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LET'S RELAX A LOT QUICKLY! – CHANGING TOURISM TRENDS IN OUR ACCELERATED WORLD

Working people find it difficult to provide necessary rest for themselves. There are several factors forcing them to give up regeneration, even by abusing their own health. New environments generate different kinds of impulses making us forget the everyday life completely. The essence of relaxation lies in getting away from the rat race, not in idleness.

This research is meant to demonstrate our changed motivations, holiday expectations and possible barriers to relaxation. The location of the empirical research is Zala County, where 508 employees were asked to fill in a questionnaire in a quantitative omnibus survey. The applicants were represented by gender.

Trends in tourism have changed fundamentally in the last few years and decades, giving priority to staying young and healthy. Nowadays active tourism and seeking out new experiences have key roles. People living in the 21st century require constant improvement in all aspects of life. People tend to prefer new, undiscovered adventures to routine.

The research covers the preferred aspects to decide about holidays, the ways to find leisure facilities, the changed travel patterns due to the financial crisis and the threats of terrorism, as well as factors influencing the decision-making process.

In order to rise the residence time and the number of tourists, we have to offer “complex adventure packages”, which requires cooperation between ventures of different type. Each destination must strive to become a brand. They have to accomplish that both local residents and visitors have pleasant experience/image connected to the area, which makes them stay or return. One of the most effective marketing activities is turning experiences into a brand. Effective marketing tools may include a suitable Website, PR, Search Engine Optimization, leaflets, brochures, online advertisements, souvenirs and other branded products, but the major factor is the satisfied guest, which requires an appropriate organisational structure.

Socio-cultural and economic impacts of tourism

Tourism development involves infrastructure development to some extent; furthermore, it is required to become a successful tourist destination. Tourism revenues stimulate international, national and local investments in the long run. The construction of new roads, drainage and schools and the introduction of new services

in healthcare help improve the life quality of the local population and boost tourism. Both abroad and in Hungarian tourist destinations seasonality sometimes entails additional costs for the local communities and causes congested infrastructure resulting in traffic jams and deterioration in the quality of services.

As tourism is improving, the composition and the demographic characteristics of the population are changing. Enterprises attract young people by providing growing employment opportunities in the main season, while elderly people move to the area in order to recreate and enjoy the tranquillity and the pleasant climate. Family relations may change, too. Setting up a business enterprise in tourism industry requires cooperation between the generations. Grandparents can help welcome the guests or act as some kind of “home base” to help raise the children while the parents are working (Kousis, 1996; Rácz 1999).

Tourism, however, may cause labour shortage in the traditional economic sectors, particularly in agriculture. Communities could not grow the produces on their own that they used to be able to, so they had to import some goods. It resulted in the outflow of some tourism revenue from the local economy.

Impacts of tourism on the host community can be divided into three categories: economic, socio-cultural and physical impacts. These categories may overlap and the same factors may fall into several categories.

Economic impacts can be defined as changes in the characteristics and structure of the economy regarding the sending and the host area due to the development of tourism (Puczkó & Rácz, 1998). The detected changes usually do not include the profit and expenses expressed in monetary terms in the destination. They focus on how tourism develops, what kinds of investments are necessary, how infrastructure improves, how the number of visitors increases and what income level the tourists visiting the area have.

Physical effects of tourism can be described with the changes in the natural and man-made environment caused by tourism development. Social effects can be observed by looking at the improved life quality of local people and, to a lesser extent, tourists (according to Boothroyd, 1978).

Cultural influences can be traced in the transformation of the political, religious and moral value system and in the growing importance of customs and traditions (Péter, 2008, 2015; Péter et al, 2015, Fehérvölgyi & Péter, 2010).

Analysis of the influence of tourism marketing

Hungary has three key products: health, business and cultural tourism. Health tourism and medical tourism based on natural healing factors – medicinal water, medicinal mud, mofetta, thermal cave – is a unique, internationally competitive area of the country, therefore, it should be given special priority in product development.

Budapest and Lake Balaton still remain priority products, besides which Hévíz and Zalakaros in Zala County are as popular as ever among health tourists.

We use dynamic public communication on the strategic markets via marketing tools to ensure the most efficient and highest access. On secondary markets we sustain marketing activities mainly through online channels. Networking and market development are our primary goals on the emerging markets.

One of our priorities is to address new consumer segments, to which new techniques, communication channels and content are required. In our communication, we consciously but gradually shift focus to modern e-marketing tools (Hungarian National Tourist Office, 2015).

