

HEALTH RISK MANAGEMENT FOR THE SAFETY OF FESTIVAL TOURISM

*Tamás SUSZTER**

Abstract: *This research, conducted at the Doctoral School of Police Sciences and Law Enforcement (Ludovika University of Public Service), investigates the law enforcement dimensions of festival tourism safety. It identifies health protocols as critical determinants in the security framework of large-scale events. Objective: the study evaluates Hungarian regulatory environments and operational health safety standards, exploring the correlation between medical security and event safety through empirical examples. A multi-methodological approach was employed, including a review of Hungarian and international literature and legal frameworks. Qualitative insights were gathered through interviews with Árpád Zimányi (OZORA Festival organizer) and a festival attendee, supplemented by a quantitative survey on public safety perceptions. Results: Findings indicate that health safety is a cornerstone of festival security; inadequate provision correlates with declining regional attractiveness. Subjective safety is significantly dictated by the visibility and efficiency of medical services.*

The study introduces the concept of "cooperative safety," integrating statutory regulations with organizational intent and private providers. It concludes that implementing health protocols exceeding regulatory requirements is not merely a compliance issue but a fundamental strategic interest for organizers.

Keywords: *tourism safety, festival tourism, law enforcement, health security, medical risk management, cooperative safety.*

INTRODUCTION AND LITERATURE REVIEW

Thanks to the favorable economic and social effects of recent decades, tourism has become a global way of life (Hall et al., 2004). It has grown to such an extent in terms of social and economic potential in recent decades that ensuring safe travel and accommodation is no longer just in the interests of service providers and local authorities, but also of the states concerned (Bujdosó, 2010).

One of the key prerequisites for the emergence and successful development of the tourism industry is safety (Pizam & Mansfeld, 1996; Hall et al., 2004; Mátyás, 2014). If a tourist destination is unable to eliminate the dangers lurking for visitors, avert threats to tourists, and convey a sense of security, then it cannot be considered competitive, even if it offers attractive local conditions (Puczkó & Rátz, 1998). Nowadays, safety determines the functioning of an existing or potential tourist destination to such an extent

* Tamás SUSZTER: Police Colonel, Deputy Chief of Police (Criminal Matters) at Veszprém County Police HQ, Hungary. Certified Law Enforcement Leader and Security Policy Expert. Final-year PhD student at the Doctoral School of Police Sciences and Law Enforcement, Ludovika University of Public Service, Budapest. His research focuses on the law enforcement dimensions of festival tourism safety, Ludovika University of Public Service, Budapest, Hungary.
E-mail: suszttert@veszprem.police.hu, suszter.tamas@gmail.com. ORCID: 0009-0004-8478-478-4603

that safety factors can also be interpreted as basic conditions for the tourism industry (Michalkó, 2012).

Institutionalized threats, public health conditions, and living conditions are security factors whose perceived deficiencies, individually or collectively, can become a continuous or temporary obstacle to the development of the tourism industry and the expansion of traffic (Michalkó, 2012).

Festivals, as institutionalized products of the tourism industry, can be excellently linked to tourism and have a positive impact on the economic and social structure of a given municipality or region. The most significant aspect of festivals is their economic role. Festivals enhance the attractiveness of tourist destinations and offer additional programs for tourists visiting for other purposes (Sulyok & Sziva, 2009). One of the main segments of festivals is music festivals, which are a type of festival based on a specific theme, focusing on musicians and bands who entertain participants with their music in a unique environment over several days or weeks (Ding & Hung, 2021). In Hungary, there are local, national, and international festivals, which are among our most successful tourism products (Magyar Turisztikai Ügynökség [MTÜ], 2021).

In the 21st century, more and more music festivals are being held in Hungary, covering a wide range of genres (MTÜ, 2021). Domestically organized festivals are therefore not only important from a musical point of view, but also have a significant impact on Hungary's tourism and economy.

The popularity of these events is also reflected in the fact that in 2019, most of the major domestic festivals (such as Balaton Sound) achieved record attendance figures (MTÜ, 2021).

When examining the complex system of festival tourism safety, it is essential to explore the tasks related to the safety of various events. It is a fundamental human right to have one's right to safety and protection upheld (Németh, 2020).

