

Home or Abroad? Following Tourism Choices in Hungary

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Abstract: **Background:** Continuing a research series started in 2020, the study analyzed the social and economic factors shaping tourism preferences, the application of motivation, and capital theories, with attention to the impact of COVID-19 and rising safety concerns.

Research objectives: The aim was to identify and analyze the structural differences in travel behaviors and active tourism preferences between Hungarian tourists who primarily choose domestic destinations and those who prefer international travel.

Research design and methods: The study involved an analysis of data from 533 respondents collected in 2024 via an online questionnaire by means of statistical tests investigating travel motivations, accommodation, activities, and demographics.

Results: The findings reveal that domestic travelers typically opt for short, low-cost trips with partial board, prioritizing safety, simplicity, and familiarity. In contrast, international travelers favor longer stays, higher service standards, and full board, indicating higher discretionary income and a desire for status expression.

Conclusions: The study underscores that travel preferences are not merely economic choices but are deeply embedded in social structures, cultural capital, and identity formation processes.

Keywords: travel decision-making, domestic vs. international tourism, push–pull model, social capital, lifestyle and tourism

JEL Codes: L83, D11, I12

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1. Introduction

This study builds on the sixth phase of the research series on Hungarian travel habits launched in spring 2020 and is closely linked to the previous empirical studies. The research aimed to gain a deeper understanding of the social and economic background of ever-changing tourism preferences, in particular by comparing domestic and foreign travel patterns.

Tourism patterns and consumer preferences are constantly changing. This reflects in the changing frequency of travel, accommodation, and boarding types, and interest in active tourism activities, often following current trends. The research investigates whether there is a meaningful difference between Hungarian travelers who primarily choose domestic destinations and those who primarily choose foreign destinations.

The push-pull theoretical model (Crompton, 1979) provides a framework for evaluating travel motivations, distinguishing between internal drivers (self-fulfillment, relaxation, com-

fort) and external benefits offered by destinations (e.g., infrastructure, service quality). In the studied sample, domestic trips tended to be organized along the lines of cost-effectiveness and short duration, while trips abroad displayed longer lengths of stay and higher comfort levels. The research also highlights social inequalities in tourism.

According to Bourdieu's (1984) theory of capital, tourism activities and choices differ not only along economic but also along cultural and symbolic capital. While rural hospitality, nature walks, and cycling are common among domestic travelers, golf, sailing, and skiing are also common among those who prefer to travel abroad.

In this study, we aimed to present a structured description of patterns of travel behavior and active tourism preferences based on empirical data, supported by statistical analysis and interpretation. The experience of the COVID-19 epidemic and more safety-conscious consumer attitudes have significantly shaped the dynamic transformation of tourism (Csóka et al., 2021; Csapó & Törőcsik, 2020). The research results can be interpreted along five dimensions with the help of the applied theoretical models: motivation, accommodation choice, activities undertaken, social status, and lifestyle.

2. Literature Review

Travel Motivations and Destination Choice

Destination choice is a complex decision process that the tourism literature explains by the push-pull model (Crompton, 1979, 2005; Hinek, 2017). Push factors are motivations that motivate the traveler from within, such as escaping from everyday life, stress reduction, seeking new experiences, desire for change. On the other hand, the pull factors refer to the attractiveness of the destination, i.e., the attributes that attract tourists: natural features, cultural attractions, service quality, value for money, or even the place's image.

In the case of domestic tourism, push factors include a sense of security, proximity to familiar surroundings, lower costs, and organizational ease. These factors are particularly important for those planning shorter, spontaneous trips, such as long weekends. The pull factors offered by inland destinations are often less exotic, but emphasize tranquility, close-to-nature experiences, and local culture.

For tourism abroad, pull factors dominate. Travelers often choose a foreign destination for its novelty, unique experiences, exposure to different cultures, and exoticism. Typically, such trips require longer preparation and greater funds, but have a higher prestige and are often a symbolic expression of personal status. Therefore, social recognition, experience, and self-expression often dominate the motivation for trips abroad.

