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EXPERIENCE ORIENTED EXPLOITATION OF THE NATURAL AND CULTURAL RESOURCES OF MOSONMAGYARÓVÁR AND ITS SURROUNDINGS, A HUNGARIAN MICRO-REGION

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Abstract

The main target of my research is to expose the tourist and free time possibilities of the region and to emphasize the importance of the connection between these two components. I would like to prove that it is the experience orientated way of thinking which connects the service providers and which we have to strive for. I would enhance that the offer of a leisure or tourist establishment can supply appealing programmes, services for both target groups (local and tourist guests).

The tourist supply of the region is appealing for the locals as well, but they consider it as free time possibilities.

It is significant to develop an identity image among the local population. The local identity strengthens, promotes the improvement and development of tourism in the region. I presume that the local people too can identify themselves with the spots, buildings which attract the visitors who come to the region.

Keywords

Tourism, Resources, Experience Oriented, Identity

1. Introduction

Looking at the society these days we can say that our lives have speeded up, we have become performance-oriented and sometimes we seem to forget the world that surrounds us. We work a lot and sometimes we „steal” a little time to relax. Unfortunately, we cannot say that our free-time activities determine our daily life. However, this is an important part of our life for a regenerated, rested person full of positive energy performs much better. It is important that we find the equilibrium between work and free time.

The supply of free-time products or the tourist products supply is fed from the same opportunities, they are based on the use of natural and cultural resources and this provides experiences to both the locals and the tourists.

It's absolutely important that the locals feel that these attractions are theirs, they use the opportunities found in them, enjoy them because the positive radiation generated by them has a good effect on the guests arriving to the given region.

In my study, I try to cast light upon the idea that with the tourist use of local resources the same experiences must be created to local residents as well as to the arriving guests. I would like to emphasise that it is the experience-oriented thinking that connects service-providers and they have to work towards achieving that goal. To the tourist service-providers the most important thing is the satisfied guest, and there is no inscription on the guests about where they arrive from.

In line with the topic and in order to reach relevant and comprehensive results I have used quantitative and qualitative methods in my research.

The technical-literature summary and the analysis of the regional numerical indicators was based on secondary sources which is a theoretical foundation, a focus on the researched area and its systematisation. In the primary sources of the research, an empirical research was conducted involving questions addressed to the guests arriving in the region and the local population. The final part is the conclusion of the research which contains the proof or disproof of hypothesis and furthermore, tasks as well as the practical use of the research.

2. The Connection between Free Time and Tourism

2.1 The Concept of Free Time under International and Hungarian Viewpoint

Ancient thinkers also dealt with the free-time issue (Arisztotelész, Platón), philosophers since many centuries ago (Locke, Kant), sociologists have tried to define the concept of free time for many decades. They have not come to a significant agreement

because their analysis always was from different point of view and they analysed the concept starting from different points.

FALUSSY (1993) approached the concept of free time under a *sociological point of view* in which he groups human activities in three categories: In the first group he mentions those activities that are related to men as social beings. In the second group are the activities of men as biological creatures. The rest of time and the activities related to that time are grouped in the third category.

Table 1: *Groups Human Activities in Three Categories*

Source: Own editing based on Falussy, 2017

Social restrictions	<ul style="list-style-type: none">• work• learning• family• office routine• traffic
Physiology needs	<ul style="list-style-type: none">• relaxation• nutrition• personal hygiene• beauty treatment
Free time	<ul style="list-style-type: none">• intellectual relaxation• physical relaxation• recreation• sportactivity

Specialists differentiate „free time – Freizeit” (total free time) from „leisure time” - „Mußestunden” (experience giving free time).

Free time is the total time frame which is empty and has to be filled with some content. From this, the time we spend as we please and serves our desire/enjoyment, which we find pleasant and we live it as a positive experience – we consider this „leisure”.

FALUSSY’s grouping is pure sociological, it does not focus on tourism categories. Tourism-related activities first can be included in the second group (recreation, medical therapy) and in the third group (ecotourism, cultural tourism etc.). Regarding social costs according to FALUSSY traffic does not serve recreation. I think this case can be grasped

differently for example, when you ride a bicycle it gives you the experience of movement as well as the feeling of being near nature or an environment with buildings.

MICHALKÓ (2012) *as a tourist specialist* deals with the definition of free time. According to him thank to urbanisation the world of free time is organically connected to the world of work. The day of a person with a regular job is organized according to the rhythm of the work, after worktime or after work-related activities free time gains meaning. He makes an interesting point that if the productive activities become routine or emptied of content then we seek to use our energy in activities related to free time. About our post-modern society he states that the quality of life of individuals nowadays depends on the use of free time rather than on work-related factors. I entirely agree with this statement because decisions about how we use our free time are based on our free will while the world of work is not exempted from obligations.