The post-modern attitudes look for new products that are radically different from the products of old-style mass tourism. The new consumers are better-informed, they have higher disposable income, require greater freedom of choice, reject the passive “gazing” and are more active. At the same time they spend more time in front of the computer, and they are not only better-informed but also live in a virtual reality, so they expect more imaginative products – in a kind of “Disneyland-style”. The tourism marketing must adapt to new consumer behaviour. The old products are displayed in a new guise and completely new products are developed to meet the demands of new consumers. The product life cycle is getting shorter, market segmentation becomes more complex and market segments are getting smaller. The products are better tailored to the target audience. Árva (2012) claims that imagination, personalisation and fun are becoming important besides participation and entertainment. The digitalisation is more and more important regarding the tourism products, as well; like virtual tours at the sites, accommodations. On the other hand, thanks to the customer relation ship management (CRM) systems the service providers can offer personalised offers to the potential guests, based on their traveller profile, preferences (Tóth-Kaszás, 2017).

Product development will be much more imagination-oriented, there will be more references to other products and virtual reality will be used more and more frequently. The products will be developed for smaller segments and the target audience will be clearly defined, primarily based on psychographic variables. The price will not be as important as with mass tourism products, „give quality for the price” will be the new slogan.

However, yield management will become increasingly important in online sales. The promotion will become more and more web-based and it will use them for social community sites, such as Facebook. Besides Facebook, blogs, online personal travel diaries and reports gained a remarkably significant role in tourism marketing and promotion, thanks to community media platforms (Tóth-Kaszás, 2017).

Distribution channels will become more diverse and the role of the Internet will be increasing. The personalisation is very important for post-modern products and there is necessity to ensure the personal activity of tourists.

The role of staff is also growing, new HR methods will be adopted to improve the skills and competency of the workforce. The processes in the tourism industry will be controlled frequently with quality assurance methods. The role of physical space is becoming increasingly important in tourism. Decoration, virtual reality, variable equipment are all important elements of the post-modern products, and in tourism industry this is truer than elsewhere. The post-modern tourism can be important to examine the environmental impacts of tourism, as it is basically no mass tourism (Árva, 2012).

Examining the motivation we also find huge differences. While people in recreational tourism seek to spend time with leisure activities, conference participants pursue work-related activities. Various organisations, associations and companies appear on the demand side of conference tourism besides consumers (Happ, 2011). The country image and the perceived culture personality also have an effect on motivations, and on both the ideal touristic and business destination evaluation (Malota 2004, Malota & Gyulavári 2014).

We tried to find the relation between conference tourism and leisure tourism by examining the willingness to return. The survey results show that conference tourists willingly (often or sometimes) return to a specific destination (83%). Upon returning they become recreational tourists. Therefore, the more conferences a specific destination can organise, the more the number of return visits can grow.

In 2015, foreigners visited our country 48 million times spending a total of 120 million days here. The number of visits increased by 5.1%, the time spent in the country raised by 8.9%. The regional distribution of cross border arrivals is much more concentrated than that of domestic visitors. A little over a third of overnight guests visited the capital, another third explored Western Transdanubia. The third most popular destination was Lake Balaton, where a tenth of visitors travelled. 78% of the visitors spending several days in Hungary arrived with recreational purposes, one in three of them spent at least one night in Budapest. Many people arrived to meet relatives or friends; the largest number of them visited Western Transdanubia. The primary target area of health tourism is also Western Hungary, while the most common site of business tourism is Budapest.

Hungarian tourists took part in multi-day domestic trips 15 million times, during which they spent 62 million days. Short, 1–3 night journeys topped the list of domestic journeys, their ratio was the highest (84%) in Southern Transdanubia and the lowest (53%) at Lake Balaton. The primary domestic destination is Lake Balaton, which is visited for fun and relaxation mostly. Budapest and the Central Danube region are popular as well; half of the visits in the region took place to visit

relatives or friends. The expenditure of the Hungarian population increased by 4.4% during the multi-day domestic trips, exceeding HUF 300 billion. Lake Balaton region received the largest proportion of tourist spending (30%), however, daily spending was the highest in Western Transdanubia. Széchenyi Pihenőkártya (Széchenyi Rest Card), which is a form of fringe benefits provided by employers, also stimulated customer turnover. According to the data published by the Hungarian Central Statistical Office in 2017 accommodation providers closed a successful year in 2015 and all tourist regions in the country had an increased number of foreign visitors. Tourism service providers received 4.9 million foreign guests, 69% of them chose Budapest and the Central Danube region, 10% visited Western Transdanubia and 7.5% was attracted by Lake Balaton.