Another way of interpreting motivations is to apply Maslow's hierarchy of needs to tourism. Thus, after satisfying the most basic physiological and safety needs, the purpose of travel may be to experience belonging (e.g., family travel), achieve self-esteem (e.g., status travel), or to achieve self-actualization (e.g., seeking authentic experiences, adventure tourism). Domestic tourism often satisfies lower levels of traveler needs, while foreign travel targets higher levels of need.

The examination of generational differences constitutes another important aspect. Younger age groups (e.g., Generation Z and Y) tend to seek adventure, experience, and online sharing, while older generations are more concerned with comfort, safety, and familiar surroundings. These generational differences in attitudes are visible in the choice of accommodation and catering, as well as in preferences for active forms of tourism. Research confirms that genera-

tional differences manifest not only in motivational levels but also in attitudes toward responsible tourism: younger people tend to emphasize sustainability and experience orientation, while older people are more concerned with safety and comfort (Gonda & Rátz, 2023). According to the results of generational research, Generation Y's travel decisions are closely linked to social media use. Werenowska and Rzepka (2020) found that young travelers find inspiration primarily in online content, especially Facebook, Instagram, and YouTube, when choosing their destination, and that sharing itself has become part of the experience.

This dichotomy also shows in the empirical results of the study: domestic holidaymakers tend to prefer shorter, frequent, low-budget trips, while foreign travelers prefer less frequent, longer trips requiring higher quality services.

In the post-COVID-19 pandemic period, the structure of tourism motivations has changed worldwide. According to international research, new types of restrictions and compromises resulting from the pandemic influence travel decisions. Humagain and Singleton (2021) showed that motivations for outdoor recreation travel have become particularly strong, as tourists prefer experiences that are close to nature, safe, and possible to organize independently. According to international research, the sense of security, sustainability, and interest in nearby, accessible destinations has strengthened permanently (UNWTO, 2023; Gössling & Hall, 2022). Moreover, the pandemic has amplified the psychological dimensions of consumer decisions: travelers increasingly prefer flexibility, digitalized services, and green transportation solutions (Ioannides & Gyimóthy, 2023). Thus, the choice between domestic and foreign travel has become not only a question of income, but also one of risk perception and values.

Choice of Accommodation and Service Requests

One of the key factors in the tourist experience is the type of accommodation and the quality of services available. Travelers' satisfaction depends not only on the accommodation's physical characteristics (location, cleanliness, comfort), but also on the adequacy of the services offered and the extent of the gap between the expected and the actual experience.

To assess accommodation quality, the literature uses the SERVQUAL model (Veres, 2009; Szabó, 2020), which evaluates service quality along five dimensions: reliability, responsiveness, safety, empathy, and the appearance of the physical environment. Guest satisfaction is high if the perceived level of service is at least at or above the expected level. For domestic travelers, it is common for some services to be self-organized (e.g., staying with friends, half-board, or breakfast arrangements). Meanwhile, foreign travelers prefer full comfort and service.

The perception of value for money also has a significant influence on the choice of accommodation and catering. According to the decision-making model (Lőrincz & Sulyok, 2019; Savella et al., 2020; Wilhelm, 2023), consumers weigh the level of service offered against the price paid for it and make their decisions on that basis. The research results show that domestic travelers tend to make choices based on rational, economic considerations, while for those holidaying abroad, convenience and experience play a more important role.

The classic steps in the consumer decision-making process, i.e., problem identification, information gathering, evaluation of alternatives, decision, post-evaluation, are also applicable to accommodation choice. Domestic travelers often make faster, more routine decisions, while in the case of international travelers, more conscious and detailed consideration often precedes the decision.

The empirical data also clearly reflect the different patterns of accommodation and boarding choices. Domestic holidaymakers are more likely to use the help of friends and relatives,

and lower-priced private accommodation and guesthouses, while international travelers prefer hotels, Airbnb, and full-board accommodation.

