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Faculty of Sciences  
Institute of Sport Sciences and Physical Education  
with the Department of Tourism  
and Central-Eastern-European Recreation Association

## “COMPASS TO HEALTH”

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**PÉCSI TUDOMÁNYEGYETEM**  
**UNIVERSITY OF PÉCS**

### BOOK OF ABSTRACTS



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## **A Sporting Chance: in search of the self and others**

### **PLENARY SESSION PRESENTATION**

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#### **Abstract**

This paper is a journey through the claims made by and on behalf of sports in contemporary societies. By adopting some of the most common place statements about sport, it will address the construction of notions of both our self and of others.

Sport can contribute both functional and dysfunctional moments to our understanding of the world and its dynamics. Do we have a sporting chance? Do we believe in level playing fields? Do we share in sporting competitions or conflicts?

The paper explores how these defining moments contribute to a sense of health, wellness and wellbeing.

**Keywords:** identity, fairness, honesty, respect

## The Role of National Parks in Ecotourism in Hungary

### PLENARY SESSION PRESENTATION

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#### **Abstract**

Ecotourism is a fast growing tourism activity in Hungary, although from a low baseline. Being a relatively new field of tourism in Hungary, ecotourism has not really gained the interest of the public sector yet, so most ecotourism developments are publicly financed and managed, and the primary actors in ecotourism are now national parks in Hungary.

All ten national parks are obliged to do tourism and environmental education in Hungary. With their awareness raising activities, visitor centres and study paths they are the main stakeholders in ecotourism now in Hungary. The volumes of tourism managed by the respective national parks, however, are rather different.

The presentation introduces the ecotourism activities of the national parks and explains the reasons for the varied performance of national parks in the field of tourism.

**Keywords:** ecotourism, national park, environment consciousness, education

## Towards Brand Capital within the Nation Branding Process: a first insight

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### Abstract

This article was written in order to provide an overview of the intangible values that actively contribute to brand capital formation within the nation branding process. Perceived as being one of the most important and sustainable assets that assures continuous development, the subject of nation branding became a widely approached one; thus, due to its complexity, the process that gravitates around the brand capital has to be simplified in order to be deeply understood.

Considering this, the paper aims at providing to the readers the opportunity of facilitating their understanding regarding brand capital in connection to nation branding process, by emphasizing its evolution, by identifying and explaining its essential components and their role and by highlighting the entire process under a sequence of steps scheme. The methodology used in order to write the present article resumes to all appropriate methods and techniques used for collecting and processing empirical data and information, respectively to observing, sorting, correlating, categorizing, comparing and analyzing data, so that it can be founded the addressed theoretical elements; in the center of the qualitative thematic research addressed in the present article lie general elements belonging to Romania's image and identity promotion.

The results of this paper are focused on the identification of a structured flowchart through which the process of nation branding -and the brand capital itself- are to be perceived as holistic concepts, integrator and inter-correlated ones, easily understood.

**Keywords:** nation branding, brand capital

## Web 1.0 Or Web 2.0 Could Best Obtain Postmodern Visitor's Satisfaction?

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### Purpose

The aim of this paper is to underline the limitation of Web 1.0 to meet the needs of the postmodern visitor and to reveal Web 2.0 as a meaningful heritage interpretative technique that could be employed in heritage interpretation in order to obtain visitor's satisfaction.

### Methodology:

For the needs of this paper a literature review of the postmodern visitor studies and Web function's implementation in heritage interpretation was conducted.

### Findings:

The literature acknowledges the postmodern visitor interest in educational leisure activities. The new tourist is more experienced and educated; she/he seeks for flexibility and freedom of choices. The expanded use of the Internet and new information technologies in travel planning causes a decline in the global demand for packaged tours, while an increasing interest for individual travel has been observed. As it is evident that education consists one of the most important travel motives it draws attention to interpretation, which is a fundamental component of visitor's satisfaction. If the aim of interpretation is not to inform, but to provoke, then the use of Web 1.0 is not enough in order to produce a meaningful experience for the visitor. Effective interpretation should provide personal connection with the interpretative content, provoke the visitor, and enhance interaction and participation while offer control over the experience. Web 2.0, which is the more personalized and communicative form of web, helps the viewer to be active and expands collaboration, participation, layering of information etc.

### Originality:

Recent studies have tended to concentrate on the Internet features that enrich heritage interpretation. Our literature review shows that limited research has been conducted in order to detect if Web 1.0 features meet the needs of the postmodern visitor and if the use of Web 2.0 consists a prerequisite for a meaningful heritage interpretation.

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## The Effect of Destination Image on Destination Recommendation

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### Abstract

World of mouth is one of information source for tourists when they get decide to choice a destination to travel. Destination image is also another important factor on tourists' destination choice process. Destination image is simply described as perception about a particular place. Destination image is formed by cognitive and affective evaluation. Tourist's destination image may change after their visit to destination. This research is demonstrated that the effect of destination image on destination recommendation. Recommended destinations will have stronger position in decision making process. Been aware of what destination attributes and tourists motives create better destination image will help destination marketers on destination marketing efforts.

This research is conducted in Cappadocia, Turkey with only foreigner visitors. The aim of the study is to find out the effect of destination image on destination recommendation. In line with the purpose of the study convenience sampling is used with tourists who visited Cappadocia region, Turkey. Cappadocia is one of most visited destination in Turkey. Research data gathered from foreigner visitors who speak English.

The questionnaire prepared in English and conducted over 400 tourists. Factor, correlation and regression analysis will be used in the research.

