

Travel habits and active tourism in 2020¹

MÓNIKA HOSCHEK² – NIKOLETTA NÉMETH³ – KATALIN MÉSZÁROS⁴

The COVID-19 pandemic emerged in Hungary in March 2020, when the first coronavirus patient was reported. The government declared a state of emergency, borders were closed and exit restrictions were introduced in the country. The epidemic and the restrictions had a significant impact on the travel habits of Hungarian tourists in the summer of 2020. In our study, we examined Hungarian tourists' annual travel frequency, the duration of their trips, the means of transportation used to travel, as well as their attitudes towards active tourism products. We also assessed vacation and relaxation opportunities for Hungarian tourists in the summer of 2020.

Keywords: tourism, travel habits, tourism supply, active tourism, COVID-19.

JEL codes: L83, Q01, Z30, Z32.

Introduction

Before COVID-19, pandemics were much smaller in geographical scope, rate of spread, and time course and had fewer negative impacts on the tourism, aviation, and retail sectors. COVID-19 triggered a global health, social, and economic crisis in 2020, which radically affected the travel and tourism sectors in all countries of the world.

A report made by the consulting firm Avasant (2020) examined the impacts of COVID-19 on 11 economic industries and stated that the travel sector (tourism) and the industrial sector were impacted the most in terms of employees, operations, supply chain, and revenue.

¹ This article was written within the framework of *EFOP-3.6.1-16-2016-00018 – Improving the role of research+development+innovation in higher education through institutional developments assisting smart specialisation in Sopron and Szombathely*.

² PhD, Associate Professor, University of Sopron, Alexandre Lamfalussy Faculty of Economics, Institute of Economics and International Relations, hosc hek.monika@uni-sopron.hu.

³ PhD, Assistant Professor, University of Sopron, Alexandre Lamfalussy Faculty of Economics, Institute of Business Studies, nemeth.nikoletta@uni-sopron.hu.

⁴ PhD, Associate Professor, University of Sopron, Alexandre Lamfalussy Faculty of Economics, Institute of Business Studies, meszaros.katalin@uni-sopron.hu.

Global travel restrictions and the complete closure of borders have exacerbated the anxiety and insecurity of potential travellers, which is still reflected in the declining tourism demand. Tourism safety as a travel consumer demand has been further strengthened as an effect of the COVID-19 epidemic. The main dimensions of tourism safety are the following: health safety, public safety, technical safety, navigation safety, and consumer safety (Michalkó 2020). Mazilu et al. (2019) ranked the role of health crises on the same level as terrorism and economic, political, technological, sociocultural crises.

In addition to assessing the interest in each type of active tourism and the forms of tourism planned and used, our research also aimed to test hypotheses such as: tourists in younger age groups would love to experiment with active, more challenging forms of tourism; the financial situation strongly influences interest; and those who usually travel domestically choose cheaper forms of tourism.

Literature review

Active tourism

Whether we are talking about domestic or international travel, there are opportunities for active recreation everywhere. According to the Hungarian Tourism Private Limited Company (Magyar Turizmus Zrt. 2013), active tourism is a form of tourism in which the tourist's motivation for travelling is to take part in a leisure or sporting activity that requires some physical activity. Michalkó (2002) considers that active tourism means all tourism activities in which the non-routine movement of an individual for the purpose of gaining experience takes place in a space outside his or her everyday space. The types of active tourism are hiking, camping, fishing, hunting, adventure and extreme tourism, skiing, cycling, horse riding, golf, running tourism. The types of active tourism can be expanded with activities related to any tourism product. In Hungary, hiking and cycling are the two most prominent active tourism trends, but water sports as well as horse riding and golf should also be mentioned. The target group of horse riding and golf is much narrower in Hungary due to the high cost of these activities. In the case of water sports, weather is the most influential factor. Hiking, as an active tourism product, includes excursions, visits to national parks and protected areas, trekking, Nordic walking, performance hiking, climbing, and caving. Cycling includes individual and group cycling, mountain biking, cycling competitions, performance touring, and cross-country cycling (Gonda 2016). Health awareness,

which influences sport consumption habits, is becoming increasingly important in Hungary (Töröcsik–Jakopancz 2019; Csóka–Töröcsik 2019).