Leisure time = quality free time

The term free time first emphasizes freedom in the management of time and in choosing the activity.

Leisure – according to how it is used by *Muße* it means a *characteristic mental / conscious state, meditation, immersion = flow*.

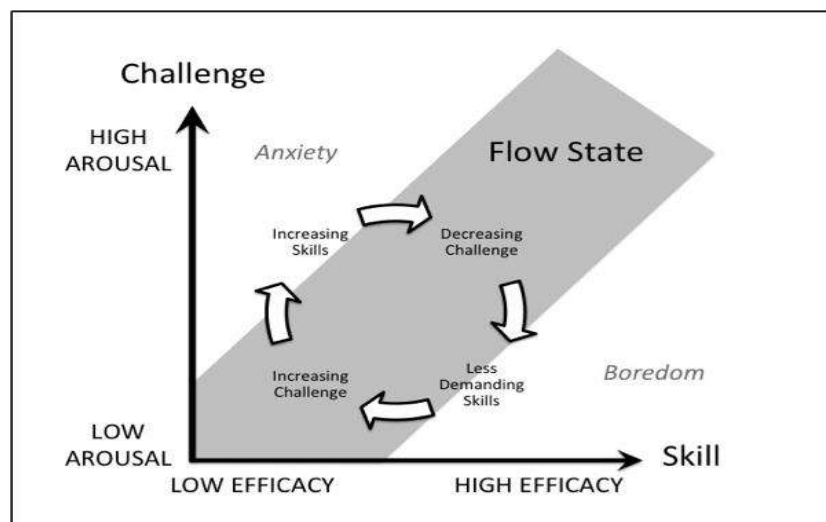


Figure 1: FLOW-Experience

Source: <https://balancebydeborahhutton.com.au/how-to-go-with-the-flow/>

From the psychological viewpoint CSÍKSZENTMIHÁLYI (2001) a Hungarian born American psychologist-professor dealt with the theory of free time which can be linked to „flow”.

This flow-experience can take place both at work or in free time provided that there is a goal towards which we concentrate and advance and we dedicate ourselves to that goal. This is such a mental state in which the person immerses in total activity while they determine clear goals and give direct feedback to their personality. The positive flow-experience occurs when the set requirements, challenges are in harmony with the individual's capabilities and there is no over or underload. His theory makes the point that in this world beyond work and free time how a person can find the activity-related real pleasure, the flow. The basis of the flow is the harmonic proportion the capabilities and the challenges. Without a task or risk and undertaking there is no flow.

I think most people make efforts to reach this flow-state – though they do not know this theory. This translated to the language of tourism can have the following meaning. From the planning of a trip until the time we arrive home we are already part of a positive process. Our task is to choose the place, accommodation and plan the programmes. This already gives us a positive experience because we have an aim and we choose a tourist product tailoring it to our specific needs. Since the tourist product is intangible and cannot be tried in advance so naturally there is risk undertaking associated with the product. As we look forward to travelling there is a growing hope and in us there is a desire to travel. The flow-experience naturally reaches its peak during the time of our trip - leisure time. The flow can contain waves during rest, recreation because we have bought a product not seen or tried beforehand (this can also depend on the length of the time of stay). If we have found our free-time activity / the real pleasure of our travelling experience then this euphoric condition will continue even after the trip (sharing of the experiences, adoption of or adaptation to new customs etc.)

To sum up the notion of spending leisure-time as an adventure on the basis of the reflections I have received I would say: *leisure-time activities mean ways of such mental and physical „getting away” that give the person the real pleasure of the activity and a positive flow-experience. One should enjoy them; one should do what gives joy and pleasure to experience a positive feeling/impression of life.*

2.2 The System of Leisure-Time Researches and Tourism

The background of the above analysed literature hardly connects the notion of leisure-time activities with tourism. German literature (biography) handles the notion of leisure-time from a different aspect: tourism plays a much greater role there. Hungarian researches also deal with the connection-ship of the two areas and ideology.

MONHEIM (1979) in his research throws light on the fact that free-time activities and the tourism are on the same level, next to each other, and, at the same time, overlapping can also be shown.

He names the central overlapping point „Fremdenfreizeitverkehr” but in Hungarian free-time / leisure-time tourism would sound better/more appropriate.

Thus, on one hand, according to MONHEIM, there is „clear” tourism where we find health recreation and conference tourism, with business trips partly belonging here as it is not in connection-ship with free-time activities -, on the other hand we see free-time /leisure-time tourism.

MONHEIM emphasizes that a professionally motivated trip should be assigned to the tourist industry.