**Keywords:** Destination Image, Destination Recommendation, Cappadocia.

## The Influence of Ratings on Choosing Accommodation

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### Background

The past few years the importance of Online Travel Agencies has grown to the point where most accommodations are listed on their websites. Very important segments of these websites are the customer ratings and reviews. The high influence of ratings on choosing a hotel accommodation is well known. Establishments with low ratings or inconvenience reviews have less possibility to sell their products. Higher rating suggests better reputation, hence higher possibility of sales. Researches are needed on this field, as this phenomenon is significant for hotel managers, marketing and sales professionals. Understanding the psychological and professional explanations and effects of ratings and reviews are necessary in the tourism and hospitality industry.

### Objectives

Present research is inspired to study the effects and influences of customer ratings and reviews on choosing a hostel accommodation. The hostel industry is one of the fastest growing fields of tourism. According to the Stay Wyse Statistics (2013), there will be 59% of growth of the youth travel in the next ten years. Several studies already exist about the influence of ratings, concentrating mainly on hotels. However, using the same results for hostels, might leads to false conclusions. Not only the nature of the two accommodations are different, so as the customers. Hostels target mainly youth travelers, which includes the age group from 20 to 35 years. Youth travelers have specific expectations, needs and budget which indicates the importance of study at this field as well.

The research studies the youth traveler's booking habits, expectations before arriving to the accommodation, how often they leave reviews and rate hostels, what is the most important aspect when they are choosing the establishment, importance of how high the rating is, if they read the reviews before booking an accommodation, and what a hostel has to have to give them 100% rating and a good review.

Results will be interpreted leaning on theories of psychology and marketing.

### Methodology

Collection of data is still under process. A survey is created in order to study the mentioned questions in online and offline formats. The survey is available in three different languages: English, Spanish and Hungarian. Results will also be compared at least in three different countries.

**Keywords:** hostel, rating, price

## New Technologies in the Service of Heritage Tourism Marketing

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### Abstract

The virtual world used to be defined, as a threat to travel and tourism sector (CHEONG 1995). In our paper we introduce some new technologies which are able to create new value in cultural and heritage tourism (beside other territories).

With the help of new IT possibilities like, 3D modelling, 3D printing, augmented reality – a technology capable of superimposing computer generated content such as pictures, multimedia, 3D models or even archaeological information onto real environment – we can provide enhanced visitor experience at museums or cultural heritage sites with the advantage of not harming the original environment and saving valuable space for both exhibitors and spectators.

With the help of 3D dimensional modelling and printing the time of worthless piece of tourist souvenirs are over. The new, relatively cheap 3D dimensional printing (offers the opportunity to model anything from sculptures to building with the help of the computer and reproduce its perfect copy anytime. The technology also allows people living too far from a destination to take virtual tours inside a museum, ruins or anywhere else.

Through the displays of a commonly used smartphone or other mobile device, even three dimensional virtual reconstruction of a ruin in the real environment is possible, but it can also provide – written or auditive – information about an exhibited painting or its artist in a museum. We can take a virtual walk in the ancient Agora or watch a gladiator fight at the circus arena. With the GPS device built in our phones and the nowadays basic mobile internet connection the possibilities are simply borderless.

In our paper we are introducing the commonly used and yet not spread technology based novelties which are or will be able to enhance tourism marketing, especially in the field of heritage tourism. We are not only introducing these tools, but highlight some business models for worthwhile everyday use.

**Keywords:** Technology, Marketing, Heritage, Tourism

## Fishing Folklore: More Than Tall Tales

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### Abstract

Recreational fishing is the most common outdoor activity in Missouri. Approximately one million resident and non-resident anglers participate in this form of leisure each year. Missouri anglers spend over \$1 billion in fishing-related purchases – a significant contributor to the state’s annual economy. Fishing is known as a “gateway” activity, because it frequently leads to other forms of outdoor recreation. Resource management agencies often sponsor a variety of fishing events to encourage this behavior. Positive fishing experiences, especially for kids, are thought to have a substantial carry-over value later in life. The number of Missouri anglers has decreased by 12% from 2011 – 2001, resulting in a 30% reduction of fishing expenditures.

Part of the decline in fishing may be due to nature deficit disorder, a non-medical diagnosis used by Richard Louv in his book, *Last Child in the Woods* to explain the divide between children and nature in society. Louv argued that many factors, including technology, have made a negative effect on children’s outdoor play behavior as compared with time spent in nature by those in previous generations. Perhaps this idea is best described by the kid who said, “I like to play indoors better, ‘cause that’s where all the electrical outlets are” (pg. 10).

Missouri has a rich history and recreational fishing is an important part of the state’s cultural heritage. The value of angling is far greater than its economic impact, number of annual license purchases or days fished. Although not a panacea, fishing is a fun, safe, and inexpensive activity that is ideally suited for family participation. It only takes a few generations for fishing to become a “lost” art, so a number of strategies are needed to maintain its viability.

Fishing stories, as told by Missouri anglers, are useful for describing the reasons and benefits of participation – aside from simply catching fish. Examples include being outside, stress release, skill development, and camaraderie. Often the source of humor and exaggeration, fishing stories represent an important oral tradition in our society. This form of entertainment can be an excellent way to stimulate social dialogue and possibly increase fishing participation.

## Accessible Vacation in Austria – Wheelchair Travellers and the Tourism Service Chain

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### Background

European countries are increasingly aware of the concept of inclusion of people with disabilities. This relates also to touristic issues. It is intended that all points of the tourism service chain (1) information, planning and booking, (2) travelling and transfer to and from the holiday destination, (3) accomodation, eating and drinking, and (4) entertainment, services, cultural and leisure activities at the holiday resort, should in principle be open to all people, regardless of their physical limitations, disabilities or age.

