

Sustainable Tourism at Waterside Destinations

- ❑ HORIZON-CL2-2027-01-HERITAGE-06
- ❑ HORIZON-CL2-2027-01-HERITAGE-03
- ❑ HORIZON-CL2-2027-01-HERITAGE-05

PARTNER WITH US IN HORIZON EUROPE!



Balaton Tourism Research Centre
UNIVERSITY OF PANNONIA

EXPERTISE OFFERED FOR YOUR CONSORTIUM

- ❑ Research and development of sustainable and regional tourism in destinations with waterfront areas
- ❑ Assessment of socio-economic and cultural impact of tourism
- ❑ Data-driven policy support
- ❑ Knowledge transfer and education integration, lifelong learning
- ❑ Stakeholder engagement (local municipalities, regional networks, private businesses, NGOs)
- ❑ collaborative network building, membership in international tourism associations (ATLAS, AIEST)
- ❑ Pilot testing in waterside destination
- ❑ Community engagement, participatory programmes for locals

WHY PARTNER WITH US?

- ❑ High-tech research infrastructure: Marketing Focus Lab, eye-tracking camera
- ❑ Strong methodological support, covering qualitative and quantitative methods
- ❑ Integrating AI solutions into research
- ❑ Regular publication in peer-reviewed international journals (SJR Q1, Q2)
- ❑ Network, strong partnership with stakeholders (Lake Balaton, Veszprém-Balaton 2023 European Capital of Culture)
- ❑ AACSB accreditation

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<https://www.gtk.uni-pannon.hu/en/research-potencial-of-the-faculty-of-business-and-economics/>