Comprehensive motivational research on the active holiday habits of the Hungarian adult population was last conducted in December 2006 by M.Á.S.T. Market and Public Opinion Researcher Ltd. on behalf of Hungarian Tourism Private Limited Company. In the period November–December 2017, the Hungarian Tourism Agency mapped the social attitudes towards active and ecotourism through a questionnaire survey. The questionnaires collected data on 17 sub-products (rowing, extreme sports, rural hospitality/experiences, running tourism, golf, boating, fishing, adventure camping, cycling, horse riding, ecotourism, skiing, slow tourism, hiking, hunting, and sailing). For five key sub-products (rowing, horse riding, cycling, hiking, sailing), besides the general attitude toward these activities, the satisfaction and travel management practices of the target group were also surveyed. The following are the most important findings of the research conducted in 2017 (Mártonné Máthé–Császár 2019):

- Among the active tourism products, 89.5% of the respondents indicated hiking in nature.
 - In addition to hiking, cycling was the most popular form of active tourism among Hungarians in 2017.
 - Horse riding, rowing, adventure hiking, skiing, sailing appealed to less than half of the population.
 - Regarding horse riding, it should be emphasised that many people have tried this form of active tourism, but only once.
 - The share of eco-tours, adventure tours, winter sports, slow tourism will grow in the future.
 - Fewer people were motivated by rowing, hunting, golf in 2017 than in the past.
 - Cruising, rowing, cycling, sailing and horse riding were not the sole purpose of travelling.
 - Respondents are also willing to plan an independent trip for hiking, rural tourism, camping, skiing, eco-tours and adventure tours.
 - Among the active tourism products, traditional, society-wide activities available at relatively low prices were the dominant products in 2017.
 - Adventure tours, eco-tours, and extreme sports are special forms of tourism, but people are willing to organise trips just for the sake of these activities.
-

- There has been no significant increase in the popularity of particularly costly activities – such as golf, sailing, horse riding.

Tourism in Hungary in 2020

According to data from the Hungarian Statistical Office (KSH 2020), in 2020, the gross value added of accommodation and food services decreased by 32% compared to 2019, the number of commercial guest nights was 58% lower and commercial accommodation revenue was 60% lower than in 2019.

In Hungary, the structure of the travel market completely changed in 2020. One of the most important conclusions was that “home” became the new abroad for Hungarian travellers, as they prioritised safety when choosing their travel destinations.

In 2019, 43 million guest nights were reported in Hungary, which means that the tourism sector closed a record year. Although, at the beginning of 2020, it seemed that Hungarian tourism could surpass 2019 data, from March 2020, the turnover of the tourism sector dropped to virtually zero due to the restrictive COVID-19 measures. The Tourism Trend Report of the Hungarian Tourism Agency (MTÜ 2020) examined the willingness of the Hungarian population to travel from the beginning of April 2020 until the end of the year. According to MTÜ data (2020), 8 million tourists spent 22.7 million guest nights in Hungary. Out of the 8 million tourists, 1.2 million spent 3.8 million guest nights in Budapest, while 6.8 million spent 18.9 million guest nights in the countryside. In Budapest, the proportion of domestic tourists was 32% and the proportion of foreigners was 68%, while in rural areas, these proportions were 87% and 13%, respectively. Out of the 22.7 million guest nights spent by the 8 million guests, 41% were spent in hotels, 39% in private and other types of accommodation, 7% in boarding houses, 5% in campsites and communal accommodation, and 3% in holiday homes. In 2020, the number of domestic guest nights reached 78% of the 2019 data, the number of domestic guests 73%, the number of foreign guest nights 27%, and the number of foreign guests 22%.

The number of domestic trips in Hungary increased with the lifting of restrictions in the summer of 2020. The reason for the increase in domestic travel numbers was the decreasing demand for uncertain foreign destinations. When visiting foreign destinations, tourists considered the current number and rate of illnesses in the given destination.

Regarding travel motivations, research data show that, in 2020, travellers preferred active leisure activities, spa experiences, and city visits. In selecting the travel destination, travellers' income, the experience, and the weather were the most important factors.

Within the framework of a nationally representative research study, the NaturMed Hotel Carbona (2020) examined the travel habits of Hungarians. The research results revealed that, in 2020, 15% fewer trips were planned than in the previous period due to the coronavirus epidemic. The share of respondents who, when planning their trips, considered domestic destinations, individual organisation, the surroundings of the accommodation, and the possibility of keeping a safe distance at the accommodation increased in 2020 by 22%, 24%, 53% and 60%, respectively. All these factors were more important than in 2019. The most important preferences when choosing accommodation were safety, hygienic environment, comfort, friendly services, quality wellness services, outdoor adventure pools and recreation.

In 2020, the Lounge Group also prepared a research report for the Hungarian Tourism Agency concerning changing travel habits. Based on these research results, more than half of the respondents spent their holidays with their families, 55% of respondents chose domestic travel destinations they never visited before, and the majority used a hotel service. Travel motivations included city visits, excursion experience points, spas, and active recreational opportunities. Those who preferred to travel abroad mainly visited Croatia and Greece (Lounge Group 2020).

Methodology

We conducted a questionnaire survey to get an overview of people's knowledge and attitudes regarding the different types of active tourism. A total of 717 respondents took part in the survey. As demographic indicators, we considered the gender, age, education, family status and financial situation of the respondents.

