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**DIGITÁLIS DETOX TURIZMUS: GLOBÁLIS TRENDEK ÉS
FEJLESZTÉSI LEHETŐSÉGEK MAGYARORSZÁGON**

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

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1. Introduction and personal motivation

In recent years, especially after Covid-19, which made people use the internet and their digital devices more than ever before, Digital Detox Tourism has become an important and exciting topic as more people realize the need to take breaks from the digital world (Can & Iflazoglu, 2021). This research explores the global trends and opportunities for developing Digital Detox Tourism in Hungary. I chose this topic because it's new and not many people have studied it yet, making it an exciting area to research.

Disconnecting from the digital world is crucial because spending too much time on our devices can negatively affect our health. Research shows that constant use of digital devices can lead to problems like stress, anxiety, depression, and sleep issues (Booth, 2015). In the literature review, I'll discuss these negative effects and explain why Digital Detox Tourism can help.

I'm particularly interested in this topic because I've felt the impact of being constantly connected in my own life. I've experienced the stress and distraction that comes with always being online, and I know how refreshing it can be to unplug and spend time in nature. This personal connection to the topic motivates me to learn more and share the benefits of Digital Detox Tourism.

There are many successful examples of Digital Detox Tourism around the world, and I want to explore how we can bring these ideas to Hungary. Our nation can become the ideal destination for digital detox experiences with its beautiful natural settings and rich cultural legacy. By studying international examples, I hope to find ways to develop similar initiatives in Hungary.

A few years ago, my family had a plan to create small guest houses in the mountains, where there's no internet connection, and visitors can fully disconnect and enjoy nature. Unfortunately, this initiative was not completed due to other priorities, but it has always remained in our thoughts. This personal project highlights my passion for the topic and my desire to see it grow in Hungary.

In conclusion, Digital Detox Tourism is not only an interesting academic topic but also a practical one. This research aims to connect global trends with local opportunities, providing a plan for developing Digital Detox Tourism in Hungary. By doing so, I hope to contribute to the well-being of individuals and the sustainable growth of tourism in our country.

2. Relevance and importance of the subject

As people become increasingly overwhelmed by the fast-paced nature of modern digital life, digital detox tourism is becoming an essential means of finding peace. This form of tourism, which encourages individuals to unplug from their digital devices and engage more profoundly with their surroundings, is gaining increasing relevance as awareness of the adverse effects of constant connectedness on mental and physical health rises. A growing number of small guesthouses, organic farms, and artisanal shops are benefiting from this trend, which is reflective of a broader global shift towards prioritizing mental health and well-being. Hungary's

embrace of digital detox tourism not only meets the growing demand for tech-free experiences but also showcases the nation's plenty of natural and cultural resources.

The significance of digital detox tourism extends beyond personal well-being, encompassing broader societal and environmental benefits. In an era where digital overload is associated with issues such as stress, anxiety, and decreased productivity, intentional breaks from technology can lead to significant improvements in mental health and quality of life (Booth, 2015). For destinations like Hungary, promoting digital detox tourism can enhance the country's image as a sanctuary for those seeking peace and rejuvenation. Destinations such as Hungary can set the standard for modern tourism experiences by emphasizing mental health and environmental responsibility.

The rise in social media usage further exemplifies the constant digital engagement that many individuals experience. Social media users are growing at a rate of 13% annually, contributing to the necessity for breaks from digital environments (Datareportal, 2021). Excessive use of Information and Communication Technologies (ICTs) has been linked to various health issues, including techno-stress, anxiety, low self-esteem, and depression (Bhattacharya, et al., 2019) (Elhai, et al., 2016) (Farooqui, et al., 2017) (Hayes, et al., 2017) (Hoge, et al., 2017) (Scott, et al., 2017), addiction (Hoving, 2017), digital eye strain (Association, 2020), sleep disorders (Kwon, et al., 2013) (Soni, et al., 2017), and loneliness (Soni, et al., 2017). As a result, studies on digital detox programs have demonstrated their ability to reduce internet addiction, handle stress better, and increase overall endurance in both daily life and work.

Digital detox holidays, which first gained traction in 2009 and 2010, began receiving serious media attention starting in 2011. Between 2016 and 2017, these holidays transitioned from a niche market to one appealing to a broader consumer base (Pearce & Jing, 2018). The growing number of publications on digital detox holidays, particularly since 2018, reflects increasing academic and practical interest in this area. As digital detox tourism continues to grow, it offers a compelling solution to the challenges posed by digital overload.

Tourists are increasingly motivated to participate in digital detox tourism due to its potential health benefits (Syvertsen & Enli, 2019). Activities associated with digital detox holidays often encompass reading, cycling, hiking, yoga, spa treatments, fishing, sailing, arts and crafts, wine tasting, picnics, photography, and cooking (Francis, 2017). These activities help individuals reconnect with themselves and their surroundings, offering a holistic approach to relaxation and self-discovery.

Economic factors, such as the cost of tourism packages and chosen destinations, play a significant role in decisions to embark on digital detox holidays. Sociological elements are also important to take into account. These include the need to escape daily life, become more self-aware, interact with others in person, and spend quality time with loved ones. Digital detox tourism is particularly popular in remote areas, coastal regions, islands, high mountains, wild areas, hot springs, and undiscovered locations (Ozdemir & Goktas, 2021).

In Hungary, the attraction of digital detox tourism is varied. The many landscapes of the country, including its gentle countryside, peaceful lakes, historic towns, and lively cultural scene, create a perfect setting for technology-free experiences. The growth of small guesthouses, organic

farms, and artisanal shops appeals to tourists looking for genuine and eco-friendly holiday options. These places provide a break from the digital realm, letting visitors connect with nature, participate in traditional crafts, and savour local cuisine.

Moreover, Hungary's dedication to promoting digital detox tourism aligns with international trends that highlight sustainable and responsible travel. As more travelers aim to reduce their environmental impact and support local communities, destinations like Hungary are well-suited to meet this demand. By providing experiences that emphasize mental well-being, environmental sustainability, and cultural authenticity, Hungary can appeal to an increasing number of tourists looking for meaningful and rejuvenating travel experiences.

Digital detox tourism has a lot to offer the environment. This type of tourism encourages visitors to interact with nature and reduces their dependency on technology, which increases awareness of the natural world and supports environmentally friendly behaviors.

In conclusion, digital detox tourism is becoming increasingly relevant. Digital detox tourism is an essential part of travel in the future since its benefits go beyond individual health to include wider social and environmental advantages.

3. Research objectives

The main objective of my research is to thoroughly evaluate digital detox tourism in Hungary, focusing on its current status, the challenges it faces, and the opportunities it presents. This evaluation is crucial as digital detox tourism gains prominence for its role in promoting mental well-being and sustainable travel practices. By understanding Hungary's position within this niche market, I aim to offer insights that can shape effective strategies, enhancing the country's appeal as a premier destination for technology-free retreats.

To achieve this comprehensive evaluation, the research is structured around four key objectives. The first objective is to **analyze the global and current status of digital detox tourism**. This involves a detailed examination of worldwide trends and an identification of key destinations that have successfully implemented digital detox programs. Understanding the factors driving the demand for such experiences on a global scale is essential. By exploring the global landscape, we can establish benchmarks and best practices that can inform Hungary's approach to digital detox tourism. This objective will entail studying various models of digital detox tourism, noting what makes certain destinations successful, and understanding the consumer behaviors and preferences that drive this market. By benchmarking against these global standards, we can identify what Hungary needs to adopt or adapt to position itself effectively within this growing market.

The second objective focuses on a **detailed analysis of Hungary's current status in the realm of digital detox tourism**. This involves evaluating existing wellness retreats, cultural and natural attractions, and how these currently cater to tourists seeking a break from digital devices. The analysis will highlight both strengths and areas needing improvement, providing a comprehensive overview of Hungary's capabilities and potential in this market segment. Understanding the local context is vital for tailoring strategies that align with Hungary's unique offerings and resources. This will involve a close examination of Hungary's natural landscapes,

wellness facilities, and cultural heritage sites to determine how they can be leveraged to offer compelling digital detox experiences. Additionally, it will consider the infrastructure in place, the quality of service provided, and the overall tourist experience from the perspective of someone seeking a digital detox.

The third objective is to conduct a **comparative analysis between the global digital detox tourism market and Hungary's market**. This comparison aims to identify gaps and opportunities, offering insights into how Hungary can enhance its competitiveness. By comparing Hungary's offerings with those of leading global destinations, we can pinpoint areas where Hungary excels and areas where it falls short. This comparative analysis will involve looking at various aspects such as marketing strategies, customer satisfaction, the range and quality of activities offered, and the overall effectiveness of the digital detox programs. The goal is to understand what unique selling points Hungary can develop to differentiate itself and attract a larger share of the market.

The fourth objective, **assessment of the awareness, demand, and development potential of Digital Detox Tourism in Hungary**, aims to understand how familiar Hungarian travelers are with digital detox tourism, determine the level of demand, and identify the demographic groups most likely to engage with these experiences. By evaluating the local awareness and preferences, we can identify which aspects of digital detox are most attractive to Hungarian travelers and highlight areas where tailored offerings could have the most impact. This objective also includes exploring effective strategies to develop and promote digital detox tourism within Hungary, focusing on how the country can leverage these insights to position itself uniquely in this emerging market. The ultimate goal is to provide a foundation for actionable recommendations on how Hungary can shape, market, and grow its digital detox offerings to attract both domestic and international travelers.

Through these four objectives, the research will provide a holistic view of digital detox tourism in Hungary. The first objective's global perspective will set the stage by contextualizing Hungary within the broader market, highlighting international best practices and successful models. The second objective's focus on the local market will ensure that strategies are tailored to Hungary's specific strengths and challenges. The third objective's comparative analysis will bridge the gap between global standards and the local context, identifying practical steps Hungary can take to enhance its position in the market. Finally, the fourth objective's assessment of awareness, demand, and development potential will offer actionable insights into how Hungary can effectively design and promote digital detox tourism, creating a compelling offering for both local and international travelers.

In summary, the main objective of this research is to evaluate the status, challenges, and opportunities of digital detox tourism in Hungary. By structuring the research around the four objectives of global analysis, local evaluation, and comparative analysis, we aim to provide a comprehensive understanding of the market. This will not only help Hungary enhance its appeal as a destination for technology-free retreats but also promote sustainable travel practices that prioritize mental well-being. Through detailed evaluation and strategic recommendations, this research will contribute to positioning Hungary as a leading player in the global digital detox tourism market.

4. Research questions

To help reach the research objectives, a series of research questions has been developed which read as follows:

Main Research Question:

How can Hungary effectively develop and promote digital detox tourism to enhance its appeal as a destination for technology-free retreats?

Objective 1: Analyse the global and current status of digital detox tourism.

Which destinations are leading in digital detox tourism, and what strategies have contributed to their success?

What factors are driving the demand for digital detox tourism worldwide?

Objective 2: Analyse Hungary's status in digital detox tourism.

What is the current state of digital detox tourism in Hungary?

What wellness retreats, cultural sites, and natural attractions in Hungary cater to digital detox tourists?

Objective 3: Comparison between the global market and Hungary's market plus the creation of a potential project.

How does Hungary's digital detox tourism market compare with the global market?

What gaps and opportunities exist in Hungary's approach to digital detox tourism compared to leading global destinations?

Objective 4: Assess the awareness, demand, and potential development of Digital Detox Tourism in Hungary

How familiar are Hungarian travelers with digital detox tourism, and is there demand for it in the country?

Which demographic groups in Hungary show the highest interest in digital detox experiences?

What specific needs and preferences do these groups have, and how can Hungary effectively develop and promote digital detox tourism to meet these needs?

5. Literature review

5.1. Introduction

The growing prevalence of internet addiction and the constant use of digital devices have sparked a significant trend in travel known as digital detox tourism. The internet has grown in importance as a socialization tool since the late 1990s and early 2000s, but it has also raised the possibility of addiction, especially among young adults (Can & Iflazoglu, 2021). Research conducted in 2011 revealed that students who refrained from using digital devices for 24 hours exhibited withdrawal symptoms similar to those experienced by individuals attempting to quit

smoking or caffeine, such as sadness, loneliness, and headaches (Murphy, 2011). This highlights the profound impact of digital dependence on mental health.

The term "digital detox," which appeared in the Oxford Dictionary in 2013, and used in several sources since then (Syvertsen & Enli, 2019), refers to a period during which individuals refrain from using electronic devices like smartphones and computers. This practice aims to reduce stress and improve social interactions by disconnecting from the digital world. Because excessive technology use prevents people from focusing on their immediate surroundings or spending meaningful time with loved ones, it can cause stress, depression, burnout, and a lower quality of life (Can & Iflazoglu, 2021).

The inclusion of the term "digital detox" in dictionaries can be attributed to several significant factors. First, the excessive use of technology has been linked to feelings of depression (Booth, 2015). The omnipresence of digital devices in every aspect of life creates substantial pressure on individuals, which can escalate into stress and ultimately lead to burnout syndrome. Additionally, relentless engagement with technology often prevents people from dedicating sufficient time to their immediate environment. People who are excessively preoccupied with digital connections are not only unable to pay proper attention to those around them, but they also do not receive sufficient attention from other people who share their distractions. Additionally, the inability to spend meaningful time with loved ones is made difficult by this constant connectivity, which worsens feelings of dissatisfaction and emotional detachment. These factors collectively underscore the need for a digital detox, highlighting the importance of taking deliberate breaks from technology to restore balance and enhance personal well-being (Can & Iflazoglu, 2021).

Digital detox tourism is mentioned in several other ways in studies and articles, for example, digital-free tourism, unplugged tourism, or disconnected tourism. The meaning is mainly the same, only the terms are different (Ozdemir & Goktas, 2021).

Digital detox tourism counters the pressures of post-modern technology-driven lifestyles. It offers an alternative for those seeking to escape the intense technology-based activities typical of modern tourism. By staying in locations without digital connectivity and engaging in activities such as yoga, meditation, and nature walks, individuals can reconnect with themselves and their surroundings, reducing stress and improving mental and physical health (Francis, 2017).

Objectives of the Literature Review

The primary aim of the literature review is to **understand the emergence and evolution of digital detox tourism**. This involves investigating the historical context and development of digital detox tourism, identifying key milestones, and reviewing influential studies that have significantly contributed to understanding this trend. By tracing its origins and growth, we aim to comprehend how digital detox tourism has transitioned from a niche concept to a recognized and sought-after travel experience.

The literature review aims to **examine the psychological and sociological impacts of digital detox tourism**. This involves analyzing how participation in digital detox tourism affects

individuals' mental health, stress levels, and overall well-being. Additionally, the review will explore the sociological factors that motivate individuals to seek digital detox experiences. These factors may include issues related to socialization, relationship dynamics, and the increasing need for a break from constant digital connectivity.

Furthermore, the literature review aims to **identify the key characteristics and practices associated with digital detox tourism**. This includes describing the typical features of such tourism, such as popular destinations, activities, and types of accommodations. By highlighting successful case studies and examples of hotels and resorts that have effectively implemented digital detox packages, the review will provide a practical understanding of how digital detox tourism is executed in real-world settings.

Lastly, the review will **assess current market trends and predict future directions for digital detox tourism**. This involves examining the current state of digital detox tourism in terms of market growth and consumer interest. By analyzing existing data and trends, the review will forecast potential areas for further research and development within this niche sector of tourism. This comprehensive analysis will help in understanding how digital detox tourism can continue to evolve, and its potential impact on the tourism industry as a whole.