Festival and event security refers to the set of measures and activities implemented to ensure the smooth running of a given event and to protect the life and property of participants.

In other words, the purpose of event security is to ensure the smooth running of the event, to screen out and keep away unauthorized persons, to protect the participants and their property, the event area and its surroundings, and to prevent disorder.¹

Ágota Németh's research highlights that the special environment of festivals (closed spaces, large crowds, heightened search for experience) creates unique security challenges (Németh 2025).

When insuring events, it is essential and necessary for the organizers, private security services (personal and property protection, health care, fire protection, etc.) and the authorities and police to cooperate (Juhász, 2008).

In his presentation entitled "An example of 21st century Ozora, the meeting of public safety and private interests in the hybrid model of festival security," Árpád Budavári analyzes the sources of festival security and presents security as, on the one hand, the product of professional organization, risk management, and adequate infrastructure, and as a condition for the festival's competitiveness in tourism.

However, based on his position, the interpretation of security at music festivals goes beyond mere law enforcement control. In his presentation, he will present empirical research which found that the primary source of security for festival audiences is not the

¹ <https://www.vedspedition.hu/fogalmak/> downloaded: January 31, 2026.

presence of police or formal supervision, but rather the trust that arises from the community and the ethos of the festival. The research concluded that festival safety must be approached in a complex manner: in addition to law enforcement, the community dimension, which forms the basis of participants' subjective sense of safety, is at least as important (Budavári, 2025).

METHODOLOGY

The methodological basis of my study was provided by a combination of several sources and research methods. By examining these sources together, I analyzed the development of tourism, and within that, festival tourism, at the domestic and international levels, highlighting the security factors that have a significant impact on the given area. The first phase of my work consisted of a review of the literature, in which I processed several domestic scientific dissertations, daily newspapers, and online sources.

An important part of my research was the analysis of the legal environment. During the analysis, I reviewed the relevant domestic regulations, such as Government Decree 23/2011 (III. 8.), which defines the safety requirements for music and dance events, Act CLIV of 1997 on health care, and EüM Decree 5/2006 (II. 7.) on rescue services.

Exploring and understanding the legal background provides an excellent framework for exploring health and safety at festivals, and the study also shows that in most cases, festival organizers go above and beyond these regulations.

In the methodology of my study, I placed great emphasis on the collection and processing of empirical data. As part of my research, I interviewed Árpád Zimányi, the organizer of the OZORA festival, and Adrienn Riba, an "experienced" festival-goer (personal communication, [2025, 2026]). The interviews played a particularly important role in presenting the measures taken by the organizers to ensure the health and safety of the festivals, while the interview with the festival-goer presents the other side, i.e., the perspective of people who want to have fun without any worries, their thoughts and expectations regarding the health safety of festivals.

As part of my research, I also conducted a questionnaire survey in which I sought to find out the opinions of festival visitors on various factors relating to the safety of festival tourism, including health safety. The questionnaire has been completed by approximately 200 festival-goers in Hungarian and English, which means that it is not yet representative, but I will present the results of the completed questionnaires in my study.

My research is based on a combination of direct observation and qualitative methods. The literature review provides the theoretical framework, my personal experiences at festivals, recorded interviews, and completed questionnaires provide the practical perspective, while legal documents present the formal regulatory environment. Through this complex methodological approach, my study provides an opportunity to present the health safety and challenges of festival tourism and to highlight the importance of health safety within the safety factors.

HEALTH RISK MANAGEMENT FOR THE SAFETY OF FESTIVAL TOURISM

In order to guarantee the safety of music festivals, i.e., festival tourism, great emphasis must be placed on ensuring health safety as one of the key factors in festival tourism safety. From a global perspective, epidemics have caused significant and

memorable destruction throughout human history (e.g., plague, cholera, Spanish flu, COVID-19), so the general public health situation of a tourist destination is of fundamental importance when making travel decisions.