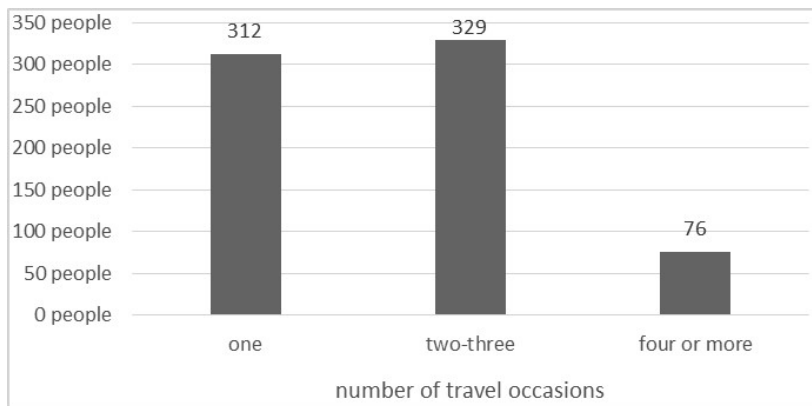
The surveyed individuals were randomly selected using a quantitative research method. Only closed questions were used in the questionnaire. Frequency tables and ANOVA were employed to analyse the data obtained and to draw conclusions.

Data and results

The research was conducted between 18 September and 4 October 2020, surveying 717 individuals. Respondents included 274 men and 443 women. Based

on their age, we formed three groups: there were 335 people in the 18-30 age group (young people), 247 people in the 31-59 age group (middle-aged), and 135 people were aged 61 and over (the elderly). There were 23 respondents with primary education, 499 with secondary education, and 199 with tertiary education among those who completed the questionnaire. In terms of marital status, 190 people were single, 57 people were divorced or widowed, and 470 people were in some kind of relationship. Twenty-seven respondents rated their personal financial situation as bad, 521 as adequate, and 169 regarded their personal finances as good.

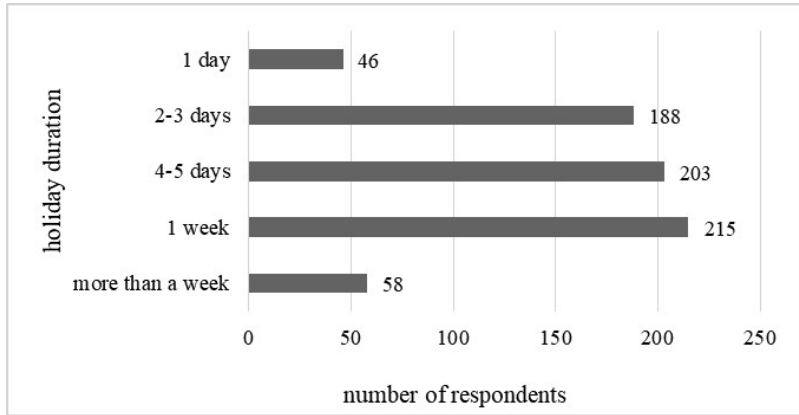
In terms of travel habits, the first question focused on the number of times people travel per year. Responses started at one and went up to seven or more, but each response option was aggregated for analysis purposes, so we looked at the aggregated categories below, namely one, two-three, and four or more. In general, more than four-tenths of respondents (43.5%) can only travel once a year, nearly the same proportion (45.9%) two or three times a year, while the remaining ten percent (10.6%) can go on holiday four or more times a year (Figure 1).



Source: Own editing

Figure 1. Number of annual travels

Respondents' average holiday length also showed significant differences. Of all respondents, 6.5% go on holiday for just one day, nearly a third (30.3%) for a week, and 8.2% for more than a week. Most respondents (55.1%) go on holiday for less than a week. There are almost similar proportions (26.5% and 28.6%) of tourists travelling for two-three and four or more days (Figure 2).

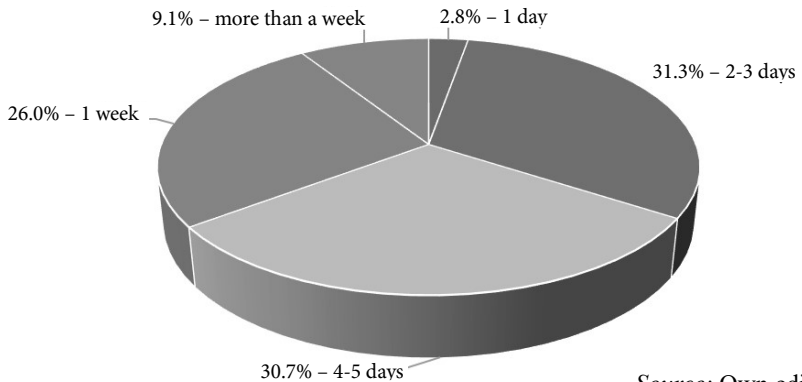


Source: Own editing

Figure 2. Respondents' average holiday length (per capita)

In general, three-quarters of respondents (74.6%) travel to their tourist destination by car. Interestingly, the same number of people (67 people, 9.3%) travel by plane and by train. It is also particularly interesting that two-thirds (67.9%) of respondents tend to spend their holidays in their own country and one-third (32.1%) abroad.

