

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

Name/position of the senior supervisor: PhD habil. Raffay, Zoltán  
Highest academic degree: Habilitated associate professor

Name/position of the junior supervisor:  
Highest academic degree:

## **Title of the suggested research topic:**

Sustainable tourism development

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

In just a few decades after the second half of the last century, tourism has become a mass phenomenon. While its dynamic development has brought many socio-economic benefits, we cannot deny the obvious social and environmental side effects of today's mass tourism: in some destinations it is already degrading the quality of life of the inhabitants and threatening the natural environment. For its sustainable development, a change is needed, both in supply and in consumer demand. In addition to grass-root, civic initiatives, there is already a political will to curb overtourism, with many cities, islands and even countries using demarketing or clear restrictions and prohibitions to prevent the socio-cultural and environmental degradation caused by "tourist hordes". The problem is all the more pressing as the brief, albeit drastic, downturn caused by COVID-19 is not followed by a more sustainable and responsible upsurge in tourism, but rather by a resurgence and even a strengthening of pre-pandemic mass tourism, with all its negative effects – not to mention the hundreds of millions of people who will enter the middle class of developing economies in the coming years and decades, and with it the expected drastic increase in demand for travel.

However, in order to mitigate the negative effects, we can do more than just prohibit tourism, we can also provide incentives, organisational solutions (reducing the concentration of demand, spreading it over space and time) and, above all, education and the promotion of responsible tourism practices.

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

A PTE KTK individual research on sustainable tourism is ongoing (besides the topic leader, the work of Tibor Gonda should be highlighted). The PhD student who chooses this topic can be connected to the work of the soon to be launched OTKA project "Smart Tourism" led by János Csapó.

## **Possible research directions:**

Compilation of databases, literature research and processing, participation in primary research (study of the development of relevant domestic legislation on tourism in protected areas and its compatibility with international standards, collection and analysis of international and domestic good practices on the mitigation of over-tourism and the promotion of responsible

tourism consumption, study of the possibilities for the adaptation of these practices in Hungary, demarketing as an opportunity to make tourism more sustainable).

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

The studies published in recent years in prestigious national and international journals on the subject have provided an excellent opportunity to broaden the author's theoretical and practical knowledge on the subject.

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

#### **In English language:**

Marton Gergely – Raffay Zoltán – Varga Szalai Kata – Barcza Attila – Gonda Tibor: Specific problems of tourism development in the Hungarian Areas of the Dráva Regions. Podravina: Casopis Za Multidisciplinarna Istrazivanja (1333-5286): 20 39 pp 179-191 (2021)

Gonda Tibor – Raffay Zoltán – Horváth Gergely – Pókó Nikolett: Environment consciousness and sensitivity towards responsible tourism in the travel practice of the Hungarian population. Interdisciplinary Management Research / Interdisziplinäre Managementforschung (1847-0408): 16 pp 279-302 (2020)