Methods

The empirical research took place in Zala County, where a quantitative research was performed using questionnaires. The sample for the quantitative survey was based on the population data of Zala County (purchased from the Hungarian Central Statistical Office, published on 1 January 2017). The sample population that we calculated involved 508 people, of which 49% were male and 51% female. The survey represented the active workers in the county by gender. We applied random selection when choosing samples (Babbie, 2001, 212; Molnar-Brown 2004). We performed cross-tabulation and correlation analysis during the correlation tests. In the first case, we used Cramer's V at a 95% confidence level to calculate correlation between variables. It shows whether the two variables are independent from each other. The correlation strength was measured with Pearson's correlation coefficient.



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Analysis of the options related to recreation

39% of the workers surveyed in Zala County spent their holiday abroad, while 61% of chose a domestic destination (*Fig. 1*). Private commercial accommodation accounts for a smaller but growing section in tourism. 37% of the total number of guests and 79% of the guests visiting Budapest and the Central Danube region were foreigners (Hungarian Central Statistical Office, 2017). In the latter region the turnover increased significantly, the number of visitors raised by 61% and overnight stays by 49% over one year. The popularity of private commercial accommodation grew both among foreigners and domestic guests. They accommodated more than 1 million domestic tourists in 2015, while the number of overnight stays exceeded 3 million.



Figure 1: Distribution of the holiday locations based on the respondents' opinion in Zala County, 2017

As you can see in *Figure 2*, 47.8% choose a summer holiday, but the duration shrank from the former 7–10 days to 5 days. The popularity of long weekends has not changed and is similar to the national average, with an average three-day stay.

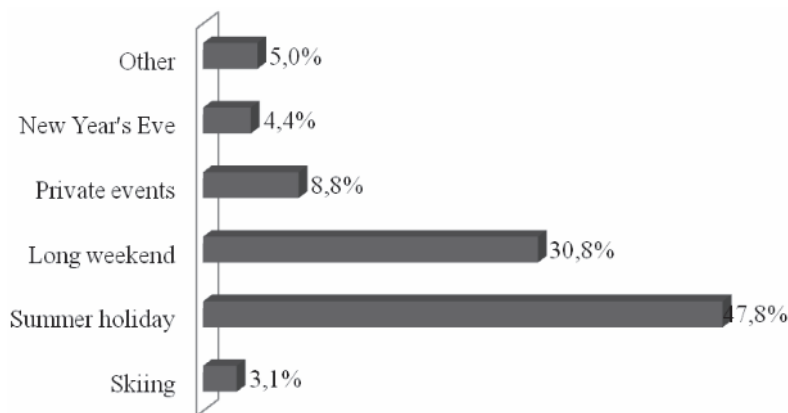


Figure 2: Distribution of the date of holidays

More than 90% of the consumers across the country use the Internet to access travel information, and almost every tour operator and travel agent has their own website. However, most service providers are not acquainted with the travellers seeking online information or receiving their services. This also means that they do not have sufficient data on the efficiency of their online sales activities or about their online target groups, either.

To prevent this, tourism service providers should be advised to measure their website traffic and develop a website statistics software that allows them to make surveys easily. Data may include the location of visitors (e.g.: search engines, destination site) or how many people used basic (e.g.: accommodation, programmes, etc.) or additional (e.g.: insurance) tourist services in certain period(s) (e.g.: month, year, etc). In addition, using website statistics tour operators can discover the most visited menu points and place the most frequently “clicked” item in the most conspicuous area of their site. Web analytics is an improved system of website statistics, with the application of which service providers can receive not only indicators but also customised solutions, which enable them to analyse the relationship between each indicator. This allows service providers to specify not only the most popular products but also the age groups that are offered the products.

11.8% of total respondents in Zala County identified the Internet as the source of information; however, the research revealed that they also use the World Wide Web to find travel deals (6.6%) and cultural programmes (16.2%), and to read online newspapers (2.4%) (*Fig. 3*).