Active Tourism Preferences and Social Determinants

Interest in active forms of tourism is under the influence of not only personal taste but also a number of social and structural factors. Theories on the social embeddedness of consumption, such as Bourdieu's (1999) theory of habitus and capital, show that people do not choose their tourism activities randomly, but that they are rather closely linked to their social status, education, and cultural resources. Bourdieu argues that social class determines an individual's tastes, lifestyle, and recreational habits not only through material but also through cultural and symbolic capital.

In active tourism, this means that certain sports and leisure activities, such as skiing, golf, and sailing, have a high entry threshold and thus also symbolic isolation. They often require not only economic but also social access. In contrast, hiking, cycling, or rural tourism are accessible to a wider social group. Accessibility is particularly important in the context of active tourism, which refers to both physical and infrastructural accessibility and financial accessibility/affordability. Research shows that domestic holidaymakers are more likely to choose activities that do not require special equipment or high costs, such as hiking, cycling, and rural catering, while foreign travelers are more likely to choose higher-cost sports such as skiing, rowing, golf, or extreme sports (Michalkó, 2010).

Moreover, several studies support the social determinants of consumption patterns in sports tourism. The type of activity, its intensity, its purpose (recreation, performance, social experience), and the associated consumption pattern (equipment, accommodation, transport) all reflect social embeddedness and the level of cultural capital. The results of the present research also confirm this: domestic tourists prefer low-entry threshold, nature-based, self-organized activities, while those travelling abroad prefer more intensive logistical and financially demanding activities with status value.

The Social Determinants of Domestic and Foreign Tourism

To a large extent, the choice of tourist destinations and activities depends on the financial resources available to the individual, in particular, discretionary (free-spending) income. The amount spent on travel determines not only the accessibility of the destination country or region, but also the range and quality of services available there. The travel pattern shifts of the early 2020s, particularly in the wake of COVID-19, have strongly modified the domestic-foreign preference system, with a new emphasis on safety and speed of organization (Csóka et al., 2021).

Domestic tourism is often popular among those with lower incomes, less leisure time, or those who feel safer and more comfortable travelling domestically. In contrast, foreign travel typically requires higher discretionary income, and people more often see it as a means of social status and self-representation.

Research on social inequalities in tourism shows that tourism participation is closely linked to socio-economic status. Those with both material and cultural capital not only travel more frequently, but also travel further and for longer periods, with access to more exclusive services. Therefore, the choice between domestic and foreign tourism is not simply a matter of preference, but a deeply socially determined choice.

The accessibility-affordability-preference triangle model illustrates the complexity of this choice. Accessibility is a physical factor (e.g., transport infrastructure), affordability is a financial factor (e.g., price of accommodation and services), and preference influences travel decisions along psychological and social factors (e.g., family attachment, sense of comfort, status orientation). In the study, domestic travelers tend to be in the lower income brackets and opt for shorter trips, simpler accommodation, and partial boarding. On the other hand, foreign travelers opt for longer trips, higher standards of service, and full board, indicating a higher financial margin.

Scholars have observed similar trends in Poland, where economic instability, inflation, and the proximity of war have significantly increased the demand for domestic travel. According to research by Chomać-Pierzecka and Stasiak (2024), Polish tourists increasingly prefer domestic, safe, short-term vacations, which are not only more affordable but also culturally closer to travelers. Thus, domestic tourism has become an indicator of social stability.

Tourist brand loyalty and switching costs can also influence the choice. Travelers who had a positive experience of a destination often return. Thus, familiarity and loyalty reduce the propensity to switch. This is particularly the case for domestic tourists. Simultaneously, high switching costs (e.g., lack of language skills, time needed to prepare for the trip) are also a disincentive to move abroad. In contrast, for holidaymakers on holiday abroad, the search for variety and difference can motivate them to try new destinations.

Research conducted in the Moroccan province of Al Haouz shows that social enterprises can become drivers of sustainable tourism, particularly through the activation of local communities' economic and cultural capital. The case study confirms that one can mitigate social inequalities in tourism if local participation and community innovation are placed at the center of development efforts (Benalla & El Halaissi, 2025).