No tourist wants to fall victim to an infectious disease far from home, even if it is known in the country concerned and may be less dangerous to the local population. Despite the fact that the public health situation in countries frequented by tourists is satisfactory, it is precisely thanks to tourism, and often to irresponsible tourists, that bacteria and viruses that cause epidemics enter and spread. The number one source of danger for foreign tourists is water, which we consume several times a day to quench our thirst, use for personal hygiene, or to clean food. In places where water consumption causes serious illnesses in tourists, countries can expect a decline in tourism. In addition to water, animal-borne infectious diseases, such as Lyme disease, avian influenza, or infections caused by insect bites (e.g., Zika virus, malaria) also curb tourist traffic (Michalkó, 2020).

The topic of health safety is very diverse, as it covers many risks, from hazards caused by microorganisms to infections caused by insect bites, foodborne illnesses, and poisoning. This is especially true when it comes to health safety at music festivals, which is primarily the responsibility of the organizers, but Hungarian legislation has built strong guarantees into the system. This clearly shows that safe travel and stay, including the guarantee of safe entertainment and health safety, is now not only in the interest of service providers and local governments, but also of the states concerned (Bujdosó, 2010).

Providing health care at festivals in accordance with the law involves compliance with legal and professional requirements, risk assessment, a rescue plan, and the provision of on-site medical staff.

The specific requirements and measures introduced depend on the type, size, and location of the event. Other important factors include the number of visitors, the duration of the festival, and the expected weather conditions.

Health insurance for festivals and other events, on-site care, and rescue services must be planned and implemented in accordance with the law and the specifics of the event (number of participants, type, location).

It is important to note that any event may be restricted or prohibited if an infection or epidemic breaks out, and that the restrictive or prohibitive measure prevents the spread of the epidemic or infection (Act CLIV, 1997). Domestic legislation clearly defines the extended concept of rescue and rescue, i.e., event insurance.

Rescue means the immediate medical care of a patient in need of immediate medical attention at the place of discovery, emergency care provided by an organization authorized to provide rescue services, or, if necessary, transport to the nearest healthcare provider capable of providing care appropriate to the patient's condition, as well as care provided during transport (Act CLIV, 1997).

Rescue also includes providing rescue standby services at the event venue, for a fee, at a specified location and for a specified period of time (Act CLIV, 1997).

The organizer is responsible for providing health insurance for events in accordance with the law, and depending on the expected number of participants, it is mandatory to provide foot patrols or ambulances (Gov. Decree 23/2011). The organizer of a music or dance event, the festival organizer, shall ensure the presence of personnel trained in first aid at the venue.

In order to organize health insurance for festivals, a rescue plan based on risk analysis must be prepared, which also includes a professional opinion. It is a requirement

that rescue services appropriate to the number of participants must be provided at the event venue so that injured persons in need can receive assistance quickly (EüM Decree 5/2006). The provision of emergency services may include stationary or mobile (on foot, by motorcycle, or by car) medical personnel.

The rules set requirements based on the number of people at the event (EüM Decree 5/2006), which are as follows:

- 300-1000 people (in an enclosed space): At least one foot patrol is required.
- Over 1000 people: An ambulance is also required.
- 1,000-5,000 people: At least one ambulance.
- 5001-10,000 people: At least one ambulance and one rescue vehicle.
- 10,001-50,000 people: At least one emergency vehicle, one ambulance, and one rescue vehicle.
- Over 10,000 people: One additional ambulance must be provided for every additional 10,000 people.
- Over 100,000 people: A separate agreement is required.

Based on the relevant provisions, various private companies and civil actors may also participate in the organization and implementation of health care services at festivals and other events.

"...An important criterion for participants is that they must have an operating license issued by the National Chief Medical Officer's Office to perform their tasks. In my opinion, the involvement of private actors reinforces and complements László Christián's view of complementary policing, according to which ensuring safety and, through this, the health safety of festivals is based on cooperation (Christián, 2022)."

It should be emphasized that medical units are not allowed to leave the secured festival area, and the organization providing medical services for the event must ensure that injured persons and others in need of care are transported to the nearest medical facility appropriate for the event, so that other medical personnel of a specified number and composition remain on site (EüM Decree 5/2006).