Objectives: To find out the most common problems still faced by travelling wheelchair users who spend their holidays in Austria. To repeat parts of an empirical study done by Ranegger (2006).

### Methodology

170 Austrian wheelchair users completed an online-questionnaire about their experiences during their vacations in Austria. The items of the questionnaire covered specific issues along the tourism service chain.

### Results

Nearly half of the respondents complained about lacking or misleading information in the brochures or homepages of travel agencies and holiday providers concerning accessibility issues. Lacking or restricted accessibility of public transport facilities (train stations, trains, coaches, and toilets) were mentioned by about 40 percent of the participants. More than 50 percent of the respondents reported accessibility problems in their accomodation, especially in bathrooms. And finally, about two thirds of the respondents complained about unaccessible public toilets, lacking information or nonexistent services for wheelchair users at their holiday resorts. The data show that wheelchair travellers in Austria are still confronted with major problems and these are still largely the same as reported by Ranegger (2006) on the basis of data collected nearly a decade ago.

Further efforts to improve the tourism service facilities for people with mobility limitations are urgently needed. However, many of the mentioned problems and disappointments could have been avoided at relatively low costs at the starting point of the service chain simply by providing full and correct information about accessibility issues.

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## **Caves as Touristic Attractions in Hungary: Adventure, Health, Culture, Ecotourism**

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### **Abstract**

Hungary offers abundant opportunities for discovering the mysterious world of caves. In Hungary there are around 4100 caves, but only a small number of them are open for the public and they offer different attractions. As they form part of tourism, switching them, exploring them and making them accessible for a wider audience generates touristic interest in different parts of the country. As adrenaline addicted sports and finding new ways of coping with stress have had increasing importance in our lives in the 21st century, discovering these underground miracles means a new challenge for travelers. The interest in caves burst in the 20th century, when ecotourism, longing to be back to nature, and the goal of improving one's health became leading motivations for travelling.

The present research aimed at surveying to what extent students of the recreation department are familiar with the opportunities provided by cave tourism and how up-to-date their related knowledge is. The present work introduces opportunities in cave tourism and intends to reflect upon gaps in the related marketing strategy.

### **The research questions were the following**

1. Are students familiar with opportunities of cave tourism?
2. What services do the caves they know offer?
3. Are they up-to-date in cave-related news?
4. On what forums does cave tourism appear?

### **Methodology**

1. Document analysis
2. Survey research (n=200)

### **Some results**

1. Unfortunately, Hungarian experts are unfamiliar with opportunities offered by caves.
2. Cave walks are the most known by student respondents.
3. Forums are not up-to-date concerning caves.

**Keywords:** cave, active tourism, adventure



## The Active City Approach: Recreational, Tourist, Health and Social Aspects

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**Key-words:** physical activity, public spaces, inter-sectorial policies.

**Background:** the theme of the physical activity (PA) friendly environments has often been treated from sectorial viewpoints. Nonetheless, the call for inter-sectorial strategies to improve people's PA is encountering a growing attention. The concept of body-friendly urban environment is deeply rooted in the parallel history of body and town planning dating back at least to the 19<sup>th</sup> century when the hygienic problems led toward massive rehabilitations in European cities. Since the last decades of the 20<sup>th</sup> century's a reaction toward the car-oriented planning supremacy has been witnessed. The body is nowadays undertaking a crucial role of indicator of the city liveability in the challenge for the global sustainability of the city. Systematized by the WHO and linked to the Healthy City network, the active city (AC) approach is emerging as a prospective inter-sectorial strategy to deal with the proportions of inactive people.

### Objectives

The study aims at creating a database of ACs leading examples in Europe and at discovering the criteria to plan active environments at local and community level.

### Methodology

The on-going study, aimed at becoming an observatory, is based on an extended documentary research and literature review, direct observations (n=45) of European sites (n=25), and interviews (n=22).

### Results

Even if irregularly, a growing tendency to build or rehabilitate public spaces to support PA (for leisure, sport, play, and commuting) is observable around Europe. In the perspective of AC, a classification of PA in 'egoistic' and 'altruistic' could be envisaged to influence the decision-making processes concerning infrastructural, social, and educational policies. Examples of town and mobility planning inspired at AC are increasing. The majority starts from a sectorial approach; few of them show an awareness of the potential consequences on PA levels, exceptional are those based on an interdisciplinary and participatory model.

## Conclusion

The AC planning fosters a clear awareness of the distinctions between tight and loose spaces, the latter allowing a wider range of PA behaviours.

The key role should be, finally, played by the involvement of citizens and by a wide sight on participation, which is the very central point connecting the involved sectors, including bottom-up processes and informal appropriation of spaces encouraging PA.

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## About the animal therapy

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### Abstract

The animal therapy as a therapy method is really old. People in the antiquity used the healing power of animals. Even Hippocrates, the well known doctor used horses to strengthen the trunk muscles. In the middle Ages the knowledge of the antiquity lost, the people used animals as tools. Nowadays they started to discover these methods again, especially in Germany, in the UK and in the USA. In these countries there were created many organisations in the past 50 years. They train animals (dogs, horses, dolphins and so one) to help more and more children and adults with different kinds of psychological, intellectual problems or locomotor disorder. Unfortunately in Hungary this process is not as known as in abroad. There are only a few organisations who deal with this ancient technique.

