

**UNIVERSITY OF PANNONIA**

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**CULTURE-BASED URBAN DEVELOPMENT: THE RELATIONSHIP BETWEEN  
CULTURE CONSUMPTION, RESIDENCE PREFERENCES, AND QUALITY OF  
LIFE IN GYŐR, DEBRECEN, AND VESZPRÉM**

Dissertation – Thesis Book

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Veszprém

2021.



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# **1. Introduction**

This dissertation examines the impact of culture-based urban development on the local economy and society, with a particular focus on university students. The research was conducted in Debrecen, Győr and Veszprém, which have invested a lot in the development of cultural services and programmes in Hungary.

These cities are committed to culture as all of them were competed for the European Capital of Culture (ECOC) title for 2023. The ECOC programme is one of Europe's most well-known manifestations of culture-based urban development projects. The general objectives of it include the contribution of culture to long-term urban development, while its specific aims involve the expansion of cultural services and programmes and the development of the cultural sector (e.g. creative industries) (Decision No 445/2014/EU of the European Parliament and of the Council).

## **1.1. Significance and objectives of the research**

Considering these, my research focuses on how the quantity and quality of cultural services and the culture-oriented development projects in the examined cities (Debrecen, Győr and Veszprém) contribute to the quality of life of students living in there by increasing their cultural consumption. Additionally, I show how cultural services can influence the residence choice decisions of this target group. In other words, how important are the culture and the cultural consumption in the daily operation of businesses in terms of attracting (potential) highly qualified workers to the cities and increase their welfare?

Quantitative and qualitative research methods were used to achieve the research goals. I conducted an online questionnaire to collect the opinions of the university students and structured interviews to introduce the experiences of the representatives of local businesses and tourism professionals. In addition, the ECOC applications of the studied settlements were reviewed within the framework of a document analysis.

## **1.2. Structure of the dissertation**

Within the framework of this research, the domestic and international literature was reviewed first. It was built around three major pillars:

- culture, cultural tourism, cultural consumption in Hungary;
- cultural-based urban development: the links between culture and the quality of life;
- European Capital of Culture program.

As a result, the main concepts, the definitions, and the outcomes of the previous relevant researches were also defined in the dissertation (Chapter 2, 3, 4). After reviewing the theoretical background, the next chapter focuses on the primary research. This chapter includes all steps of the research process and the used research methods (Chapter 5). Finally, the results of the primary research are presented (Chapter 6), the hypotheses are evaluated, the conclusions from the results are introduced and the suggestions are developed (Chapter 7). In addition, I outline the practical application possibilities of the research results and the directions of future researches (Chapter 8).

## **2. Literature review**

The importance of cultural services and recreational activities available in cities have been confirmed by the results of several domestic and international studies especially in connection with settlement development (Gottlieb, 1994; Mercer, 2006), economic growth (Dziembowska-Kowalska – Funck, 1999; Fábián, 2010), population retention (Tikász, 2007; Landry – Wood, 2003 in Pálfi, 2019; Kovács – Görög, 2019) and the well-being of the local population (Throsby, 2001; Tóthné Kardos, 2016).

Cities are considered a prime location for tourism. In the era of Tourism 3.0, or total tourism, traveling is increasingly important. With the emergence of various forms of invisible tourism (e.g. visiting friends and relatives, health-oriented trips, visiting events), local people are becoming more active as consumers of tourism products (Michalkó – Rátz, 2013), and the sharp boundaries between local residents and tourists that were previously drawn are becoming blurred.

In the age of total tourism, tourism development tools are closely intertwined with settlement development efforts, as the political sphere has recognised the positive effects of tourism on quality of life which they want to apply to the widest range of social groups (e.g. local residents). Today, local governments often turn to tourism development as an excellent tool for stimulating and boosting the economy. At the global level, international organisations are determined to fight for a continuous increase in the number of people involved in tourism (Michalkó – Rátz, 2019). Simultaneously, local residents - of which students are an important part - are identified as a target group for various strategies regarding municipal, regional and national development. It involves local people into culture and increase the volume of their cultural consumption.

