

ZOLTÁN VERES

## EDITORIAL: LAKE BALATON – POPULAR VERSUS SCIENTIFIC VIEWPOINTS

Dear Reader,

Welcome to the double Issue of Pannon Management Review in the year of 2017, which has got again a different structure as compared to the standard issues of PMR. In this issue a really actual topic, namely the Lake Balaton has been put into the focus. Lake Balaton is one of the most popular destinations in Hungary. What is more, everybody feels competent itself in this region. Although the area's recreational history dates back to the 19th century, its image has been strongly formed by the mass tourism decades. From a popular viewpoint let us read a brief presentation of the famous Lonely Planet guidebook on the Lake Balaton:

*Extending roughly 80km like a skinny, lopsided paprika, at first glance Lake Balaton seems to simply be a happy, sunny expanse of opaque tourmaline-coloured water in which to play. But step beyond the beaches of Europe's biggest and shallowest body of water and you'll encounter vine-filled forested hills, a national park and a wild peninsula jutting out 4km, nearly cutting the lake in half. Oh, and did we mention Hungary's most famous porcelain producer and a hilltop fairy-tale fortress?*

This popular approach serves for a message to potential tourists. Nevertheless, in parallel with the continuous development in the region an increasing scientific activity can be observed as well. The approach of these activities is extremely diversified but the trends of tourism forms a common base for it.

Both the Faculty of Economics at the University of Pannonia and its Balaton Tourism Research Centre (BATUKI) are keeping an active relationship with the roleplayers of the region. This special issue on the region and on its tourism fits to the educational/research activity. Its objective was to offer knowledge which can be a useful source for longterm and available also in an international context. By this approach the reputation of the Lake Balaton can be supported in professional and scientific circles.

The introductory paper of Judit Sulyok and Katalin Lőrincz, *Building the Future Based on the Past – Tourism around the Lake Balaton*, seeks to provide a short overview of the theoretical background of waterside areas as tourism destination, furthermore gives a summary of the current situation. The authors come to the conclusion that nowadays, besides the 'measurable' tourism, the area offers

unforgettable experiences also for non-conventional tourists (e.g. VFR, second home owners, one-day visitors). The article *Ecotourism and Management in the 20 Years Old Balaton Uplands (Balaton-felvidéki) National Park* written by Annamária Kopek, Erika Józsa and Anna Knauer, is reporting that with the growing number of ecotourism events and visitor sites and with the rising number of visitors the successful management of the ecotourism-related facilities and services of the national park directorate has become a great challenge during the last years. The next paper of Csilla Nezdei on *Seasonal Effects in the Balaton Resort Area – The Marketplaces' Characters in Product and Territorial Aspect* posits that touristic areas face many challenges regarding capacity utilization, competition and the seasonal fluctuation of touristic products. In Hungary, the Balaton Resort Area illustrates the seasonal differences well both in the demand of touristic products and in the visits to the particular attractions. The analysis of Zoltán András Dániel and Viktória Csizmadiáné Czuppon on *The Impact of Development Resources of Hungarian SMEs in Disadvantaged Areas* confirms the necessity of direct funds for SME companies following their strategic growth path, and gives advice for the future resource allocation. These advices may be integrated as criteria for resource award in the future. The empirical research of Eszter Madarász, *The Network of Actors in a Tourism Destination Based on Veszprém Tourism Association*, presents the analysis of the members' connections takes place in case of the Veszprém Tourism Association with the help of network analysis. By analysing the density, indegree and outdegree centrality, and prestige of the members of the association it can be concluded that the management of the Veszprém Tourism Association is in harmony with the power positions taken within the networks, and the actors with highest level of local recognition, prestige, and power control manage the life of the association. In the article of Zsófia Papp, Katalin Molnárné Barna and Petra Gyurácz-Németh, under the title of *Tourism Tax in the Balaton Region*, the Reader is able to understand some contradictions in the application of tourism tax. The question is if it should serve as a base for tourism development or it should be only one part of the whole budget of local governments. Viktória Csizmadiáné Czuppon in the paper *Research Corner: Local Economic Development at the University of Pannonia* presents the cooperation between the University of Pannonia and the settlements in the region aiming at the local economic growth. The author focuses on the process and shows the possible results of the students' empirical research. Finally Gábor Bódis in the *Magazine Review: Hungarian Geographical Bulletin* discusses the important role of the magazine in the field of tourism research publication.

The articles of this issue are like a “bunch”, and we do hope that they will induce further research and publications.



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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. From the beginning of this year he is the editor of the Pannon Management Review.

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

He has more than 200 scientific publications, including the books of *Introduction to Market Research*, *Foundations of Services Marketing* and *Nonbusiness Marketing*. He has been editor of series to Academy Publishing House (Wolters Kluwer Group), Budapest. Besides Zoltán Veres has been editorial board member of the journals *Revista Internacional de Marketing Público y No Lucrativo* (Spain), *Вестник Красноярского государственного аграрного университета* (Krasnoyarsk, Russian Federation), *Tér-Gazdaság-Ember and Marketing & Menedzsment* (Hungary); member of *Социально-экономический и гуманитарный журнал Красноярского ГАУ*, member of *Journal of Global Strategic Management*, Advisory Board and Review Committee; member of *Asian Journal of Business Research*, Editorial Review Board.