The effectiveness of the animal therapy is proved in worldwide. It is possible to use a lot of animals like dogs, cats, horses, dolphins, birds and so one, as therapeutic animals. The children can learn movements easier with the help of the dogs or cats. Since the animals cannot talk, the children have to learn the nonverbal communication, and this ability will be very useful in the future. Many Hungarian organisations work on the extensive spreading of the animal therapy in our country. They would like to reach that the Hungarian people become acquainted with it and try it. Due to animal therapy the patient became open and friendlier. It has a significant personality-forming and forming community effect.

Primarily I do my research about this topic in the library and on the internet. Unfortunately there is not any information about animal therapy in Hungarian, but I can find many data in German and English. Furthermore I do interviews with people who are familiar with this theme. They spoke about their work, experience, and about their animals too. They use them as therapy animals.

Doing my research I learn that there are many people, who inquire about this method, but unfortunately in our country it won't be as general as in abroad. The reason of it is mainly the serious and expensive medical examinations of the animals. That's why this tendency cannot spread in Hungary. But I think in our country there are many possibility to popularization of animal therapy.

## **Will the chair really kill you? – Activation of the “lazy buttocks” to stay injury-free**

**Judit RESSINKA**

Move Pain Free Ltd.

### **Background**

Gluteal muscle weakness, or ‘lazy buttocks’ has been associated with several lower extremity injuries. In people with a sedentary lifestyle, the gluteals become under-active after prolonged periods of sitting. As lower extremity control changes with time, gym activities, running and even everyday activities become painful but it is only when pain is present that someone would turn to the doctor or a physiotherapist. Not everyone can afford weeks off from work due to pain or regular visits to the physiotherapist, therefore a time-efficient intervention is needed which can be used anywhere with little or no equipment to reduce the prevalence of injuries.

### **Objective**

To provide recreationally-exercising individuals, runners and fitness professionals with gym and field-based activation exercises (with accompanying stretches) that can prevent the prevalence of injuries to the lower extremity or reduce acute pain if present. Through a simple movement screening protocol, which can help pinpoint existing problems, activation exercises and stretches were given as guidance to prevent and even correct the detrimental effects of once sedentary lifestyle.

### **Methodology**

After initial visual and strength assessments, an evidence-based exercise selection and stretching protocol was used twice a week in a warm-up for recreational athletes with jobs that required long hours of sitting. Improvements have been monitored and recorded. Reassessments were made at the 4- and the 8- week marks.

### **Results**

The significant improvements in these subjects over such a short period of time add to the growing body of evidence in recent scientific literature that some basic activation exercises to dormant muscles used with appropriate stretching can and should be used to prevent very serious injuries to the exercising individual who is bound to a chair for most of the day.

**Keywords:** gluteus maximus, gluteus medius, injury prevention, sedentary lifestyle, functional training

## Connection points of tourism and health education

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### Abstract

Health as a value has important place in social regard. Protection, improvement and recover of it always an aim and task at the same time. Health education is a part of pedagogy that has designs on forming of individuals and communities' behaviour such a way that contributes to health maintenance and development for members of society. Effect studies in the area of tourism made mainly from economical, socio-cultural, environmental point of view however tourism also has factors connected closely to health behaviour. Results of an examination made by college students (N=360) in 2013 has demonstrated that tourism has impact for subjective life quality, for general health state and also for leisure time activities that requires additional examinations. Health as a multi-dimensional concept consists of different contents such as healthy nutrition, spiritual health and physical activity.

Tourism – principally health, active and sport tourism – by own supplies gives a handle to spending leisure time productively that correlated to factors of health behaviour thus can provide opportunities for processions of health education by means of this knowledge and practical adaptation of healthy way of life can be extended. Demands in case of former types of tourism are motivated by physical and mental factors that claim a wide range of leisure time activities coupled with travelling and change of environment. If participation in different health related attractions and activities can contribute to expansion of cognition and capacity development as becoming fixed like permanent experience perhaps can cause influences for health behaviour returned to usual environment.

Based on this assumption and in search of connection points tourism as a part of informal learning – any place, any life activity, voluntary, outside of institutions and schools – can help process of study. Aim of this work based mainly on secondary information is creation a comprehensive basic study in which tourism will be examined as place of health education and informal learning.

**Keywords:** health, tourism, education, informal learning

## The selection process of Hungarian spas in domestic tourism based on the consumers' health consciousness

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### Abstract

As the primary objective the authors investigate how domestic bathing culture relates to health and wellness oriented travels within Hungary. As one of the major factors of the country's tourism supply, health tourism - strongly includes the use of medical baths and wellness and spa facilities - plays leading role in the industry. Examining its importance among Hungarians travelling motivation is crucial for understanding this sector for future developments. Based on former experiences authors study what people do for being healthy and how do they feel themselves according to their age. The paper also highlights different medical, spa and wellness services that provide guests better experience and higher level of well-being.

The primary research methods included online questionnaire that was taken by university students in Hungary with the guidance of the authors.

The research focuses on whether differences which baths domestic tourists select exist or not. It also concentrates on the basic motivation why and which baths are the most popular among Hungarians and who these guests accompany with during their travels. In the lack of seaside these hot water based attractions plays significant role in domestic tourism, but very small part in the inbound one. Based on authors' finding this paper may help work on providing more popular facilities for international demand as well as make it for local inhabitants.

It has been proven that health preserving and curing bath visits have an outstanding influence – besides VFR and cultural travels -, therefore, knowing special details could be useful for further researches as well.

**Keywords:** health, wellness

## Health and Medical Tourism in Iceland: Thermal baths & mass spas

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### Background

The author is studying the thermal baths in Iceland in connection with the Blue Lagoon case that started as a Lead user project for the Nordic Innovation Centre.