There is a unique causal relationship between culture and economic development because culture can influence socio-economic development processes complexly (Bakacsi, 2006). However, there is no close relationship between culture and the amount and scope of business investments, however investors like to invest in culturally active settlements where the cultural life and programme offer is vibrant. Partly because these cities are popular destinations for talented and highly trained professionals who are considered excellent workforce (Landry – Wood, 2003 in Pálfi, 2019).

An increasing emphasis on cultural economy and structural innovations exists in the development processes of modern cities. Former manufacturing sectors are often replaced by industries that are based on the cultural economy and its related services. Besides, cities seek to provide an easily accessible, colourful and highly diverse cultural offer for locals and visitors (Fábián, 2010).

Cities with vibrant cultural life are attractive not only for tourists but also for the local community, including residents and local businesses (Gottlieb, 1994), as well as for the potential settlers (e.g., university students, highly skilled workers) (Tóthné Kardos, 2016; NMI, 2016 in Pálfi, 2019).

In connection with the concept of culture-based urban development, it is important to mention the higher education institutions, that are significant elements regarding economic development at local, regional, and national levels (Varga, 2004; Lukovics – Zuti, 2014; Molnár – Zuti, 2015; Kotosz – Guanard-Anderson – Lukovics, 2015). In addition to education, these institutions can make an effect on the cultural goods, the society's cultural consumption, the urban image, the demographic processes, the situation of the labour market, the local business activity, and the infrastructure (Gottlieb, 1994; Lengyel, 2008; Dusek – Kovács, 2009; Garrido-Yserte – Gallo-Rivera, 2010).

The central elements of culture-based urban development projects are the culture and the cultural heritage. Culture is a set of elements that support, for example, creative industries (Richards – Wilson, 2006), arts (Hughes, 2000), crafts (Richards, 1999), or tourism (Ritzer, 1999; Urry, 2001; Richards – Wilson, 2006). Besides, frequent consumption of culture and cultural goods can also contribute to the growth of the quality of life of the local population and of the tourists of course (Kovács – Horkay – Michalkó, 2006; Landry – Wood, 2003 in Pálfi, 2019).

Tourism based on visiting cultural attractions (e.g., old buildings, museums, monuments) is popular among tourists (McKercher – du Cros, 2002; Timothy, 2011). Well-functioning tourism (Raffay-Danyi – Péter, 2019) and cultural tourism have positive effect on the economic development of settlements and destinations, on the quality of life of residents (Horváth, 1999; Rátz – Puczkó, 2000; Bujdosó et al., 2015), and on the local communities (Kovács – Horkay – Michalkó, 2006). However, the market of cultural tourism is not homogeneous (Tóth, 2008), the demand and supply are influenced by many factors (e.g., cultural background, education, education) (Rátz, 2011).

Regarding cultural tourism, residents can also be identified as significant consumers besides the tourist. The cultural offer of a destination also reflects the needs of the permanent population (Rátz – Puczkó, 2002; Varga – Csapó, 2021). Among locals, there are university students who will be the part of the highly qualified population, the so-called “talent” community of the future (Árva – Könyves, 2010; Florida, 2012). These people are an important target group for both investors and businesses (Enyedi, 2002; Kiss, 2006; Landry – Wood, 2003 in Pálfi, 2019). Attracting and retaining intellectuals to settle down is an important element of economic development (Florida, 2012).

### **3. Research methodology**

Both secondary and primary data collection methods were performed in the dissertation. The foundation of the research topic began with secondary information gathering and a review of the relevant literature, followed by primary data collection. The data consisted of two parts, both qualitative (document analysis, structured interviews) and quantitative (questionnaire survey) methods were used.

Within the framework of the qualitative research, the document analysis was prepared first, by analysing application materials for the ECoC program of the studied cities. Besides, the settlements’ development strategies were also reviewed and analysed.

Structured interviews were conducted in Debrecen, Győr, and Veszprém. The target group of the structured interviews consisted of two parts:

- representatives of the most dominant enterprises operating in the studied cities (based on the TOP 100 proceeding issued by the counties in 2018), and
- tourism professionals and the representatives of the local governments of the investigated cities.

As for the companies 10, and as for the professionals 7 structured interviews were conducted between February and November 2020. The interviewees shared their experiences and opinions on cultural development projects of their settlements and the effects of cultural services on the local population and corporate operation issues.