Table 2: *Chart of the Types of Free-Time Trade and Tourism according to MONHEIM*
Source: Schreiber based on Monheim, 2002

Free Time Mobility	Leisure Tourism	Tourism
Free time activity around the habitation	Leisure tourism without accommodation	Tourism with free time component: <ul style="list-style-type: none"> • Convalescence • Discussion, Conference
Free time activity inside the city/station	Leisure tourism with 1-4 nights' accommodation	Tourism without a leisure activity: <ul style="list-style-type: none"> • Vocational travel with accommodation • Business travel with accommodation
	Leisure tourism with 5 or more nights' accommodation	

As KULINAT/STEINECKE (1984) defines it tourism includes “fixed” travel forms that are prescribed because of one’s business or by a doctor and “non-fixed” forms that serve leisure or entertainment. These should include at least a one-night stay at a place. He correlates this to the dimensions of residence and venue/space.

Table 3: *The Forms and Dimensions of Free-Time Trade and Tourism*

Source: Schreiber based on Kulinat/Steinecke, 2002

	Free time	Tourism		
		with 4 or more nights' accommodation (complemented with short stay - with 1-3 nights' accommodation)		
<i>Residential dimension</i>	nearly relaxation (without accommodation)	leisure tourism	health tourism	business tourism
<i>Space dimension</i>	nearly neighbourhood	tourism area complemented with the venue of a short stay		

MICHALKÓ (2012) defined the place of spending free-time with describing spatial paths/courses. These spatial courses have specific features depending on what path/course they take to insure our existence or to maintain/keep household. He states that we mention the change of surroundings in the sense of the theory of tourism when we leave this course /path. The neighbourhood is the scene of our everyday life/activities thus here we are not tourists even if we go out for a meal or visit a cultural event. We define the change of surroundings interpreted as tourism when we leave this path/course. He defines the essence of tourism that through mobility we come to surroundings that might bring about stimuli causing adventure and that urge us to contribute to the income of local economy.

Opaschowski the German researcher states that the science of leisure-time is a “science-spectrum” to which the following belong:

Tourism; Media/Communication; Culture/Cultural education;
Adventure/Experience/Entertainment

As this figure shows us these different-colour/colourful fields/areas might overlap, even mix. The tourism is a part of spending free-time that can be stimulated by different factors.



Figure 2: *The Main Fields of the "Science-Spectrum" of Tourism*

Source: Own editing based on Opaschowski 2017

3. Adventure/Experience Orientation

The most important promotional/frequent factor of the 21st-century touristic trends is to search adventure, thinking about the motivation of travellers it is (i. e. the factor) rest, relaxation, recreation and experiencing adventure. Service industries try to develop (advance) their market in a qualitative way, not in a quantitative way. They try to establish a unique image that distinguishes them from the others – that is recognizable and can be easily identified.

There has emerged a need for change, for conversion that helps touristic product-development and the improvement of the quality of service. Tourists of today are so prepared and so educated tourism is basically framed by consumer demands. Gradually changing tourism can be described as creative richness of appearance. The travellers themselves are creative, but this is rather required from the side of suppliers.

A popular/main trend of the tourism of today is adventure-orientated, seeking experience.

„Adventure is a psychological category, the experiencing of it or the hope for it plays a vital role in the shaping of touristic demand.” (Michalkó 2004)

On the basis of this, MICHALKÓ (2012) formulated/defined an alternative touristic definition: *„Tourism is an individual change in surroundings combined with gaining experience, during of which services are taken advantage of.”*

Tourism can basically look at as a market of experiences where tourists provide the mental/spiritual room/space where touristic experience is established/brought about. Tourism is the main sector of the richness of experience, and, as STERNBERG (1997) wrote:

„In the centre of production activities in tourism there is the creating of touristic experience.”

The market force of supply of offering experience is more and more determining, consumers have bigger and bigger hunger for experience whereas today the meaningful, experience-like offers helping the change of individuals are the most popular (Zátori 2014).

The boundary between spending free-time and tourism is difficult to draw on some fields of the system of free-time institutions. Here we can find multi-functional institutions in the field of sport entertainment and culture that are qualified to satisfy not only the needs/demand of the local and neighbouring inhabitants but also of guests and tourists of wider circles to insure multi-functional experience.

HANSRUEDI MÜLLER (2010) defines the quality of experience, too, as the central expectation of the sustainability of tourism. He focuses on atmosphere, i.e. the space surrounding us with its features: colours, forms, scent, material, noise/voices, and visuals. He states these should be far better than what we imagine/expect – that is we should surpass our developmental goals/aims.

4. Touristic Resources

Everything that is needed to perform a process, an activity that helps to reach a goal and includes the notion/thought of innovation is called resource.



Figure 3: Touristic Resources
Source: Own Editing 2017

In my paper, I focus on the natural and cultural resources thus my intention is to explain and make these concepts clear.

