

GÁBOR BÓDIS

MAGAZINE REVIEW: HUNGARIAN GEOGRAPHICAL BULLETIN

Launched in 1952 the above journal used to be entitled Geographical Bulletin ('Földrajzi Értesítő') for decades, has been published by the Research Centre for Astronomy and Earth Sciences Geographical Institute of the Hungarian Academy of Sciences. The prestigious international magazine edited by its highly-ranked international editorial board, has been published in English language with its present title since 2009. With four issues per year, including colorful illustrations, the journal is indexed by Scopus, and it is rated Q3 in the Scimago database. The scope of this short review is to underpin the important role of the magazine in the field of tourism research publication.

In general, the journal focuses on development of theoretical bases and methodology for physical, human and regional geography, studies on spatial processes and interrelationships; temporal and spatial survey of the interaction between man and environment; assessment of factors of the geographical environment with a special reference to natural and socio-economic resources and to the emerging socio-economic problems in the Carpatho-Pannonian area; international cooperation; documentation and dissemination of research achievements. Let me summarize the way how its publication activity is linked to tourism-related topics.

Obviously, tourism cannot be understood and interpreted without its geographical relations on one hand, but on the other hand, the field of tourism and travel brings in considerably relevant ideas, concepts and methods when it comes to research and practice. Not only does the Hungarian Geographical Bulletin cover the most exciting mainstream topics of tourism, but also it extends researchers' view on some niche themes, new technology-based research methodology, recent trend analysis as well as the impacts experienced in tourism both on the environment and on the main role-players, the tourists themselves, jumping into some social contexts of well-being happiness and life-satisfaction.

Nowadays the clarification of the issues concerning subjective quality of life enjoys a priority both in the dialogue between academic workshops and in political quarters responsible for the general state of society. The researchers of such articles published by this reviewed journal are keen on finding the paths towards the sources of happiness, the ways to achieve subjective well-being, whilst the politicians are eager to trace what could be done in this sense by the power. A special emphasis is

addressed to the general linkage between travels and overall life satisfaction and to the components of happiness offered by travelling.

As another special segment of the interrelated system of tourism and regional development, studies aim to deal with the methods of the regional delimitation of spaces and areas of tourism based on supply and demand aspects, providing recent data on that rather neglected field. The GIS-based method provides a fairly accurate approach for centre-periphery research concerning the study of tourism.

Just to mention one of the mainstream topics published, Hungary is ranked among the most important spa and health tourism destinations in the world. A unique study examines the Hungarian spa destinations in the tourism-oriented property market. Spatial aspects further discussed in the framework of the analysis are the interrelationship of healthcare and tourism on the one hand, and the spatial distribution of medical services and treatments on the other hand.

Hearing the words uncertainty, risk and risk management in connection with tourism, we tend to associate them with some sort of external negative effect or threat such as terrorism or attacks on tourists whilst they are abroad. Authors from this area reveal these recent questions both in theory and practice. To pick some niche themes, too, an integrative framework is provided for those who conduct research in the religious tourism in Hungary, while another paper aims to present the spatial assumptions related to the tourism theory and the geographical correlations of golf tourism.

References

<http://www.mtafki.hu/konyvtar/geobull.html>



Gábor Bódis is well-experienced chief marketing decision-maker with a strong brand-oriented approach combined with innovation and creativity, excelling in exploiting mutual synergies in related businesses. Strengths in strategic planning in tourism and successfully coordinating creative industry players with a proven track record. He graduated as a Geoinformatics Expert at Lóránd Eötvös University of Sciences as well as a Tourism Communications Manager at The Nottingham Trent University, UK. He is a PhD Student at Corvinus Doctoral School of Business and Management in Budapest, and he works as a teacher at the Budapest Metropolitan University, Budapest Corvinus University and János Kodolányi University of Applied Sciences. He teaches tourism communication and marketing-related subjects and pursues his PhD research in design-driven destination branding. Founder of Hungary NEXT nation-brand-workshop, a strategic partner of the Hungarian Tourism Agency, former Head of Communications and Marketing at Budapest Tourism Office and

representative of the City of Budapest in the European Cities Marketing international organisation. He works as a guest journalist in Tourism Trend and Tourism Online professional journal in Hungary.

Contact: bodis.gabor@index.hu