

KNOWLEDGE-BASED NETWORKING TECHNOLOGIES AMONG WINE AND GASTRO SMES IN BALATON REGION

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Abstract:

The region of Balaton is the second most popular tourist destination in Hungary, so the sustainable development and the cooperation of its enterprises are essential. One of the arising solutions to this is to explore the possibilities of using knowledge-based networking tools and develop good practices and case studies. Networking is a unity of independent persons and organizations that are combined with a common goal or interest. Members contribute to maintain the network and are involved in the communication and cooperation process. Networking tools, like social media have taken the world in a storm, it has become a mainstream, modified personal relationships and constitute new possibilities to facilitate collaboration. The purpose of the research is to explore the cooperation networks of the wineries, gastronomy units and start-ups of the Balaton Uplands, and to explore the composition and characteristics of knowledge-based networking tools. The selection criteria includes the age of the organizations, the size and generational differences. Considering the objectives of the project, qualitative research methodologies can be applied successfully as it seeks to acquire deeper and more subtle knowledge for some selected enterprises. The qualitative research will be analyzed using the case study methodology. With social networking, organizations can build collaboration that is easy to use, fast and widely accepted, thus enhancing business efficiency. The presentation will focus on the theory and preparation stage including research questions and a model implying how the research will be carried out and what results are expected at the end.

Keywords: knowledge-based networking tools, social media, qualitative research, wineries