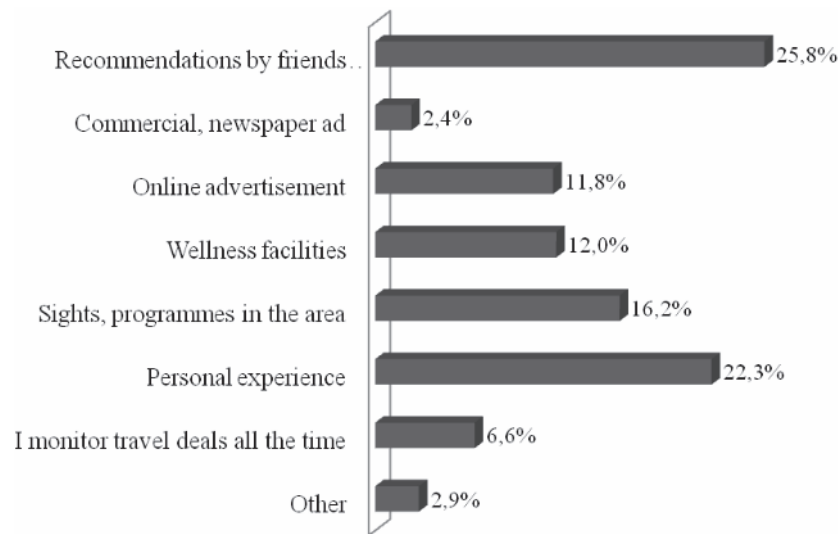


Figure 3: Sources of information to select destinations

Figure 3 indicates that guests return to the same destination of choice if they have good and pleasant experience (22.3%). Other responses (5%) also showed that while most consumers feel the need to read others people's opinion in forums before travelling, only a few travel agencies operate a forum on their website; the rest of them are not interested in creating such an online service, which consumers are missing.

The huge significance of events is that they are independent marketing tools. If the venue has an attractive image for tourists, there will be higher interest in tourism packages, consequently the package may be put on sale. If the site does not have strong attraction, the recurring event can raise the visitors' interest in the destination and finally, albeit slowly, it will develop.

Research shows that most people choose their destination by region (54.6%), but tourist attractions and events/programmes also influence their choice (12.4%). Several respondents mentioned the Lake Balaton Wine Tour event series, the Spring Festival of Tapolca, and the "Belle Époque" programme in Hévíz. Although not developed as an event, some people noted the "Buttes at Lake Balaton" long distance hike.

M. Brown-Papp (2017) pointed out an interesting fact regarding tourist tax, whose amount differs from region to region, which made us think about its significance at village level. "Forming an opinion as an outsider about the recycling of tourist tax is bilateral, because touristically attractive settlements tend to have the economic potential to recycle this tax completely. The small settlements that can get

hold of less tourist tax also struggle with lack of resources, and they are forced to use this revenue to provide public services. The scope of public services and tourism development (e.g. renovation of a small town centre or roads, construction of bicycle paths) are, however, difficult to differentiate in many cases.”

Parking opportunities in tourist destinations can be either drawbacks or well-considered marketing elements. Besides the level of development, hospitality and language skills in the subregion, tourists consider parking facilities important, which should be free of charge, if possible.

Most of them obtain information and make a reservation 1–3 months before the trip (41.9%), but the significance of last-minute has also increased due to promotional prices. One week before travelling 5% make a reservation, mainly in domestic hotels via online gift vouchers or hotel deals. 17.6% arrange the booking 2–3 weeks before departure.

Figure 4 illustrates that rest and recreation tops the list (33.2%) and family time comes in second (22.7%). Today, tourists are looking for uniqueness, originality and experience, therefore these factors are focussed on in tourism, too.

Tourists seek not only unique but also complex experiences and the Hungarian gastronomy can be an excellent complementary element of (or inherently part of) sightseeing tours and cultural, festival, active, rural and coastal tourism.

Wellness still means eating and sleeping excessively for employees in Zala County. Since they “cannot waste their time”, they want to discover new experiences (15.1%) and look for adventure (6.9%) that can make their holiday unforgettable.



Figure 4: Distribution of travelling by motivation

Let us have a look at it from our visitors’ point of view, as the area examined attracts not only leisure tourists but also incentive and business tourists. In 2015 a total of 48.3 million foreigners arrived in our country, the number of foreign trips to Hungary increased by 5.1% – at a similar rate to the previous year. Most of the

visitors come from the surrounding countries, such as Slovakia (21%), Romania (19%) and Austria (16%).

People with different motivations preferred different regions in Hungary. Over four tenths of the foreigners visiting Hungary (20.2 million people) have leisure purposes. Relaxation is the main motivation of the journeys, more and more people have been visiting our country for years to this end.