### Abstract

Lead user is an economic innovation concept based on a leading user that innovates if extreme needs or tastes call for a better solution. The concept put forward by Erich von Hippel (1986) is easy to apply to the history of health tourism, looking at elite users, artists and kings visiting thermal baths, that later evolved into destinations of mass tourism. The primary weakness of the Lead user theory is its limited research scope and it has yet to be explored for the tourism world. It's narrow as an economic concept and it does not deal with recent trends based on strong values like environmental issues or strong health needs.

My paper will argue that there is an opportunity for expansion of the concept looking more closely at the impact and evolution of the health and spa destinations in tourism. Many famous tourism destinations in Iceland are based on hot springs like *Geysir* in the Haukadalur valley (The Great Geysir) that is the first *geyser* to be described in printed source and the first *geyser* known to Europeans. Most early tourists to Iceland; royalties, painters and geographers visited the famous hot springs like Geysir. Some historical hot spring tourist destinations in Iceland are also bathing sites, like Snorralaug and Grettislaug.

The research method is a case-study using historical data from Iceland and interviews with managers and network partners of a recent important geothermal destination, the Blue Lagoon which is visited by 80% of inbound tourists each year. The case provides an interesting opportunity to apply the Lead user lens to explore the history of a health & spa destination. Many hallmarks of the Lead user concept can be found in this case. Right from the start a skin patient tried the wastewater mead from a geothermal power plant nearby, that evolved in 20 years into a health clinic with healing effects scientifically confirmed. Parallel to this innovative route the organization developed a mass tourism spa with over 500 thousand visitors yearly.

The Blue lagoon is visited by many Hollywood celebrities and famous musicians and operates a separate exclusive lounge for elite customers. Another increasing field for the Blue Lagoon has been skincare and anti-aging products using the mead from the lagoon as substance.

I argue in the paper that tourism spa & health destination history could gain being analyzed by the perspective of Lead users.

**Keywords:** Lead-user, health, spa, medical, thermal baths, tourism destination, Blue lagoon

## **Sustainable Tourism and regional development in the region of Vlora, Albania**

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### **Background**

The most commonly used definition of sustainable development is still that given in the report of the World Commission on Environment and Development (1987), i.e. sustainable development is ‘a process to meet the needs of the present without compromising the ability of future generations to meet their own needs.’ Three dimensions or ‘pillars’ of sustainable development are now recognized and underlined: economic sustainability, social sustainability, environmental sustainability. World Tourism Organization (WTO, 1998, p. 21) defines ST development as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems

### **Objective**

This paper tries at first to gather insight on the important concepts about economic development and sustainable tourism and their relationship. The aim is to describe how sustainable tourism affects positively the economic development with the illustration in Vlora region, as one of the most representative regions in Albania about tourism resources related to sustainable initiatives in this sector.

### **Methodology**

The methodology includes a descriptive analysis through 50 interviews with companies in the tourism sector, on their perceptions about the regional development and sustainable tourism components.

### **Results**

The economic empowerment of Vlora region depends on strengthening tourism industry this is related to the geographic extent of this region. Vlora has a great potential for tourism development Tourism can be one of the methods of economic growth but still faces many challenges in order to develop sustainable regional tourism. There are some challenges in Vlora region as stated by tourism operators, especially related to institutional support and environmental sustainability. While there are great opportunities in the types of sustainable tourism especially in relation with other economic sectors such as agriculture, fishing, food sector.

**Keywords:** sustainable tourism, economic sector development

## An overview of medicinal and thermal tourism in West and South Transdanubia - 2000 to 2014

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### Abstract

Hungary has a huge, still untapped, potential in the field of medicinal and thermal bath tourism and an increasing number of settlements continue to pin their hopes on this as their route to success and prosperity. The aim of this study is to examine and compare the settlements of two Hungarian regions (West and South Transdanubia) with medicinal and thermal baths from the perspectives of touristic potential and capacity.

The economic crisis of 2008 halted or slowed down development in many sectors, and so its impacts on tourism are the major focus. The study shows the most important tourism-related data for the selected areas – firstly at regional and then at settlement level. The significant effects of medicinal and thermal bath tourism on the development of a settlement – or, through its spillover effect, on the development of a micro-region or region – are also reviewed.

After a brief analysis of the regional figures, samples are offered of settlements which invested in medicinal and thermal bath-related developments, following which the settlements are grouped as clusters. A further aim of the study is a more detailed examination of those settlements which seemingly have adequate touristic facilities, but which are clearly suffering some disadvantage in the current situation in the light of the cluster analysis. The year 2008 was a critical year, since we must assume that one consequence of economic crisis is that people are less willing or able to spend money on medicinal and thermal bath visits. The analysis enables us to draw conclusions in respect of the very considerable regional differences.

**Keywords:** medicinal and thermal touristic potential, touristic figures, commercial accommodation capacity



## The effects of participation in physical activities on mental health of older women

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### Background

Paying attention to the mental health of people, especially in elderly is very important.

### Objectives

The aim of this study was survey the effects of participation in physical activities on mental health of elderly women.

### Methodology

The statistical population was elderly women more than 60 years old of Gorgan City; Subjects of this study were 100 elderly that randomly selected as two groups. Active group (N= 50) were those who that do at least three sessions exercise a week (at least 45 minutes per session); however, the inactive group (N= 50) were those who that didn't have experience of participating in sport activities. The Standard Questionnaire for mental health (GHQ-28) was adopted which measured four subscales (i.e. somatic symptoms, anxiety/ insomnia, social dysfunction, and severe depression). Descriptive statistics was adopted to describe the obtained data; also, Mann-Whitney U Test and Spearman Correlation Coefficient Test were used to analyze the data ( $p \leq 0.05$ ).