When we talk about the role of **natural resources** in tourism we think about the following viewpoints to determine touristic supply/market:

- It gives aesthetic experience – the beauty of a country, its uniqueness is a major attraction
- It provides rest- and recreational possibility – the natural environment suggests peace
- It is a venue for sport activities and other alternative leisure-time activities
- It helps health-promotion – here we should mention the role of cure/therapy, medicinal plants/herbs, medicinal waters
- It offers learning possibilities – we can gain knowledge by getting to know “nature”
- It supports self-realization – how you can overcome challenges in nature, like survivor tours, climbing rocks or parachuting.

Thinking about tourism the main purpose of using natural resources is to convert them into products. Considering the features of products, we should direct our attention to the supremacy of natural resources, namely to preservation, but, at the same time, they must be developed- considering the changes of trends – as products.

Cultural resources show great variety and they have a common feature: they come into existence by human activity. They can provide intellectual experience to tourists.

We can group cultural resources in different ways, one of these is to divide them into 3 groups (Csapó & Matesz, 2007):

- *Cultural inheritance, built and material values* – here we list the values (buildings, objects created by different kinds of art) that are results of some earlier, past human activity. The word heritage in itself means continuity between past, present and future, but also the link between them.
- *Live culture* – the lifestyle of peoples of our times., their habits, activities and traditions followed by them.
- *Programmes, festivals, carnivals* – reckoning entertaining activities or the ones with the thought of following traditions.

Specialist literature also expresses (words) that cultural resources can be grouped according to how they advance from “dead” to “living” values. “Dead” or “live” components of certain cultural values cannot be considered stable, fixed – this greatly depends on the ways of representation and operation/handling of the given values, or rather on the interpretation

techniques connected to them. Computer software of the digital world also make it possible to show past values with means of the generations of today.

We run into applications developed for smart phones in all sectors of tourism. These applications aim the tourist with functions developed for them and with uploaded files. Some tourist undertaking try to carry out interactive communication with their clients with their own applications (Happ 2013).

Considering cultural resources, I find important to define *cultural tourism* having different conceptions in literature. Cultural tourism is the sector of tourism where cultural motivation is the main incentive for the tourist. Cultural tourism is determined by WTO-ETC as follows:

visiting cultural places of interest outside the neighbourhood, the incentive of which visit is to gain new information and experience to satisfy cultural need/demand.

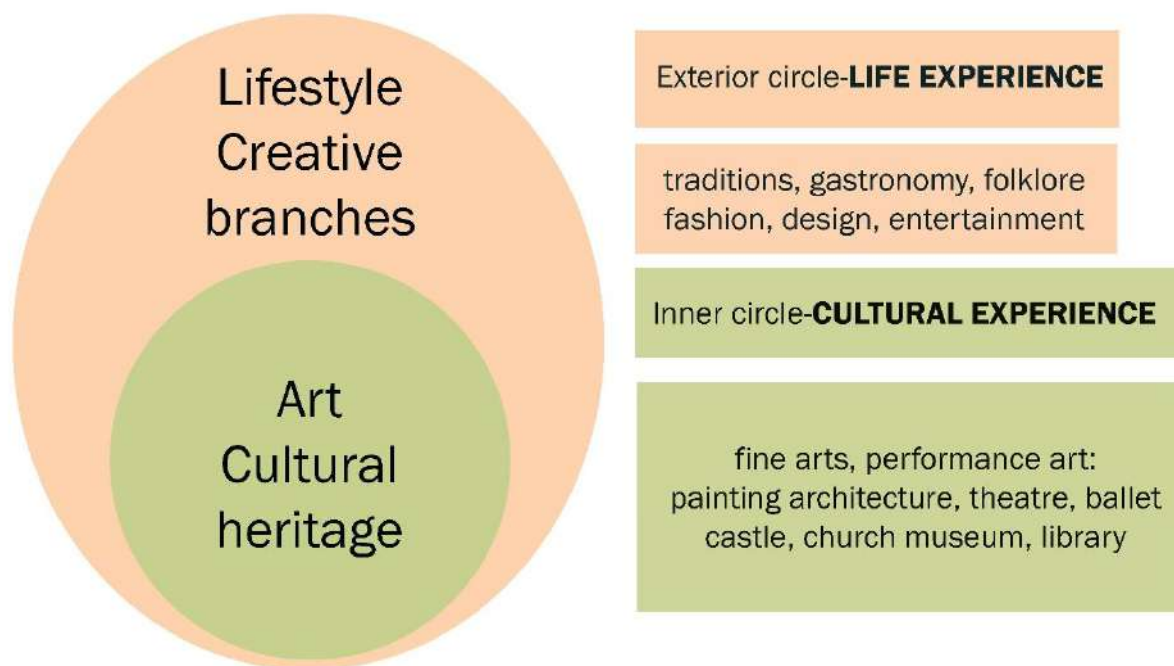


Figure 4: *Forms of Appearance of Cultural Tourism*
Source: Own editing based on WTO 2017

Looking at the figure above we can state that in the heart of this “cultural circle” we find arts and monuments – that is the past. The outer arch means the present, everyday life, that always includes the values of the past as well. Widening the figure with the word *experience* we can say that both motivation circles seek experience, long for it.