By achieving these detailed objectives, the literature review will provide a thorough and nuanced understanding of digital detox tourism, its benefits, and its potential as a sustainable and valuable form of travel in our increasingly digital world.

5.2. Definition and Scope of Digital Detox Tourism

Digital detox tourism is a unique form of travel where people intentionally disconnect from their digital devices, including smartphones, computers, and tablets (Syvertsen & Enli, 2019). This intentional break aims to reduce stress and enhance overall well-being. The concept of a "digital detox" was officially recognized in 2013 when it was added to the Oxford Dictionary, marking its emergence as an important societal trend (Syvertsen & Enli, 2019). In the dictionary, it was defined as "a period during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world" (Dictionary, 2013). It is very important, that digital detox travel must be voluntary (Ozdemir & Goktas, 2021). The reason why it is so important is that travellers may feel stressed and anxious in such dead zones if they are unaware before they arrive that their location is disconnected or that they are unable to utilize ICTs (Pearce & Gretzel, 2012).

By enabling travelers to prioritize their mental and physical health, form meaningful social connections, and engage more fully with their surroundings, this kind of tourism highlights the need to disconnect from the continual connectivity of modern life.

Digital detox tourism offers experiences that set it apart from conventional travel. Typically, it involves visiting destinations ideal for relaxation and mindfulness, such as remote countryside retreats, isolated beaches, and wellness resorts (Ozdemir & Goktas, 2021). Common activities in digital detox tourism include yoga, meditation, nature walks, and various physical exercises that encourage relaxation and self-reflection (Ozdemir & Goktas, 2021). In order to encourage

clients to completely participate in the detox process, accommodations have been created to accommodate this digital break, frequently offering little to no internet access.

Since 2010, the Foundation for Jewish Camp (FJC) has been promoting the National Day of Unplugging (NDU) in the USA. Held annually on a weekend in March, the NDU serves as a contemporary Sabbatical event. According to Jewishcamp.org, the observance starts at sunset on Friday and concludes at sunset on Saturday. This program aims to help people slow down and find calm in a fast-paced world by inviting people from all walks of life to disconnect from their digital gadgets and follow a few simple rules (Jewishcamp, 2014).

Historical Context and Development

The historical context of digital detox tourism can be traced back to the late 1990s and early 2000s when the internet began to dominate daily life, creating both opportunities for connection and risks for addiction. As digital devices became more integral to personal and professional spheres, concerns about their impact on mental health and social relationships grew. A 2011 study showed that when students stopped using digital devices for a full day, they suffered withdrawal symptoms such as headaches, depression, and loneliness, which are similar to what happens to those who stop using addictive medications (Murphy, 2011). This finding underscored the profound dependency on digital technology and the need for deliberate disconnection.

When people became more conscious of the negative impacts of excessive digital usage, the concept of "digital detox tourism" grew. This awareness was driven by studies highlighting the association between high levels of technology use and various health issues. The term "digital detox" gained widespread acceptance in 2013, marking a significant milestone in recognizing the need for intentional breaks from technology (Syvertsen & Enli, 2019). Hotels and resorts began to capitalize on this trend by creating packages specifically designed for digital detox, offering environments that promote disconnection and relaxation. These packages often involve opportunities for guests to engage with nature and practice mindfulness in addition to scheduled activities like yoga and meditation. The growth of digital detox tourism reflects a broader societal shift towards valuing mental health and well-being, particularly in the context of an increasingly digitized world (Ozdemir & Goktas, 2021).

In summary, the conceptual framework of digital detox tourism involves understanding its definition, scope, historical context, and development. By examining these aspects, we can appreciate how digital detox tourism has evolved in response to the challenges posed by digital dependency and the increasing desire for balanced, health-focused travel experiences.

5.3. Statistical Analysis of Global Trends

One of the most notable aspects of the twenty-first century is the exponential rise in smartphone and internet usage around the globe, which has influenced how people relax, work, and interact. There is a greater need for digital detox travel as a result of the growing usage of digital gadgets, which emphasizes how widespread digital connectivity is and how stressful it can be. According to recent data, internet usage has been increasing at a strong rate of more than 7% each year. As of 2023, approximately 5.16 billion people, or 64.4% of the global population, are Internet

users. On average, individuals spend around 7 hours online each day, a significant portion of their daily lives dedicated to digital interactions. The use of smartphones has increased by 8% annually, mirroring this trend Every day, over 1 million new smartphones are activated, contributing to a global total of 6.92 billion smartphone users by the end of 2023 (Ozdemir & Goktas, 2021). The general availability of digital gadgets highlights the level of how digital connectivity has entered everyday existence, often resulting in digital tiredness and an increasing recognition of the negative impacts on psychological health and overall welfare.

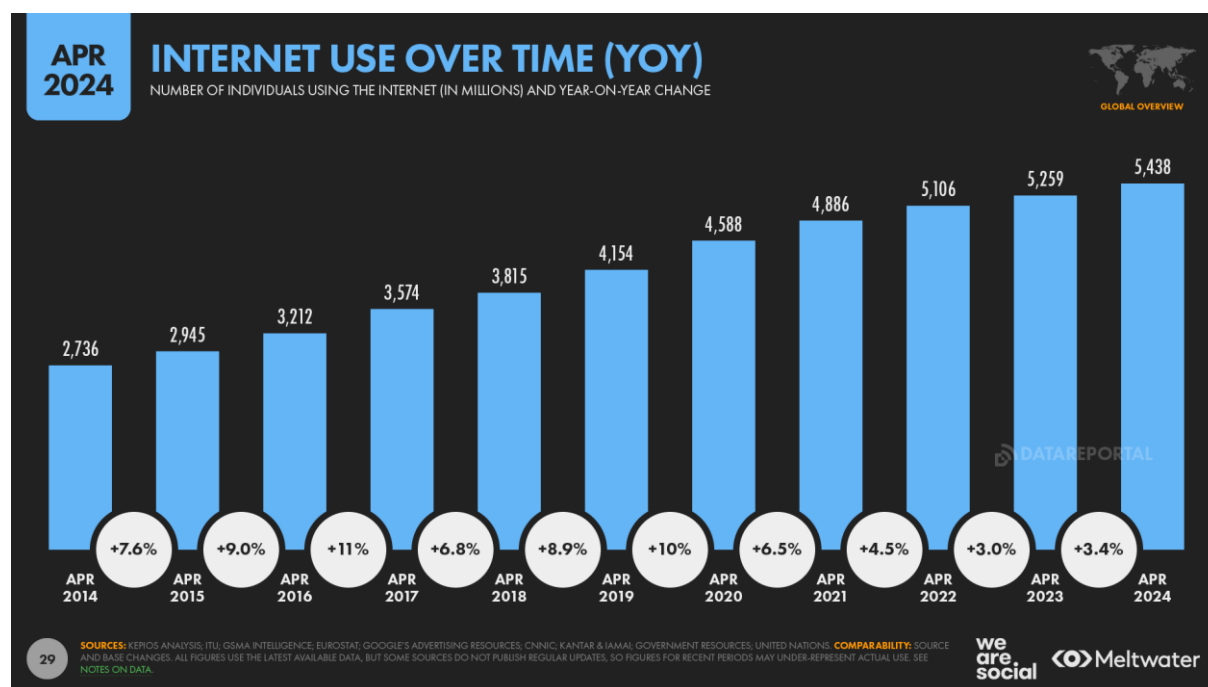


Figure 1: Internet use over time (YOY) (Ozdemir & Goktas, 2021)

In Figure 1, we can see a comprehensive overview of the global increase in internet usage over the past decade, from April 2014 to April 2024. Starting at 2.736 billion users in April 2014, the number has steadily risen each year, demonstrating a consistent upward trend. By April 2024, internet users have reached 5.438 billion, reflecting a significant overall increase. The year-on-year growth rates indicate periods of rapid expansion, such as an 11% increase in 2016 and a 10% rise in 2019. The data shows that while the growth rate has slowed in recent years, it remains positive, with increases of 3.0% in 2022, 3.4% in 2023, and 3.4% in 2024. This sustained growth highlights the global trend toward greater digital connectivity and the widespread adoption of Internet technologies across diverse populations (Ozdemir & Goktas, 2021). Approximately 59% of smartphone users check a social networking platform five minutes before bed and thirty minutes after waking up, according to a poll presented by Deloitte (2015). A survey conducted by the market research firm GfK in 2021 found that 38% of respondents worldwide were making a conscious effort to limit their screen time and reduce digital distractions (Mirbabaie, et al., 2022). This indicates a significant awareness and demand for digital detox practices globally. Research by the American Psychological Association in 2022 reported that 86% of Americans acknowledged the adverse effects of constant connectivity on their mental health, with 42% stating they felt more anxious when they couldn't

check their phone. This has fuelled interest in digital detox tourism as a way to mitigate these negative impacts (Thowayeb, et al., 2022).

The digital detox tourism market was valued at approximately \$2.2 billion in 2022, with projections indicating it could reach \$3.6 billion by 2026. This growth is driven by increasing consumer awareness of the benefits of digital detox and the rising popularity of wellness tourism (Thowayeb, et al., 2022). Millennials and Generation Z travelers are particularly inclined towards digital detox experiences. A report by the travel agency Booking.com in 2023 revealed that 56% of travellers aged 18-34 planned to take a digital detox vacation in the next 12 months, compared to 32% of those aged 35-54 and 21% of those aged 55 and older (Baratti, 2024).

The growing number of articles and journals being published about digital detox tourism highlights the increasing relevance and popularity of this topic. In 2024, new publications on digital detox tourism have emerged almost every month, underscoring the heightened interest and urgent need for research and discussion in this area. The steady stream of new material is evidence of society's growing understanding of the benefits of digital disconnection for mental and emotional health. Further bolstering this trend is the rapid expansion of the wellness tourism market, which encompasses digital detox tourism. According to the Global Wellness Institute, wellness tourism grew at an impressive rate of 6.5% annually from 2015 to 2017, almost twice the pace of general tourism. This growth trend has continued, with the wellness tourism market projected to reach \$919 billion by 2022, reflecting an annual growth rate of 7.5%. This burgeoning market highlights the increasing demand for travel experiences that prioritize health and well-being, including those that offer opportunities for digital detox (Institute, 2017). The popularity of digital detox tourism is particularly pronounced in specific geographic locations. Remote areas, coastal regions, islands, high mountains, wild areas, hot springs, and lesser-known destinations are becoming preferred spots for digital detox retreats (Ozdemir & Goktas, 2021). Countries such as Ireland, the Cayman Islands, Canada, and Costa Rica have been at the forefront of this trend, offering specialized digital detox packages to cater to the growing demand. For example, in Costa Rica, eco-lodges and wellness retreats in regions like Nicoya Peninsula and Osa Peninsula have seen a surge in bookings for digital detox programs, emphasizing nature immersion and physical wellness activities (Ozdemir & Goktas, 2021).

The United States also reflects this global trend, with a notable increase in the number of digital detox retreats and wellness programs. Data from the American Wellness Tourism Association indicates that the number of digital detox offerings in the U.S. has increased by 15% annually over the past five years (Ozdemir & Goktas, 2021). Popular locations include coastline retreats, mountain resorts, and national parks where guests may partake in mindfulness meditation, yoga, and hiking without being interrupted by the sound of electronic devices (Arenas-Escaso, et al., 2024). In Asia, the trend is similarly gaining momentum. Japan and Thailand have emerged as leading destinations for digital detox tourism. Japan's digital detox retreats, particularly in regions such as Okinawa and the Japanese Alps, emphasize traditional wellness practices like forest bathing (*shinrin-yoku*) and hot spring therapy (*onsen*) (Rituals, 2017). Meanwhile, Thailand's wellness resorts, especially in areas like Chiang Mai and the islands of Koh Samui

and Phuket, offer comprehensive digital detox programs that combine physical activities, detox diets, and mindfulness practices (Kamalaya, 2024).

In terms of embracing digital detox tourism, Europe is not far behind. The concept has gained traction in countries like Sweden, Finland, and Switzerland, where the pristine natural landscapes provide the perfect backdrop for digital disconnection. In Finland, the practice of 'kalsarikännit' (translated as "pantsdrunk"), which involves unwinding at home in one's underwear, has been adapted into a tourism trend that emphasizes simplicity and relaxation without digital interference (Colagrossi, 2018). Similarly, wealthy travelers looking to escape their hectic digital lives for peaceful, gadget-free getaways are attracted to Switzerland's luxury spa resorts in the Alps, which provide premium digital detox packages (Elton, 2023).

Both Australia and New Zealand have entered the digital detox business, with their infinite wilderness areas and tranquil beach places providing the perfect settings for detaching. In Australia, regions like Tasmania and the Blue Mountains have seen an increase in digital detox tourism, with eco-lodges and wellness retreats promoting digital-free stays. New Zealand's South Island, known for its breathtaking landscapes, has become a popular destination for digital detox, with activities ranging from hiking and kayaking to yoga and meditation (Papass, 2024).

The impact of digital detox tourism extends beyond individual well-being, also influencing the hospitality and tourism industries. Hotels, resorts, and travel agencies are increasingly incorporating digital detox packages into their offerings. New business models and marketing techniques have been created in response to this trend to draw in the increasing number of tourists who want to cut their connection to technology. For instance, luxury hotel chains like Four Seasons and Ritz-Carlton have introduced digital detox programs that include features such as device-free zones, guided meditation sessions, and wellness-focused activities (Ozdemir & Goktas, 2021). Some hotels offer their guests digital detox survival kits that include breakfast in bed, candles to help them relax, yoga, massage, and spa options in a very luxurious environment. They also provide activities such as walking trails, boat tours, and tree planting in the surroundings of the hotel. A few examples of these hospitality businesses: Westin Dublin, Ireland; Grand Cayman Marriott, Cayman Islands; Echo Valley Ranch & Spa, Canada; Palm Island Resort, Grenadines; Kimpton Monaco, Chicago, USA; Four Seasons on the Papagayo Peninsula, Costa Rica; Renaissance Pittsburgh, USA; JW Marriott Cancun, Mexico; Lifehouse Spa and Hotel, Essex, United Kingdom; Jakes, Treasure Beach, Jamaica (Can & Iflazoglu, 2021).

The economic benefits of digital detox tourism are becoming evident. Local economies in remote and less-visited areas are experiencing a boost due to the influx of tourists seeking digital detox experiences. This form of tourism promotes sustainable travel practices by encouraging visitors to engage with local communities, support local businesses, and appreciate natural and cultural heritage.

In conclusion, statistical research on global trends in digital detox tourism shows that this industry is expanding quickly due to the rising digital use of devices and the stress and health issues that go along with it. Recognizing the potential of digital detox tourism, countries and

regions are creating specific programs to meet this growing need. As this tendency develops further, it presents encouraging chances for innovation in the travel and tourism sector to deliver meaningful travel experiences that support balance and well-being in our increasingly digitally connected society.

Why take digital detox holidays?