### Results

The results of this research showed that active group had a better general mental health with more favorable subscales rates in comparison with inactive group, ( $p \leq 0.05$ ). It was concluded that participation of elderly women in regular physical activities will enhance their physical fitness and will promote their mental health too. Due to findings of positive effects of physical activities on various aspects of elderly women life, it can be also concluded that the elderly who participate in regular physical and sport activities possess higher life quality than inactive ones.

**Keywords:** physical activities, mental health, elderly, women



## Stair-Climb Exercise Training For The Development Of Cardiovascular and Muscular Fitness In Overweight Women

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### Background

Public stairs are easy to access for the overweight population and stair-climb training (SCT) could be a potential method to improve cardiovascular and skeletal muscle function in these individuals, however limited data is available about its effectiveness.

### Objectives

Here we tested the hypothesis that cardiovascular and muscular adaptation is different after intensive SCT versus running in the aerobic zone.

### Methodology

Twelve young overweight females exercised on stairs using full effort sprints (SCT, n = 6) or ran (RUN, n = 6) at 70% of maximal aerobic capacity (VO<sub>2</sub>max). Two to three exercise sessions were performed for 8 weeks. Quadriceps and hamstring isokinetic strength was evaluated before and after the training period. VO<sub>2</sub> max was measured during a maximal treadmill test.

### Results

Both quadriceps and hamstring strength improved more in the SCT group. VO<sub>2</sub>max improved only in the SCT group. Body weight and percent body fat was unchanged during the experiment. It is concluded that in healthy overweight females maximum intensity SCT is superior in muscular development, and, in contrast with submaximal running, it improves aerobic capacity in 8 weeks. The 8-week-long period was insufficient to change our subjects' anthropometry.

**Keywords:** stair-climb, overweight, strength, aerobic capacity

## Hormonal changes among prepubertal female handball players after aerobic training

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### Introduction

The monitoring of maturation and development among young athletes is an essential factor to the adequate training. The sensitive period of aerobic capacity development is between prepubertal and pubertal ages (9-13 years). The aim of our study was to examine (i) the changes of physiological, muscle force and hormonal parameters of young prepubertal female handball players after an 8 weeks training period in the preparatory season and (ii) to correlate them with performance changes.

### Materials and Methods

18 young female handball players (11.50±0.56 yrs) participated in this study. Before and after the training period fasting venous blood samples were collected (estradiol, cortisol, testosterone, GH levels were measured). Anthropometric parameters and body fat percentage were measured, followed by a hand grip strength test and a maximal concentric quadriceps and hamstring torque was also conducted. All players took part in a spiroergometric treadmill exercise test (Bruce protocol) and the changes in physiological parameters were monitored (e.g. maximal HR, VO<sub>2</sub>max, RR variability, RER) during the test. Besides regular handball practice an additional endurance training program (20-25 min continuous running, 3 times/week) was conducted. Paired sample t-test was used to analyze the changes caused by the aerobic training and bivariate correlation test to analyze correlation between parameters. Significance level was set at p≤0.05.

### Results

The mean morphological age (12.52±0.80 years) of the players significantly differed from their decimal ages (11.50±0.56 years). We found statistically significant differences in anthropometric parameters after 8 weeks of aerobic training. Improvement but no significant difference was detected in the relative VO<sub>2</sub>max after the training (b: 43.32±5.68 ml/kg/min, a: 44.05±5.09ml/kg/min). Better results were registered in force parameters. The mean maximal concentric quadriceps torque is significantly (p=0.022) higher (84.39±15.35 Nm) then before (76.38±15.93 Nm). Significantly higher (p=0.033) level of cortisol was detected after the training program (b: 340.39±168.06nmol/l, a: 423.74±199.34nmol/l).

## Conclusion

There was no significantly higher  $VO_2$ max measured after 8 weeks of strong aerobic training, although young handball players reached the ventilatory breakpoint later, while minute ventilation did not change, suggesting that the quality of respiration is improved. The recorded improvement in force parameters in prepubertal ages are the consequences of neuromuscular adaptation. We found correlation between estradiol and testosterone before ( $r=0.601$ ,  $p=0.018$ ) and after ( $r=0.637$ ,  $p=0.014$ ) the training. The  $VO_2$ max correlated with the level of GH after the training period ( $r=0.599$ ,  $p=0.024$ ).

**Keywords:** prepubertal, aerobic training, hormonal parameters

## Recreational aspects of Beach Handball

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### Abstract

Beach Handball is a young, but very popular sport discipline among handball players. Besides that is fun to play and attractive for viewer, just like the other sand games, it has recreational and rehabilitation components as well. The rules and the game running are totally different from the traditional Handball, which needs some adaption for professionals, but of course meant some ease for amateur and recreational purpose.

Its main recreational aspect is the promotion of the game and healthy way of living. The fact that Beach Handball is played on sand gives a summer feeling and a specific mood to the players and spectators. Acrobatic elements of the game are difficult but also very attractive (like alley-ups and 360° jump-shots). It can be played simply everywhere, where there is some sand, which allows people all over the world to enjoy this refreshing activity.

Second is the Educational aspect, because body contact is not allowed like in the indoor way of the game. In many campuses beach volleyball and beach soccer already applied in curricula, which means that this new type of movement form is easy to adapt by Educators all over the world. The material of the playing ground means, that the possibility of an injury is much lower than the indoor, or other outdoor type of the sport.