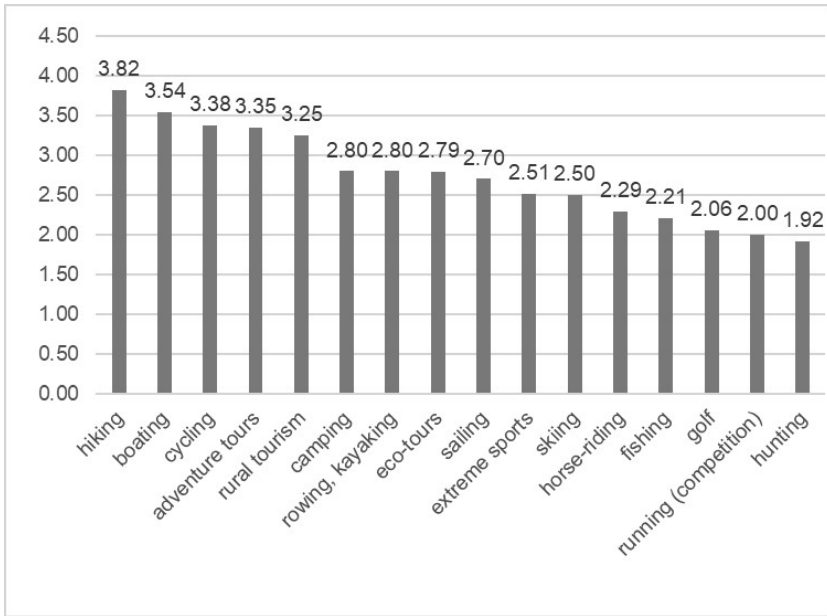
In 2020, slightly more than half (50.3%) of those surveyed were able to travel on their holidays. Four-fifths (81.4%) of all trips were domestic trips made by car (82.0%). In 2020, the distribution of trips by duration (Figure 3) was similar to the usual travel habits.



Source: Own editing

Figure 3. Distribution of travellers based on trip duration in 2020

There were three questions in the questionnaire that specifically asked about the forms of active tourism included in each leisure activity. For the first question (Which of the following leisure activities are you interested in?), respondents had to indicate their level of interest on a scale of 1 to 5. Hiking (3.82) and boating (3.54) reached outstandingly high values (Figure 4). Cycling, adventure tours, and rural tourism reached almost the same values (3.38-3.25), while the interest in golf, running, and hunting barely reached the value of 2 (1.92-2.06).

