

NOÉMI GREGS

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Tourism Management
BGE KVIK

Supervisor:

Dr. Éva Erdélyi
Associate professor
BGE KVIK

DIGITAL DETOX TOURISM: GLOBAL TRENDS AND OPPORTUNITIES FOR DEVELOPMENT IN HUNGARY

In today's technology-driven world, digital detox tourism has emerged as a response to growing concerns about the mental and physical health effects of constant digital connectivity. As more people seek respite from the overwhelming pace of modern life, this niche form of tourism offers an opportunity for individuals to disconnect from digital devices and reconnect with nature and themselves. This research investigates the global trends in digital detox tourism and explores how Hungary can capitalize on this growing market. The study is guided by the following research questions: What are the current trends and consumer demands driving this type of tourism globally? How does Hungary's offering compare to other international destinations? How can Hungary effectively develop and promote digital detox tourism?

Data for the study were gathered through a multi-method approach. A quantitative online survey was conducted with 169 Hungarian participants to assess their awareness, willingness, and preferences regarding digital detox tourism. Additionally, structured interviews were carried out with 13 local hospitality providers offering nature-based and slow tourism experiences. An international perspective was gained through a case study of Il Monastero, a well-known digital detox destination in Italy. A Hungarian life coach was also interviewed as a digital detox tourism practitioner. Data were analysed through a combination of statistical analysis and thematic analysis to identify relationships and patterns between traveller expectations and service offerings.

The results indicate a growing interest in digital detox tourism among Hungarian consumers, with a strong preference for nature-focused retreats and wellness activities. However, awareness of digital detox tourism remains low, suggesting a need for targeted marketing strategies. The analysis also highlighted significant gaps between Hungary's current offerings and the best practices observed in leading global destinations. Based on these findings, the research concludes that Hungary has considerable potential to develop digital detox tourism by leveraging its natural and cultural resources, provided it enhances infrastructure and awareness.