



MINISTRY OF LOCAL GOVERNMENT

Invitation to Workshop on Tourism-specific Quality of Life Methodology Budapest, Hungary, 13-14 November 2008

The Tourism Department of the Ministry of Local Government (Hungary) cordially invites researchers, policy makers, scientists, practitioners and all those who are interested in the relationship between Tourism and Quality of Life to the **First Workshop on Tourism-specific Quality of Life Methodology**.

The Ministry following the objectives of the National Tourism Development Strategy, started a project some two years ago aiming at the development of a Tourism-specific Quality of Life (TQoL) methodology and index. Working together with a group of experts the available, but not very extensive information, data and sources on TQoL was under consideration when the draft methodology was prepared in 2007. The research team consisted of representatives of various fields and disciplines, e.g. sociology, marketing, geography, tourism, planning, etc. (indicating the complex nature of QoL).

From the many existing definitions and models the team favoured and selected the approach of Rahmann. It was decided that model by Rahman *et al* (2005) can serve as a sound basis for the preparation of the Tourism Specific Quality of Life Index (TQoL-I). It is anticipated that all of the eight domains in Rahmann's model, directly or indirectly have some kind of relationship to and with tourism. After Meeberg's (1993) definition the working definition of Tourism-specific Quality of Life became the following:

"Quality of life is a feeling of overall life satisfaction, as determined by the mentally alert individual whose life is being evaluated. In the formulation of the individual's opinion, which is fundamentally based on subjective factors, tourism can play a significant role."

The research methodology was tested in three locations in Hungary and it was proved to be applicable and relevant. Based on the findings of the pilot survey, working together with 10 partners, an international test project is being carried out (the project locations are in the following countries: Brazil, Czech Republic, Finland, Malaysia, Portugal, Russia, Slovakia, South-Africa, The Netherlands, UK).

The First TQoL Workshop will take place in **Budapest** (Hungary), on **13-14 November 2008**. This roundtable will provide the participants with the opportunity to:

- ü Talk about the linkages between the various sectors and tourism for the improvement of the QoL (of locals and visitors)
- ü Introduce individual research projects and results
- ü Discuss the results of the pilot 10 country research
- ü Perfect the methodology, and
- ü Agree on further steps, e.g. global application and research collaboration, publications.

I sincerely hope that for those researchers, and national tourism administration representatives who are interested in the impact of tourism on quality of life, this workshop will give interesting and useful inputs.

We are looking forward to meeting you in Budapest!

Budapest, 3 September, 2008

Miklós Kovács
State Secretary of Tourism



MINISTRY OF LOCAL GOVERNMENT

**Workshop Programme on Tourism-specific Quality of Life Methodology
Budapest, Hungary, 13-14 November 2008**

Day	Slot	Time	Type	Programme
12 November	0	19.00-21.00		Informal get together and Welcome Reception
		8.30-17.00		Registration
	1	9.00-9.30	Plenary	Official Opening and Welcome
	2	9.30-10.30	Plenary Keynote address	Theories of Psychology of Quality-of-Life That Can Guide Research in Tourism (<i>M. Joseph Sirgy, Virginia Tech, USA</i>)
		10.30-11.00		Coffee Break
	3	11.00-12.30	Presentation of research projects by participants	Project presentations
13 November		12.30-13.30		Lunch
	4	13.30-14.30	Breakout Sessions 1	Session 1 Domains of QoL Session 2 Role of social and cultural characteristics in TQoL
		14.30-15.00		Coffee Break
	6	15.00-16.00	Breakout Sessions 2	Session 3 Standard of Living vs. Happiness vs. Well-being vs. Quality of Life Session 4 Role of national, regional, local organizations and service providers
	7	16.00-17.00	Plenary	Reports from Moderators & Conclusions of the Day
		19.00		Workshop Dinner



MINISTRY OF LOCAL GOVERNMENT

**Workshop Programme on Tourism-specific Quality of Life Methodology
Budapest, Hungary, 13-14 November 2008**

Day	Slot	Time	Type	Programme
		9.30-16.00		<i>Registration</i>
	8	9.30-10.30	Plenary Keynote address	Presentation of the results from the 10 country research (<i>László Puczko, Xellum, Hungary</i>)
		10.30-11.00		<i>Coffee Break</i>
	9	11.00-12.00	TQoL methodology debate	Group 1 Objective approach to and factors of QoL Group 2 Subjective approach to and factors of QoL
		12.00-13.00		<i>Lunch</i>
14 November	10	13.00-13.30	Plenary	Moderators Report from Group 1 and 2
	11	13.30-14.30	Presentation of research projects by participants	Perfecting methodology (moderators) Project presentations
		14.30-15.00		<i>Coffee Break</i>
	12	15.00-15.30	Plenary	Presentation of finalized model
		15.30-16.00	Plenary	Closing