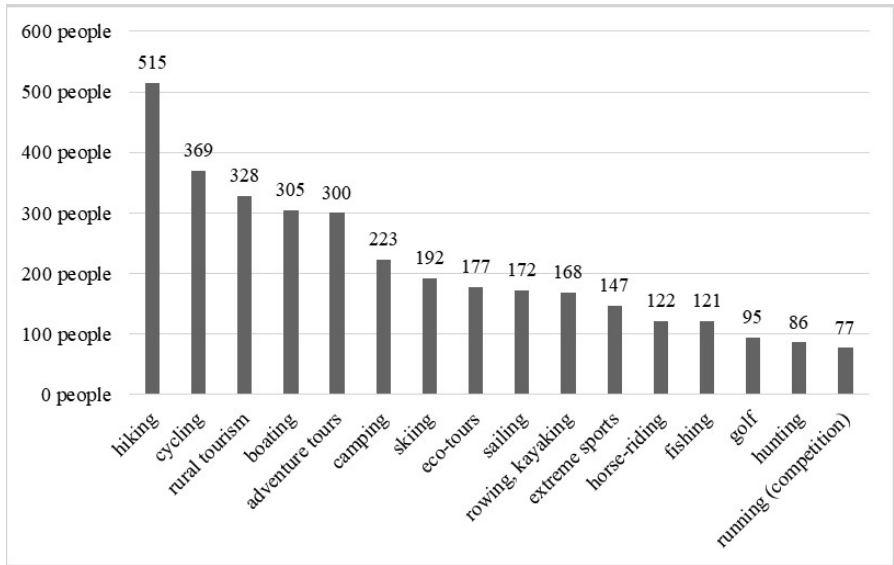


Source: Own editing

Figure 4. Level of interest in different forms of active tourism

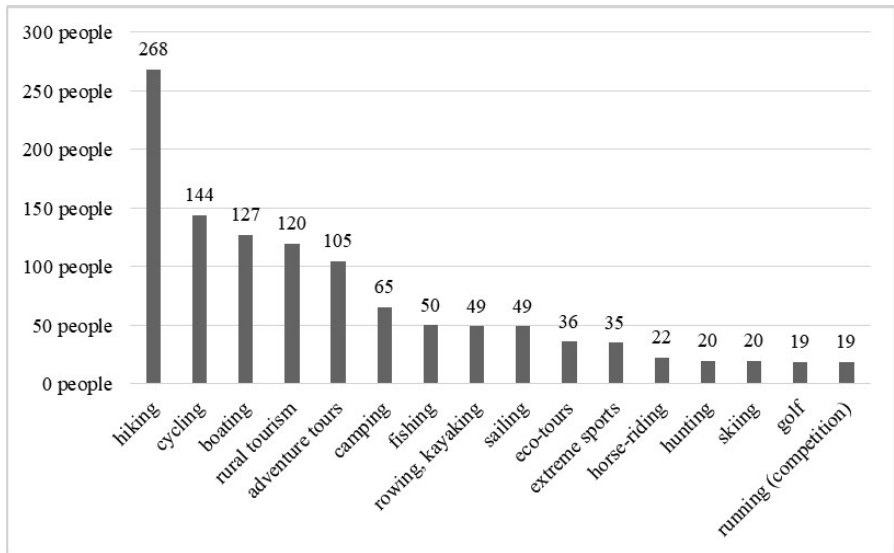
With the second question (In the last year, how did you spend your leisure time during your holiday/vacation?), respondents indicated what they actually did in 2020. At the top and bottom of the list, the same types of active tourism are listed in a slightly different order, but hiking is still quite prominent (Figure 5).

In the third question (What kind of leisure activities do you plan to do in the future?), we asked the respondents about their future plans. The results are similar to those of the previous question (Figure 6).



Source: Own editing

Figure 5. Active tourism activities in 2020



Source: Own editing

Figure 6. Planned active tourism activities in the future

In our analysis, we examined whether the interest in each form of active tourism depended on demographics or, perhaps, on general tourism habits.

In the case of hiking, as the most popular form of active tourism, we found that people with only primary school education were the least interested (on average, 3.304). Respondents with high school education (3.800) and those with tertiary education (3.938) showed the greatest interest. However, based on our study, a significant difference can only be detected in the case of primary school educated respondents, while the average interest of respondents with secondary and tertiary education is statistically equal ($F = 3.617$; $p = 0.027$). In the case of personal financial situation, we would expect that those with poor financial circumstances would be more interested in hiking because it is not an expensive way of spending one's free time. Based on the statistics, this can also be proved ($F = 7.812$; $p = 0.000$). Those with adequate (3.896) and good (3.538) financial circumstances are less interested in hiking. The level of interest in hiking decreased with the length of the vacation. The expected value of vacations of over a week is significantly lower (3.500) than the expected values of shorter-term vacations (3.957; 3.995; 3.754; 3.800). Respondents who spend their holidays domestically (3.889) are more interested in hiking than those who usually travel abroad (3.678) ($F = 5.541$; $p = 0.019$).

The second most popular type of active tourism is boating. Young people (3.627) and middle-aged people (3.599) were almost equally interested in the activity, while the older generation showed a significantly ($F = 7.769$, $p = 0.001$) lower interest (3.207). Single people (3.551) and respondents who were in a relationship (3.585) showed a higher interest, while divorced/widowed people declared a significantly ($F = 3.856$; $p = 0.022$) lower interest (2.958) in boating. When we examined the correlation with the number of holidays per year, we found that the greatest interest was shown by those travelling two or three times (3.687). The interest of the respondents who travelled once a year (3.407) and those who travelled four or more times a year (3.434) was lower ($F = 5.611$; $p = 0.004$). Domestic travellers showed lower (3.417) interest in boating than those travelling abroad (3.796) ($F = 18.907$; $p = 0.000$).

In the case of cycling, there are three factors where differences were statistically important. Young people (3.564) and middle-aged people (3.405) showed similar interest, while older people showed lower interest (2.881) ($F = 14.238$; $p = 0.000$) in cycling. Cycling can be enjoyed alone. In the survey, singles

(3.525) and people in a relationship (3.408) showed greater interest in cycling than widowed/divorced people (2.667) ($F = 4.992$; $p = 0.007$). If a person can only go on holiday once a year, he or she is less likely (3.189) to choose cycling than the people who go on holiday two to three (3.495) or even more times (3.671) a year ($F = 6.872$; $p = 0.001$).

Young people are the age group most interested in adventure tours (3.875), while middle-aged people are less interested in that (3.263), and older people are least interested (2.200) ($F = 101.561$; $p = 0.000$). There is a significant difference between the interests of the three groups we formed based on marital status ($F = 13.244$; $p = 0.000$). Singles (3.729) are leading when it comes to those who are eager to participate in adventure tours, the ratio is still quite high for people in a relationship (3.357), while the divorced/widowed is the group least interested in adventure tours. These tours are the most interesting for people who travel at least four times a year (3.592). Less interest, but still quite high (3.538), is shown by the respondents who go on holiday two or three times a year. However, those who can travel only once a year rarely (3.090) choose this type of active tourism ($F = 11.130$; $p = 0.000$). Those who usually travel for one day (2.979) or for two or three days (3.160) have similarly little interest in adventure tourism. Those vacationing for more than a week (3.359), for four to five days (3.458) or for a week (3.488) were similarly interested ($F = 2.909$; $p = 0.021$). It should also be noted that ($F = 12.645$; $p = 0.000$) those going on holiday domestically are less (3.230) interested in adventure travel than those vacationing abroad (3.600).