The festival organizers place great emphasis on ensuring that visitors enjoy themselves at the event under all circumstances and return year after year, or perhaps spread the good news about the event to others, thereby increasing the number of visitors. Géza Szeles refers to these circumstances, highlighting the fact that festivals are not usually held in built-up areas with concrete and asphalt, but practically in a meadow or park (Index, 2023), where, based on my experience, you have to be prepared for the summer heat, sudden changes in weather, a lot of dust, and other environmental challenges. According to Szeles, most cases requiring medical attention are accidents, mainly ankle and knee injuries (Index, 2023), but based on my research data, there are also a large number of cases of sunburn, insect bites, injuries caused by thorns or splinters, and respiratory diseases associated with high levels of dust.

At larger festivals, the organizer provides various screening tests through participating service providers and also supports prevention by organizing information points. I consider it essential that water supply points are available in the summer heat, or that water is provided, and that the organizers ensure the provision of misting gates, cooled areas, and adequate shading techniques. The purpose of health insurance at festivals is to protect the safety and health of participants and to ensure the rapid and effective treatment of emergencies. In an interview with Géza Szeles, he explained the importance of insurance at festivals: "You have to put together a good system, that's the

basis, and you have to be able to plan for where problems might arise. Problems usually arise when something happens that was not planned for, and even the smallest things can cause trouble." Géza Szeles emphasized that it is possible to organize a large festival well, but it requires a serious staff and serious reserves, as well as "a good dose of luck" (Index, 2023).

For the Sziget Festival, which is held every year in Budapest (Sziget, 2026), a large-capacity, wide-range ambulance service was set up to provide medical care, which means that they are not only prepared to treat urgent cases, but also provide specialist and basic care to those in need. A so-called "triage unit" has been set up within the ambulance, which is a waiting and control room where decisions are made about what kind of care each patient will receive. In addition, there are other examination units available, including traumatology, surgery, internal medicine, etc.

For patients in critical condition, there is a fully equipped shock room with all the tools and equipment needed to stabilize acute patients. In addition, there is a 12-bed ward where patients can be admitted for a few hours, but unfortunately, some patients are unable to return to the festival and require ambulance transport to a hospital. In many cases, festivals and entertainment go hand in hand with excessive alcohol consumption, so there is a detoxification room specifically designed for such patients.

Twenty-five doctors work in the ambulance service throughout the entire duration of Sziget, supplemented by 40-45 nurses. During a 12-hour shift, there are usually 5 doctors on duty, including the shift supervisor, and 8-10 nurses. Due to the higher number of cases observed at night, the professional staff is also reinforced (Helperek, 2016).

SPECIFIC HEALTH INSURANCE CHARACTERISTICS OF THE OZORA FESTIVAL

I asked Árpád Zimányi, organizer of the OZORA Festival, about the specifics of health safety at the festival. He began the conversation by saying, "You have to be prepared for everything." He explained that the insurance plan and its implementation comply with legal regulations and are provided by a private health insurance company, which exceeds the requirements in terms of staffing, medical personnel, and transport capacity. A fully equipped, air-conditioned container station provides medical care and management on site. Additional first aid patrols and health stations have been set up in the festival area, using tents, cars, and, due to the large crowds and distances involved, quad bikes (OZORA, 2025).

A landing pad for rescue helicopters has also been set up on the festival grounds. To combat the heat, mist gates have been installed in several locations, including around the performance tents, and contracted firefighters are spraying the moving audience with cooling water. There are about 500 designated points where drinking water can be obtained, and water enriched with magnesium and minerals is also distributed at designated locations to ensure adequate mineral replenishment. Zimányi said that he had arranged for the purchase of large quantities of medical oxygen, as experience had shown that the number of patients with upper respiratory symptoms increased significantly during the move-in period due to the high level of dust, and that the provision of oxygen had a very positive effect on their treatment. Upper respiratory tract diseases and symptoms have decreased significantly in recent years after a significant portion of the roads and sidewalks were paved (OZORA, 2025).

The organizer considers it extremely important for health reasons that the water in the lake, which was created for swimming, is continuously monitored to prevent infections. Árpád Zimányi said that in 2024, they had to deal with a serious outbreak of vomiting and diarrhea, which was very negative in terms of visitor comfort. At the time, it seemed almost unstoppable and required significant medical resources to treat. By the start of the 2025 festival, hand sanitizer was available at all restrooms and water stations, and the emptying and cleaning of toilets was redesigned (OZORA, 2025).