Lifestyle and Travel Choices

Travel decisions are not simply the result of rational economic calculations, but are closely linked to individual values, lifestyles, and identities. Lifestyle influences the types of experiences we seek, the destinations we prefer, and the services we consume while traveling.

Based on psychographic and demographic segmentation models, in particular the VALS (Values and Lifestyles) model, we may classify individuals into eight lifestyle groups according to their motivations and resources. The VALS model considers psychological factors such as innovativeness, status aspirations, tradition, and self-expression, which may reflect in travel preferences. For example, people prioritizing self-expression and experience-seeking are more likely to travel abroad in search of novelty, while tradition-keepers or survivors prefer domestic, familiar environments (Töröcsik, 2019).

Postmodern theories of tourism indicate that travel is not only a means of consumption, but also a means of identity building. Travelers reinforce their self-images through the destinations, activities, and the sharing of their chosen destinations. In the paradigm of the "experience economy," experience has become the central value in tourism, reinforced by the narrative of travel and its sharing through social media.

The lifestyle choices in tourism also explain why younger generations prefer active, unique, and authentic experiences, while older generations prefer comfort, safety, and familiar destinations. The research reflects this, as we may partially explain the differences between domestic and international travelers with lifestyle differences.

3. Research Method and Materials

Following its theoretical grounding, we empirically investigated the differences between Hungarian tourists who prefer domestic and foreign travel in their travel motivations, accommodation choices, active tourism habits, and socio-demographic characteristics. Below, we present the methodological procedures used and the key issues of the study.

We present the results of the sixth phase of a series of studies that started in spring 2020 and was completed in November 2024. The online questionnaire covered three main sets of questions, namely respondents' general travel habits, their travel plans for 2024, and their basic demographic characteristics. In this study, we analyzed the data from the first set of questions with a particular focus on the structural differences between respondents who spend their holidays mainly at home and those who typically spend their holidays abroad.

We recorded the raw data of the responses received in Excel. After consolidating, cleaning, categorizing, and preparing the data for analysis, we conducted statistical tests using the statistical-mathematical program IBM SPSS Statistics Version 26.0. We performed the relationship between nominal variables using cross-tabulation analysis, where, after confirming the existence of a relationship, we determined its closeness using the Cramer-V coefficient. For the relationship between nominal and ordinal variables in all cases we performed a Mann-Whitney U test to examine the consistency of the expected values because none of the distributions were normal.

One of the research limitations is that the fact that we created the sample based on an online self-administered questionnaire. Thus, it primarily reflects the opinions of digitally active, younger, middle-class segments of the population. Due to the non-random sampling, the results cannot be generalized to the entire Hungarian population. Furthermore, the questionnaire was based on self-reporting; hence, the data may be distorted by the subjective perceptions of respondents and seasonal and income fluctuations in travel habits.

4. Results and Discussion

In total, 533 people participated in the survey. The gender distribution was approximately 1:2, with 188 people, 35.3% men, and 345 people, 64.7% women. We identified three age groups: under 30 (309 people, 58.0%), between 31 and 59 (198 people, 37.1%), and over 60 (26 people, 4.9%). Notably, 4.1% (22 people) of the respondents had only primary education, 66.4% (354 people) had some secondary education, and 29.5% (157 people) had completed tertiary education. For marital status, respondents could choose from 8 different options. We grouped these into three categories: single (163 people, 30.6%), divorced or widowed (15 people, 2.8%), and in a relationship (355 people, 66.6%). A quarter of the respondents (134 people, 25.1%) said they were in good financial circumstances, nearly three-quarters of the 394 people (73.9%) said they were in good financial circumstances, and only 5 people (0.9%) said they were in poor financial circumstances.

Our research focused on the influence of travel location. Thus, it is important to understand the respondents' preferences. A larger proportion of respondents, 57.6% or 307 people, mainly holiday in their home country, while a smaller proportion, 42.4% or 226 people, typically holiday abroad.

