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ERZSÉBET PÉTER (ed.):

Healthy healthcare system at Lake Balaton - Is healthy improvement or health improvement the solution for the Hungarian resort area? (Egészséges az egészségügy a Balatonnál?- Egészséges fejlesztés vagy az egészségfejlesztés a megoldás a magyar üdülőkörzetben?)

LAMBERT Academic Publishing, 2015. 168 p.

The book by Erzsébet Péter Ph.D, Associate Professor of Accounting, which includes the results of researches carried out over the last 10 years, was published by LAMBERT Academic Publishing in the summer of 2015. The University of Pannonia Nagykanizsa Campus provided the opportunity to research and supported the national and international publication of the results.

The material fills a gap; on one hand, the significance of Lake Balaton in national economy is without question, but on the other hand several major problems have arisen over the biggest freshwater lake in Central Europe, which partly are of a political nature (e.g. regional classification). The results of the research show how the services provided for local people and tourists influence the long-term success and decision-making of retail and catering enterprises in the area. The results are determined by the quality and the direct/indirect impacts of the working environment that affect our health condition in several ways. Consequently, one of the most important scenes for health promotion and health protection is the workplace. Workplace health promotion is clearly a profitable activity, since the employer, the employee and the social system all have interest in the benefits. Healthy, qualified and motivated workers increase the innovative potential and the productivity of the enterprise. Correct workplace health promotion, which is analysed at all levels of corporate culture within the field of management studies, also improves the company's image among the clients and on the labour market.

The material includes three studies that were based on the research results of the author's Ph.D thesis. The second query regarding the business sector was funded by Laky Teresa Research Scholarship Project. The third research on the topic of prevention, which included the results of the 2013 Magyary Zoltan Research Scholarship, analysed the levels of corporate culture.

The 158-page research divided into 13 chapters is very rich in information, well-structured and covers all players in the sector. The results are professionally correct, they meet the demands of professionals looking for theoretical and practical conclusions and they provide helpful data for the public.

The book contains useful information for students in higher education majoring in fields related to tourism, the European Union support policy regarding the private sector and health promotion, and the special aspects of rural development. Furthermore, the results could also assist the work of experts in the EU regional policy, companies in health industry and people specialised in the development of Lake Balaton.

The study provides practical knowledge for experts in regional analysis, for university and PhD students and for analysts in companies. The book can be ordered at: <https://www.morebooks.de/store/gb/book/healthy-healthcare-system-at-lake-balaton/isbn/978-3-659-75410-4>

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