Leisure travel, both single- and multi-day trips are taken to visit relatives or friends. Many people travelled to Hungary to make purchases, mostly from the neighbouring Slovakia and Austria. These trips typically targeted the regions near the state border – e.g. Central and Western Transdanubia – and they rarely lasted more than one day. The most popular region still remains Budapest–Central Danube; Budapest accounted for 36% of all foreign overnight stays, an additional 2.1% spent at least one night in the remaining settlement in the region. The number of foreigners visiting the central region increased by one fifth compared to 2014. The second most popular travel destination, which represented 29% of the trips, was the area of Western Hungary, where the number of tourist fell by 1.6% compared to the previous year. One in ten trips targeted Lake Balaton.

The interest in the third most popular region continued to grow, 38% more tourists visited it than in the previous year (Hungarian Central Statistical Office, 2017). People receiving medical treatment or health maintenance therapy started to prefer one-day trips to multi-day visits. The primary target area of health tourism is located in the country's westernmost region. 71% of health tourists, similarly to the previous year, spent longer time in Western Transdanubia.

The respondents used a Likert scale to mark their preference when on holiday (*Tab. 1*). They attach high importance to quality and a sufficient price-performance ratio, while family-friendly features receive remarkably diverse responses; however, recreational opportunities (learning about new cultures, participation in events, looking for new experiences) are becoming more prominent in terms of demand.

Table 1: Distribution of the most preferred options

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)
Dining options	4.1	5.1	22.2	31.0	37.6
Price/value ratio	0.6	1.0	8.8	27.1	62.4
Quality	0.6	1.2	6.6	42.0	49.6
Number of services	5.6	9.3	32.0	35.1	18.0
Proximity to tourist attractions	5.0	7.3	24.3	37.6	25.8
Family-friendly features	7.8	12.9	21.7	29.9	27.8
Sports facilities	12.1	18.9	31.2	24.7	13.1
Recreational facilities	1.4	3.9	14.4	44.0	36.2
Wellness facilities	11.6	12.7	23.2	28.0	24.5
Other	4.5	9.1	2.3	25.0	59.1

We investigated how the financial crisis of the past decade affected holiday-making. The answers in *Table 1* showed that the respondents choose less expensive holidays and cannot afford to unwind several times a year.

Few people's holiday habits were not affected by the crisis. 17.9% of the respondents revealed that besides several summer holidays they can take a long winter break.

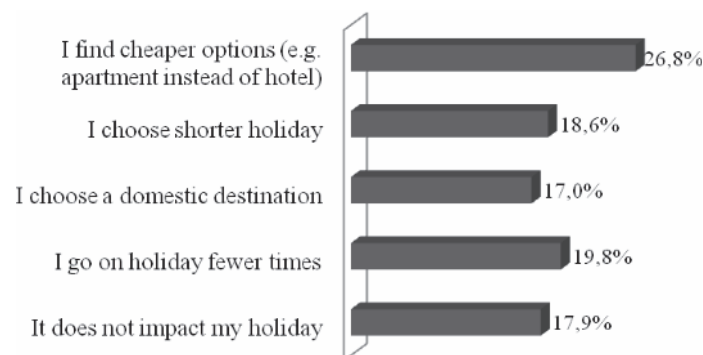


Figure 5: Impact of the financial crisis on holiday-making

Széchenyi Pihenőkártya (roughly translated as Széchenyi Rest Card), which is a form of fringe benefits, plays a key role in recovering domestic tourism. The card was introduced in 2012 and since then tourists have been using it increasingly to pay for domestic accommodation. In 2015, the amount of bills/invoices settled with the

card continued to grow. According to the data from the Hungarian Central Statistical Office, the turnover exceeded HUF 17.6 billion, nearly half of which was spent in just two regions, Lake Balaton (27%) and Northern Hungary (19%).

Figure 6 shows the impact of terrorism on tourism. The increasing terrorism threats and antipathy towards foreigners may influence the growth of tourism in some cultures, both quantitatively and qualitatively. Only protected, “all inclusive” holiday settlements can survive in risky areas, and many forms of post-modern tourism become impossible in these locations. When many places experience similar incidents all around the world, this could be a major setback to the further development of tourism. There may also take place a significant territorial reorganisation because the tourists will avoid the dangerous areas.

In 2011, rebellions in North Africa and the Middle East resulted in such shifts in geographical location. Similarly, environmental problems, pollution and disasters, such as the accident in Fukushima nuclear power plant, also influence the further development of the tourism industry and may discourage tourists from certain locations, countries or even larger regions. Hopefully, however, these political and environmental problems will not happen too often in too many places, and the new tourism trends discussed in this book will not be disrupted.

Nearly half of the respondents are influenced by these unfortunate events in the world, 5.7% postpone their holiday, 2.4% go on holiday fewer times, 14.9% choose shorter holiday in a more secure location, 14.9%, while 22.4% feel safer with a domestic holiday.

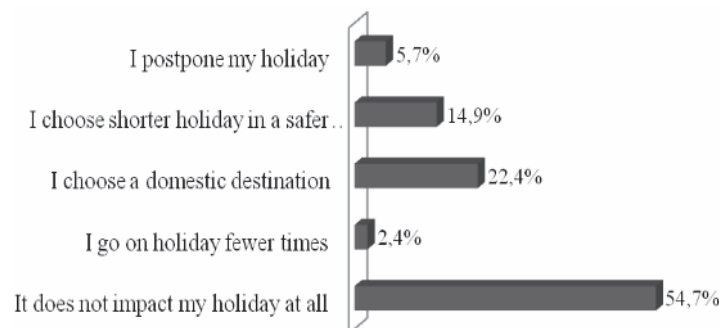


Figure 6: The impact of terrorism threats on holiday-making
Evaluation of correlation tests

During the correlation tests we did cross-tabulation and analysed the results at 5% level of significance. The value of Cramer's V is 0.71 between the decision-making and the holidaymakers' gender. Cramer's coefficient is between 0 and 1, and depends exclusively on the strength of the stochastic relationship between the two

variables. Men and women selected the location of the holiday as the main motivation, this was followed by the quality of the accommodation, however both tourist attractions and events in the chosen destination received low values. People's decisions are determined by childhood memories and they return to area where they have already had positive experiences, which we can influence using emotional marketing propaganda.

Correlation analysis revealed strong relationship between travel decisions and age. It is interesting to point out that the Pearson correlation coefficient has negative value (-0.718) at 0.0007 significance level. It shows a reverse relationship, i.e. the younger someone is, the more confidently they make decisions, and are not influenced by their financial background; when they are short of money they look for alternative options and use Internet forums to find cheap or free accommodation. When the body indicates the worker that it is time to rest, young people recognise the "danger" sooner; middle-aged and older respondents can only afford to relax "a lot, quickly", which presents new challenges not only to healthcare workers but also to tourism professionals.

Conclusions and recommendations

The time for rest is decreasing due to the employers' influence or our own expectations. The results illustrated with figures demonstrate that non-stop working may cause not only fatigue and burnout in worse cases but, unfortunately, also long-standing illnesses. Not only people in Zala County but also a large part of the Hungarian population would like to relax a lot quickly and feel the need to change, however, they cannot achieve it due to financial reasons or internal impulse.

Corresponding with the consumer/tourist trends, experience marketing becomes important during the trips. The desire to learn about the local cuisine using local ingredients may act as the main motivation or an inevitable part of the journey, and when people look at the photos upon returning home, they should experience positive feelings and emotional enrichment. Health tourism is characterised by higher spending, less seasonality and higher quality of service, and it is used by not only domestic but also foreign visitors in Zala County (Hévíz, Zalakaros, etc.).

We recommend major tour operators and travel agencies to launch forums. Travel agencies that introduce a forum on their website and regularly read it can immediately answer questions, solve problems, thus enabling them to establish a regular interactive connection with the passengers and respond to the quickly changing needs immediately. This interactive connection via forums may build the trust between the service provider and the tourist that is beneficial to agencies in creating their online customer base. One of the main problems of the Hungarian tourism industry is the lack of a coordinated system with clear competencies,

expertise and funding, responsible for developing and managing tourism in the host area. Young and middle-aged target groups can browse these websites skillfully. Correlation studies proved that they make more confident decisions that are independent of their financial situation.

Both sexes considered the location of the holiday the main motivation, followed by the quality of the accommodation and tourist attractions. The participants of the survey return to areas that offered them positive experience, which can be utilised with emotional marketing propaganda. The activities of Tourism Destination Management organisations should be reconsidered; as professional organisations they should act as a driver in tourism and the management must respond effectively to new challenges even when dealing with suprastructures.

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