Third aspect is the Recreational competition aspect for simply any age groups. Tournaments can be organized in weekends with participation of several male, female or children teams. The benefit from this can be the joy of playing as well, as the learning of teamwork, playing together, making new connections, friendships and simply having a good time.

While occasionally the number of participants can go beyond one hundred, and the number of spectators reach almost four to five hundred, which means that it can inspire the local tourism as the fourth recreational aspect.

On top of the recreational aspects pro and semi-pro handball players play the game in so called transition period, when the regular season is over, but the preparation for the actual season has not started yet. This way they not just recreate their selves but also to keep them in good condition too.

## Plasma actin, gelsolin levels and exercise induced skeletal muscle damage

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### Abstract

Numerous indirect markers are used to measure the extent of exercise induced muscle damage (EIMD), although few of them reliably sensitivity and specificity. However, it would be important to identify molecules for accurately monitoring the damage and the recovery processes after intense exercise.

The aim of the present study was to investigate the acute effect of eccentric exercise on changes in blood plasma creatine kinase enzyme activity (CK), actin, gelsolin (GSN), and orosomucoid (AGP) levels in trained and untrained humans, and to investigate correlation between these markers and the conventional EIMD markers (plasma CK activity, intensity of delayed onset muscle soreness (DOMS), and MVC torque deficit).

Physical education students (6 untrained, 12 trained subjects) were recruited in this research. Conventional muscle damage indicators (plasma CK, actin, DOMS, MVC torque), plasma GSN and AGP levels were measured baseline, immediately, 1h, 6h, and 24h post-exercise.

There were significant time main effects for GSN, AGP, CK, when two groups were combined. There was significant difference between baseline and the lowest value of the post-exercise GSN, as well as baseline and highest value of the post-exercise AGP.

Relationships were found between GSN levels and conventional EIMD markers, GNS and AGP, however actin was not correlated with any time of GSN.

Plasma actin level is an indicator of the type and extent of injury. We suggest that it is not an appropriate marker of all types EIMD. The plasma GSN concentrations show relationship with EIMD and the inflammatory process. Further studies are needed to determine the sensitivity and the reliability of these biomarkers as indicators of skeletal muscle microinjury.

## Ballroom Dancing: Recreation or Performance Sport?

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### Background

Ballroom dancing (BD) is a vigorous co-educated physical activity, and the females' lower physiological capacities and their different hold technique could limit a couple's overall artistic performance.

### Objectives

In the present study we tested the hypotheses that, relative to the maximum capacities, BD is more intensive for females than males, and that the hold technique (female vs. male) regulates BD intensity.

### Methodology

Ten dance couples from B and C categories were tested in a maximal treadmill test, in a competition simulation, and in a stationary dance-hold position. Peak heart rate (HR), relative oxygen consumption ( $VO_2$ ), and lactate responses were measured during the tests, except that  $VO_2$  was not measured during competition simulation.

### Results

Regardless of gender, HR increased similarly in the treadmill test and in the competition simulation. In the treadmill test females achieved a  $VO_2$  of 78% of the males ( $p < 0.05$ ). Females achieved 14% higher HR ( $p < 0.05$ ) and similar  $VO_2$  during the hold position. HR during competition simulation relative to maximum was greater for females than males (1.02 vs. 0.98,  $p < 0.05$ ). Both HR and  $VO_2$  measured during the hold, relative to maximum, were greater for females than males (0.67 vs. 0.57, and 0.22 vs. 0.18, respectively,  $p < 0.05$ ). Lactate responses were uniform for both genders in all test conditions. Lower-class ballroom dancers perform at their *vita maxima* during competition simulation. BD is more intensive for females because of the greater energy demand of their hold technique. BD could be a potential way of improving cardiovascular fitness in the general population.

**Keywords:** dance physiology, oxygen uptake, heart rate



## Eating habits and nutritional facts of Hungarian elderly people

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### Abstract

The aim of the present study was the analysis of nutritional facts and frequency of meals in the population over 50 years, as well as the malnutrition risks of this age group. The study was performed with elderly people living in Pécs.

Volunteers (179 persons, 111 women and 68 men) of this cross-sectional study are a non-representative set of at least 50 years old people living with their families. Mentally, intellectually, or physically disabled people were excluded from the study. The research protocol was a quantitative method with standard questionnaires (a combination of the Mini Nutritional Assessment (MNA, a recently designed and validated method to provide rapid assessment of nutritional status in elderly patients in clinics and hospitals), from September 2013 to February 2014. Descriptive statistical analysis, linear regression, and  $\chi^2$  test with 95% confidence interval was performed, based on incident number and/or procentual distribution, sample mean, and variance calculations. Only results with  $p < 0.05$  were considered as significant.

Based on the standard Body Mass Index (BMI) categories, the nutritional status of 4 women is under-weighted, while no malnourished man was identified in the studied group. A significant difference was found based on the MNA nutrition tool questionnaires and BMI-defined under-nutrition, which might be explained with the different focal points of the two methods. MNA is a validated nutrition screening and assessment tool that can identify geriatric patients 65 years and above, who are malnourished or at risk of malnutrition. Based on MNA results, 78 adults (43.57%) are malnourished or at risk of malnutrition, opposed to the BMI indicating only 4 adults. MNA is a highly sensitive assessment method and is recommended for general usage as a predictor.

Based on BMI values, 65.36% (117 persons) are overweight or obese. Our hypothesis that in the studied age group obesity is more dominant than under-nutrition, was verified.

The answers from the questionnaires sustain our second hypothesis that old people prefer white bread instead of whole grain bread (64.24% of elderly people choose white bread, while only 2.79% preferred whole grain bread).