As a result, there were no gastrointestinal infectious diseases in 2025. He emphasized that, for the sake of prevention, information points were set up to provide preventive information to those who sought it. They provide spiritual comfort and quiet rest, with the cooperation of the Indít public foundation² (Á. Zimányi, personal communication, 2025).

Condoms are provided free of charge to visitors throughout the festival. As part of further prevention activities, lectures are held in the form of workshops, and visitors can participate in yoga, capoeira, and cooking programs to promote a health-conscious lifestyle. Árpád Zimányi emphasized that they have observed a decline in smoking, alcohol, and drug consumption among festival visitors, and that a health- and environmentally-conscious lifestyle is becoming increasingly prevalent.

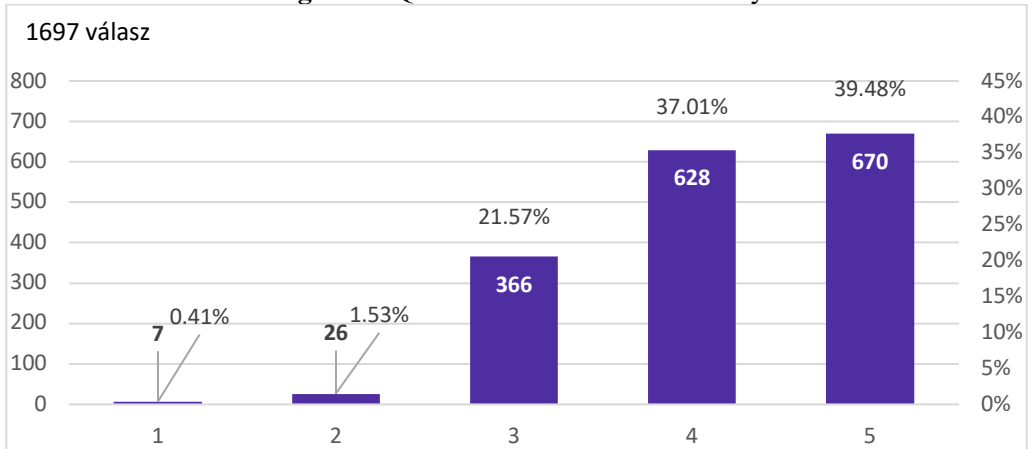
Zimányi said that one of their plans for the future is to establish a "simple" pharmacy to facilitate the purchase of over-the-counter medicines, but they also plan to organize the purchase of prescription medicines.

Their plans include the purchase of a universal X-ray machine so that injuries involving only sprains and bruises can be treated on site. In the future, they plan to set up additional health promotion and information points³.

The attached graph shows that festival visitors are generally satisfied with the organizers' health and safety measures (Figure 1).

² INDIT is an addiction service provider system offering services ranging from prevention to meaningful leisure programs, outreach and harm reduction services to rehabilitation and resocialization, with institutional and professional backing and a stable team of professionals. <https://www.indit.hu/> Downloaded: January 31, 2026.

³ The significance of the planned healthcare complex lies in its ability to alleviate the burden on regional emergency departments through on-site diagnostics (universal X-ray) and pharmaceutical supply, thereby enhancing participants' security. The legal framework for implementation is established by Act XCVIII of 2006 on the Safe and Economical Supply of Medicines and Medical Devices, and Decree No. 41/2007 (IX. 19.) EüM of the Minister of Health, which regulates the operation of pharmacies and permits temporary medication dispensing under professional supervision. On-site X-ray diagnostics and prescription management are subject to a specialized health insurance and medical oversight plan, requiring authorization from the National Centre for Public Health and Pharmacy (NNGYK) and the involvement of certified medical personnel.

Figure 1: Questionnaire on festival safety

Source: author's own drawing based on the collected data (2025)

SUBJECTIVE PERCEPTIONS OF HEALTH AND SAFETY: THE FESTIVAL-GOER'S EXPERIENCE

As part of my research on festival tourism safety, I interviewed Adrienn Riba, who has been regularly attending festivals in Hungary for almost ten years, but also has international experience. She usually attends festivals as a guest, but in many cases also performs as a fire juggler. During the interview, I asked her several questions about health and safety at festivals, which gave me the impression that health and safety is one of the most important safety factors in festival tourism from a participant's perspective.