Within the framework of the quantitative research, the students attending Debrecen, Győr, and Veszprém were interviewed with the help of an online questionnaire. The data collection started on 01/11/2019. and ended on 01/11/2020 with the help of social media platforms. Altogether, 3,503 people started to fill in the questionnaire, of which the number of evaluable answers was 2,066. This means that about 5% of the total number of students answered the questions in each settlement.

By completing the questionnaire, students reported on their study programs, demographic characteristics, higher education institutions and future residence choice preferences, opinions about their university city, cultural consumption habits, and subjective quality of life.

#### **4. Research questions and hypotheses**

Based on the literature review, the following hypotheses were developed:

**H1:** Besides the economic situation and infrastructure, cultural program and event offer can also make settlements attractive to young people in higher education and businesses.

The first hypothesis aims to prove that besides the economic situation and the infrastructural factors, cultural program and event offer also makes the studied cities attractive. I determine the economic situation of the cities with some indicators available in the database of the Central Statistical Office (personal income tax, registered jobseekers, business tax), to which the interviewees are also associated.

Numerous studies in the literature have shown that cultural and leisure services (e.g., events) can make settlements desirable for local residents (Jansen-Verbeke, 1986; Rátz, 2014; Tóthné Kardos, 2016; Boivin – Tanguay, 2019). Local businesses can also be the winners of the availability of talented and qualified young people and immigrants in the cities because the (highly skilled) workforce is also important component for the proper functioning of the companies (Gottlieb, 1994; Dziembowska-Kowalska – Funck, 1999; Mercer, 2006; Dusek – Kovács, 2009; Landry – Wood, 2003 in Pálfi, 2019).



**H2:** Culture-related urban development efforts (e.g., cultural leisure programmes, development of the cultural institutions) are important regarding population retention and residence choice decisions of university students.

The second hypothesis is based on the assumption that the existence of cultural programs and related urban development efforts can impact the local population, especially young people (Tikász, 2007; Landry – Wood, 2003 in Pálfi, 2019; Kovács – Görög, 2019). This hypothesis was examined from two perspectives, from the employees (students) and the employers' (local businesses) perspective. Besides, the representatives of the tourism profession also share their views regarding the topic.

**H3:** Students at different levels of education have different residential preferences

**H3.a:** The residence choice preferences of Bachelor's students and Master's students differ from each other.

**H3.b:** The residence choice preferences of Master's students and PhD students differs from each other.

Hypothesis 3a. is based on the assumption that researches on students' choice of higher education institutions (Csuka – Banász, 2014, Rámháp, 2017, Kosztyán et al. 2019; Kuráth – Sipos, 2019a; Kuráth – Sipos, 2019b; Kosztyán et al. 2020) highlighted that the quality of knowledge offered by the institutions, the chances of finding a job after graduation, the cost of education, the opportunities for further education (e.g. Master's, PhD), the excellence of the teaching staff and the cost of living are the main factors influencing the decisions of students. However, the role of the city's leisure and recreational facilities is also important. Young people first choose a training programme and only after that look for the concrete institution and the city that suits their needs. The main criteria for choosing higher education institutions are familiarity, a marketable degree, job opportunities, proximity to the place of residence, low living and housing costs, and an attractive and livable city where the university is located. The research of Kovács and Görög (2019) has shown, that the availability of recreational opportunities is a particularly important consideration for undergraduate students when deciding on the location of the university where they will study for their Master's degree.

Considering these studies, I aim to answer whether there are any differences between students at different levels of education in terms of the criteria they use to settle down in a particular city.

**H4:** There is a relationship between the frequency of students' culture consumption and the subjective component of their quality of life.

**H4.a:** Active culture consumers feel happier than students who consume less culture.

**H4.b:** Active culture consumers are more satisfied with their health than students who consume less culture.

**H4.c:** Active culture consumers are more satisfied with their lives than students who consume less culture.

The fourth hypothesis is based on the finding that culture consumption (which assumes various cultural offerings and services) can positively influence the quality of life (Piskóti Zoltánné, w.d.; Kovács – Horkay – Michalkó, 2006; Piskóti, 2016; Landry – Wood 2003 in Pálfi 2019). Based on this, I used the assumption that the frequency of students consuming culture regularly impacts their assessment of their happiness, health status and (general) life satisfaction. This means that active culture consumers who perform cultural activities more frequently (every day, several times a week) value their subjective component of the quality of life higher.

The research questions, hypotheses, and the applied research methods are summarized in Table 1:

Table 1: Research questions, hypotheses and the applied research methods

Research questions	Hypotheses	Research method
<p>What factors can make cities attractive to businesses and young people besides the economic situation (jobs) and urban infrastructure?</p>	<p><b>H1:</b> Besides the economic situation and infrastructure, cultural program and event offer can also make settlements attractive to young people in higher education and businesses.</p>	<ul style="list-style-type: none"> <li>• <b>Structured interviews</b></li> <li>• <b>Online questionnaire</b></li> </ul>
<p>How do cultural offerings contribute to population retention and the settlement of potential settlers?</p>	<p><b>H2:</b> Culture-related urban development efforts (e.g., cultural leisure programmes, development of the cultural institutions) are important regarding population retention and residence choice decisions of university students.</p>	<ul style="list-style-type: none"> <li>• <b>Document analysis</b></li> <li>• <b>Structured interviews</b></li> <li>• <b>Online questionnaire</b></li> </ul>
<p>What are the differences in the residential preferences of students at different levels of education?</p>	<p><b>H3:</b> Students at different levels of education have different residential preferences.  <b>H3.a:</b> The residence choice preferences of Bachelor's students and Master's students differ from each other.  <b>H3.b:</b> The residence choice preferences of Master's students and PhD students differs from each other.</p>	<ul style="list-style-type: none"> <li>• <b>Online questionnaire</b></li> </ul>
<p>To what extent does cultural consumption contribute to the subjective component of the quality of life of the university students?</p>	<p><b>H4:</b> There is a relationship between the frequency of students' culture consumption and the subjective component of their quality of life.  <b>H4.a:</b> Active culture consumers feel happier than students who consume less culture.  <b>H4.b:</b> Active culture consumers are more satisfied with their health than students who consume less culture.  <b>H4.c:</b> Active culture consumers are more satisfied with their life than students who consume less culture.</p>	<ul style="list-style-type: none"> <li>• <b>Online questionnaire</b></li> </ul>

Source: own editing

## 5. Results of the research- testing the hypotheses

**H1:** Besides the economic situation and infrastructure, cultural program and event offer can also make settlements attractive to young people in higher education and businesses.

Based on the structured interviews conducted among the representatives of the companies, it can be said that rich cultural life of cities is not an outstanding motivation for settling down. Cultural programs tend to contribute to the success of companies in terms of labour availability.

According to the reports of municipal and tourism experts, the colourful cultural life is not the primary motivation for establishing companies either. The site selection is mainly determined by the economic situation and the infrastructure of the settlements, cultural programs have a greater impact on the choice of residence decisions and the quality of life of the employees. For highly qualified professionals, besides the facilities of the workplace, adequate and high-quality leisure activities can be impressive attractions.

The results of the online questionnaire also support the fact that in addition to urban characteristics and infrastructural services, cultural events are also decisive regarding settlement decisions among intellectuals. Based on these, **hypothesis 1 was only partially confirmed.**

**H2:** Culture-related urban development efforts (e.g., cultural leisure programmes, development of the cultural institutions) are important regarding population retention and residence choice decisions of university students.

The settlement development and cultural strategies of the cities, and the ECoC application materials emphasize the importance of cultural developments and the commitment of the studies cities regarding culture. The main goals of their cultural development efforts are to make cities more attractive to locals, to increase the quality of life of the inhabitants, and to involve disadvantaged social groups.

During the structured interviews, representatives of companies, municipal and tourism professionals agreed that living and housing factors, job supply, and high-quality leisure time activities, of which cultural programs are an integral part, also help to increase the quality of life of the local population. Besides, participation in these programs also strengthens local attachment through community building, which also has an effect on population retention.

This is also supported by the results of the online questionnaire because it showed that students paying greater attention to cultural programs and services when deciding about their future home. Based on these, **hypothesis 2 was proved.**

**H3:** Students at different levels of education have different residential preferences.

**H3.a:** The residence choice preferences of Bachelor's students and Master's students differ from each other.

**H3.b:** The residence choice preferences of Master's students and PhD students differs from each other.

Hypotheses 3.a. and 3.b. examine the relationship between the students' resident choice preferences and their levels of education. To test the hypotheses, I used a one-way analysis of variance (one-way ANOVA) to compare the expected values of two or more populations.

In H3.a. I aimed to answer whether Bachelor's students and Master's students judge the importance of the factors influencing the choice of residence differently. Based on the obtained results, it can be stated that between the two groups, only 1 case exists (out of the 18 elements), where the significance level of the probability belonging to the F test was less than 0.05.

The category averages significantly differed only in this 1 case, so only the importance of entertainment opportunities was assessed differently by Bachelor's students and Master's students. The mean of the importance of entertainment option was 3.58 for the Bachelor's students and 3.40 for the Master's students. Based on this, **hypothesis 3.a. was rejected.**

To prove H3.b. I also used ANOVA. With the help of it, I examined whether there exists a difference between Master's students and PhD students when they evaluate the importance of the elements influencing the choice of residence.

Based on the obtained results, it can be stated that there were four cases (out of the 18 elements to be evaluated) where the significance level of the probability for the F test was less than 0.05.

The category means differed in the case of recreational programmes, entertainment facilities, cultural events and attractions and cultural services. Students attending master's program rated these factors higher on average in all of the four cases (recreational programmes: 3.85; entertainment facilities: 3.40; cultural events and attractions: 3.33; cultural services: 3.66) than PhD students (recreation, recharge: 3.45; entertainment: 2.55; cultural events and attractions: 2.90; cultural services: 3.21). Based on this, **hypothesis 3.b. was partially confirmed.**

**H4:** There is a relationship between the frequency of students' culture consumption and the subjective component of their quality of life.

**H4.a:** Active culture consumers feel happier than students who consume less culture.

**H4.b:** Active culture consumers are more satisfied with their health than students who consume less culture.

**H4.c:** Active culture consumers are more satisfied with their lives than students who consume less culture.

Hypothesis 4 assumes a relationship between the frequency of cultural activities performed by the students (never; less often than annually; a few times a year; a few times a month; a few times a week; every day) and the subjective component of their quality of life. Since I measured this by asking them to evaluate their happiness, health status and life satisfaction, I divided the hypothesis into these three sub-hypotheses.

I used the Kendall rank correlation coefficient to test the sub-hypotheses. Based on the results, it can be said that except for visiting the library, reading newspapers (online or offline), visiting nightclub, pub, and shopping, there is a positive weak relationship between the frequency of doing cultural activities and the three elements of the subjective component of the quality of life.

The strongest significant relationships can be found regarding participation in sports events as spectator and health status ( $\tau=0,108$ ); participation in sports events as a spectator and happiness ( $\tau=0,107$ ); and attending cultural events and happiness ( $\tau=0,102$ ).

Overall, the assessment of both happiness, life satisfaction, and health status presuppose a positive weak relationship with the frequency of doing various cultural activities. That means that students who perform cultural activities regularly, consider the subjective quality of life higher. Based on this, **H4.a., H4.b. and H4.c. are proved.**

The results of the hypothesis testing are presented in Table 2.

Table 2: Results of the hypotheses testing

Number of hypotheses	Hypotheses	Research method	Result
H1	Besides the economic situation and infrastructure, cultural program and event offer can also make settlements attractive to young people in higher education and businesses.	<ul style="list-style-type: none"> <li>• Structured interviews</li> <li>• Online questionnaire</li> </ul>	✓/✗
H2	Culture-related urban development efforts (e.g., cultural leisure programmes, development of the cultural institutions) are important regarding population retention and residence choice decisions of university students.	<ul style="list-style-type: none"> <li>• Document analysis</li> <li>• Structured interviews</li> <li>• Online questionnaire</li> </ul>	✓
H3a	The residence choice preferences of Bachelor's students and Master's students differ from each other.	Online questionnaire (ANOVA)	✓/✗
H3b	The residence choice preferences of Master's students and PhD students differs from each other.	Online questionnaire (ANOVA)	✗
H4a	Active culture consumers feel happier than students who consume less culture.	Online questionnaire (Kendall rank correlation coefficient ( $\tau$ ))	✓
H4b	Active culture consumers are more satisfied with their health than students who consume less culture.	Online questionnaire (Kendall rank correlation coefficient ( $\tau$ ))	✓
H4c	Active culture consumers are more satisfied with their lives than students who consume less culture.	Online questionnaire (Kendall rank correlation coefficient ( $\tau$ ))	✓

Source: own editing

## 6. Theses

Based on the research, the following theses were developed:

**T1:** The rich cultural program offer is one of the key factors to the attractiveness of settlements among young intellectuals.

The first thesis supports the findings of the literature review (Tóthné Kardos, 2016; Landry – Wood, 2003 in Pálfi, 2019). Based on the results of the structured interviews and the online questionnaire, it can be said that rich cultural life has a positive effect on the attractiveness of cities and also contributes to the quality of life of residents. This is true for the decisions of the highly qualified professionals when they choose a place to live. Beside living, housing, and infrastructural factors, high-quality cultural programs are important motivations for them.

**T2:** Cultural-related urban development efforts (e.g., cultural programs, development of cultural institutions) have a positive effect on students' residence choices and are an effective tool for increasing the quality of life of local residents and retaining intellectuals.

The results of the document analysis and structured interviews showed that cultural development projects are significant in Debrecen, Győr, and Veszprém, as all three cities try to reduce the rate of emigration from the cities with the help of culture. Municipalities use cultural programs for community building and strengthening local attachment and patriotism, which are essential to halt emigration. Besides, the responses to the online questionnaire also confirmed that there is a demand for cultural developments and urban cultural programs for university students (future intellectuals).

**T3:** Master's students place more emphasis on urban recreational, entertainment, and cultural opportunities in their residential choices than PhD students.

Based on a one-way analysis of variance from the responses to the online questionnaire, there is a difference between the residence choice preferences of Master's and PhD students. There is a significant relationship between the two groups in terms of recreation, and entertainment facilities, cultural events and attractions, and the importance of cultural programs and services. Master's students value each of the listed factors higher when making their choice of residence.



**T4:** The frequency of cultural activities performed by students has a positive effect on their assessment of their satisfaction with their happiness, life, and health.

The fourth thesis is based on the findings that the performance of cultural activities increases the quality of life. The results of the research also support this, as there is a significant relationship between the frequency of doing cultural activities and the factors measuring subjective components of the quality of life (happiness, life satisfaction, health status). The value of Kendall's tau ( $\tau$ ), the rank correlation coefficient shows significant positive weak relationships ( $0 < \tau < 0,2$ ) between the cultural activities and the subjective component of the quality of life (excepting going to the library, reading newspapers, nightclubs, pub visits, and shopping).

## **7. Summary**

The aim of the dissertation was to examine the impact of the cultural programme and service offer - in a broader context cultural-based settlement development efforts- on the subjective quality of life and residence choices of students in Debrecen, Győr and Veszprém. In addition, structured interviews were conducted with representatives of local companies and tourism professionals in order to find out the views and experiences of businesses and municipalities operating in the examined cities.

Studies showed that culture and related leisure services are not the primary motivation for students and businesses to choose their place of residence, but they do contribute to the attractiveness of settlements and indirectly have a positive effect on urban population retention, too.

As a result of the research, interesting findings were made concerning the students, as well. On one hand, Master's students consider the availability of recreation and entertainment facilities, cultural events and attractions, and cultural services more important than PhD students regarding their choice of residence. On the other hand, cultural consumption and sports are an integral part of their daily lives. Based on the rank correlation, it can also be said that the more active a student concerning cultural activities, the higher he/she evaluates his/her happiness, health status and life satisfaction.

The results of the research provide tangible evidence that cultural programme and service offer (e.g. gastronomy, art events) are important elements of the attractiveness of settlements. Urban events are attractive for the highly educated workforce when deciding about their future residence. In accordance with this, settlements with a rich cultural life are also interesting for

the intellectuals of the future, who are now students at universities. All of these are outstanding benefits for local businesses due to the availability of labour force. Of course, the financial situation of the cities and the related characteristics (e.g., housing and living costs, job opportunities, transportation infrastructure) are the primary motivations, however opportunities for cultural recreation are also worth developing.