Age groups show different interest in rural tourism ($F = 13.825$; $p = 0.000$). People in the older age group (3.644) prefer it the most, the middle-aged (3.352) a bit less, and the young generation (3.012) shows the least interest in rural tourism. This is perhaps not surprising. However, in terms of personal financial situation, we would expect that people with poor financial circumstances would be more interested in rural tourism, which seems to be a cheaper type of active tourism. Our calculations supported this assumption ($F = 6.509$; $p = 0.002$). People with weak financial circumstances are the most interested in rural tourism (3.815), those with stable personal finances are less interested (3.299), while respondents with a good financial situation are the least (3.000) likely to holiday in rural areas. Regarding the number of annual vacations, we found the following: the rate of people going on holiday once (3.359) is quite similar to that of those going on holiday four or more times (3.487). The interest of respondents with two or three

holidays a year is lower (3.088) ($F = 5.262$; $p = 0.005$). The interest of respondents based on the groups formed according to average vacation length can be divided into three separate groups ($F = 7.510$; $p = 0.000$). Interest is high (3.809) among one-day vacationers, slightly lower (3.537) among people spending two to three days away, and equally lower among those vacationing for four to five days (3.059), one week (3.144), or for more than one week (2.938). The difference is also significant when we look at the direction of travel ($F = 16.327$; $p = 0.000$). Domestic holidaymakers are more interested in rural hospitality (3.378), while those traveling abroad are less interested in it (2.974).

As we have already seen, among the different forms of active tourism, there are four types that belong to the fourth category: camping, rowing/boating, ecotourism, and sailing. Let us examine the factors influencing the interest in these types of active tourism.

Interest in camping decreases with age ($F = 25.341$; $p = 0.000$). Young people were only moderately interested (3.066), middle-aged people were less interested (2.789), and the elderly were only slightly (2.156) interested in camping. Based on educational attainment, two groups can be distinguished ($F = 4.420$; $p = 0.012$): those with primary education (2.609) and those with tertiary education (2.579), which showed a similarly low interest, while those with secondary education are slightly more interested (2.894) in this form of active tourism. Regarding marital status, single respondents showed the greatest interest (3.102), followed by those who were in a relationship (2.743), while divorced/widowed people (2.250) came in last ($F = 6.076$; $p = 0.003$). Those with poor financial circumstances showed a significantly higher (3.407) interest in camping than those who declared they had adequate financial circumstances (2.797).

Interest in rowing/kayaking decreases with age ($F = 60.649$; $p = 0.000$). Young people exhibit moderate interest (3.260), the middle-aged, slightly lower (2.672), while the older age group barely shows any interest (1.889) in these forms of active tourism. The preferences of the three groups also differ according to marital status ($F = 15.769$; $p = 0.000$): singles showed more interest (3.347), those in a relationship, significantly less (2.647), and divorced/widowed people showed the least (2.250) interest in rowing. When examining the personal financial situation, the respondents were divided into two groups ($F = 6.865$; $p = 0.001$): those with a good financial situation (3.130) are more interested; those with an average (2.695) and poor (2.741) financial situation are less interested. The more times people

can go on holiday in a year, the more interested they are in rowing/kayaking ($F = 8.236$; $p = 0.000$). Once-a-year vacationers were a little interested (2.587), two- or three-times-a-year vacationers were slightly more interested (2.915), while those who go on holiday four or more times a year were moderately (3.171) interested. In general, those who vacationed domestically were less (2.618) interested in rowing/kayaking than those who usually go abroad (3.183) ($F = 28.771$, $p = 0.000$).

The higher the level of education, the higher the interest in ecotourism ($F = 4.523$; $p = 0.011$). People with primary education show less interest in ecotourism (2.304) than those with secondary education (2.745), while people with tertiary education have the highest interest (2.979), but even this hardly reaches the average level. If we look at the number of trips per year, we see that those who can go on vacation four or more times a year are more interested (3.118) than those who can only go once (2.708) or two, three times a year (2.802).

