



**Periodica Oeconomica**



# PERIODICA OECONOMICA

DECEMBER 2012

VOL. 5

RESEARCH PAPERS  
FROM THE FIELD OF  
ECONOMIC SCIENCE

*Editorial Board:*

János SZLÁVIK  
J. Markham COLLINS  
Erzsébet H. KACSÓ  
István KÁDEK  
Tibor KOVÁCS  
Gábor PAPANÉK

*Editor:*

Adam NOVOTNY  
*Institute of Economic Science  
Eszterházy Károly College  
H-3300 Eger, Egészségház u. 4.  
novadam@ektf.hu*

*Editorial Assistant:*

Julianna CSUGÁNY

EGER, 2012

HU ISSN 2060-9078 (Print)

HU ISSN 2060-9086 (Online)

The online version of PO is available at: <http://www.gti.ektf.hu/po.html>

The rector of the *Eszterházy Károly College* of Eger, Hungary  
bears responsibility for the publishing of the present issue

Publisher: EKC Liceum Publishing Company

Director: Lajos KIS-TÓTH

Technical editor: Mrs. Sándor NAGY

Cover design: Attila JUHÁSZ

Printed by: ISC Eszterházy Károly College, Eger

First published in 2008

2012

# FOREWORD

Dear Reader,

Today, as we face an increasing number of environmental, economic, and social problems, sustainable development has become more important than ever. In June 2012, a conference and forum on sustainability (“Sustainability 2012: Regional Aspects”) was held at the Eszterházy Károly College in Eger, Hungary, aimed at drawing attention to the problems of sustainable development at a regional level.

Cooperation between the initial organizing partners, the Florida Institute of Technology (FIT) and the Budapest University of Technology and Economics (BUTE) began in 2001 with a scientific research project supported by a U.S. State Department CUAP Grant in the field of environmental studies (environmental protection and environmentally sustainable technologies). The grant was one of only five in the world and the only one in Europe. At that time, the partners decided to meet annually in the framework of an international workshop devoted to environmental issues. In June 2002, faculty from FIT and BUTE convened in the small, amiable town of Eger, Hungary, for a Sustainable Tourism Workshop; and now, 10 years later, the discussion took place in Eger again, hosted by the Eszterházy Károly College. With the additional partner, the Karlsruhe Institute of Technology (KIT), previous conferences have taken place in Melbourne (Florida), Budapest, and Berlin. Presentations and contributions by international experts have served as a basis for joint research and education in the field of sustainability.

The papers in the current issue of *Periodica Oeconomica* are written by the Sustainability 2012 conference participants, who were asked to elaborate their thoughts and ideas presented in Eger. From a regional perspective, they analyze the economic, financial, geographic, climatic, and cultural dimensions of sustainability. They focus on various industries, for example agriculture, transport, and tourism, and also on different spheres such as the private sector, higher education, and government. The authors are from many countries and universities: there are 11 papers from Hungary, three from the US, and one each from Germany, Greece, and India, respectively.

We hope that our publication will be to the benefit of our readers and also enhance further cooperation in education and research among the organizing partners of the aforementioned conference.

Respectfully,

János Szlávik  
University Professor of Economics  
Eszterházy Károly College

Gordon Nelson  
University Professor of Chemistry  
Florida Institute of Technology