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13. Szilvia Kántor (2017): Megoszt vagy megerősít? A megosztáson alapuló gazdasági modell hazai vonatkozásai. In: Konczosné, Szombathelyi Márta; Rákli-Szabados, Eszter (szerk.) XXXIII. Országos Tudományos Diákköri Konferencia Közgazdaságtudományi Szekció Rezümékötet. Széchenyi István Egyetem, Győr, p. 277.
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15. Szilvia Kántor (2016): Együttműködés és kooperáció a turizmusfejlesztés érdekében: Kőszegi esettanulmány. In: Ható, Zoltán; Boda, Dezső (szerk.) 2015. évi Intézményi Tudományos Diákköri Konferencia Pannon Egyetem: Konferenciakötet. Pannon Egyetem, Veszprém, p. 20.

#### **Scientific informative articles**

1. Szilvia Kántor (2020): Sustainability in another way. Egyetemünk: Pannon Egyetem Hivatalos Lapja LXIV:2020/7-8, pp. 14-15.
2. Szilvia Kántor (2019): A kultúra és Ti. Egyetemünk: Pannon Egyetem Hivatalos Lapja. LXIII:2019/2, p. 7.
3. Szilvia Kántor (2017): EKF 2023, azaz Veszprém ismét a kultúra szolgálatába áll. Egyetemünk: Pannon Egyetem Hivatalos Lapja. LXI:2017/7-8, p. 23.

#### **Conference presentations**

1. Szilvia Kántor (2021): Egyetemista hallgatók turizmussal kapcsolatos attitűdje Debrecen város példáján keresztül. Name and venue of the conference: III. Fürdővárosok Nemzetközi Tudományos Konferencia, Hajdúszoboszló (poszter)

2. Szilvia Kántor (2021): Örökségre épülő szabadidős tevékenységek szerepe az egyetemisták lakóhelyválasztási döntéseiben és helyi identitásának kialakulásában. Name and venue of the conference: Nemzetközi Vidéki Örökség Konferencia, Orfű (online)
3. Szilvia Kántor (2021): Az Európai Kulturális Fővárosa program fenntarthatósági törekvései a COVID-19 tükrében. Name and venue of the conference: IV. Zalaegerszegi Egészségturizmus Konferencia, Zalaegerszeg (online)
4. Szilvia Kántor (2020): Environmental sustainability in the case of the Veszprém-Balaton 2023 European Capital of Culture programme. Name and venue of the conference: 9th Interdisciplinary Doctoral Conference (IDK2020), Pécs (online)
5. Szilvia Kántor (2020): Életminőség és jólét az EKF címre pályázó hazai városokban. Name and venue of the conference: X. Országos Turizmus Konferencia, Pécs (online)
6. Szilvia Kántor (2020): Kulturális attrakciók értékelése a Balaton kiemelt fejlesztési térségben található gyógyhelyeken. Name and venue of the conference: III. Egerszegi Egészségturizmus Kiállítás és Tudományos Konferencia, Zalaegerszeg
7. Szilvia Kántor (2019): Cultural offer of the Lake Balaton region- Review site content analysis. Name and venue of the conference: 9th International Scientific Conference "Tourism, Innovations and Entrepreneurship", Porec, Croatia
8. Szilvia Kántor (2020): Kultúra a fürdőkben- Fürdünk a kultúrában? Name and venue of the conference: II. Fürdővárosok Nemzetközi Tudományos Konferencia, Tata
9. Szilvia Kántor (2019): Kultúra fogyasztási szokások felsőoktatási intézményben tanulók körében. Name and venue of the conference: II. Nemzetközi Turizmusmarketing Konferencia, Pécs
10. Ildikó Neumanné Virág – Szilvia Kántor (2019): A Balaton-régióra irányuló turisztikai áramlások elemzése térökonometriai panelmodellek segítségével. Name and venue of the conference: Természet, kultúra, emberek satöbbi – A Balatoni Turisztikai Kutatóintézet szakmai rendezvénye, Veszprém
11. Ildikó Neumanné Virág – Szilvia Kántor (2018): A Magyarországra induló turistaforgalom vizsgálata gravitációs modell segítségével. Name and venue of the conference: XIII. KHEOPS Nemzetközi Tudományos Konferencia, Mór
12. Ildikó Neumanné Virág – Szilvia Kántor (2018): A turisztikai áramlások vizsgálata gravitációs modell segítségével különös tekintettel a Balaton-régió területére. Name and venue of the conference: IX. Országos Turizmus Konferencia, Pécs
13. Szilvia Kántor (2018): Traditional gastronomy at the festivals of the Lake Balaton- reality or desire? Name and venue of the conference: Tomorrow's Food Travel (TFT), Goteborg, Sweden
14. Ildikó Neumanné Virág – Szilvia Kántor (2018): A turisztikai áramlások vizsgálata Magyarország főbb területeire különös tekintettel a Balaton-régióra: vizsgálatok gravitációs modell segítségével. Name and venue of the conference: LX. Georgikon Napok Konferencia, Keszthely
15. Szilvia Kántor (2018): Social and cultural effects of the European Capital of Culture Program- Case study of the former winning cities. Name and venue of the conference: TTRA 2018 Europe Chapter, Ljubljana, Slovenia

16. Szilvia Kántor (2018): Közösségi gazdaság a kultúra szolgálatában. Name and venue of the conference: I. Nemzetközi Turizmusmarketing Konferencia, Pécs
17. Szilvia Kántor (2017): Közösségi gazdaság a turizmusban- fogyasztói vélemények feltérképezése. Name and venue of the conference: „Sport-Gazdaság-Turizmus” Konferencia, Győr
18. Szilvia Kántor (2017): The role of collaboration in tourism development- Case study of Kőszeg. Name and venue of the conference: VI. Interdiszciplináris Doktorandusz Konferencia, Pécs
19. Szilvia Kántor (2017): Resurgent cultural heritages- A case study of the Great Synagogue in Budapest. Name and venue of the conference: Sustaining Sustainabilities Tourism 2017, Cultural heritage, cultural capital nemzetközi konferencia, Veszprém

#### **Other scientific research activities**

1. Particiapation in the NKFIH-875-4/2020 project (2021 Maj and June) – research tasks
2. Particiapation in the NKFIM-872-2/2020 „Éghajlatváltozás Multidisziplináris Nemzeti Laboratórium létrehozása” project (2021-) – research tasks
3. Particiapation in „Egyetemi közösségek kulturális attitűdje és helyi kötődése az EKF projekt tükrében -Veszprém 2023” research group (2019-2021) – student
4. Academic year 2020/ 2021 (I. semester): Új Nemzeti Kiválóság Program (ÚNKP) scholarship. Name of the research: Zöld törekvések az EKF programban- A Veszprém-Balaton 2023 projekt fenntarthatósági szempontú elemzése
5. Particiapation in „EFOP-2.6.2-16-2017-00017: II.2. A Balaton, mint életér életminőségi aspektusainak vizsgálata” project (2017-2020) – student
6. Academic year 2019/ 2020: Új Nemzeti Kiválóság Program (ÚNKP) scholarship. Name of the research: A Balaton kiemelt turisztikai fejlesztési térség kulturális turisztikai vonzerőinek értékelése, vonzerőleltár készítése
7. Particiapation in EFOP-3.5.1-16-2017-0010 „Duális képzés fejlesztése a Pannon Egyetemen” project (2019) – research tasks
8. Academic year 2018/ 2019: Új Nemzeti Kiválóság Program (ÚNKP) scholarship. Name of the research: Kultúrával kapcsolatos asszociációk és kultúra fogyasztási szokások vizsgálata a magyarországi felsőoktatási intézményben tanulók körében
9. Participation in „The Wine Lab - Generating Innovation between Practice and Research” project (2017) – research tasks
10. Academic year 2016/ 2017: Új Nemzeti Kiválóság Program (ÚNKP) scholarship. Name of the research: A közösségi gazdaság turizmusra gyakorolt hatása