5. Mosonmagyaróvár and its Surroundings

Mosonmagyaróvár is the 3rd biggest city in the best-developed county (Győr-Moson-Sopron) of the well-developed region in Western Danubia. Its position is determined by a dynamic regional-economical borderline-environment where it is a challenge competitiveness and improvement in economy and tourism. The region is behind the level of development of the neighbouring Austrian region, which results in a further increase in the pressure of competition. With joining the EU and ceasing the borders Mosonmagyaróvár must hold on in the international evaluation in the Vienna-Bratislava-Győr area. It borders Austria in the west and Slovakia in the north. Vienna, the Austrian capital is 90 km far, Bratislava, the Slovakian capital is 40 km from this region. 26 settlements belong to this district, the area of which is 931 square kilometres, there are about 70 thousand people living in the city and in the villages nearby.

One cannot find Mosonmagyaróvár as a “small region” on the geographical map – by this name we mean the small region classified by statistical regions.

Geographically it is situated in the north-west corner of Hungary, in the eastern part of Western Danubia, in the so-called Kisalföld, Little Hungarian Plain, which consists of three micro-regions: Mosoni-Plain, Szigetköz and Northern-Hanság.

Undoubtedly Szigetköz is the focal point of this region with its rather attractive settlements. The other two areas (Mosoni-Plain and Hanság) can be said to be on the outskirts of the territory but they can be considered as a link towards Rábaköz and Lake Fertő. On the tourist market products of these two are “salable” only together with the name Szigetköz; the complex supply of all the three parts can be listed with that name.

5.1 The Results of Primer Research

This study is based on primer resources, on empiric research, part of which is based upon questionnaires given to the guests arriving at the region and on the answers of local residents. These two questionnaires contain some similar content.

We have 814 questionnaires filled in, 418 from tourists, 396 from locals. The female-male rate is rather balanced: 54% vs. 46%. From the point of view of the age of the respondents the proportion is also balanced thinking of those employed – being these as the determinative factor; however, retired respondents are rather underrepresented.

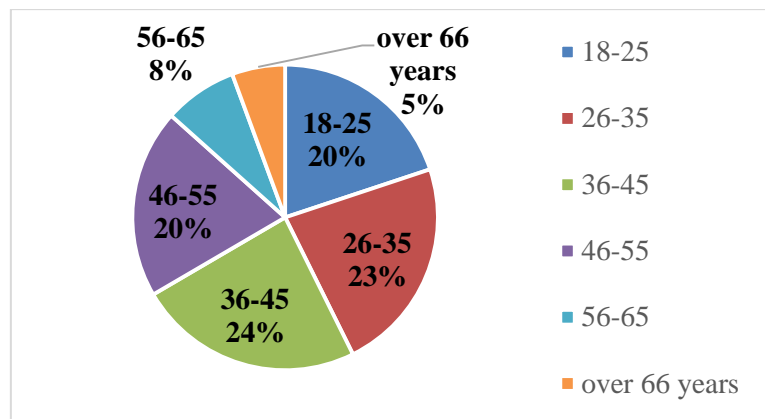


Figure 5: Age Distribution

Source: Based on my own research (N=814), 2017

Those asked valued the given free-time/touristic supply of the region on a scale between 1-5. Accessibility got the best result. And, indeed, the region lies in a geographically and traffic-wise advantageous, favourably well-located area. The M1 motorway from the Austrian border (from Vienna) towards Budapest leads by Mosonmagyaróvár. The M15 main road leads into M1 not far from the city, at Levél; there is traffic from Slovakia and Rajka. Parallel to the motorways there are the main roads number 1 and 150. The road 86 crosses Mosonmagyaróvár, this road provides the link for traffic to all the Western Danubian regions. Mosonmagyaróvár and Szigetköz are linked with the road 1410.

Table 4: How do you Grade the Leisure-Time offers in the Region?

