

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

Name/position of the senior supervisor: Prof. Dr. János Csapó  
Highest academic degree: PhD

**Title of the suggested research topic:** Chances and opportunities for the development of smart tourism and smart destinations in regional context

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

Smart tourism is one of the newest and most innovative tourism development trends of our time, the development of which has already started in many places and directions in the international tourism sector.

As the ultimate goal of smart tourism is to improve the efficiency of resource management, to enhance digitalisation, to maximise competitiveness and to enhance sustainability through the application of technological innovations and practices, the importance and value of research on innovative tourism development is, in my opinion, unquestionable and fully in line with EU tourism policy.

## **Which UP-FBE research could the PhD candidate join?**

142571 "OTKA" K\_22: The chances and opportunities for the development of smart destinations and smart tourism in Hungary, with special regard to the challenges of the post-pandemic period

## **Possible research directions:**

- A complex exploration of the theoretical and practical background and potential applications of smart tourism.
- To develop and provide methodological basis for the development of smart tourism strategies at destination level.
- Research on the link between smart cities and smart tourism.
- Opportunities and challenges for the development of smart destinations.
- Survey of consumer attitudes towards smart tourism

## **The supervisor's expertise and experience in the research field**

Our research group started the related research on smart tourism in autumn 2022, so I can't report any particular publication output. A theoretical SLR-based study is under review in an international B category journal and we have submitted a paper to a WoS indexed volume. However, I have been working on tourism product innovation and product development and regional development aspects for 23 years.

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

Csapó J. – Csóka L. – Gonda T. – Végi Sz. (2023): Tourists' attitudes towards digitalisation before and after covid-19 pandemic – a Hungarian perspective. Proceedings of the 14th International Odyssey Conference on Economics and Business (accepted for publication)

Lőrincz, K. – Ernszt, I. – Csapó, J. (2022): Festivals and sustainability in Hungary - the study and presentation of the aspects of sustainability in selected Hungarian festivals. GEOJOURNAL OF TOURISM AND GEOSITES 41 : 2 pp. 589-596.

Lőrincz, K.– Kruppa-Jakab, É. – Szabó, R. – Csapó, J. (2021): Green branding as a tool and future potential for destination marketing: Implications from a case study in Veszprém, Hungary. SOCIETY AND ECONOMY 43 : 3 pp. 253-269

Lőrincz, K. – Grósz, A. Sasné – Csapó, J. (2021): Evaluation of Quality of Life and Living Space in the Balaton Destination (Hungary) Based on the Perceptions of the Local Residents and the Owners of Second Homes. EUROPEAN COUNTRYSIDE 13 : 1 pp. 108-129.

Marton, G. – Hinek, M. – Kiss, R. – Csapó, J. (2019): Measuring seasonality at the major spa towns of Hungary. HUNGARIAN GEOGRAPHICAL BULLETIN (2009-) 68 : 4 pp. 391-403.

Somogyi, B. ; Csapó, J. (2018): The role of landscape preferences in the travel decisions of railway passengers: Evidence from Hungary. MORAVIAN GEOGRAPHICAL REPORTS 26 : 4 pp. 298-309.