We divided the number of annual trips into four categories (Figure 1). In the total population, half of the respondents (50.3%, 268 people) take two to three holidays, while the largest

proportion of the other half (40.3%, 215 people) take only one holiday, a minority (9.4%, 60 people) take four to five holidays and a minority (2.1%, 11 people) take six or more holidays. When we looked at the inland-foreign lovers, we found that a very weak ($V = 0.108$) but significant ($\chi^2 = 6.257$; $p = 0.100$; $df = 3$) relationship. We also found that those who holiday at home do not tend to travel six or more times a year, while those who prefer to travel abroad do.

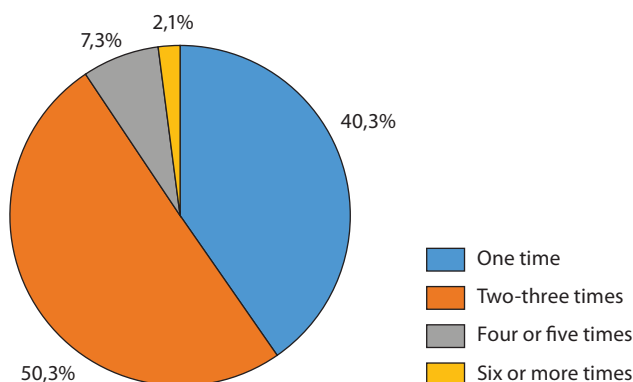


Figure 1. Distribution of respondents by the number of travels (holiday) per year

Source: own editing based on survey.

For six people, we did not get a meaningful answer to the question of how is usually their trip, so for 527 people we can say that a third (35.5%, 187 people) travel for four to five days, nearly three tenths (29.2%, 154 people) for a week, nearly a quarter (23.5%, 124 people) for two to three days, nearly a tenth (8.5%, 45 people) for more than a week, and a minority (3.2%, 17 people) for just one day (Figure 2). We found a moderately strong ($V = 0.421$) relationship ($\chi^2 = 94.390$; $p = 0.000$; $df = 6$). Therefore, we may conclude that those on holiday in the country tend to go away for short missions, either for one day or two to three days, and do not typically go away for a week or more. Holidaymakers on holiday abroad operate oppositely, preferring trips of a week rather than short trips of one to two or three days.

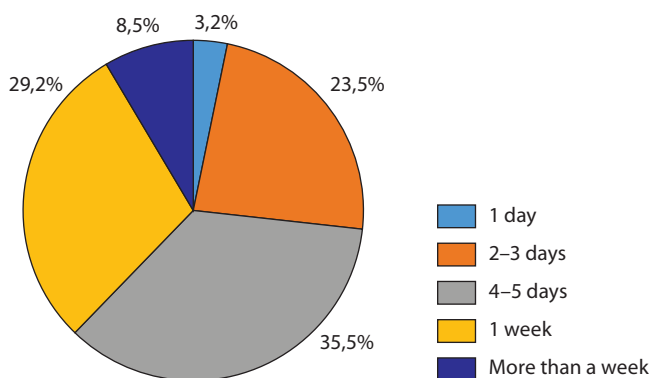


Figure 2. Distribution of respondents by length of holiday

Source: own editing based on survey.

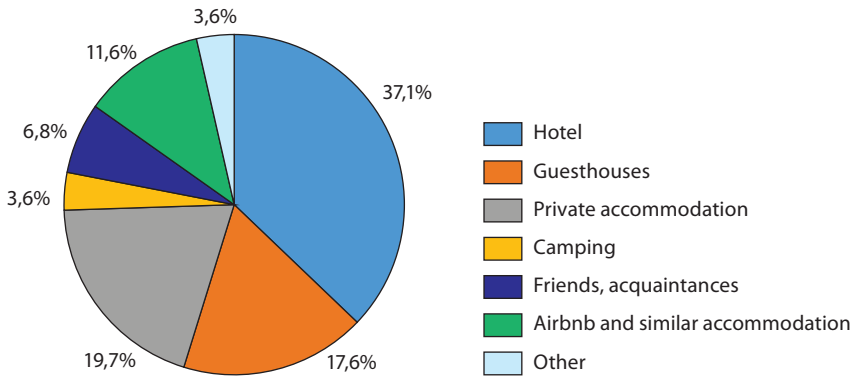


Figure 3. Proportion of people using different types of accommodation

Source: own editing based on survey.