Riba Adrienn said that, based on his experience, festival safety correlates with festival size: the larger the festival, the greater the safety. In his view, completely different laws apply to festivals with fewer than 1,000 attendees and those with more than 10,000 attendees in terms of the full spectrum of safety.

In the first part of the interview, he pointed out that the risk of infection differs between smaller and larger festivals. He said that smaller festivals in Hungary attract fewer foreign visitors than, for example, the larger OZORA Festival, which attracts visitors from all over the world.

There, you have to be prepared for the possibility that "people might bring something home with them." There is already a word for this in festival-goer slang: "ozoritis," meaning festival sickness. Vomiting, diarrhea, fever, sore throat, everything that goes with it.

"If you go to the OZORA festival regularly, it's worth catching it quickly, because it's like chickenpox, and your immune system will be stronger afterwards. Since I've been going to festivals, my immune system has become much stronger."

Adrienn has seen many people fall ill at the OZORA festival due to a lack of proper hygiene, but she says that the festival has improved a lot in this area, because she sees that when something comes up, the organizers react immediately and make changes.

She said that last year there were many more toilets in operation, which were cleaned much more often than in previous years. The OZORA festival has its own toilets, unlike many domestic and international festivals, where a service provider delivers the toilets to the venue. The OZORA festival organizers continuously disinfect the toilets,

wash them with high-pressure washers, and have installed hand sanitizers at several points, which are constantly refilled.

Riba considers it essential from a health and safety perspective that the festival provides adequate shade from the heat and sun, as well as misting stations, water collection points, and water distribution points.

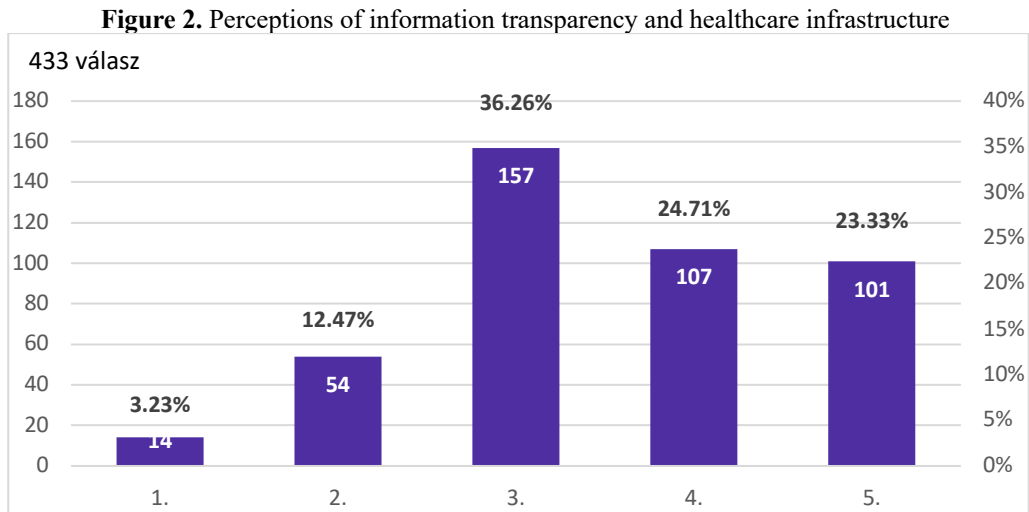
He said that at most festivals, the decorations are designed to provide shade and even protect against rain. Last year at the OZORA festival, he noticed that the decorations not only protected against heat and sunburn, but also against rain.

He emphasized that the OZORA festival has several mist gates and sprinkler columns, but in hot weather, firefighters spray festival-goers with water, and there are many high-quality water taps throughout the festival area.

To his knowledge, there are harm reduction teams who can help if someone is feeling unwell. They distribute magnesium water, condoms, glucose tablets, and pretzels free of charge. A separate section has been set up for harm reduction points where these items can be accessed.

According to Riba, she has been to festivals in many other countries, but she believes that Hungarian festival organization is at the forefront. At a festival in Romania, for example, there was no water available anywhere, no water fountains or water distribution points. She was particularly surprised that beer and mineral water cost the same in stores. This is not the case here, and the festival organizer would be penalized if there were no water. At the international level, this is not clear, because where he went, there were no designated water collection points or no indication of whether the water was drinkable or not.