In our sample elderly people's food choice is not optimal in terms of macro-nutrients, with high rate of carbohydrate-energy intake. There was a significant correlation between weight loss and decreased appetite among both women and men ( $p < 0.01$ ). Based on the results, at least half of the participants are not aware of the recommended calories for them. Surprisingly men eat significantly more vegetables, than women which is in contradiction with our

expectation. The daily fluid intake is less, than the recommended 1.5-2l of liquids for both man and women. Significant differences can be detected in the daily intake of women, drinking more liquid, than men.

The novelty of the present study is that it is comparing two different types of questionnaires. Results obtained with the two questionnaires differ greatly., indicating the need for a more precise, more meaningful survey, with a larger sample.

It can be concluded from the present study that nutritional habits of elderly are inadequate in this region and that dietary recommendations have not been met. Improving the nutritional knowledge is very important for this age group, which may contribute to the changes of their health status and might reduce the economic burden of chronic diseases in elderly.



## **Business Tourism in Transylvania – The Central Element of an Effective Destination Branding Process**

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### **Abstract**

This paper approaches aspects regarding business tourism in Transylvania and this region's destination branding process through business travel in Romania. Because a rate of up to 70% of tourists visiting Romania have a professional motivation, the present article was written in order to provide an overview of the advantages held by specific areas in the center of the country for offering tourists the proper conditions for spending quality time in this emerging country.

Considering this, the authors emphasized that -intelligently exploited-, business tourism can be an element of prosperity within the tumultuous period of time through which Romania and other emerging states are crossing nowadays. Also, the paper accentuates the importance of competitive advantages in destination branding and the connection between these two concepts.

The present article aims at providing to the readers an overview regarding destination branding, business travel and the critical elements in achieving economic advantages over competing regions/countries. Within this article, the used methodology is limited to the appropriate methods used in order to collect and process empirical data and information. In order to write this paper, the authors reviewed the literature in the field, their contribution consisting in identifying and exposing the importance of destination branding through business travel for sustainable development in Transylvania.

The results of this paper work are focused on the identifying, analysing and correlating the main factors that can influence a destination' development through its propulsion as a brand destination for business tourism.

**Keywords:** business tourism, destination branding, Transylvania;

## The Special Cultural Heritages in India: Stepwells

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### Abstract

The present study aims to discuss a social heritage that is based upon a commonly utilized natural resource. The natural resource in this case is the groundwater; the infrastructure is the groundwater exploiting facility; this type of infrastructure is much more than a simple well or water extracting facility: it is part of the social heritage.

This heritage appears through those wonderful stepwells out of which luckily still millions can be found in the dryer, north western parts of India.

As everyone knows, India is outstandingly rich taking into consideration its tourism attractions. Both its natural and manmade attractions are incomparable. At the same time these attractions are exploited with an extremely low efficiency. Compared with other countries outstanding in tourism or in other aspects of world economy the country significantly lags behind in terms of international inbound tourism.

In addition with the presentation and a more effective marketing of the stepwells of India – in addition to the broadening of tourism supply – the visitors could come to know such a traditional, sustainable water management method which with its breath-taking art implementation draws attention to the importance of planet Earth's ever decreasing natural resources.

## The differences of the physical leisure activities of the Irish and the Hungarian people during their travelling and recreation

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### Abstract

As a primary objective the authors investigate how golf appears as a recreational activity in the daily routine of people, and how it serves as a primary motivation for travels in international and domestic tourism. Using personal experiences the authors study the recreational activities and golfing habits of the Irish and Hungarian population geographically (playing golf at home, during domestic as well international travels, the direction and season of golf-related travels, people's attitude to golf). The primary research methods included questionnaires were taken by the authors (in Ireland) and university students (in Hungary).

The paper strengthens that there is a great difference between the recreational physical activities of Irish and Hungarian people, both within their daily routine and during travels. The difference is especially striking in how they view golf as a recreational activity. It was concluded that for the Irish golf is a traditional British sport that can be pursued at home within the daily routine to uphold the tradition, while activities requiring a special climatic and geographic environment (high mountains and sunny, warm seas) are concentrated on the other side. One of the most neutral sport activities was golf. The reason for golf being defined as such is that Ireland is a quality recipient area of international golf.

In the case of Hungarians it has been proven that golf is primarily a physical activity linked to travels, which is in part due to the quality supply and climatic conditions available abroad, and also to the small number of golf courses in Hungary. Golf belongs to activities that motivate travelling, due to being totally inaccessible or hardly accessible in the home country. This can mostly be explained with geographical factors: Hungary has no coastal areas with a pleasant climate and clean waters, or high, snow sure mountains.

**Keywords:** leisure activities, travelling, recreation

## When tourism meets recreation - the Greenways as new tools for rural tourism development

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### Abstract

Alternative tourism is becoming more and more popular both taking into consideration the tourism industry of the developed and underdeveloped world or the well-known or less known destinations.

The present study reveals a mostly bottom-up initiative based on the principles of sustainability, the greenways, which in this case on the one hand are an innovative (eco) rural tourism product brand and also a new form of recreation and active tourism. Besides sustainability, however, this new initiative also represents healthy lifestyle where the major focus is on strengthening the co-operations between the different actors, the community development of the local population, strengthening of the non-motorised transport forms (walking, bicycle, horse riding) and also heritage tourism.

The study reveals and presents the Baranya Greenway created in Baranya County, South Transdanubia, from the point of view of product development and new trends in eco- and active tourism.

**Keywords:** greenway, active tourism, recreation, ecotourism, Baranya, rural tourism, innovation

## Notes:





