

Senior and junior supervisor research topic application for the IPhD Programme in Regional Development, 2023-24

Name/position of the senior supervisor: **Dr. Bakucz Márta**

Highest academic degree: **PhD**

Title of the suggested research topic:

New trends in tourism

The international relevance, importance, and timeliness of the research topic:

An analysis of the direct and indirect impacts of tourism is extremely important and needs, not only to start at global level but to progress through regional down to local level. Firstly, the need to clarify the somewhat complex term TOURISM as applied science and the related industry is equally important, involving, as it does, a wide range of products and services which should satisfy the demands of private customers, businesses and the related public sector. The tourism sector with its considerable number of contributing factors, requires a complex approach to its study and analysis. It permeates the whole of the economy due to the wide range of products and services required and to changing demand, and the timescale of travel further increases the difficulties involved in planning in relation to products and services before, during, and even after journeys. In connection with tourism, cultural and environmental issues are also of the greatest importance, and, further, the sector is often the central target of economic, infrastructural, spatial or regional development measures. Tourism – perhaps more than any other economic activity - is very much dependent on the integrated and sustainable development of the related area. It is not feasible to create effectively co-operating SME networks which provide a convenient selection of accommodation, catering and travel facilities, together with appropriate opportunities for leisure and cultural activities. Hence the development of all segments needs special attention. The integrated development of tourism must be sustainable from economic, social and environmental points of view, and this complexity of critical requirements proves the importance of the sector in general, closely following the actual needs and demands of the potential customers and the actuality of one specific segment, city tourism, in particular.

Slow Tourism is a sustainable way of traveling. A slow travel strategy involves getting to know the locals and their customs, food, and music. Simply said, it's about learning to adopt the local communities' way of life and educating ourselves about the visited region we've never seen before.

Sleep tourism is a new trending term used in the tourism industry to describe tourists who prioritize rest and relaxation while traveling. Sleep tourists often seek out destinations with unique accommodations or experiences that promote relaxation and better sleep, such as soundproofed rooms, luxurious bedding, mindfulness activities, and spa treatments.

Which UP-FBE research could the PhD candidate join?

Possibility to start a new research project in the field of the listed topics below

Possible research directions:

Suggested topics follow:

1. The improvement of tourism potential in the Hungarian regions
2. Brand new trends – Slow tourism, Sleep tourism - in the World of Global Tourism with a Special Attention for Local and Regional Characteristics
3. The impact of city tourism on the local economy

The supervisor's expertise and experience in the research field

*OTKA Research (2012-2016) -1 full-time Regional PhD Student involved – result: absolutorium,
4 part-time Regional PhD Students involved – their results: absolutorium,
Current: 1 IRPhD Student in the 3rd year of her studies.*

The most important publications in the research field over the last five years

2022: Hoang Thi Phuong Thao, Bakucz Márta: **The Impact of Growth in Tourism on Economic and Human Development – Incorporating a Systematic Literature Review**, JOURNAL OF ENVIRONMENTAL MANAGEMENT AND TOURISM 13: (1(57)) pp. 287-299.

dokumentum típusa: Folyóiratcikk/Szaccikk
nyelv: angol

2021: Bakucz M, Cserhádi I, Keresztély T, Michalkó G: **An analysis of the major factors shaping the tourism-related spending of senior citizens in Hungary**, REGIONAL STATISTICS 11: (2) pp. 183-201.

dokumentum típusa: Folyóiratcikk/Szaccikk
nyelv: angol

2020: Bakucz Márta, Cserhádi Ilona, Keresztély Tibor, Michalkó Gábor: **A magyarországi idősek turisztikai magatartása, különös tekintettel a költési szerkezetüket befolyásoló tényezőkre = The touristic behaviour of the Hungarian elderly population, with a special emphasis on the factors influencing their spending structure**, In: Mókusné, Pálfi Andrea; Nod, Gabriella (szerk.) Elérési utak a Turizmusban: Fenntartható, intelligens és befogadó városi modellek, PTE TTK FFI Turizmus Tanszék (2020) pp. 32-34.

dokumentum típusa:
nyelv: Angol, Magyar

2020: Bakucz Márta: **Competitiveness factors in spas and health resorts in Hungary and adjoining regions**, In: Gál, Zoltán; Kovács, Sándor Zsolt; Páger, Balázs (szerk.) Flows of Resources in the Regional Economy in the Age of Digitalisation, Magyar Regionális Tudományi Társaság (2020) pp. 270-284.

dokumentum típusa: Könyvrészlet/Konferenciaközlemény
nyelv: angol

2018: de la Hoz-Correa Andrea, Muñoz-Leiva Francisco, Bakucz Márta: **Past themes and future trends in medical tourism research: A co-word analysis**, TOURISM MANAGEMENT 65: (Suppl C) pp. 200-211.

dokumentum típusa: Folyóiratcikk/Szakcikk

független idéző közlemények száma: 90

nyelv: angol

URL