We can also distinguish between the two groups in terms of accommodation ($\chi^2 = 50.892$; $p = 0.000$; $df = 6$). The medium relationship ($V = 0.309$) suggests that respondents who stay at home typically stay with friends and acquaintances, while their counterparts who stay abroad tend to stay in bed and breakfasts and use Airbnb or similar accommodation services. Hotels, hotels, and Airbnb are not typical for domestic respondents, while private accommodation and visiting friends and acquaintances are not typical for foreign respondents. For the total population, the proportions were as follows (Figure 3): slightly more than a third (37.1%, 198 people) prefer hotels, nearly two tenths (19.7%, 105 people) prefer private accommodation, sixth (17.6%, 94 persons) prefer guesthouses, one tenth (11.6%, 62 people) prefer Airbnb and similar accommodation, 6.8% prefer friends and acquaintances, and a small proportion (3.6%, 17 people) prefer camping and other accommodation.

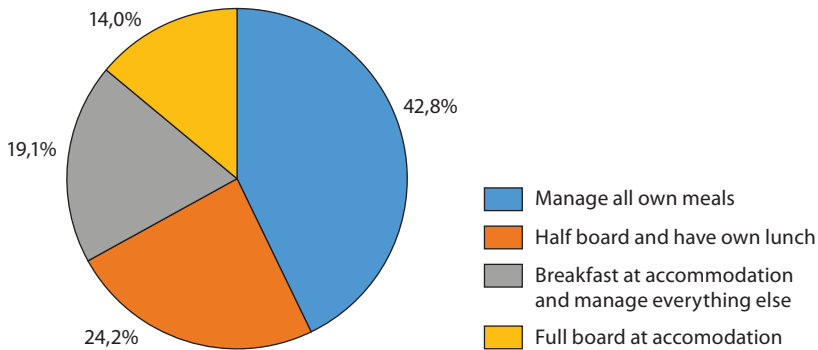


Figure 4. Distribution of different types of holiday accommodation considering the meal arrangement

Source: own editing based on survey.

Respondents could choose their preference from four answers for the services they used in the accommodation (Figure 4). Most of them (42.8%, 227 people) manage all their own meals, nearly a quarter (24.2%, 128 people) have their own lunch with half board, nearly two

tenths (19.1%, 101 people) have breakfast at their accommodation and managed everything else themselves, and nearly sixth (14.0%, 74 people) prefer the comfort of full board. Three respondents did not wish to comment.

Notably, we found a weak ($V = 0.195$) significant relationship ($\chi^2 = 20.192$; $p = 0.000$; $df = 3$) for the food service. Domestic holidaymakers prefer half board and typically do not choose full board, while holidaymakers on holiday abroad behave oppositely.

One of the respondents did not wish to answer the question about who they usually go on holiday with. More than half of the respondents (52.3%, 278 people) travel with their family, nearly three-tenths (28.0%, 149 people) with their partner, nearly one-sixth (15.6%, 83 people) with friends, and just a few (2.1%, 11 people) with a group of people with the same interests (e.g. hobby group, university group, pensioners, church community) or alone. In this respect, there is no difference between a domestic and a foreign destination ($\chi^2 = 5.313$; $p = 0.257$; $df = 4$) (Figure 5).

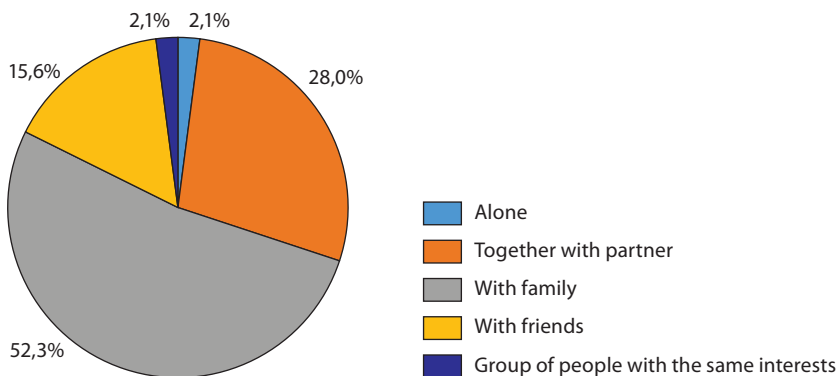


Figure 5. Distribution of respondents by travelling companions

Source: own editing based on survey.