Source: Based on my own research (N=814), 2017

	Mean
Accessibility to the area	4,08
Quality of hospitality	4,03
Program offers and events	3,34
Entertainment options	3,08
Services and condition of baths	3,84
Monuments and museums	3,54

Accessibility and the quality of hospitality are nearly at the same level due to local people in the service. There are some gastronomic traditions; “halászlé” (fish soup), which can be found in the supply, is a special course typical of the water-world. “Ecetes hal” (fish in vinegar) is worth tasting, it is made by the recipe of our grandmothers’. Wine-production is not characteristic of the region as climatic conditions are not favourable for viticulture. A

popular place for visitors is the Szigetköz Lelke Pálinkamanufaktúra in Dunakiliti. Visiting the well-constructed plant is a special experience but many can't wait for the tasting of the different kinds of "pálinka" (a kind of spirit) afterwards. Lipóti Bakery has created a "real" bakery on its premises where visitors can monitor the actual process of making and baking bread and bread products. In Albertkázmérfpuszta there is a chocolate manufacture where the sweet-toothed can produce and taste chocolate. Thinking of gastronomical festivals we must mention the autumn festival named Szigetköz Ízei (the tastes of Szigetköz) and Vármegye Borai (the wines of the county) with their variety of foods and drinks.

The gastronomy of the region is not of national importance but hospitality and the quality of prepared food can replace this. I also asked guests about the hospitality in the region. You can see the opinion of the guests in the following figure (Figure 6.). The result of this is that this positive experience is probably passed on to others and many will visit the region again.

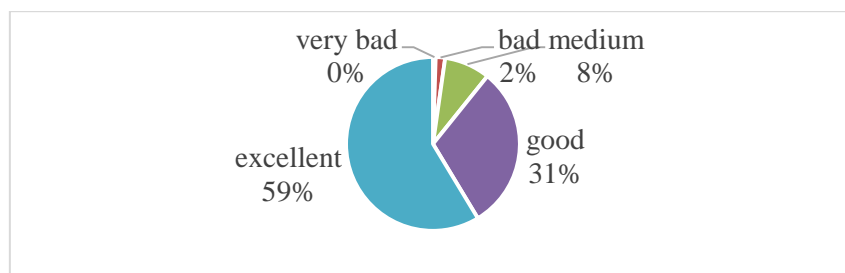


Figure 6: *How do you Value Locals' Hospitality?*

Source: Based on my own research (N=418), 2017.

Examining leisure-time possibilities in the region and taking the opinion of those answering the questionnaire into consideration we can state that being on the beach/in a pool and going on a thermal bath and spa are considered emphasized activities. More than half of those who answered had been to the Lipót Thermal and Adventure Bath. Open-air baths and waters are especially liked. The extensive system of river branches in the Szigetköz and the Mosoni-Danube mean a great opportunity for this.

Cycling tours are outstandingly popular due to the well-constructed cycle lanes and the infrastructure built on them. Mosonmagyaróvár and its surroundings with terrain characteristics of a plain are ideal for cyclists.