The attached graph illustrates how important festival visitors consider it for organizers to provide clear information, an adequate number of healthcare facilities, and medical personnel to ensure health and safety (Figure 2).



Source: author's own drawing based on the collected data (2025)

CONCLUSIONS

Health security represents a definitive factor within the broader frameworks of tourism safety and festival tourism security; its absence or compromise exerts a significant impact on the attendance of a specific region or event. Festivals that fail to provide adequate security, lack fundamental safety protocols, or neglect preventive measures and solutions designed to enhance visitor comfort, are likely to experience a decline in public interest. Consequently, festival organizers must continuously monitor emerging health and safety challenges and implement robust countermeasures.

Qualitative evidence from an interview with a festival attendee clearly underscores the primacy of health security, as the interviewee prioritized medical and safety measures as critical factors at the very outset of the discussion. This is further corroborated by a quantitative questionnaire survey, which confirms the fundamental role of health safety in the context of festival tourism. A distinctive characteristic of health security in this sector is its emergence as a result of "cooperative safety": while rooted in statutory regulations, it simultaneously reflects organizational intent and advances the organizer's strategic interests through the integration of private service providers.

BIBLIOGRAPHY:

- Budavári, Á. (2025). A XXI. század ozorai példája: Közbiztonság és magánérdek találkozása a fesztiválbiztosítás hibrid modelljében [Előadás].
- Bujdosó, Z. (2010). Turisztikai tervezés módszertana. Károly Róbert Főiskola.
- Christián, L. (2022). Komplementer rendészet. Ludovika Egyetemi Kiadó.
- Hall, M. C., Timothy, D. J., & Duval, D. T. (2004). Security and Tourism—Towards a New Understanding. In M. C. Hall, D. J. Timothy, & D. T. Duval (Eds.), *Safety and security in tourism: Relationships, management, and marketing* (pp. 1–18). The Haworth Hospitality Press.
- Hall, M. C., Williams, A. M., & Lew, A. A. (2004). Tourism: Conceptualizations, Institutions, and Issues. In M. C. Hall, A. M. Williams, & A. A. Lew (Eds.), *A Companion to Tourism* (pp. 3–21). Blackwell.
- Juhász, L. (2008). Rendezvénybiztosítás, sportrendezvények biztosítása (különös tekintettel a labdarúgómérkőzések biztosítására). *Bolyai Szemle*, 17(3), 91–102.
- Mátyás, Sz. (2014). Budapest bűnözésföldrajzi vizsgálata 2009 és 2012 között. *Magyar Rendészet*, 14(3), 93–103.
- Michalkó, G. (2012). *Turizmológia: Elméleti alapok*. Akadémiai Kiadó.
- Michalkó, G. (2020). A biztonság szerepe a turizmus rendszerében. In G. Michalkó, J. Németh, & Gy. Ritecz (szerk.), *Turizmusbiztonság* (pp. 13–23). Ludovika Egyetemi Kiadó.
- Németh, Á. (2025). A könnyűzenei fesztiválokon kábítószer-terjesztéssel foglalkozó elkövetői csoportok, bűnszervezetek felderítését támogató bűnügyi elemzés [Doktori értekezés, Nemzeti Közszolgálati Egyetem]. Rendészettudományi Doktori Iskola.
- Németh, J. (2020). A sport- és kulturális rendezvények, tanácskozások, delegációk biztosítása. In G. Michalkó, J. Németh, & Gy. Ritecz (szerk.), *Turizmusbiztonság* (pp. 299–301). Ludovika Egyetemi Kiadó.

-
- Pizam, A., & Mansfeld, Y. (Eds.). (1996). *Tourism, Crime and International Security Issues*. John Wiley and Sons.
- Puczkó, L., & Rátz, T. (1998). *A turizmus hatásai*. Aula – Kodolányi János Főiskola.
- Sulyok, J., & Sziva, I. (2009). A fesztiválturizmus nemzetközi és hazai tendenciái. *Turizmus Bulletin*, 13(3), 3–13.
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.