We were also unable to detect any difference between the two groups in terms of the number of people travelling together ($\chi^2 = 8.751$; $p = 0.188$; $df = 6$). Figure 1 shows that nearly one third (30.5%, 162 people) to one third (28.9%, 154 people) travel in groups of two or four people, nearly one sixth (15.2%, 81 people) travel in groups of three people, just over one tenth (13.5%, 72 people) travel in groups of five people, nearly one tenth (8.6%, 46 people) travel in groups of six to ten people, just a few (1.3%, 7 people) travel in groups of more than ten people, while 1.3%, ten people travel alone (Figure 6).

We asked respondents to rate their interest in this type of recreation on a scale of one to five for 16 active forms of tourism. Table 1 shows that nature walking scored the highest, with an average of nearly four, while at the other end of the scale, respondents ranked running with an average of 1.77. For the seven forms, we did not find any significant difference between the ratings of those who prefer holidays in the Baltic and those who prefer holidays abroad. In three cases, the degree of domestic interest was higher. These are the types of recreation that are easily accessible domestically, such as nature walks, rural hospitality, and cycling. If a person prefers a more specific type of active recreation, they usually have to travel abroad. Thus, it is not surprising that respondents, especially those who holiday abroad, rated water sports (boating, rowing, kayaking, sailing), skiing, extreme sports, and golf higher.

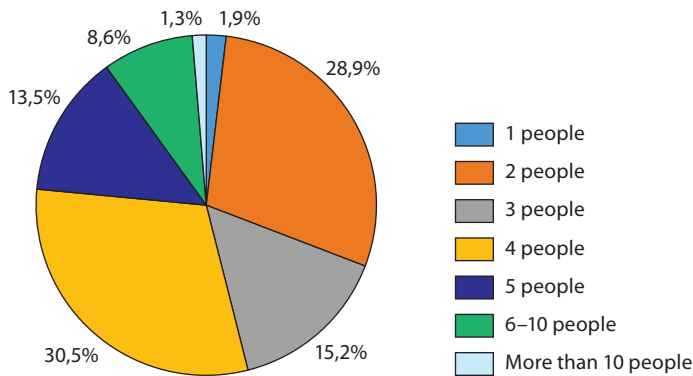


Figure 6. Distribution of respondents by number of people travelling together

Source: own editing based on survey.

Table 1. Respondents' interest in active tourism

The type of activity	<i>N</i> = 533	Mann-Whitney U-test	<i>p</i>	Difference
Hiking	3.95	−2.294	0.022	yes (domestic)
Boating	3.51	−4.097	0.000	yes (abroad)
Camping	2.80	−0.471	0.638	no
Rural tourism	3.21	−3.582	0.000	yes (domestic)
Cycling	3.42	−2.074	0.038	yes (domestic)
Adventure tours	2.87	−1.868	0.062	no
Rowing, Kayaking	2.87	−3.894	0.000	yes (abroad)
Eco-tours	2.63	−0.100	0.920	no
Fishing	2.10	−1.026	0.305	no
Skiing	2.62	−6.295	0.000	yes (abroad)
Sailing	2.71	−4.830	0.000	yes (abroad)
Extreme sports	2.56	−5.847	0.000	yes (abroad)
Running (competition)	1.77	−0.137	0.891	no
Horse-riding	2.35	−0.574	0.566	no
Golf	2.12	−2.270	0.023	yes (abroad)
Hunting	1.97	−1.546	0.122	no

Source: own editing based on survey.

