

ZOLTÁN VERES

EDITORIAL: SUSTAINABILITY

Dear Reader,

Welcome to the second 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 sustainability in tourism has been put into the focus.

Regarding sustainability two levels of interpretation have to be distinguished. On the one hand there is a scientific approach, which states that sustainability science – as an evolving academic discipline – can point the way to a sustainable global society by facing challenges that existing disciplines have not addressed. From this point of view sustainability science is in fact much more a multidisciplinary dimension of some existing disciplines than a separate scientific area.

On the other hand we can consider sustainability in a practical approach. With the words of Emily Osborne "...it has become a buzzword in modern culture ... in terms of sustainable agriculture but also in reference to income, relationships, or even political statements. In some cases, it seems like a popular add-on to whatever the topic of conversation may be. ... To me, sustainability means living so that what we consume does not vastly exceed what we contribute. It is to take care of our planet so that our planet can continue to take care of us. In a sustainable world, there is a harmonious and healthy equilibrium between the Earth and all of its inhabitants. ... I believe it begins with an awareness of and appreciation for our natural environment. ... While this preliminary step of awareness is a vital one, we can't dwell in the realm of appreciation forever. Sustainability requires that we take action. ... Sustainability is not about being afraid of a resource-deprived future or accepting limitation as an answer. It's about appreciating what we have, making wiser consumer choices, and finding innovative solutions to current global challenges. It doesn't just apply to the environment either. As more and more people are discovering, sustainability is essential to every field, from politics and economics to society and the natural world."

Papers of this issue give a colourful picture on the topic, namely sustainability in tourism. The introductory paper of Alan Clarke "*Sustaining the Sustainable – Valuing the Valuable*" poses the question "how far value expressed in financial or economic terms can explain what the meanings of heritage are and how heritage can

add different values to our lives?” The selected papers intend to give answer to this question from many points of view.

Aysel Oflazoglu and her co-authors find the answer in the way to sustain the culture, including food, garments, old arts, special ceremonies, and even tribal values. Katalin Lőrincz in her paper shifts the debate on sustainable tourism destinations from an emphasis on sustainable development and destination planning towards sustainable urban tourism destinations. Szilvia Kántor in *“Resurgent Cultural Heritages – A Case Study of the Great Synagogue in Budapest”* discusses the latest development efforts that supported sustainability. Dorottya Bodnár, Melinda Jászberényi and Katalin Ásványi give an analysis on the museums’ responsibility of sensitization of the public regarding the importance of different topics and the value of heritage, treated among the walls, while the paper *“Promoting Museum Education Programmes in Veszprém County, Hungary”* of Viktória Krémer and Ágnes Raffay focusses on crucial role of museums in preserving cultural heritage. The role of festivals in sustainability of their regions is unquestionable. This aspect is discussed in the paper of Katalin Ásványi and Melinda Jászberényi.

The next two papers written by Monica Wai Chun Choy – Ken Kamoche and Jiří Vaníček – Eva Vavrečková respectively aim to study two aspects of tourism. One is on policies for sustainable travel that benefits Africans and the other is on cultural tourism in the Czech Republic from the perspective of urban tourism.

The paper *“Development Challenges of a Local Product Based Thematic Route”* written by Nikoletta Tóth-Kaszás, Krisztina Keller and Ildikó Ernszt investigates the role of thematic routes in education, cooperation and protection of the environment and the traditions.

The next section is focussing on the health dimension of sustainable tourism. The paper of Peter Wiltshier represents a post-modern approach to community development, while that of Flórián Strack presents an analysis of medical wellness trends in the context of sustainability based on a case study.

Both the paper of Erzsébet Péter, Krisztina Keller, Zoltán Birkner and Kornél Németh and that of Martin Zsarnoczky deal with trends in tourism. First is about global, general trends with observable shifts caused by the financial crisis and terrorism, the latter paper describes the developing senior tourism in Europe.

The *„Comparison of Opinions of Catering Establishment Managers and Visitors Considering their Attitude to Culinary Tourism“* written by Eva Vavrečková, Jiří Vaníček and Radmila Dluhošová presents the results of an empirical research concluding that visitors of selected regions interested in cultural heritage also show interest in regional gastronomy as well.

In the closing paper of the editors of this issue they conclude: „The commitment to sustainability can now be found in almost all tourism policies around the world

but there have been and continue to be some fairly fierce debates about whether this a real commitment or merely a rhetorical pledge designed to make us all look good.” The articles of this issue attempt to resolve this contradiction. 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 and the editor-in-chief of the Pannon Management Review.

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

He has nearly 300 scientific publications, including the books of *Introduction to Market Research*, *Foundations of Services Marketing* and *Nonbusiness Marketing*. He has been editor of series to Academy Publishing House (Wolters Kluwer Group), Budapest. Besides Zoltán Veres has been editorial board member of the journals *Revista Internacional de Marketing Público y No Lucrativo* (Spain), *Вестник Красноярского государственного*

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