The three age groups already have complete preferences for sailing ($F = 39.396$; $p = 0.000$). Young people are moderately interested (3.093), middle-aged people, even less (2.575), and older people are just slightly (1.963) interested in sailing. The interest in sailing also varies by marital status ($F = 8.957$; $p = 0.000$). The order is the following one: single people (3.110), people in a relationship (2.632), and divorced/widowed people (2.083). Those with poor (2.407) and adequate (2.599) material conditions were less interested, while those with good material conditions (3.065) were more interested in sailing ($F = 8.507$; $p = 0.000$). If someone can only go on holiday once a year, they hardly ever choose sailing (2.481). If they can travel two or three times a year (2.851) or four or more times a year (2.961), they show greater interest in sailing ($F = 7.785$; $p = 0.000$). Three levels of interest were also observed based on the average length of trips ($F = 7.387$; $p = 0.000$). Those vacationing for one day (2.255) and for two to three days (2.447) have a low interest, people who holiday for three to four days (2.700) and a week (2.833) are slightly more interested, and those vacationing for more than a week are slightly above average (3.344). Although there are good sailing opportunities in Hungary, those who usually spend their holidays domestically have a low (2.476) interest, while those who travel abroad show much more (3.178) interest ($F = 45.133$; $p = 0.000$) in this activity.

The interest in extreme sports and skiing is almost identical and is affected by the same factors. Basically, young people (3.110) are interested in extreme sports,

middle-aged people are less interested (2.190), and the older age group (1.630) is totally uninterested in extreme sports ($F = 79.577$; $p = 0.000$). In terms of marital status, the interests of the three groups are completely different ($F = 16.135$; $p = 0.000$). Singles have a moderate interest (3.076), people in a relationship show less interest (2.349), while the divorced/widowed category has almost no (1.8875) interest in extreme sports. Extreme sports tend to be rather expensive, so the findings of our study are not surprising ($F = 7.345$; $p = 0.001$). According to this, those with poor financial circumstances are rarely interested (2.111), those with average financial circumstances are slightly more interested (2.426), and those with good financial circumstances are most interested (2.852) in this type of active tourism. If one vacations four or even more times a year, their interest is moderate (2.934), if they holiday twice or three times a year, it is even smaller (2.696), while those who only take one holiday a year have little (2.221) interest in extreme sports ($F = 1.773$; $p = 0.000$). Three groups emerged based on the level of interest, considering the average vacation length ($F = 5.156$; $p = 0.000$): the least interested, one-day vacationers (2.021); the slightly more interested, two- to three-day vacationers (2.266); and the most interested, those who go on holiday for four to five days (2.571) and for one week (2.670) or longer (2.906). As far as extreme sports are concerned, Hungary perhaps offers fewer opportunities, so domestic holidaymakers are generally less interested in them (2.308) than those who go abroad (2.952) ($F = 35.373$; $p = 0.000$).

Interest in skiing, on the other hand, is affected by all factors, except for one. All three age groups of respondents are interested in it to varying degrees ($F = 50.805$; $p = 0.000$): young people are the most interested (3.000), middle-aged people a little less so (2.223), and the elderly are only slightly interested (1.756) in skiing. The interest of the divorced/widowed group is similarly low (1.833). Those who are in a relationship are slightly more interested in skiing (2.379), and single people are most interested (2.831) ($F = 7.798$; $p = 0.000$). As is the case with extreme sports, skiing can be quite expensive. In addition to the equipment, the season pass and travel costs must also be counted. This is why we hypothesised that those with better material conditions may be more interested in skiing (2.917) than the other two categories (both 2.370). This hypothesis was also confirmed ($F = 10.008$; $p = 0.000$). Those who holiday only once a year do not prefer skiing (2.221). Those who holiday twice or three times a year (2.669) or four or more times a year (2.895) are more interested ($F = 11.762$; $p = 0.000$). The

longer the vacation, the greater the interest in skiing ($F = 4.566$; $p = 0.001$). Those vacationing for one day (1.936) showed little interest, those vacationing for two to three days (2.351), for four to five days (2.522) and for one week (2.581) were a bit more interested, while those vacationing for a minimum of one week (2.984) were moderately interested in skiing. As far as skiing is concerned, the smallest surprise was caused by the difference between those travelling domestically (2.251) and those travelling abroad (3.022) ($F = 49.865$; $p = 0.000$).

Horse riding and fishing are the next on the list in terms of interest. Interest in horse riding decreases significantly with age ($F = 14.198$; $p = 0.000$). Young people are somewhat interested (2.519), middle-aged people are less interested (2.243), and older people are barely interested in horse riding (1.830). Interest in horse riding increases with the number of times a person can go on holiday ($F = 4.280$; $p = 0.014$): people who go on holiday only once a year (2.160), or two to three times a year (2.347) or four or more times (2.618). Domestic holidaymakers are (2.201) less interested in horse riding than holidaymakers who go abroad (2.491) ($F = 7.769$; $p = 0.005$).

In the case of fishing, we did not find any factors that might have influenced the level of interest.

Respondents were least interested in golf, running, and hunting. Young people are most interested in golf (2.248), middle-aged people are less interested (1.964), and the elderly are almost uninterested (1.756) ($F = 9.877$; $p = 0.000$). As respondents' financial situation improved, so did their level of interest in golf ($F = 6.461$; $p = 0.002$). Since golf is considered a relatively expensive sport, those with poor (1.889) or average living conditions (1.975) show a similarly low level of interest in it, while those with good financial circumstances display a slightly higher level of interest (2.337). Those who usually travel abroad were more interested (2.213) in playing golf than those who travel domestically (1.984) ($F = 6,011$; $p = 0.014$).

It was our expectation that running would be independent of age, but according to our study, this statement is false ($F = 17.225$; $p = 0.000$). Young people had little interest (2.203), middle-aged people had even less interest (1.968), while older people had almost no interest (1.541) in running as a tourism activity. Single respondents are less interested in running than the average (2.347), while those who are in a relationship (1.941) have less interest. Those in the divorced/widowed group show almost no interest (1.500) in running. If someone can only

go on holiday once a year, they hardly choose this type (1.862) of active tourism. If they travel twice or three times a year, their interest is a bit higher (2.067), and in the case of those who take at least four holidays a year (2.250), the interest in running is even lower ($F = 4.754$; $p = 0.009$).

Those who can take holidays four or more times a year show little (2.303) interest in hunting. On the other hand, those who go on holiday once (1.878) or twice or three times a year (1.869) have almost no interest ($F = 4.285$; $p = 0.014$) in hunting.

Conclusions

Based on the research conducted, we can say that the travel and holiday habits of the respondents are greatly influenced by demographic factors. As age increases, interest in most forms of tourism declines. Education plays an influential role in only a few cases. Single vacationers tend to be more interested in active tourism than those who are in a relationship. People with a good personal financial situation are more interested in the types of active tourism that require more financial resources.

Tourists are more conscious of how they spend their holiday time. People who can travel several times a year or can vacation for longer periods of time choose many different forms of active tourism, unlike those who only travel once a year or only vacation for short periods of time. There are also significant differences in whether someone spends their holiday at home or abroad.

This research study could be extended by examining people's travel and holiday habits, their preferences, and their interest in active tourism products. Tourism is expected to change, and we would like to highlight the growing importance of active tourism, as an increasing number of people seem interested in spending more time getting to know their own countries.

References

- Avasant 2020. *Coronavirus Impact Index by Industry: A RadarView Assessment*. <https://avasant.com/report/coronavirus-impact-index-by-industry/>, downloaded: 20.07.2021.
- Buhalis, D.–Costa, C. (eds.) 2006. *Tourism Management Dynamics: Trends, management and tools*. Oxford: Elsevier Butterworth-Heinemann.
- Csóka, L.–Törőcsik, M. 2019. A sportfogyasztás és a sportmotivációt mérő skálák. *Marketing & Menedzsment* 53(Special Issue), 77–86.
- Gonda, G. 2016. *A turisztikai termékfejlesztés elméleti alapjai*. Pécs: PTE KPVK.
- KSH 2020. *Helyzetkép a turizmus, vendéglátás ágazatról, 2020*. <https://www.ksh.>
-

hu/docs/hun/xftp/idoszaki/jeltur/2020/helyzetkep_turizmus_2020.pdf, downloaded: 05.09.2021.

Lounge Group 2020. *Felforgatta a magyarok utazási szokásait a pandémia.* <https://turizmus.com/cikk/archiv/felforgatta-a-magyarok-utazasi-szokasait-a-pandemia>, downloaded: 10.09.2021.

Magyar Turizmus Zrt. 2013. *Aktív turizmus szakmai segédlet.* <https://mtu.gov.hu/documents/prod/Aktiv-turizmus-szakmai-segedlet.pdf>, downloaded: 20.07.2021.

Mártonné Máthé, K.–Császár, Zs. 2019. Valóban aktív a magyar lakosság? Aktív és ökoturisztikai keresletet és motivációt felmérő kutatás. *Turizmus Bulletin* 19(1), 45–57.

Mazilu, M.–Marinescu, R.–Bălă, D.–Dragomir, L. 2019. Crisis management in tourism. *Quaestus Multidisciplinary Research Journal* 14, 289–298.

Michalkó, G.–Németh, J.–Ritecz, Gy. 2020. *Turizmusbiztonság.* Budapest: Dialóg Campus.

MTÜ 2020. *NTAK 2020: az MTÜ turisztikai trendriportja az átalakuló piacról.* <https://turizmus.com/cikk/archiv/ntak-2020-az-mtu-turisztikai-trendriportja-az-atalakulo-piacrol>, downloaded: 10.09.2021.

NaturMed Hotel Carbona 2020. *Így alakultak át a magyarok utazási szokásai a koronavírus miatt.* <https://roadster.hu/igy-alakultak-at-a-magyarok-utazasi-szokasai-a-koronavirus-miatt/>, downloaded: 20.07.2021.

Töröcsik, M.–Jakopánecz, E. 2019. *A fogyasztói ellenállást kiváltó termékek.* *Marketing & Menedzsment* 44(2), 4–12.