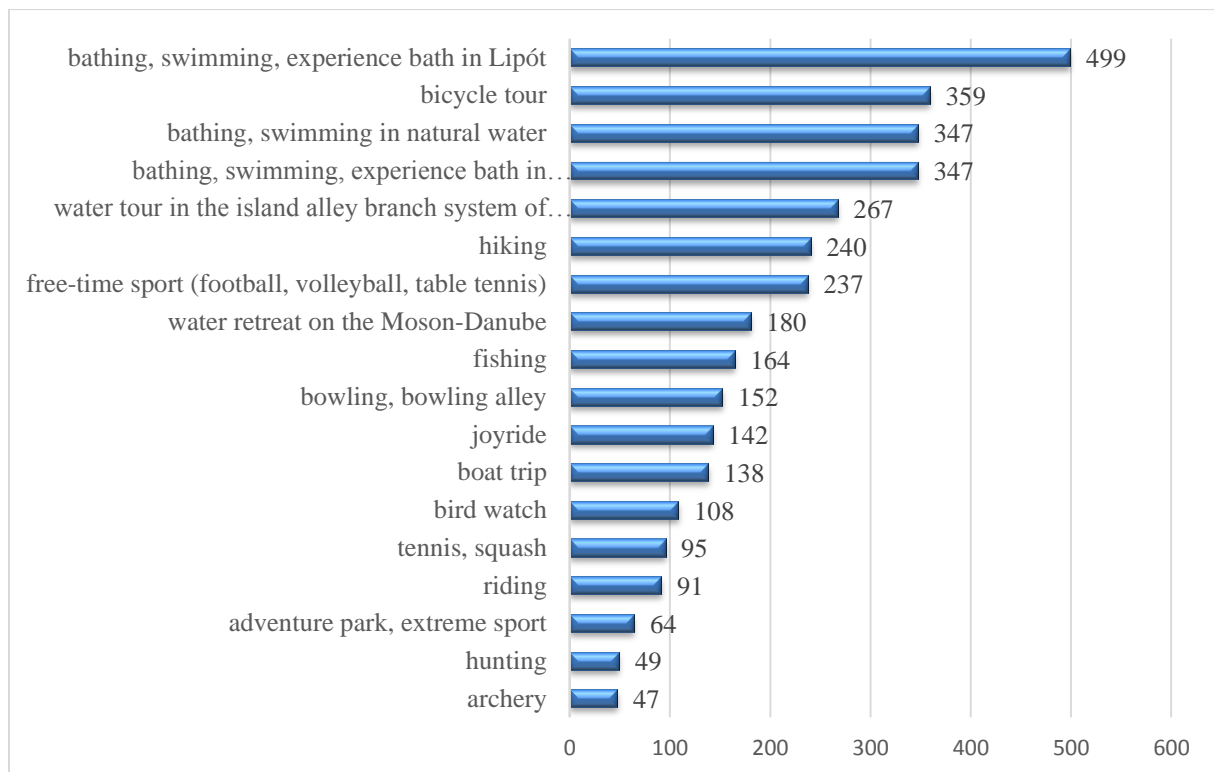


Figure 7: *Facilities of Active Tourism and Spending Free-Time in an Active Way*

Source: Based on my own research (N=814), 2017.

Data prove that the Szigetköz water branch system is one of the major attractive powers for water tourism in the region. Along the Danube on the Szigetköz territory there are 8 tributary systems in about 200 km length. Guests arriving here associate this region with beautiful scenery with the richness of natural environment and with water world.

I also wanted to get some information about the sights in the region thus the top 10 sights took were unfolded. It is not surprising that half of these sights can be found in the regional centre. Guests tend to visit the places that relate to their past, to their history. The castles and palaces on the first places are truly the region's iconic buildings

The aquifer in Dunakiliti remained as a memory of the water-regulation pursuit and visiting it cannot be left out during water-tours.

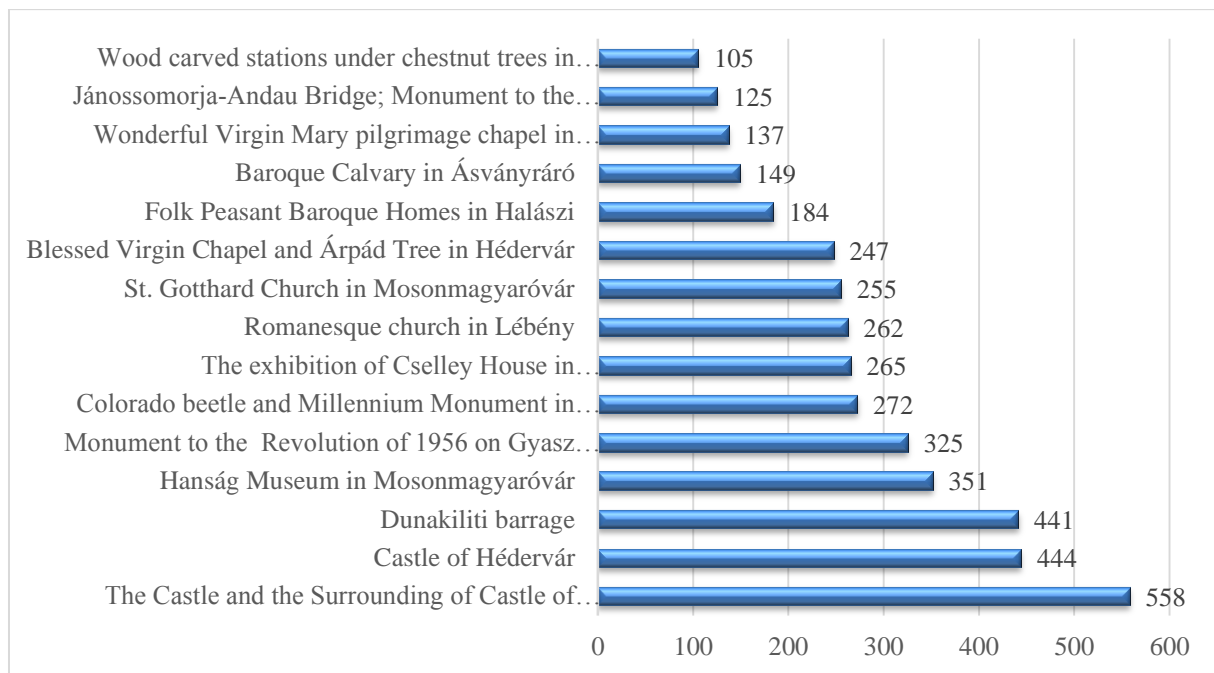


Figure 8: *The Attendance of the Cultural Values in the Region*
Source: Based on my own research (N=814), 2017.

I also inquired about what people think are the most important points of identity in Mosonmagyaróvár. If we compare the two figures we can see that the (building of the) castle is equally important for people living here and for visitors as well. People find the natural environment (habitat) with the rivers and the thermal bath as their own and identify with these.