5. Conclusions

The majority of the 533 people surveyed travel mainly domestically. We found a significant difference between those on holiday at home and those on holiday abroad in terms of the number of times per year they travel, the length of the trip, the type of accommodation they stay in, and the type of accommodation they use. We found no difference between the two groups in terms of the number of people and the number of people travelling together.

Domestic holidaymakers tend to travel once or five times a year, typically for short breaks (1, 2, or 3 days), staying with friends or acquaintances, but if they choose other accommodation, they will have their own lunch somewhere else during the day, with half board.

Typically, holidaymakers on holiday abroad spend six or more weeks in a hotel, an Airbnb, or a similar accommodation arrangement. When travelling, they like to be fully catered for in terms of meals.

The choice of active forms of tourism follows a clear social pattern. Among domestic travelers, the most popular and highly valued activities are low-cost and easy to pursue, such as hiking, cycling, boating, and rural tourism. In contrast, higher-cost, status-related sports – such as skiing, sailing, or golf – tend to appear more frequently in the preferences of travelers abroad and are generally among the least favored forms of active tourism among domestic holidaymakers.

The survey results clearly show marked structural differences in travel habits, service needs, and forms of active tourism between Hungarian tourists with preference for domestic and foreign travels. Based on the sample of 533 respondents, we can state that domestic holidaymakers tend to opt for shorter, cost-effective trips, often with family and friends, and with partial board. In contrast, foreign tourists tend to prefer longer stays and higher comfort levels, reflecting discretionary income differences and segregation by social status.

The empirical results confirm the relevance of the push-pull model. While domestic tourism is mainly based on intrinsic motivations (safety, proximity, simplicity), the attractiveness of destinations (specialness, comfort, status enhancement) plays a decisive role in the case of foreign trips.

The differences between domestic and foreign travelers revealed in the research are not merely financial in nature but reflect deeper social structures. Cultural capital, such as knowledge of foreign languages, education, or international experience, has a strong influence on who can participate in international tourism. As Bourdieu notes, taste and consumption are organized along social boundaries, making tourism itself a field of social reproduction (Bourdieu, 1984; Ateljevic, 2022). Therefore, future research should focus on a longitudinal study of class-based differences in tourism, particularly in the context of digitalization and sustainability.

The study confirmed the applicability of Bourdieu's theory of capital to tourism research: participation in tourism and access to types of experiences are linked not only to financial capital, but also to cultural and symbolic capital. Thus, travel choices are not only preferences but also representations of social positions.

Although often not explicitly stated, a sense of security is a key factor in the choice of tourist destinations, especially for tourists who prefer domestic travel. Familiar cultural surroundings, linguistic identity, spatial proximity, and accommodation options based on personal relationships all contribute to a sense of socio-psychological comfort, which many experience as synonymous with safety. Therefore, the choice of domestic tourism is not only a result of economic or temporal rationality, but also an expression of the need for predictability and controllability. By contrast, foreign travel carries a range of uncertainties, including language, cultural differences, transport, and health risks, or even political instability, which can be a deterrent, particularly for the less mobile, older, or family-oriented.

The post-COVID period further reinforced this trend: a significant proportion of travelers felt that domestic travel was safer, faster, and easier to organize. This indicates that safety is not only an objective condition, but also a socially constructed, perceptual category that plays

a role in the deep structure of travel decisions. Although we did not include the issue of security as a separate issue in this research, the indirect effects of these factors on domestic travelers' decisions are clearly visible. Future studies should consider integrating quantitative measures of safety perceptions to gain a more complete picture of the decision psychology of tourism.

Research findings indicate that tourism policy must treat the needs of domestic and foreign travelers differently. In domestic tourism, it is worth supporting the networking of local communities and businesses, as well as making nature- and culture-based experiences accessible. However, in foreign tourism, competitiveness and service innovation are key. In the post-COVID period, strengthening safety, sustainability, and digital presence in both segments can serve to enhance the stability and attractiveness of destinations (Gössling, Scott & Hall, 2021).

Future research should consider using longitudinal studies or in-depth interviews to gain a deeper understanding of motivational and social differences.

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Conflict of Interest

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