I'm not very happy with the academic articles that I reviewed about quality of life because I think they're using the term as a replacement for happiness or subjective well-being – and it is not the same.

I don't think they grasp the weightiness the quality of life means. I am not saying that tourism doesn't improve quality of life for the destination, but I think you have to be really clear what to mean by that, and also if you can specify them, for example it's a better infrastructure or lightening in the street, so, women feel safer at night. But you have to show that tourism causes on the long term. This has changed from the situation before. I think research is also important in some forms but I think, as a research community, we have to know what we're talking about. Most city planners for example, they understand quality of life and well-being in the right way. I think when they talk about, for example, green infrastructure, they know what they're talking about. We have to think it holistically and in an integrated way. That should be true for tourism. You should have researched tourism not isolated, and should we always involve stakeholders and balancing the residents and tourists perspective. And the philosophy of sustainability, like economics, socials, environment, too. I think we're doing that for the most, so there's good work for them.

Working with this topic for a long time, what kind of trends can you see? For example, you mentioned sustainability gaining more importance regarding well-being, let's say subjective well-being and its tourism implication?

I think we have seen in recent years that it has been definitely desired to link creativity to quality of life, and that we must be more creative as individuals and also as destinations. Not necessarily creative tourism, because it is a niche.

I think the relationship between nature and well-being is really important one. Not include especially the post covid green space, but any kind whether its rural or urban. The connection why it's good for health: our physiology and emotions and it connects with stress management which is a well-being issue.

The smart solution, I don't think the smart should be any technology. It has to be also the direction that we started to go e.g. in sustainability. It connects different functions of a destination to work out, how they are connected locally to the destination management organizations, and together with the marketing to think about how government policy is important. How different agencies could work together. I think the smart solution is going beyond technology: it's not just about using tools to manage visitor flows or to manage the way the cities are organized.

What about the pandemic situation in this area?

We've had many places of overtourism like Barcelona and Venice. Now tourism is very little. I think it's a chance to reconsider what we might want to do with tourism. One of the buzzwords now is resilience. I think resilience is becoming very important for destinations or for individuals. How do you adapt to the new situation, even as an employee or as a tourist? And many places lost their workers, and they went to do other jobs because they could not work for a year or a half or it was already part of seasonal work. So that's difficult. I think whether tourists go back to traveling as much as possible, it's a good question of whether that will be more selective and might be more worried about bad effects.

I've got students who are concerned about sustainability. They told me that they could only travel once a year by plane, or don't get travelled once a year because of sustainability. So, I think the consciousness of the consumer is very much concerned with personal well-being in terms of covid, and also the requirements in terms of sustainability. And then if we're thinking how we do tourism, so, do we support, for example, our own national economy by traveling in our country. Do we do more vacation and local excursions or not. Or do we travel as much as possible while we can until the next pandemic? I guess the cost of travel might limit what we do. I think the flights were more expensive with the airlines have almost gone bankrupt. We might rethink Airbnb because it was not very sustainable. Local residents' quality of life and the price of apartments had gone up, the noise levels increased. So, I think we might rethink tourism.

And do you think responsible behaviour can be the "mainstream"? And the big question is that numerous potential travellers say if they can, they will travel, they don't care. Because they are so 'tired' from this situation.

I think people's mentality changed a little bit. I was at a conference last week, and there were a few operators saying tourists become very aggressive and very angry since covid. They have to get psychologists set to manage the visitors, and specially South of England, and I

was really shocked by this. They just said that the people just don't think very hard and mentally could not cope with the whole situation and the imprisonment. When they got let out, maybe they felt like it. Now they really feel the thing to travel and have leisure, and somehow everything may be needed to be perfect for them. Because it might be the last trip for a long time. I can understand their desperation and fear about the situation, and I think we're going to see some slightly strange situation even they are angry and some of the operators are really struggling because they have the half capacity because the shortage of staffs or employees. I think we all have to adapt this new reality. Personally, I can't plan anything. I don't know how we can ever really plan anything. We used to have tourism plans for five to seven years, we used to have long term strategies. We never used to plan and think in terms of, I can't book anything to two weeks before. So now, there used to be bookings one year in advance. Now two weeks before nobody can plan the capacity and it's uncertain. I think it's very stressful in terms of well-being. Not breaking the economy because you're working in the half capacity. You're not creating any new jobs at the moment because of the capacity.

Thank you for your answers!

The interview has been conducted by Maloy SAHA

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