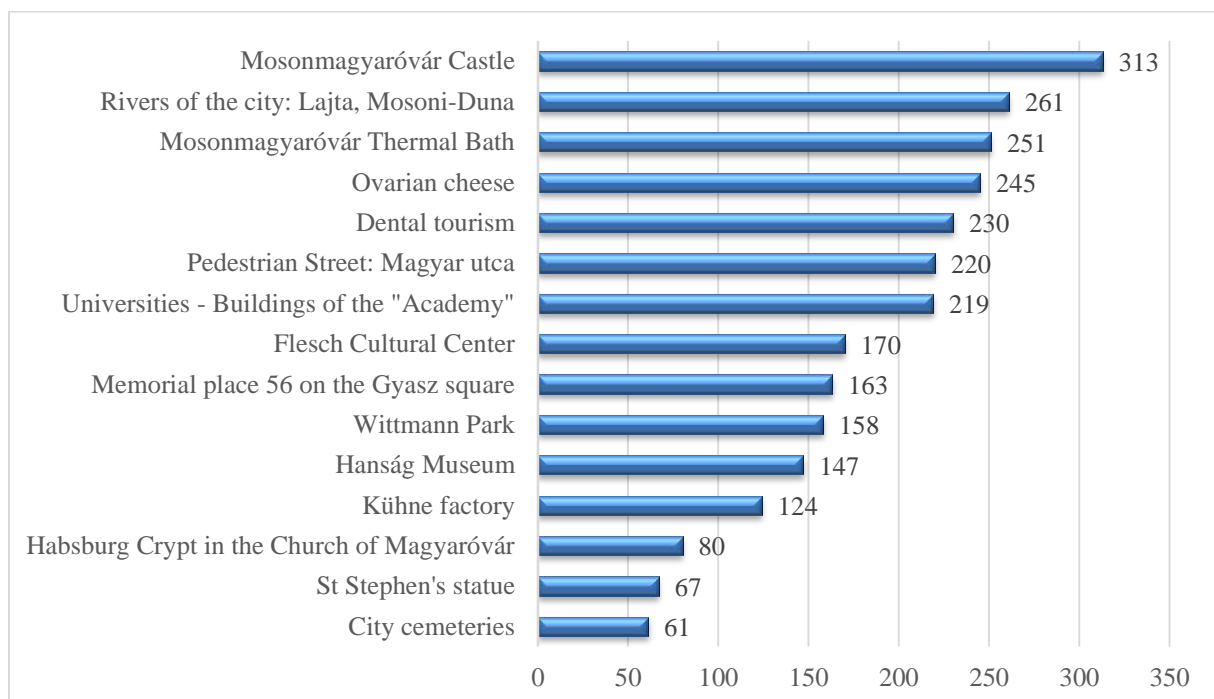


Figure 9: *Points of identity in Mosonmagyaróvár*

Source: Based on my own research (N=814), 2017.

The overall features of the destinations are:

- 1) unique attractive power and intensive attractions
- 2) the supply of touristic goods/products
- 3) “Genius loci” (the magic of the place, the spirit of the place).

The key to the identification of a destination is to find the spirit of the place, which is created with the colourful harmony of service and programmes, and which is a starting point for introducing local/areal brands (Aubert & Szabó, 2007).

A destination is immediately identified with its atmosphere. Attractive powers do not create this only by themselves; this can only be reached with a unique contribution of natural and cultural factors.

6. Summary, Conclusion

This inquiry makes it clear that there is not one outstanding/significant force that could be determinative in this region. The attractions mainly characteristic in the region, connected to nature and water depend are season- and weather-dependent. The offer of the region is plentiful, only those feel bored who cannot find the opportunities.

The supply covers the demands, and complexity (of natural and cultural values) also predominates. We should aim that local residents can also draw on more and more products, programmes to improve the quality of their life. Touristic opportunities could also become leisure-time activities for those living here, through which incomings might grow even in low seasons. Quality-improvement of leisure-time attractions might become an attractive force for tourists coming here, too. The touristic market/offer of the region is inviting also for local residents. Locals consider these as free-time activities but, according to their needs and financial background they also take advantage of them.

Local residents have formed an image of identity. They value local facilities, possibilities. They gladly recommend others the places where they, themselves enjoyed their stay. Local identity helps and strengthens the improvement and development in the region. Local residents can identify easier with values, buildings that prove attractive for guests/visitors arriving at the region. Locals are proud of their values, they have already been able to identify with them, thus their image of identity has already been formed.

The relationship between tourism and leisure time is constantly getting closer to each other. A significant part of the income for touristic suppliers in the region is realized by local

and neighbouring residents. As my inquiry shows local, regional population plays a major role in the maintenance and innovation of the recreational infrastructure.

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