A study in 2017 by Hoving aimed to uncover the motivations behind Dutch tourists taking digital detox holidays (Hoving, 2017). Sociological, psychological, physical, technological, economic, and geographical factors drive tourists to seek these vacations. Physically, the overuse of digital devices can lead to health issues such as multiple sclerosis, sleep disturbances, vision problems, and obesity. Research has shown that smartphone screens emit blue light, which disrupts the circadian system, the body's internal clock that regulates sleep. The Swedish National Survey of Public Health from 2010 highlighted a prospective link between intensive use of computers and mobile phones (defined as more than two hours without breaks) and sleep problems in both men and women (Bozan & Tréfe, 2023). Psychologically, digital addiction can cause anger, tension, and depression when internet access is unavailable. A connection was identified between adolescent depression, internet addiction, and suicidal ideation (Mutsvairo, et al., 2022). Sociologically, excessive digital device use can result in socialization problems, relationship issues, marital discord, and challenges in the workplace. According to Rodriguez-Ruiz, problems in relationships are a widespread sociological issue stemming from digital addiction (Rodriguez-Ruiz, et al., 2019). This is why travelers might seek to change their daily routines, increase face-to-face interactions, and spend more time with friends and family (Ozdemir & Goktas, 2021). Technological factors include the broad range of issues stemming from digital consumption, such as the need for constant self-presentation and diminished concentration, which have notably transformed the habits of Generation Z, those born after 2000, through mediums like e-books and social media. Early adopters tend to be impacted by technological tiredness, which is brought on by boredom and privacy worries. This can result in a general dislike of technology among people of all ages. (Badruddoza Talukder, et al., 2024).

Economic and geographical factors, while not directly related to digital detox, significantly influence destination choice in tourism. Price and location are critical considerations for travelers, making them relevant to the context of digital detox tourism (Sunar, et al., 2018). It has been shown that those who participate in digital detox tourism feel more at ease as they remove the stress and exhaustion brought on by constant internet use. Simultaneously, it has been noted that those who engage in this kind of travel experience a greater sense of freedom and enjoyment during their digital detox. According to Sutton, individuals who avoid technology and digital devices are better able to interact with others and feel comfortable in social situations (Sutton, 2017).

In conclusion, there are a variety of reasons for taking a digital detox holiday. The urge for a digital detox is influenced by several factors, including social disturbances, health problems from excessive digital use, psychological disorders from digital addiction, and the widespread effects of technology. The decision of where to travel is also heavily influenced by economic and geographic factors, highlighting the complexity of the reasons for this expanding tourism trend.

5.4. Experience a digital detox holiday and psychological benefits

Hotels can support guests in experiencing a digital detox through a variety of thoughtful measures. One effective approach is limiting Wi-Fi access, either by providing limited connectivity in public spaces and guest rooms or by eliminating it altogether (Badruddoza Talukder, et al., 2024). Another strategy involves reducing the availability of televisions or offering fewer channels to encourage guests to unplug. Creating designated unplugged zones, such as comfort lounges, meditation spaces, or specific spa facilities where electronic devices are not permitted, can further enhance the digital detox experience. Additionally, hotels can promote technology-free activities that engage guests in the present moment and encourage a break from screens. Highlighting the natural beauty of the hotel's surroundings can also motivate guests to spend more time outdoors, exploring and appreciating nature. To support this, providing offline resources like hardcopy guides, maps, and brochures about local points of interest and activities helps visitors plan their day without relying on digital devices (Harmon & Duffy, 2023). Establishing a relaxing ambiance within the hotel is another crucial element. This can be achieved through design and furnishings that promote calmness and repose, such as soothing colour palettes, comfortable seating areas, and nature-inspired accents. To further encourage guests to disconnect, hotels can offer rewards or discounts for those who participate in digital detox activities, providing an extra incentive to engage in these beneficial practices (Badruddoza Talukder, et al., 2024).

Finally, educating visitors about the advantages of a digital detox and the positive impact of reducing screen time on well-being can empower them to embrace the experience fully (Bozan & Trefe, 2023). By implementing these strategies, hotels can create an environment that supports and enhances the digital detox experience for their guests.

Popular activities

Digital detox tourism includes a variety of activities aimed at helping individuals unplug from their digital devices and reconnect with themselves and their surroundings. These activities are designed to promote mental and physical well-being, foster creativity, and encourage mindfulness. Here, we explore some of the most popular activities that demonstrate digital detox travel, offering an in-depth overview of their advantages and attractiveness.

Digital detox holiday activities can be divided into 3 groups (Ozdemir & Goktas, 2021):

- Outdoor activities: all types of sports that can be done outdoor
- Experiential activities: learning new skills or developing the already existing ones (gardening, arts and crafts, cooking classes)
- Health and well-being activities: main focus is on the inner self and spirituality with the help of yoga lessons, walking tours, and spa treatments.

Some of the above-mentioned activities are given in more details in the following sections.

Yoga and Meditation are central to many digital detox programs, offering practices that bring mental clarity and relaxation. These activities help individuals detach from their digital lives and focus on their physical and mental health. Yoga sessions, often held in beautiful natural settings, combine physical postures, breathing exercises, and meditation to reduce stress and

promote overall well-being. Meditation, whether guided or solitary, encourages mindfulness and a deeper connection to the present moment, allowing participants to clear their minds and achieve a state of inner peace.

Nature Walks and Hikes: Immersive experiences in natural settings are a cornerstone of digital detox tourism. Nature walks and hikes offer travelers the opportunity to appreciate their environment without digital distractions. These activities not only provide physical exercise but also encourage mindfulness as participants engage with the sights, sounds, and smells of the natural world. Whether strolling through a forest, hiking up a mountain, or walking along a beach, these experiences foster a sense of tranquillity and connection to nature, which is often lost in the hustle and bustle of daily digital life.

Wellness therapies are another key component of digital detox tourism, supporting both physical and mental well-being. Spa treatments, including massages, facials, and body wraps, provide relaxation and rejuvenation. Extensive healing practices, such as acupuncture, aromatherapy, and reflexology, address various aspects of health, promoting balance and harmony within the body. These therapies help minimize the physical symptoms of stress and anxiety, offering a restorative experience that complements the digital detox process.

Engaging in *creative activities* is an effective way to explore one's creativity in a digital-free space. Creative workshops, such as those focused on art, music, and writing, allow individuals to express themselves and develop new skills. These activities provide a therapeutic outlet, fostering a sense of accomplishment and joy. Participants can experiment with painting, sculpture, musical instruments, or creative writing, all of which encourage them to tap into their imagination and creativity without the interference of digital distractions.

Mindfulness practices are integral to digital detox tourism, promoting awareness and presence. Techniques such as mindful breathing, body scans, and mindful eating encourage participants to focus on the present moment and develop a greater awareness of their thoughts, feelings, and bodily sensations. Mindful breathing exercises help calm the mind and reduce stress, while body scans involve paying attention to different parts of the body, promoting relaxation and awareness. Mindful eating encourages individuals to savour their food and appreciate the sensory experience of eating, fostering a deeper connection to their nourishment.

Travel experiences that provide a break from the digital world are becoming more and more popular, as seen by global trends in digital detox tourism. Travel places that enable disconnecting from technology and reconnecting with oneself and the environment are growing in popularity as interest in wellness and mental health grows. The activities that characterize digital detox tourism show the industry's focus on overall health and wellness. With these activities, tourists may relax, recharge, and rediscover the pleasures of present-moment life.

With so many psychological and physical advantages, digital detox tourism addresses growing worries about the negative impact of continuous digital connectivity on mental health. One of the main psychological advantages is the reduction of stress. By disconnecting from digital devices, people can experience a notable decrease in stress, allowing their minds to relax. This stress reduction often results in an improvement in mood and overall emotional well-being (Thomée, et al., 2011). Another significant psychological benefit is improved focus and

productivity. Constant interruptions and distractions from digital notifications can impair cognitive function and reduce productivity. Digital detox tourism allows individuals to escape these distractions, enabling them to engage more deeply with their surroundings and activities. This increased focus can lead to a greater sense of accomplishment and satisfaction (Mark, et al., 2008). From a physical standpoint, digital detox tourism promotes better sleep patterns. Excessive screen time, especially before bed, is known to disrupt sleep by affecting melatonin production. By reducing exposure to screens, particularly in the evening, individuals can enhance their sleep quality, leading to better overall health and well-being (Chang, et al., 2014).

Moreover, digital detox tourism encourages mindfulness and presence. In our digitally driven lives, it is easy to become disconnected from the present moment, leading to feelings of anxiety and dissatisfaction. Digital detox experiences help individuals become more aware of their current surroundings and feelings. This increased awareness can result in a deeper appreciation of life, better relationships, and a stronger sense of inner calm (Thomée, et al., 2011).

Overall, the psychological and physical benefits of digital detox tourism are significant, contributing to enhanced mental clarity, emotional stability, and physical health. These benefits highlight the importance of incorporating periods of digital disconnection into our lives to maintain balance and well-being (Thomée, et al., 2011).

Case Study of an Individual Experience

Several individual case studies highlight the profound impact of digital detox tourism on participants, offering valuable insights into the personal transformations and benefits experienced through these programs. I am going to highlight one case study from the few.

Off-grid sailing trip by Marthe

The ethos of the sailing trip on the Snark, led by the dedicated crew Paul and Qiao, centers on the concepts of connection and disconnection. They aim to provide guests with a break from their usual routines, offering a temporary escape from life's challenges. They encourage passengers to stow away their phones and refrain from using headphones or other electronic devices, promoting interaction with fellow passengers, the stunning surroundings, and oneself (Ferrer, 2022).

Marthe began her journey by activating her out-of-office response, leaving her work phone behind, and embarking on the adventure. The first challenge was disconnecting from her social media accounts. She gradually reduced her usage in the week leading up to the trip, hoping to completely eliminate it while on board. Surprisingly, this was easier than expected. Next, she aimed to limit her phone usage by setting specific rules: send one daily update to her family to assure them of her well-being; keep notifications on for any potential family or pet emergencies; maintain her 150-day Duolingo streak by completing one short lesson daily; and watch the women's Euro 2022 final without indulging in post-match analysis. As a travel journalist reviewing the trip, Marthe had to balance her digital detox with professional responsibilities. She decided to allow herself one daily tweet to share photos from the day but avoided scrolling or posting other content. Additionally, she permitted herself to record videos and take photos without editing or evaluating them, to minimize screen time. Freed from the constant barrage

of messaging apps, social media, and emails, Marthe immersed herself in reading, and finishing six books during the trip. This reconnection with books was reminiscent of her childhood when she would read late into the night, losing track of time. Despite her best efforts, she struggled to adhere strictly to her rules. Seasickness made reading difficult, leading her to seek distraction through podcasts. Gradually, she began texting more, playing a puzzle app, and occasionally posting Instagram stories (Ferrer, 2022).

Although she didn't manage to stay completely offline, the experience significantly reduced her reliance on technology. Her screen-time tracker indicated that she halved the time spent on her phone post-trip. This sailing adventure on the Snark helped Marthe break a long-standing toxic relationship with technology, leading to gradual day-by-day improvements in her digital habits. This case study demonstrates the potential benefits of digital detox experiences in fostering personal growth and improving mental well-being. While complete disconnection may be challenging, even partial breaks from technology can lead to significant positive changes. For individuals struggling with technology overuse, structured retreats like the one on the Snark offer a valuable opportunity to reconnect with themselves and the world around them (Ferrer, 2022).

5.5. Technological, Economical, and Societal Challenges

While digital detox tourism offers numerous benefits, it also faces several technological and societal challenges. One major technological challenge is the pervasive nature of digital connectivity. In an increasingly interconnected world, it can be difficult to find destinations that offer a complete digital detox experience. Many travelers struggle to disconnect fully due to the omnipresence of Wi-Fi and mobile networks, even in remote areas (Hassan & Ibraheam Saleh, 2024). Additionally, societal expectations and norms around constant connectivity pose significant challenges. In many professional and social contexts, there is an implicit expectation to be continuously available and responsive. This societal pressure can make it difficult for individuals to commit to a digital detox, as they may fear missing out on important communications or opportunities. The fear of missing out (FOMO) is a well-documented phenomenon that can hinder individuals from fully embracing the digital detox experience (Hassan & Ibraheam Saleh, 2024).

Another challenge is the digital divide. While digital detox tourism caters to those seeking to escape constant connectivity, there is a significant portion of the population that still lacks access to digital technologies. This disparity highlights a broader societal issue where the benefits of digital detox tourism are more accessible to those who can afford to disconnect, rather than addressing the digital divide that affects many communities globally. Addressing these technological and societal challenges requires a multifaceted approach. This includes promoting the value of digital detox tourism and educating individuals on the importance of periodic disconnection for mental and physical health. Additionally, there is a need for policies and practices that encourage work-life balance and reduce the societal pressure for constant availability (Hassan & Ibraheam Saleh, 2024).

Economic and infrastructural barriers also impact the development and accessibility of digital detox tourism. One of the primary economic barriers is the cost associated with digital detox

retreats and programs. High-quality retreats that offer comprehensive digital detox experiences, including accommodations, wellness activities, and guided sessions, can be expensive. This cost can make digital detox tourism inaccessible to a broader audience, limiting its benefits to those who can afford such luxury experiences (Díaz-Meneses & Estupinán-Ojeda , 2022). Infrastructural barriers include the availability and development of suitable locations for digital detox tourism. Creating environments that are conducive to digital detox requires significant investment in infrastructure, such as developing resorts in remote areas with limited connectivity while ensuring that these locations are still comfortable and accessible for travelers. Developers and operators of digital detox tourist facilities face difficulty in striking a balance between the demand for basic amenities and the requirement for isolation (Arenas-Escaso, et al., 2024). Furthermore, the economic impact of reducing digital connectivity on local businesses and communities must be considered. In many tourist destinations, digital connectivity is essential for attracting and retaining visitors. Reducing or eliminating connectivity can have economic consequences for local businesses that rely on digital marketing and communication with potential customers (News, 2022).

To overcome these barriers, it is important to explore affordable and sustainable models of digital detox tourism. This could involve community-based approaches that leverage local resources and provide more cost-effective options for travelers. Additionally, policies that support the development of digital detox infrastructure, while considering the economic needs of local communities, are crucial for the sustainable growth of this tourism sector.

5.6. Case Studies of Successful Digital Detox Tourism

Several regions and programs serve as successful examples of digital detox tourism, demonstrating best practices and lessons learned. In the following a few of these examples are introduced.

As a movement started in 2012, a restaurant in Los Angeles, United States offered discounts to those guests who handed over their smart devices to the staff before starting the meal, in order to encourage the guests to spend quality time with their loved ones while in the restaurant (Ozdemir & Goktas, 2021).

Travel agencies came up with ideas of “digital detox holiday packages” that have 3 types (Hoving, 2017):

- Packages that encourage the traveller to leave the digital devices behind before arriving to the destination
- Packages for businesses and destinations that on purpose do not offer digital gadgets but have ICT connectivity
- Packages for those destinations that are either located further from ICT connections or lack connection.

Camp Grounded, one of the most well-known, fully digital detox camps, situated in Northern California, provides a distinctive retreat where attendees pay up to \$570 to have their digital devices, such as smartphones, taken for the weekend. The camp is mentioned as a perfect digital detox camp example in many case studies and articles. The most interesting information about

Camp Grounded is given in a Forbes article back from 2014 (Huet, 2014). At the camp entrance, signs encourage guests to "Prepare to step off the grid," and upon arrival, campers ceremoniously hand over their gadgets to the staff. Launched in 2013, the first ever Camp Grounded was so well-received that it expanded to three sessions by 2014. Campers at arrival choose a camp name, like Barnaby, Topless, Popcorn, or Honey Bear, and refrain from talking about their jobs. The topic is so off-limits that the word "job" itself is banned, prompting campers to find inventive ways to introduce themselves. Many enjoy the chance to let loose, participating in activities such as lying on the grass, face painting, or singing camp songs with "meow" instead of the actual lyrics, without worrying about how it might impact their outside-world reputation. Despite the camp's focus on fun, it also offers moments for serious reflection. The main courtyard is filled with analogue versions of today's tech habits. Campers have physical "inboxes" or cubbies where they can receive letters, painted pet rocks, or even handwritten "spam" from a camper pretending to be a Nigerian prince. Large paper scrolls act as a human-powered Google search and Facebook wall, where campers can ask questions or leave notes, and the canteen features a board with post-it notes offering food tips, replacing Yelp. One memorable activity, "Get Naked to Connect," involves 20 campers gathering in a yurt, removing most or all of their clothes, and sharing their biggest body insecurities with the group. This fosters a deep sense of vulnerability and connection. Although the camp emphasizes playful activities, these moments of silliness are intended to lead to more meaningful personal insights (Huet, 2014). After leaving Camp Grounded, participants often reconnect online through Facebook groups. Most campers don't aim for major changes in their digital habits but set small goals instead. These include waiting until after a morning shower to check their emails or keeping phones off the dinner table while with friends or family. Camp Grounded provides a break from digital life, helping campers reconnect with themselves and others in a significant way (Huet, 2014).

The next two examples are described by Robb (2024). The first one is the Unplugged Rest retreats in the United Kingdom provide another successful example of digital detox tourism. These retreats are located in remote cabins scattered across the British countryside, offering guests the opportunity to leave their digital devices behind and immerse themselves in nature. The 19 technology-free cabins are purposefully designed to be simple and comfortable, providing a peaceful environment for relaxation and reflection. Guests at Unplugged Rest retreats engage in activities such as hiking, star gazing, and mindfulness exercises, all of which are intended to help them reconnect with the natural world and themselves. The retreat's minimalist approach, combined with the beauty of the surrounding landscape, allows participants to experience the therapeutic benefits of nature. This model highlights the effectiveness of minimalistic and nature-focused approaches in creating successful digital detox experiences (Robb, 2024).

The second one is Eremito, the most famous European digital detox tourism example, which is a luxury eco-hotel in Italy, that offers a unique digital detox experience by combining historical architecture with modern wellness practices. Situated in a restored monastic building, Eremito provides an atmosphere of tranquillity, encouraging guests to disconnect from their digital devices and embrace a slower pace of life. Guests at Eremito stay in monastic-style rooms without digital distractions and participate in activities such as yoga, meditation, and silent

walks. The hotel's approach to digital detox is holistic, aiming to nurture both body and soul. By integrating historical and cultural elements into the retreat experience, Eremito offers a profound sense of peace, illustrating how cultural heritage can enhance the digital detox experience (Robb, 2024).

Another example is The Luxury Lake Placid Lodge in New York presents a two-night package called "Check in to Check out." Upon arrival, guests surrender their digital devices at the front desk, immersing themselves in a variety of tech-free activities such as cooking classes, snowshoeing expeditions, and yoga sessions. This unique experience, designed to help participants disconnect from technology and reconnect with themselves, starts at \$2,233 per room (Emek, 2014).

These case studies demonstrate the diverse approaches to digital detox tourism, from urban parks and structured retreats to remote cabins and luxury eco-hotels. Each example provides valuable insights into best practices, such as creating supportive communities, leveraging natural environments, and integrating cultural elements to enrich the digital detox experience.

5.7. Conclusion of the literature review

This literature review has explored the emergence, development, and current state of digital detox tourism, highlighting its significance in the context of increasing digital dependency and the associated health concerns. The key findings reveal that digital detox tourism offers substantial psychological and physical benefits, including reduced stress, improved focus, better sleep patterns, and enhanced mindfulness.

6. Methodology

In order to gain a comprehensive understanding of digital detox tourism, its awareness, and potential adoption in Hungary, I employed a multi-method approach in my research. This allowed me to explore the subject from various perspectives and gather both quantitative and qualitative data.

6.1. SWOT analysis

Hungary's current tourism situation offers a favourable environment for the growth of digital detox tourism. Hungary is renowned for its picturesque scenery, deep-rooted wellness tourist industry, and rich cultural legacy. The nation's natural parks, ancient cities, and hot springs make for the perfect setting for experiences including digital detoxification. To develop digital detox tourism, Hungary can leverage its existing wellness infrastructure by incorporating digital detox programs into its spas and wellness retreats.

To fully realize the potential, it is essential to analyze Hungary's strengths, weaknesses, opportunities, and threats (SWOT) in this emerging market. This analysis will provide a comprehensive understanding of how Hungary can strategically position itself as a premier destination for digital detox tourism.

6.2. Online Survey

The method used for targeting Hungarian consumers was an online survey. The survey contained 24 questions designed to gather both basic demographic information and deeper insights into the awareness and perceptions of digital detox tourism in Hungary. Beyond simple demographic data such as gender, age, place of residence, and occupation, the survey focused on measuring the respondents' familiarity with the concept of digital detox tourism. It aimed to determine whether they had heard of this type of tourism and whether they would be willing to try it. The survey also explored the conditions under which participants would consider engaging in digital detox tourism, such as their preferences for the type of accommodation and environment. Moreover, it was asked how much they would be willing to spend per night on such an experience. An important part of the survey was dedicated to assessing the respondents' levels of mental and psychological strain due to digital device usage and to which extent they felt overwhelmed by constant connectivity, as well as any positive or negative experiences they had related to digital technology. Additionally, the concept of a digital detox camp was introduced to the respondents and asked them about their expectations. Specifically, it was asked what services and features they would anticipate in a digital detox camp, how long they would be willing to stay, and how they would cope with the absence of digital devices during their time there. These questions aimed to provide insights into Objective 2, which focuses on assessing Hungary's status in digital detox tourism and observing the willingness of Hungarians to participate in such experiences.

Overall, the survey offered valuable information about the potential demand for digital detox accommodations in Hungary. It gathered input on what customers expect from a similar encounter, the types of environments they envision, and the conditions they find appealing. The survey received 170 responses. However, 169 of them were analysed, as one response stood out as excessively negative and unreliable. This response was clearly identifiable and would have skewed the overall data, which suggested to exclude it. The remaining responses provided relevant and useful insights into consumer preferences and attitudes toward digital detox tourism in Hungary.

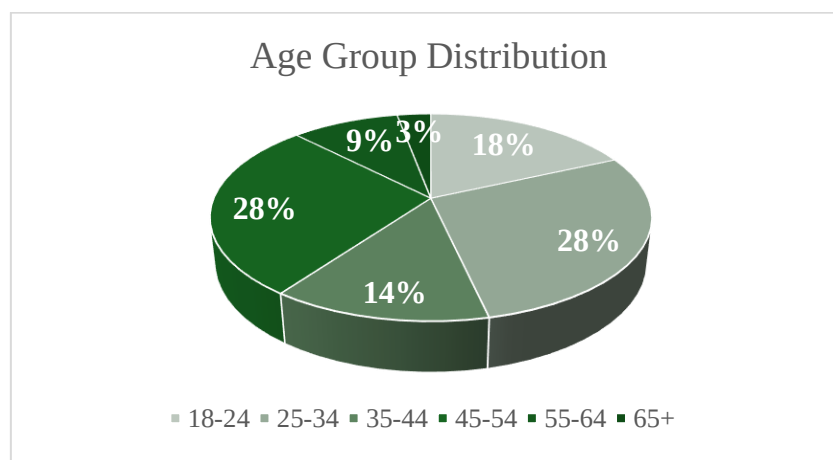


Figure 2: Age Group Distribution (Source: own research)

Figure 2 presents the distribution of respondents across different age groups, showing an even spread among various demographics. Individuals aged 25-34 and 55-64 each account for 28% of the total respondents, making these two age groups the most represented. Those in the 18-24 age range constitute 18%, while the 45-54 age group represents 14%. There is a smaller representation from the 35-44 age group at 9%, and only 3% of respondents are 65 or older. This data, collected through a Google form, reflects a wide variety of participants from different age brackets, suggesting that the survey reached people of different life stages. The form was distributed to travel groups with tens of thousands of members, which helped achieve this diversity in the responses.

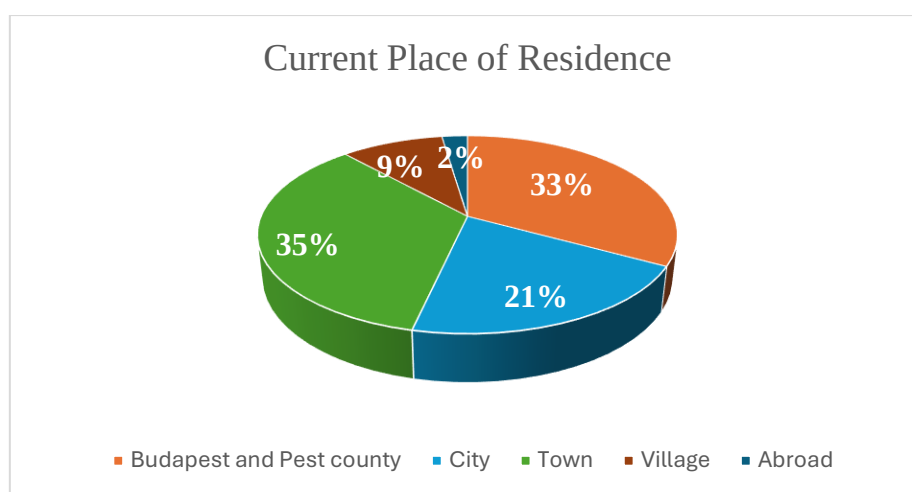


Figure 3: Current Place of Residence (Source: own research)

Figure 3 illustrates the distribution of respondents based on their current place of residence, highlighting notable trends in urban versus rural living environments. A significant portion of respondents resides in Budapest and Pest County, indicating strong representation from Hungary's most densely populated region, as targeted. It is more likely that people from the capital would choose this way of spending their leisure time. A considerable number of participants live in rural areas, such as villages and towns, suggesting a mix of urban and rural perspectives in the data. City dwellers also form a notable segment of the respondents, though slightly fewer than those from Budapest and Pest County. This distribution suggests that while metropolitan areas hold a major share, there is still a substantial rural demographic. The smallest group of respondents lives abroad, which may indicate that the survey predominantly reached individuals residing within Hungary. This mix of locations provides diverse insights into the preferences and perspectives across different living environments.

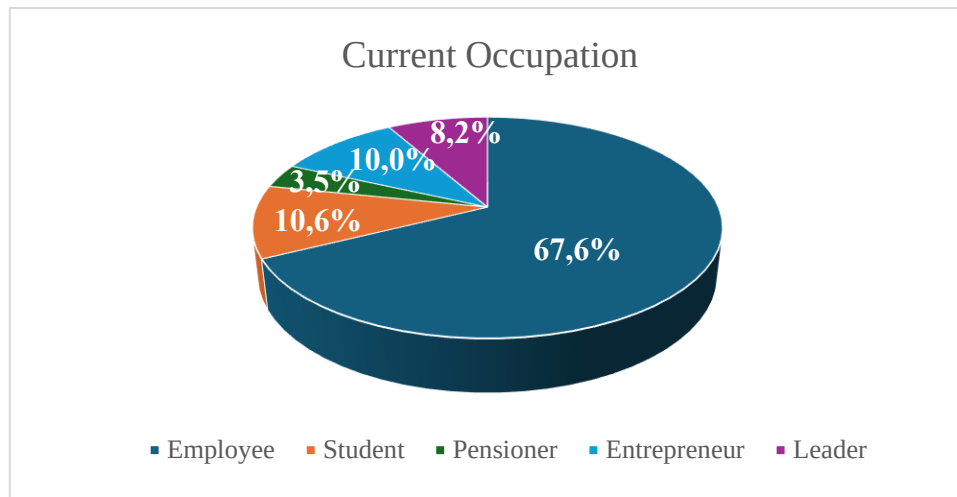


Figure 4: Current Occupation (Source: own research)

Figure 4 shows that the majority of respondents are employees, highlighting a workforce predominantly composed of traditional jobholders. This could indicate that the surveyed group largely consists of individuals engaged in more structured, possibly 9-to-5 work environments, which might influence their needs and attitudes toward digital detox or leisure activities. The remaining categories — students, pensioners, entrepreneurs, and leaders — are present in relatively equal and much smaller proportions. This balanced distribution among non-employee roles suggests diversity in perspectives, though each group is less represented compared to employees. The presence of students and pensioners could provide insights into different age demographics, while entrepreneurs and leaders might contribute unique viewpoints regarding digital habits and work-life balance. Overall, the data suggests that findings may predominantly reflect the views of employees, while still incorporating a mix of other professional backgrounds that offer additional context.

6.3. Structured Interviews with Hungarian Hospitality Providers

In addition to the online survey, structured interviews were conducted with hospitality providers across Hungary. Using the prior knowledge and internet research, a list of approximately 70 accommodations was compiled, focusing primarily on forest cabins and small, family-run guesthouses or bed and breakfast establishments. These accommodations were selected because they shared key elements associated with digital detox tourism, such as an emphasis on slow tourism, relaxation, and disconnection from the hustle and bustle of everyday life. These properties offered guests the opportunity to immerse themselves in nature, disconnect from urban life, and spend time focusing on themselves and their immediate surroundings.

Although no dedicated digital detox accommodation currently exists in Hungary, the selected locations aligned closely with the principles of digital detox tourism. The objective was to reach out to accommodations that already provide similar experiences and explore their potential as digital detox destinations. After compiling the list of contacts, each of the accommodations was reached via email and requested that they complete a structured interview form with open questions. The structured interviews aimed to gather information on various aspects of their operations, such as the type of guests they attract, the duration of their stays, and the goals and expectations of their visitors. They could list the extra services they offer to enhance the guest

experience, such as wellness activities, nature walks, or workshops. Furthermore, the needs and desires of their customers were asked and how much visitors were willing to pay per night. Another focus of the interviews was on whether these accommodations collaborate with local service providers to offer a more enriching experience. Finally, information on their locations within Hungary was gathered, as geography can play a crucial role in the appeal of a digital detox destination.

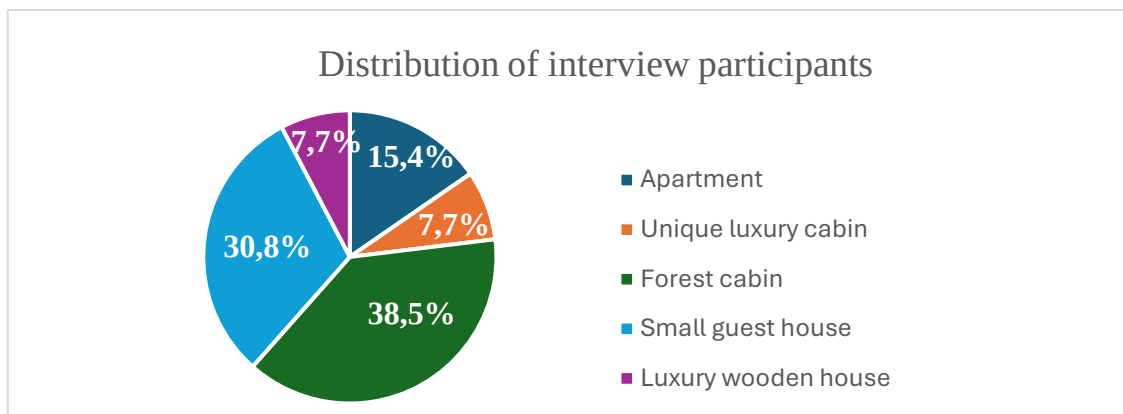


Figure 5: Distribution of Interview Participants (Source: own research)

The structured interviews were conducted with a variety of accommodations, including apartment rentals, unique luxury cabins, forest cabins, small houses, and luxury wooden houses (Figure 5). All these establishments are in Hungary, with the majority situated in mountainous regions, though some are closer to coastal areas. It is important to note that the survey invitation was sent to nearly 70 similar accommodations, all located in or near forested areas, but only 13 responded. This response rate highlights a limitation in the data collection but still provides valuable insights into the current supply of accommodations suited for digital detox tourism in Hungary.

These interviews addressed questions in Objective 2 by providing a qualitative perspective on the current landscape of digital detox tourism in Hungary. The responses offered insights into the profile of visitors seeking digital detox experiences and the types of services already available in Hungary that cater to this niche market. Unfortunately, the number of responses received limits the ability to generalize the findings. Nonetheless, the qualitative data provided useful insights into market demand and the readiness of these accommodations to serve as digital detox retreats.

6.4. In-Depth Interview with International Hotel

To complement the data gathered from Hungarian providers, an in-depth interview was conducted with an international hotel known for its pioneering work in digital detox tourism. The hotel selected for the interview was Il Monastero in Italy. This hotel was chosen based on its prominence in the academic literature, which regards it as one of the leaders in the field of digital detox tourism.

Due to time constraints, the interview was conducted online. After the initial attempt to contact the hotel via their website failed, they were reached through their social media channels, specifically Instagram. By sending private messages to their Instagram accounts, it was able to establish contact and arrange the interviews. The interview was conducted through written correspondence, with the hotel filling out a set of structured questions. In the interview, I explored various topics, including how the hotel first implemented its digital detox program, the challenges it faced in the early stages, and the services it offers to guests seeking a break from digital technology. There were questions asked about the experiences and expectations of their guests, including how well guests adjust to the absence of digital devices. Additionally, they could give details about the feedback they receive from guests; whether visitors tend to return, and how the hotel informs and prepares guests for the digital detox experience. Finally, the future development plans of Il Monastero in digital detox were explored and asked whether they collaborate with local businesses to enhance the guest experience.

The interview provided answers to Objective 1 by offering insights into global trends and strategies employed by leading destinations in digital detox tourism. By understanding the successes and challenges of this international hotel, valuable knowledge was gained that can inform the development of similar experiences in Hungary.

6.5. In-depth interview with a Hungarian Life Coach

To further enrich the research, an in-depth interview was conducted with Diána Varga, a 28-year-old personal trainer and life coach based in Budapest. Diána places a strong emphasis on mental health and the changing nature of human relationships. Given our connection and her experiences with digital detox in her travels, her insights were found relevant to the study. Diána regularly disconnects from social media during her travels, which is a key aspect of digital detox tourism. This practice was viewed as an emerging form of digital detox, even though she may not explicitly label it as such. In the interview, she was asked how she prepares for these trips, how she experiences them without digital technology, and the impact this disconnection has on her mental health and personal relationships. Additionally, it was explored how long the positive effects of these trips last after her return. This interview contributed to the understanding of whether digital detox tourism is already present among Hungarian consumers, yet in an informal way. It is a storytelling with a tourist as a storyteller approach to promote the service instead of the destination, which highlights the visitor experience including tourist behaviour emotional engagement, and emotional arousal, at different destinations of the same, digital detox type.

With the aim of knowledge transfer, an in-depth Analysis was made for Il Monastero's Digital Detox Tourism at Castello Aragonese to see a best practice example. The in-depth analyses are based on web content analyses, document analyses, and visual content analyses.

6.6. Data evaluation methods

For data collected by different research methods described above, the evaluation is done by both qualitative and quantitative methods. For the analyses of the structured interviews (with Hungarian hospitality providers), categories were given for comparison analyses, and the

deductive coding technique was used question by question to detect the similarities and differences in the answers. For interpretation of the results, Ms Excel was used.

For the evaluation of the in-depth interviews (with an international hotel, and a Hungarian life coach), the techniques of content analyses and an inductive coding process were applied, based on the interviewees' answers. Thematic analyses helped to identify the key ideas. The findings were interpreted in the context of the research questions and objectives.

The online survey (about consumer awareness and market demand) is evaluated quantitatively to detect the patterns. First, the variables are identified, and descriptive methods are applied. Since there were numeric data, scale values, and text categories, the relationship between them is examined by the association method for the two categorical variables, the mixed relationship method to identify how changes in the quantitative variable correspond to different categories, and the correlation analyses for the direction and strength of the relationship. The analyses is done using the SPSS statistical program package and the decisions are made based on the p-value (significant if less than 0,05). Figures are constructed by MS Excel.

Comparing the findings of the quantitative analyses for the demand and the opportunities the SWOT analyses showed for Hungary, conclusions are made about the potential for developing digital detox tourism in the country.

Conclusion

By employing a combination of methods, including a SWOT analysis about the opportunities and challenges for digital detox tourism in Hungary, online surveys, structured interviews with Hungarian hospitality providers, in-depth interview with an international hotel, and a personal in-depth interview with a Hungarian life coach, it was able to gather a wide range of data on digital detox tourism. These methods provided insights into consumer awareness, market demand, and the services offered by both domestic and international providers. The findings from this research will help assess the potential for developing digital detox tourism in Hungary and identify opportunities for creating accommodations that cater to this growing market.

In the following section, the demand and supply are analysed using data collected from surveys and interviews. The demand is examined through a questionnaire completed by 170 participants, while the supply side is analysed with the help of structured interviews conducted with 13 accommodation providers. After analyzing both the demand and supply, the findings and the conclusions of the research are presented.

7. Results and Discussion

7.1. Potentials of Digital Detox Tourism Development in Hungary

In this section, a comprehensive SWOT analysis will be conducted to evaluate Hungary's position in the emerging digital detox tourism market. This analysis will identify the nation's key strengths, weaknesses, opportunities, and threats, providing valuable insights for strategically positioning Hungary as a leading destination for digital detox experiences.

Strengths: The natural and cultural resources of Hungary provide a strong base for the growth of digital detox tourism. Natural parks that have been protected within the country include the Hortobágy National Park and the Buda Hills. These are examples of peaceful spaces that are perfect for unplugging from technology. Hiking, bird viewing, and nature walks — activities that encourage awareness and relaxation — are wonderfully complemented by these natural settings. In addition to its natural beauty, Hungary is renowned for its historic thermal baths. Locations such as the Széchenyi Thermal Bath in Budapest and the Hévíz Thermal Lake offer unique wellness experiences that can be seamlessly integrated into digital detox programs. The therapeutic properties of these thermal baths, combined with their historical and cultural significance, add a unique dimension to the detox experience, attracting visitors seeking both relaxation and cultural enrichment. Hungary's vibrant cultural scene further enhances its appeal as a digital detox destination. The country's rich history, architecture, and traditions offer a wealth of activities and experiences that encourage tourists to engage with their immediate surroundings rather than their digital devices. From exploring the medieval streets of Budapest to participating in traditional Hungarian folk music and dance, visitors can immerse themselves in authentic cultural experiences.

Hungary's central location in Europe makes it easily accessible to a large market of potential tourists. With well-connected transportation networks and proximity to major European cities, Hungary is an attractive destination for travelers seeking a convenient yet distinctive retreat from their digital lives.

Weaknesses: Despite these strengths, there are notable weaknesses that need to be addressed to fully harness the potential of digital detox tourism in Hungary. One of the primary challenges is the current lack of awareness and promotion of digital detox tourism within the country. While Hungary is known for its wellness tourism, the concept of digital detox specifically is not widely recognized or marketed. This gap in awareness means that many potential tourists who could benefit from digital detox experiences may overlook Hungary as a destination. While searching for studies or articles on this topic in Hungary in the Hungarian language, it can be realized that none is existing yet, which proves how new the digital detox tourism concept to Hungary is. Another significant weakness is the need for investment in infrastructure that supports digital-free environments. While Hungary has numerous natural and cultural assets, there is a shortage of facilities specifically designed for digital detox. Remote lodges, wellness centres, and retreats that offer a comprehensive digital detox experience are limited. Developing such infrastructure requires not only financial investment but also a strategic vision to create spaces that cater to the needs of digital detox tourists.

Opportunities: The global trend towards wellness and mental health tourism presents a significant opportunity for Hungary. As more people become aware of the negative impacts of constant digital connectivity on mental health, the demand for digital detox experiences is likely to grow. By positioning itself as a destination for digital detox, Hungary can attract a niche market of travelers seeking to improve their well-being through intentional disconnection from technology. Furthermore, Hungary has the opportunity to develop affordable and community-based digital detox options. By leveraging local resources and involving community

stakeholders, Hungary can create cost-effective digital detox programs that are accessible to a broader audience. This approach not only promotes sustainable tourism practices but also ensures that the benefits of digital detox tourism are distributed more equitably across different segments of the population. There is also potential for Hungary to innovate in the digital detox tourism sector by incorporating its unique cultural and natural attributes. For example, digital detox retreats could include traditional Hungarian wellness practices, such as thermal baths and herbal treatments, or cultural activities like folk music workshops, cooking classes, and culinary tours. By offering a distinctive blend of wellness and cultural experiences, Hungary can differentiate itself from other digital detox destinations and create a compelling value proposition for tourists.

Threats: However, several threats could impede the growth of digital detox tourism in Hungary. One of the most significant threats is the pervasive nature of digital connectivity. In an era where digital devices are integral to daily life, convincing individuals to unplug can be challenging. Societal resistance to the idea of disconnecting from technology, driven by the fear of missing out (FOMO) and professional obligations, poses a substantial barrier. Another threat is the economic impact on local businesses that rely heavily on digital marketing and communication. Digital detox tourism necessitates a reduction in digital connectivity, which could potentially affect the operations of businesses that depend on online engagement with customers. Balancing the needs of digital detox tourists with the economic interests of local businesses will be a critical challenge. Additionally, Hungary faces competition from established digital detox destinations around the world. European countries such as Iceland, Switzerland, Italy, Finland and Spain have already made significant strides in this niche market, offering well-developed digital detox programs and facilities. Hungary will need to develop a compelling and differentiated offering to attract tourists who might otherwise choose these established destinations.

In conclusion, Hungary possesses considerable potential to develop a thriving digital detox tourism sector by leveraging its natural and cultural strengths. However, addressing the current lack of awareness and investment in dedicated digital detox infrastructure is crucial for realizing this potential. By capitalizing on the growing global trend towards wellness and mental health tourism, Hungary can attract a niche market of travelers seeking respite from digital overload. Developing affordable and community-based digital detox options will further enhance Hungary's appeal and promote sustainable tourism practices. Nonetheless, overcoming societal resistance to digital disconnection and balancing the economic impact on local businesses will be essential for the sustainable growth of this sector. Careful consideration of these strengths, weaknesses, opportunities, and threats will enable Hungary to strategically position itself as a leading destination for digital detox tourism. Through targeted promotion, infrastructure development, and innovative offerings, Hungary can create an attractive proposition for tourists.

7.2. Analysis of the Demand for Digital Detox Tourism in Hungary

This study explores the demand for digital detox tourism in Hungary, aiming to assess whether people are open to this type of experience and the potential interest in it. The research investigates how familiar individuals are with the concept of digital detox tourism, and whether

there is a genuine need or desire for such services. By examining awareness, preferences, and motivations, the study seeks to understand the extent to which digital detox tourism could gain traction within the Hungarian market.

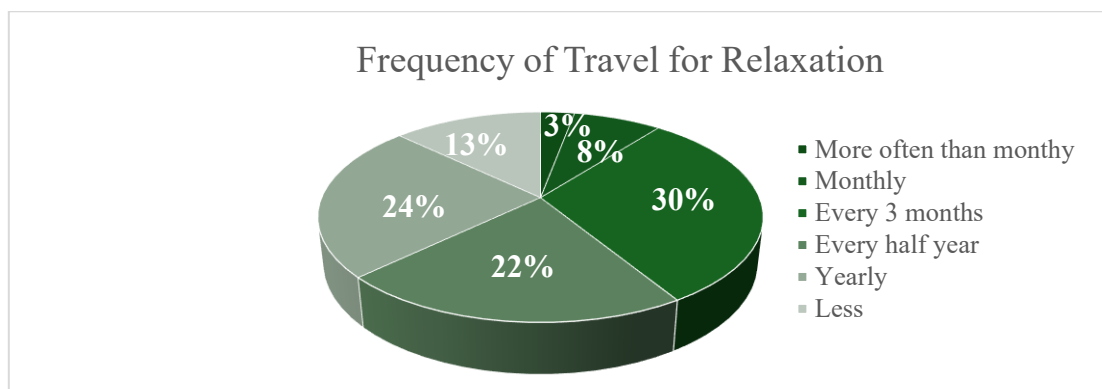


Figure 6: Frequency of Travel for Relaxation (Source: own research)

It is beneficial to begin the demand questionnaire analysis by examining how frequently respondents travel for leisure purposes what Figure 6 indicates. It reveals a diverse range of travel habits among participants, with a significant portion for traveling every three months. Others prefer to travel either twice a year or annually, which may reflect personal preferences, work schedules, or financial considerations. Fewer respondents take monthly or more frequent breaks, which could suggest that intensive, regular relaxation is less common. These insights highlight varied approaches to taking time away from everyday routines, emphasizing that while regular breaks are valued, most individuals might only prioritize relaxation-focused travel a few times per year.

From the research, a clear relationship can be established between travel frequency for relaxation purposes and awareness of digital detox tourism. Individuals who travel more frequently, such as every month, generally have a greater awareness of digital detox concepts. Those who take quarterly trips also show significant familiarity with many indicating substantial knowledge of the topic. This trend implies that individuals who prioritize regular breaks from their routine are more likely to encounter and understand digital detox ideas. Conversely, those who travel less frequently, such as annually or less, tend to have limited awareness. Among those who rarely travel, most have either minimal knowledge or have never heard of digital detox tourism. This indicates that less frequent travelers may have fewer opportunities to explore alternative tourism trends, particularly those focused on well-being and technology disconnection. Moreover, the research suggests that familiarity with digital detox is not only tied to travel frequency but also to the type of travel experiences sought. Those with frequent breaks might be more inclined toward experiences that enhance personal well-being and might actively seek out innovative ways to rejuvenate, like digital detox retreats. Therefore, promoting digital detox tourism could benefit from targeting individuals who already incorporate regular travel for relaxation, as they are likely more receptive and aware of such experiences. Introducing digital detox concepts to infrequent travelers might require additional educational efforts, given their lower awareness levels.

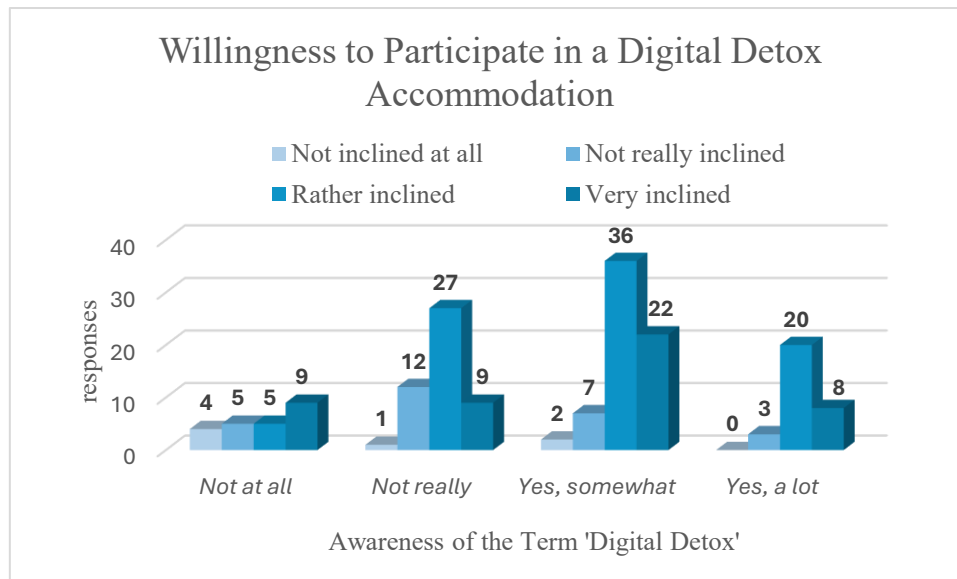


Figure 7: Willingness to Participate in a Digital Detox Accommodation Depending on the Awareness of the Term (Source: own research)

Figure 7 examines the relationship between people's awareness of the term "digital detox" and their willingness to participate in a digital detox accommodation. A clear pattern is observed: those who have heard more about digital detox are generally more inclined to engage with it, whereas individuals who have little to no knowledge of the term, tend to be more hesitant. This relationship is statistically significant, as demonstrated by the low p-value of 0.008, which indicates that the observed trend is unlikely to be due to random chance. For example, the group that is "Not at all" familiar with the term shows very low inclination to participate, which is consistent with the idea that unfamiliarity breeds reluctance. On the contrary, those who have heard "Yes, a lot" about digital detox are far more inclined to try it out, suggesting that increased awareness leads to a greater appreciation of the potential benefits. The middle ground, represented by those who are "somewhat" familiar with digital detox, also shows a noticeable split, with many participants expressing moderate willingness to engage. This suggests that some awareness, though not complete understanding, is enough to create curiosity and openness toward the experience.

In conclusion, Figure 7 illustrates that familiarity with the concept of digital detox plays a critical role in shaping people's willingness to participate. The more educated people are about the concept, the more open they become to trying it, highlighting the importance of awareness campaigns or educational efforts by accommodations offering digital detox services. This relationship is strong enough to be statistically significant, indicating that this trend reflects a real underlying the connection between knowledge and inclination to engage in such experiences.

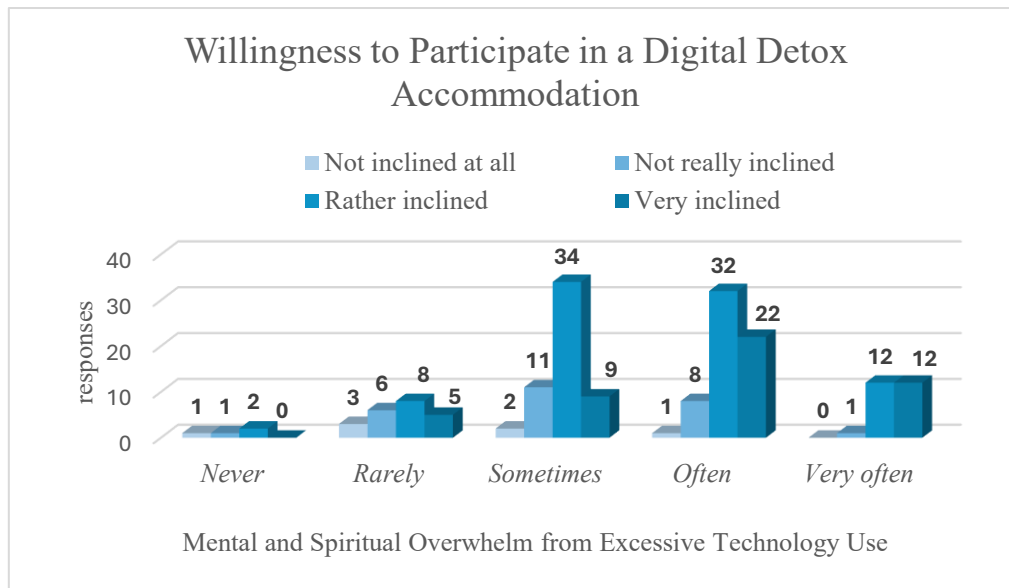


Figure 8: Willingness to Participate in a Digital Detox Accommodation Depending on the Mental and Spiritual Overwhelm from Excessive Technology Use (Source: own research)

From the responses of the questionnaire (Figure 8) a clear connection can be seen between feelings of overwhelm from excessive use of technological gadgets and the willingness to participate in a digital detox. As feelings of mental or spiritual overwhelm increase, so does the inclination to consider digital detox accommodations. Those who experience overwhelm "often" or "very often" show a strong interest in participation, with a considerable number of respondents in these categories marked as "very inclined" or "rather inclined." This suggests that frequent exposure to digital stress may drive individuals to seek out detox experiences as a means of relief. In contrast, people who rarely or never feel overwhelmed are less inclined toward digital detox options. Among those who never experienced technological overwhelm, almost none show a strong inclination to participate, indicating that low levels of digital stress diminish the perceived need for a detox. Similarly, individuals who feel overwhelmed "sometimes" demonstrate a varied response, with moderate interest that suggests a threshold at which the perceived benefits of detoxification begin to resonate.

Overall, the pattern implies that a sense of digital overload is a key motivator for interest in detox accommodations. This insight could guide service providers to target their offerings specifically toward those who frequently experience digital fatigue, as these individuals are most likely to see the value in a structured break from technology.

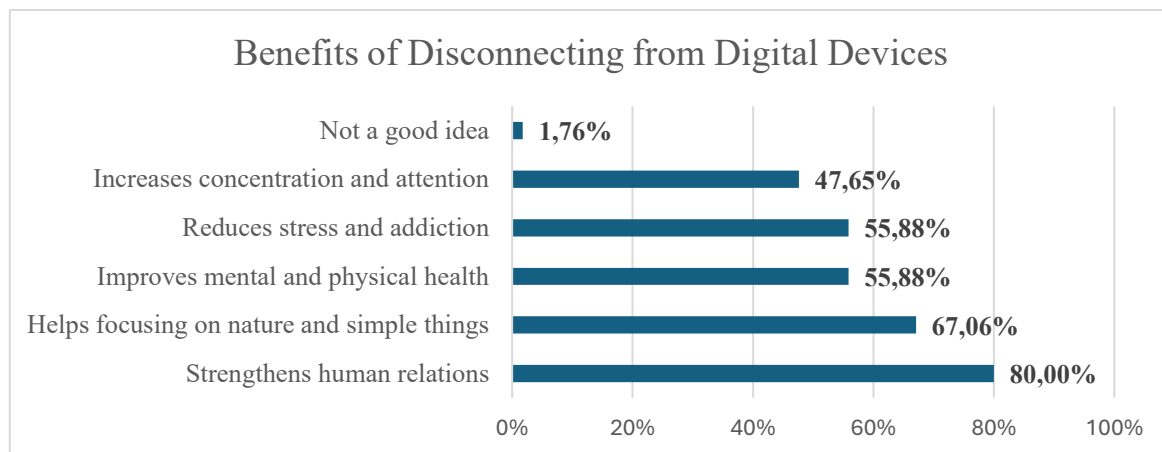


Figure 9: Different Benefits of Disconnecting from Digital Devices (Source: own research)

Figure 9 presents reasons why people consider it beneficial to disconnect from digital devices for a period. Notably, the overwhelming majority (nearly 100%) believe that a digital detox can strengthen human relationships, suggesting that many feel technology may impair personal connections. Additionally, a significant number of respondents believe disconnecting can help them focus on nature and simpler aspects of life, emphasizing a desire to reconnect with the physical world. Other common reasons include improvements in mental and physical health, as well as reductions in stress and addiction, both at around 60%, indicating a perceived link between digital usage and well-being. Furthermore, enhancing concentration and attention is a cited benefit, underscoring concerns that digital devices may contribute to decreased focus. Interestingly, only a negligible fraction sees disconnecting as a "not good idea," indicating strong overall support for taking breaks from digital technology to enhance various aspects of life. This analysis implies that people are increasingly aware of the negative impacts of digital overuse and are interested in reclaiming balance and human connections.

An open-ended question in the survey explored who could benefit from digital detox relaxation, and the responses suggest that it holds advantages for a wide range of individuals. Most respondents highlighted this recommendation, with 45 individuals specifically mentioning "everyone," indicating a broad demand for a digital detox in response to the excessive exposure to the digital world in modern times. There were also more specific responses targeting certain groups. Office workers, educators, and other professionals who use digital devices daily were highlighted and mentioned by a total of 6 respondents. Additionally, responses focusing on younger people, particularly those under 30 or younger generations, were significant, with 10 mentions. Stressful lifestyles and individuals who have become dependent on digital devices were also frequently mentioned, appearing in 9 responses. Interesting responses include the idea that digital detox could be beneficial not only on an individual level but also as part of group activities like school trips or team-building events (2 responses). Furthermore, some responses specifically address issues related to digital device dependency and burnout (5 responses). In general, digital detox is recommended for everyone, especially for those who are excessively dependent on digital devices and those leading stressful lives, as they frequently use these tools in their daily routines.

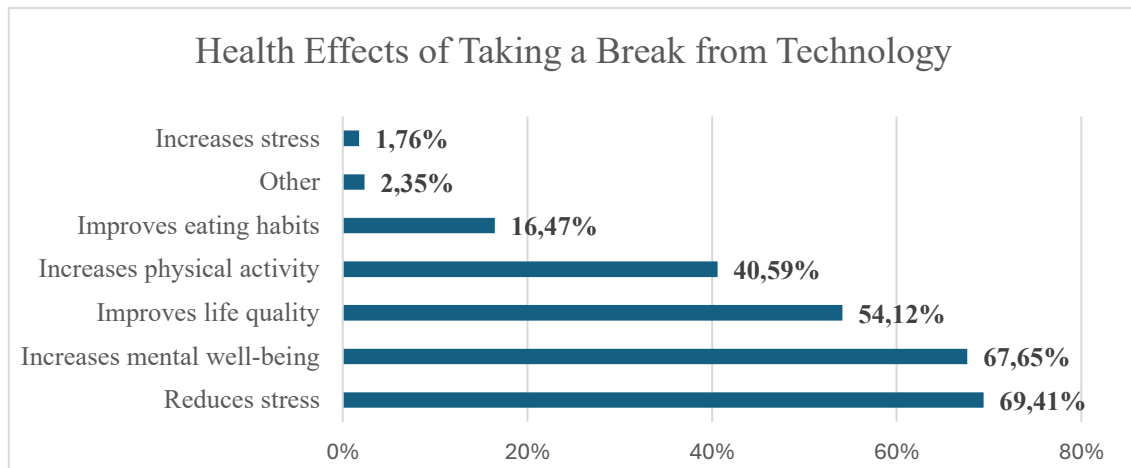


Figure 10: Health Effects of Taking a Break from Technology (Source: own research)

After discovering that many respondents believe a digital detox would be beneficial, the specific health effects they anticipate experiencing as a result of such a program are examined. Figure 10 explores the potential health impacts of taking a break from technology. The most significant effect reported is stress reduction, with nearly 70% of respondents highlighting this as a benefit. Closely tied to this, 67.65% mention an increase in mental well-being, suggesting that disconnecting from digital devices has a profound impact on emotional and psychological health. Improving life quality is another major outcome, cited by over half of the participants. This indicates that digital detox may contribute to a broader sense of life satisfaction, likely through greater mindfulness and improved balance in daily routines. Increased physical activity is also noted by 40.59%, implying that less screen time frees up opportunities for movement and healthier habits. While a smaller percentage (16.47%) reported improved eating habits, it suggests that tech-free time could promote more mindful eating patterns. Interestingly, only a tiny fraction (1.76%) believes a tech break increases stress, which reinforces the overall positive outcomes associated with digital detox.

In summary, the data suggests that stepping away from technology largely enhances mental well-being, reduces stress, and boosts life quality, making it a valuable practice for personal health.

Following the examination of potential health impacts, Figure 11 reveals that a substantial majority prioritize "peace and quiet" and "being close to nature" as essential elements of a digital detox experience. These two factors dominate, indicating that most respondents see tranquillity and a natural environment as core components of a successful detox. Additionally, a significant portion values physical and mental rest, highlighting a strong desire for relaxation and rejuvenation during their stay. Wellness programs like yoga, meditation, and spa services also hold appeal, suggesting that structured activities to support well-being are valued by almost half of respondents. Meanwhile, over one-third of the respondents emphasize the need for detachment from city life, pointing to a preference for settings far removed from urban environments.

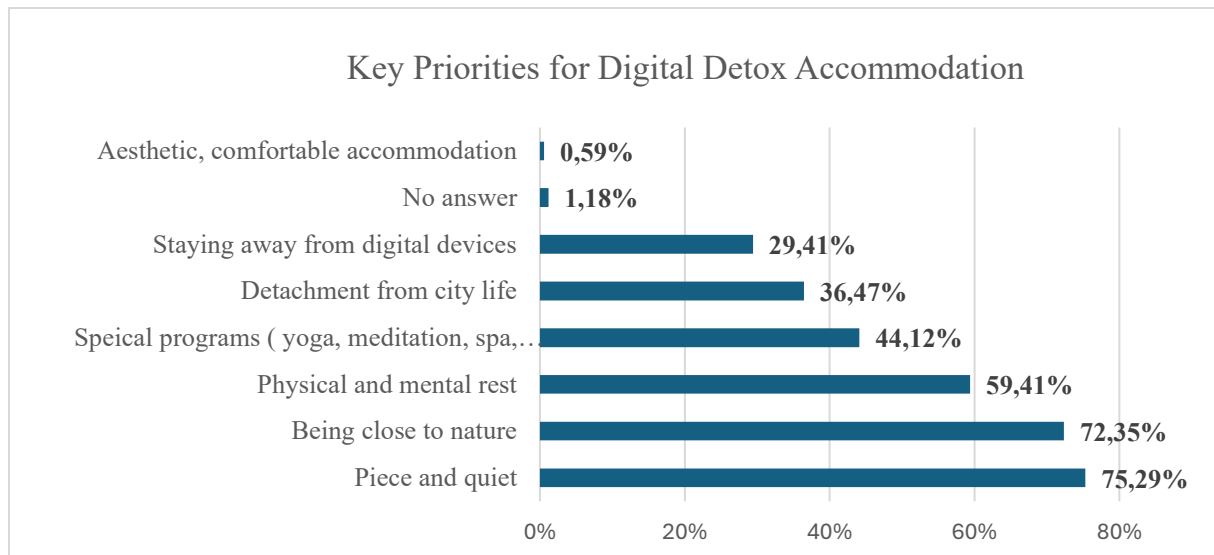


Figure 11: Key Priorities for Digital Detox Accommodation (Source: own research)

Interestingly, while the goal is a digital detox, staying away from digital devices is mentioned by less than a third, suggesting that disconnection is seen as a means rather than the end itself. Only a tiny fraction regard aesthetic accommodation as important, underscoring that comfort and visual appeal are much less relevant compared to the need for a peaceful, nature-centric, and restful environment. This focus on holistic well-being suggests that, for most, a digital detox is about creating an immersive experience that reconnects them with simpler, restorative pleasures.

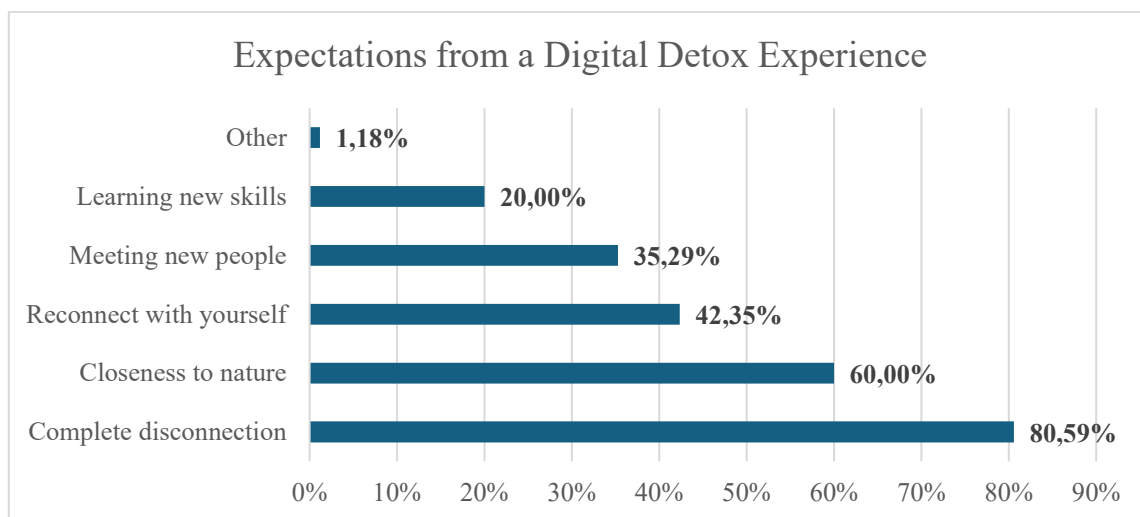


Figure 12: Expectations from a Digital Detox Experience (Source: own research)

Figure 12 shows what people expect from a digital detox experience, with the most anticipated outcome being complete disconnection, cited by over 80% of respondents. This highlights that individuals view digital detox as a total break from technology, underscoring the desire to fully disconnect from digital distractions and pressures. The second most common expectation, at 60%, is closeness to nature. This suggests that participants link their disconnection from

technology with reconnecting to the natural world, valuing the calming and restorative effects of natural environments during their detox. Reconnecting with oneself is also significant, reported by 42.35%. This points to a deeper, introspective goal in these experiences, where people seek mental clarity or emotional reset. Meeting new people, however, is a less common expectation (35.29%), indicating that while social interactions may be valued, they are not the primary focus of such a retreat. Interestingly, only 20% expect to learn new skills, meaning that self-improvement in a practical sense is a lower priority than emotional and psychological renewal. Finally, the "Other" category, at 1.18%, is minimal, suggesting that most respondents' expectations fit into the provided categories.

In conclusion, the key takeaway from the chart is that digital detox participants seek profound disconnection from technology, with nature and self-reconnection being the primary drivers of the experience. Learning or socializing are secondary to these more personal and reflective goals.

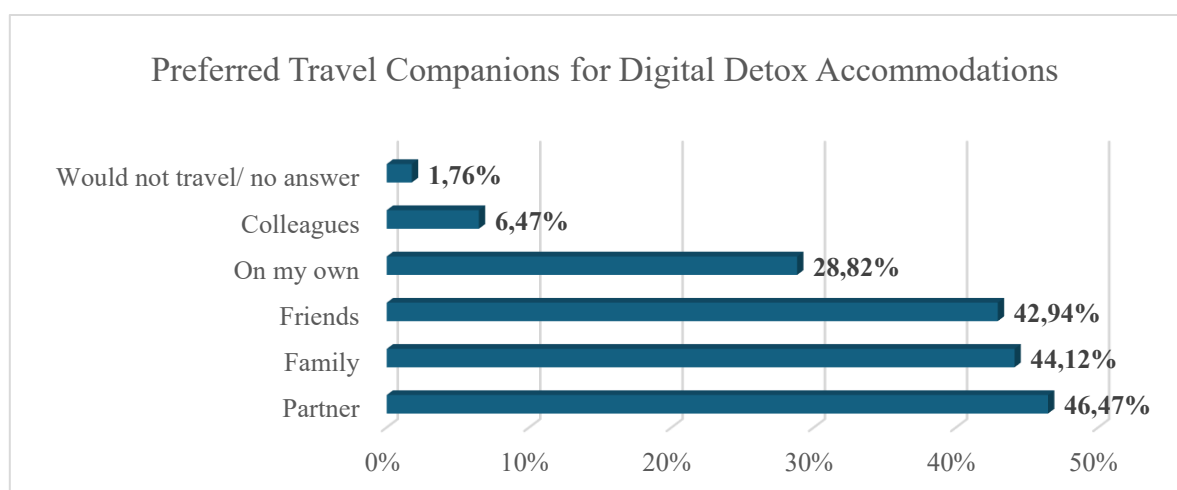


Figure 13: Preferred Travel Companions for Digital Detox Accommodations (Source: own research)

The survey results reveal valuable insights into the preferences of individuals regarding travel companions for digital detox tourism (Figure 13). Notably, a significant majority of respondents expressed a desire to travel with their partners, family, or friends, indicating the importance of social connections in enhancing the experience. This preference suggests that digital detox tourism is not solely about disconnecting from technology, but also about reconnecting with loved ones and fostering meaningful relationships. On the other hand, the willingness of nearly 29% of respondents to travel alone highlights the appeal of solitude and personal reflection during a digital detox. This indicates that there is a diverse range of motivations driving individuals to seek out such experiences.

Service providers in the digital detox tourism sector can leverage these insights to tailor their offerings, creating packages that accommodate both group and solo travelers. By emphasizing shared experiences while also providing opportunities for personal reflection, they can cater to the varied needs of potential customers. Ultimately, understanding these preferences is crucial

for the successful development of digital detox tourism in Hungary, as it can help in creating enriching experiences that resonate with a broad audience.

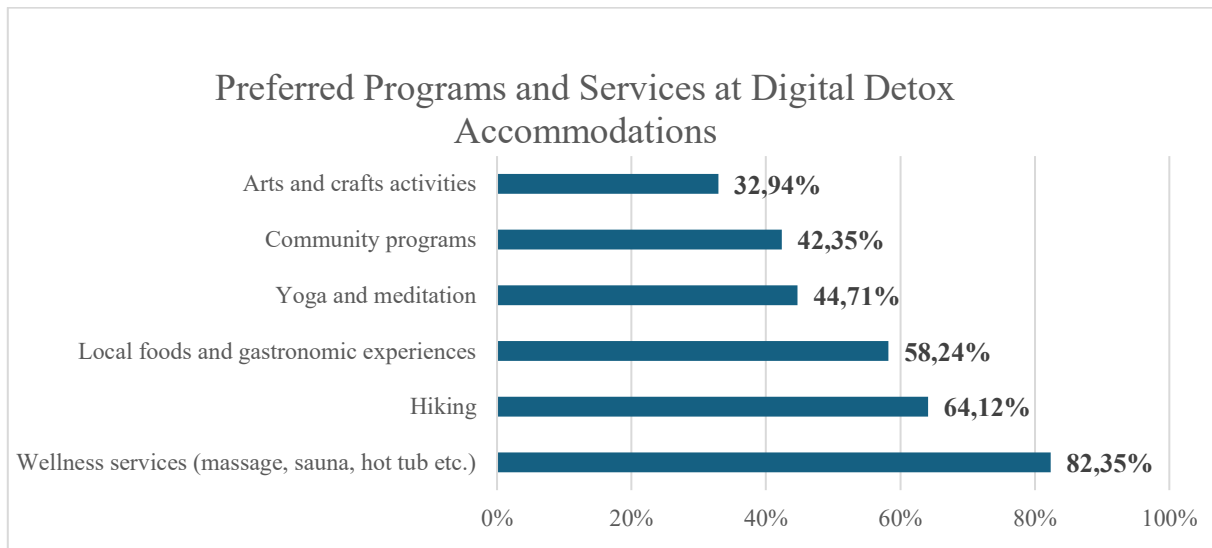


Figure 14: Preferred Programs and Services at Digital Detox Accommodations (Source: own research)

People were asked about programs and services that appeal to them seeking a digital detox, revealing key insights for service providers in this niche. Wellness services, such as massage, sauna, and hot tubs, top the list, with over 80% of respondents expressing interest (Figure 14). This strong preference signals that relaxation and self-care are top priorities for guests at digital detox accommodations. Hiking is also highly valued, with nearly two-thirds indicating interest, suggesting that access to natural trails and outdoor activities is essential for an appealing digital detox experience. Local food and gastronomic experiences are of interest to more than half of respondents, highlighting that culinary experiences are an integral part of the retreat, possibly offering a way for guests to connect with the local culture and enjoy mindful eating. Yoga and meditation also attract significant interest, reinforcing the value placed on activities that promote mental clarity and physical well-being. Community programs, though slightly less popular, indicate that some visitors are open to social experiences, suggesting that opportunities for connection with others can enhance the retreat experience.

Finally, arts and crafts activities appeal to roughly one-third of respondents, signaling a niche interest in creative outlets that allow for self-expression and hands-on engagement. These insights suggest that service providers would benefit from offering a diverse range of options centered around wellness, nature, and local experiences, while also catering to varying preferences for social and solitary activities. Overall, the data underscores that a successful digital detox is not just about disconnecting from technology but about fostering a holistic, rejuvenating experience through carefully curated services.

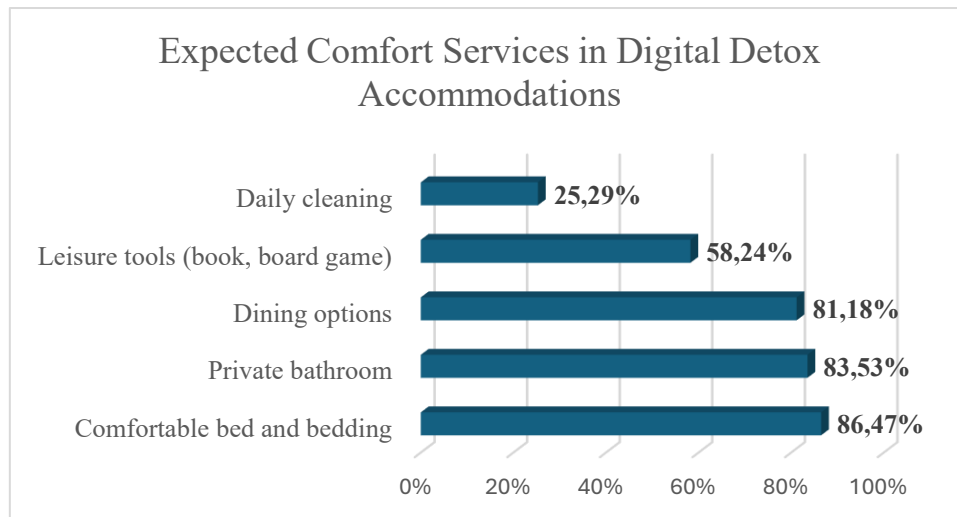


Figure 15: Expected Comfort Services in Digital Detox Accommodations (Source: own research)

In addition to programs and services, the expected comfort amenities in a digital detox accommodation play a vital role. The most desired service is a comfortable bed and bedding, which almost 90% of respondents expect (Figure 15). This indicates that physical comfort is a top priority for those seeking a digital detox, likely to ensure restful sleep and relaxation. A private bathroom is the second most expected service, highlighting the importance of personal privacy and hygiene. This is closely followed by dining options, which suggests that while disconnecting from technology, guests still prioritize access to good food as a source of comfort. Leisure tools, such as books or board games, rank next, reflecting the need for alternative, low-tech entertainment during the stay. However, daily cleaning is the least expected service, possibly because people who seek a detox might prefer a simpler, less serviced environment that aligns with a slower-paced, unplugged lifestyle.

Figure 15 reveals that for a successful digital detox experience, accommodations must offer comfort and convenience in essential areas like sleep, privacy, and food, while entertainment options and frequent cleaning are seen as less crucial. This balance allows guests to disconnect in a comfortable yet non-intrusive setting.

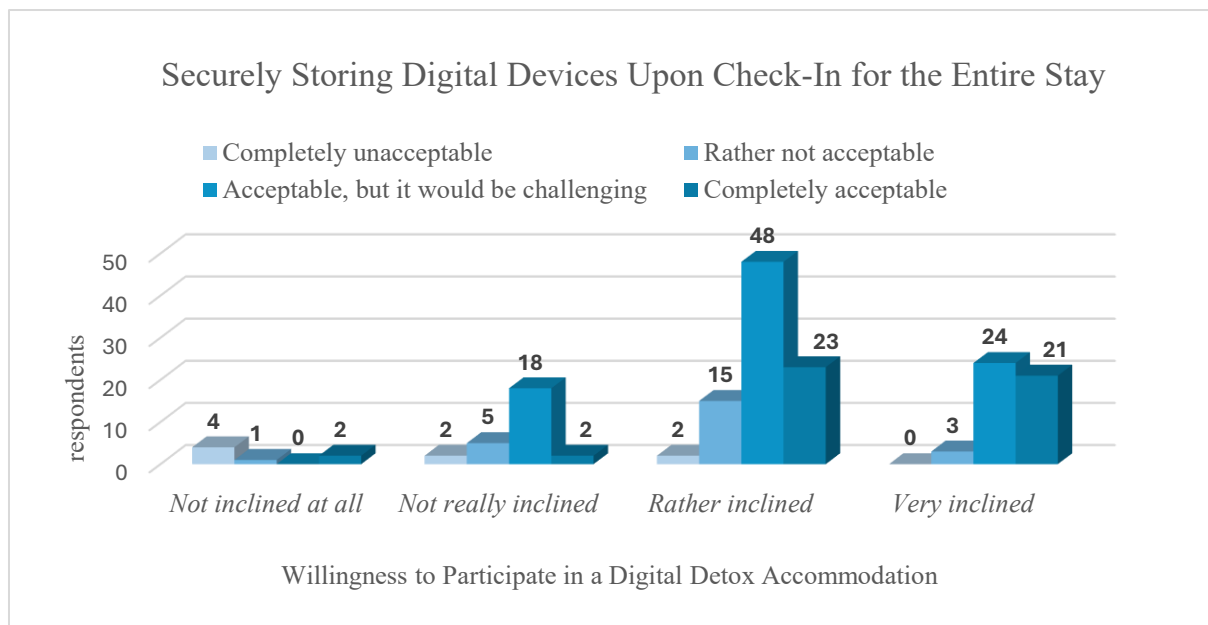


Figure 16: Relationship of the Importance of Securely Storing Digital Devices Upon Check-In for the Entire Stay and the Willingness to Participate in a Digital Detox Accommodation
(Source: own research)

After identifying the expectations respondents have regarding a digital detox accommodation, they were asked about their willingness to participate in such a program and how acceptable they would find it to relinquish their digital devices upon checking into the accommodation. The data reveals a clear connection between these factors (Figure 16). Those who are "very inclined" to participate overwhelmingly find it "completely acceptable" to lock away their devices, indicating a high level of commitment to the idea of total disconnection. This group also has a substantial portion finding it "acceptable, but challenging," suggesting that while they acknowledge the difficulty, they still see the value in a full detox. For individuals who are "rather inclined" to participate, there is a noticeable split: many find the concept completely acceptable, while a significant number find it challenging but acceptable. This mixed response indicates that, while these participants are open to the idea, they might have reservations or concerns about the practical implications of surrendering their devices. However, those "not inclined" or "not inclined at all" show low acceptance of locking away devices, with many in these groups finding it "completely unacceptable" or "rather not acceptable." This suggests that a lack of willingness to participate in digital detox correlates with resistance to complete disconnection. For these individuals, the dependency on devices may outweigh the perceived benefits of a detox, reflecting an attachment to digital access.

Overall, the findings imply that the more someone is inclined to participate in a digital detox, the more likely they are to accept the challenge of being device-free, revealing a strong association between commitment to the detox experience and openness to digital disconnection.

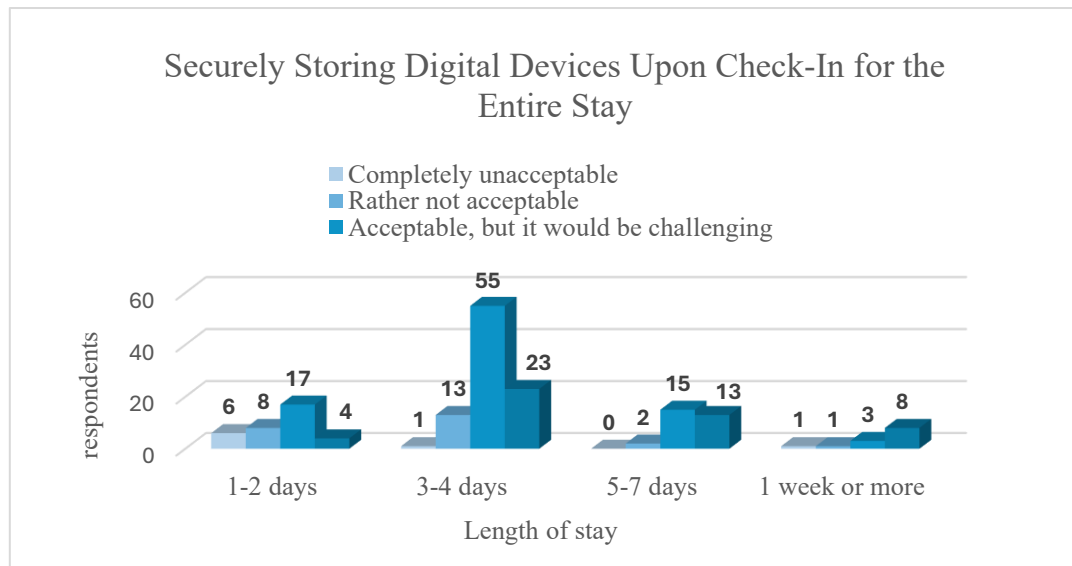


Figure 17: Relationship of the Importance of Securely Storing Digital Devices Upon Check-In for the Entire Stay and the Length of Stay (Source: own research)

Figure 17 shows the duration of their intended stay and their acceptance of having their digital devices confiscated upon check-in. The chart provides insights into how guests would feel about locking away their phones and other digital devices during their visit, based on the length of their stay. A clear pattern emerges: those staying for shorter periods, such as 1-2 days, are more likely to find this concept completely unacceptable or somewhat challenging. This suggests that guests visiting for a brief stay may see the experience as a temporary experiment or a novelty, not fully committing to a complete digital detox. On the other hand, guests planning to stay for longer, particularly 3-4 days, are more open to the idea, though many still find it challenging. This willingness to part with devices for a few days implies that after a short adjustment period, the detox could become more manageable, as people begin to immerse themselves in their surroundings. Interestingly, those who consider it "acceptable but challenging" are mostly those staying for 3-4 days, indicating that this timeframe could be a tipping point where guests see value in the detox, but still recognize its difficulty. As the length of stay increases to 5-7 days or even a week or more, there is a notable decrease in people who find the concept unacceptable, suggesting that guests who opt for extended stays are generally more committed to the idea of unplugging and recharging in a natural environment. They likely view the experience as a deeper, more transformative retreat, which aligns with the purpose of a digital detox.

In conclusion, Figure 17 reveals that the willingness to lock away digital devices correlates with the length of stay. Short stays attract guests looking for a brief break without fully committing, while longer stays appeal to those ready to embrace the digital detox concept more fully, despite the challenge it may present. This underscores the importance of offering flexible options for guests with varying levels of comfort regarding device separation, allowing them to gradually ease into the detox experience.

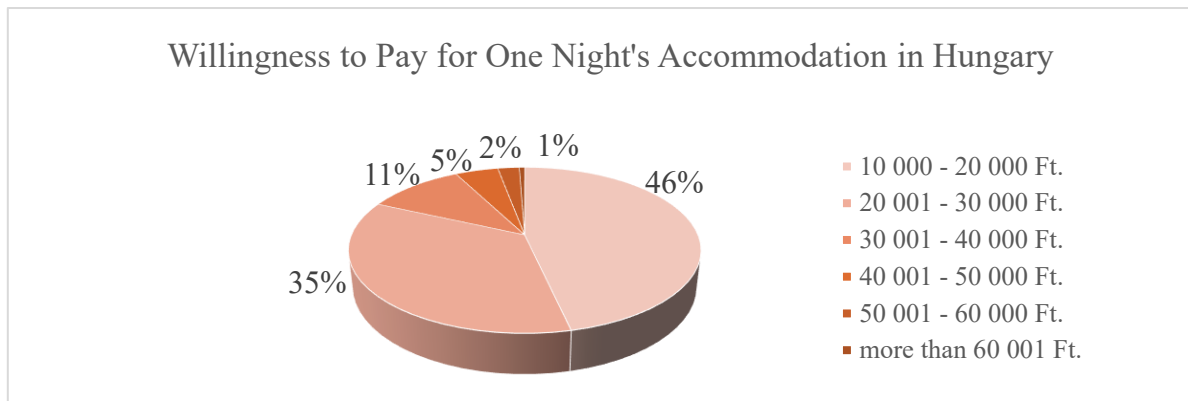


Figure 18: Willingness to Pay for One Night's Accommodation in Hungary (Source: own research)

Since the goal of the research is to determine whether there is demand for digital detox accommodations in Hungary and to understand the conditions for such demand, it is essential to know the financial capacity of potential guests. Therefore, it was aimed to find out how much people generally spend per night on accommodation in Hungary. According to the pie chart, the majority of the respondents, 46%, are inclined to spend between HUF 10 000 and 20 000, suggesting that most people prefer affordable options. Following this, 35% are willing to pay between HUF 20 001 and 30 000, showing a significant number of participants opting for mid-range accommodations. Only a small percentage of survey takers are willing to pay above HUF 30 000 per night, with 11% choosing the HUF 30 001–40 000-range and even fewer in higher price brackets. This pattern indicates that most travelers in Hungary prioritize budget-friendly lodging options, with nearly 81% of respondents falling within the two lowest price categories (HUF 10 000–30 000). In contrast, luxury or high-end accommodations above HUF 50 000 are not common choices, representing just 2% of the responses.

In conclusion, the data suggests that most travellers in Hungary favour economical and mid-range accommodation options, likely reflecting a broader trend of budget-consciousness among tourists.

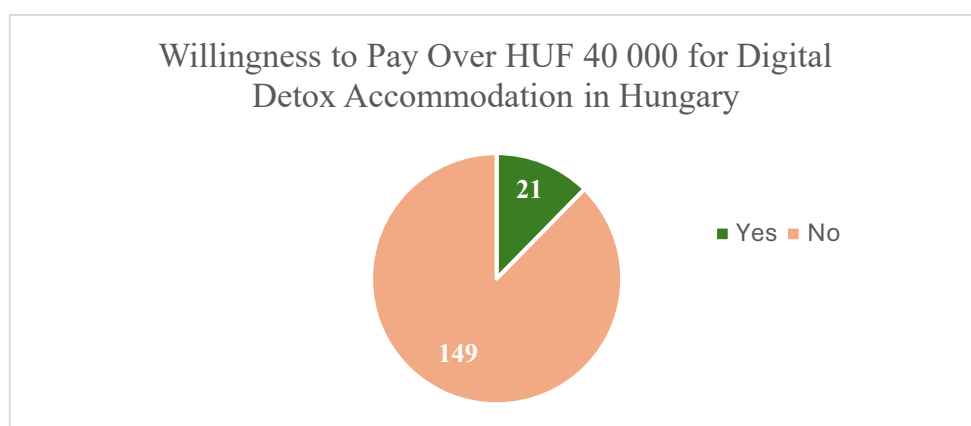


Figure 19: Willingness to Pay Over HUF 40 000 for Digital Detox Accommodation in Hungary (Source: own research)

This pie chart reveals that a large majority of respondents (149) would not be willing to pay more than HUF 40 000 per night for a digital detox accommodation in Hungary, with only 21 respondents answering "yes". This is consistent with the previous questions answers showing that most people typically spend between HUF 10 000 and 30 000 on accommodation, highlighting a clear preference for more affordable options. Given the previous data, where only a small percentage of respondents were willing to pay higher prices for standard accommodation, unsurprisingly, an even smaller proportion would pay above HUF 40 000 specifically for a digital detox experience. This suggests that while there is interest in digital detox, most travelers still prioritize cost-effectiveness over luxury or premium offerings, even for specialized experiences. The results reinforce the notion that affordability remains a key factor when choosing accommodation, whether for a regular stay or a themed retreat like a digital detox.

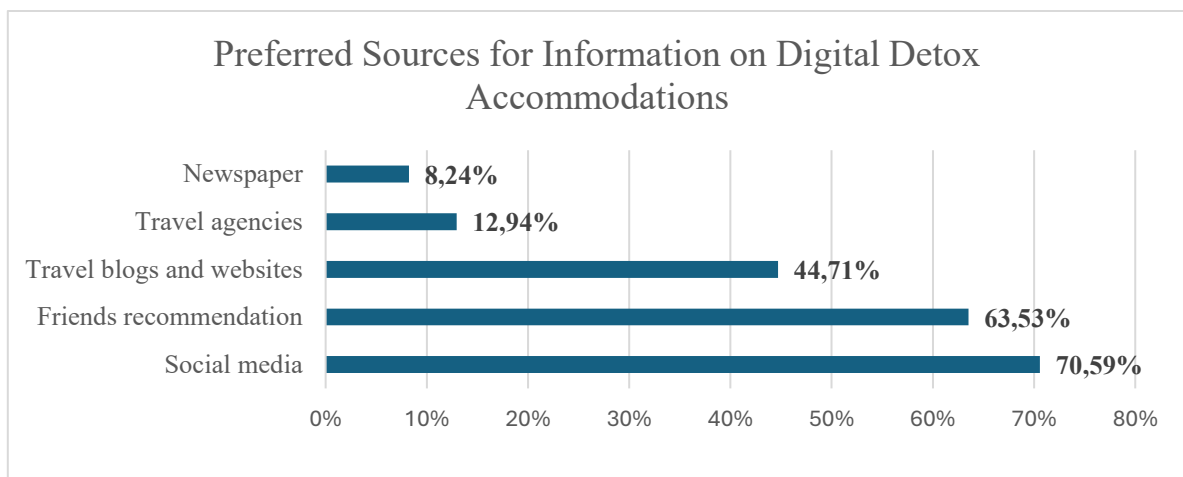


Figure 20: Preferred Sources for Information on Digital Detox Accommodations (Source: own research)

To inform individuals about the availability of digital detox accommodations, Figure 20 shows the preferred sources from which the respondents wish to receive information. A significant majority of respondents favour social media, accounting for over 70%, which underscores the growing influence of online platforms in travel decision-making, especially for niche experiences like a digital detox. Closely following are recommendations from friends, representing roughly three-fifths of the responses, highlighting the continued importance of personal trust and word-of-mouth. Travel blogs and websites capture the interest of just under half of the respondents, reflecting the appeal of detailed, experience-based reviews. Meanwhile, only a small portion, less than 13%, would turn to travel agencies, and an even smaller number of them prefer newspapers, making traditional media the least popular option by a wide margin.

This distribution reveals a clear shift toward digital and personal sources of information. Businesses in this sector could benefit greatly from focusing on social media strategies and

encouraging user-generated content, as these channels hold the greatest influence over potential travelers.

Finally, participants were allowed to share their additional comments and suggestions regarding digital detox accommodations, and many took advantage of this chance. The responses cover a wide range of opinions, highlighting both the strengths of the concept and potential areas for development. The individually given thoughts are summarised below.

- **Positive Evaluations and Expectations:** Most respondents (8 people) view the idea of digital detox accommodations favourably and believe that these types of places could become very popular in the future. They particularly emphasize the importance of “peace and quiet” and engaging activities that can help divert attention away from digital devices. Respondents also mentioned that these accommodations should be in natural, scenic environments without cell reception, ensuring a complete disconnection from digital devices. Additionally, there is a significant suggestion that these accommodations should be safe and offer alternative activities such as sports and team games, which could enhance communal experiences (3 people).
- **Special Suggestions and Needs:** Somebody specifically suggested that digital detox accommodations should be child-free (1 person) and that not only phones but all digital devices, such as smartwatches and televisions, should be prohibited (2 people). It is also important for these accommodations to provide access for emergencies (1 person), and some suggested that limiting device use to a specific time each day might help avoid a sudden, drastic change (1 person).
- **Interesting and Unique Comments:** A few respondents suggested that digital detox accommodations should provide more information, such as a summary website with detailed information (1 person). They also highlighted the need for proper communication of the concept to avoid misconceptions of nomadic, uncomfortable lodgings, ensuring necessary comfort (1 person). It was also suggested that the digital detox experience could be more appealing if the activities are organized in a fun and exciting way (1 person).

Overall, we can see that there is a positive interest in digital detox accommodations, with people particularly valuing natural, comfortable, and safe environments. Respondents believe that the success of digital detox accommodations will depend on effective communication, providing alternative activities, and the restriction of device use.

7.3. Analysis of the Supply for Digital Detox Tourism in Hungary

In the following section, I will analyze the responses from structured interviews conducted with 13 accommodation providers in Hungary. This analysis aims to enhance the understanding of the supply side of digital detox tourism, particularly in relation to the previously discussed demand. As digital detox tourism is still a relatively unknown concept in Hungary, I selected these accommodations based on their alignment with the principles of this type of tourism. The focus is on facilities that promote a connection to nature, strengthen personal relationships, and facilitate mental and physical rejuvenation. It is important to emphasize that these accommodations are not strictly classified as digital detox facilities; rather, they embody aspects

of the concept and may provide an environment conducive to such experiences. By examining what these providers offer, we can gain valuable insights into the current supply market and identify potential opportunities for growth in the digital detox tourism sector in Hungary. This exploration will not only highlight the existing services available but also suggest areas where accommodations could adapt to better meet the emerging demand for digital detox experiences.

The questions posed during the structured interviews largely overlap with those regarding demand, as they can be compared and analyzed together.

After presenting the types of accommodations surveyed in the Methodology chapter, it is important to address the capacity for guest accommodation and their occupancy rates.

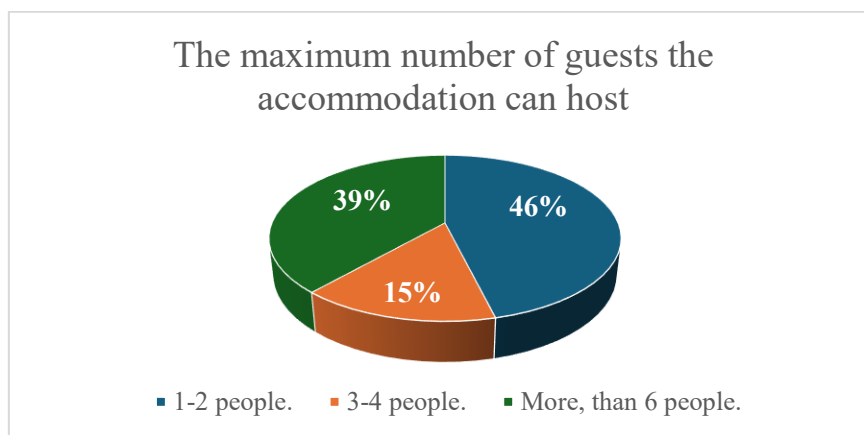


Figure 21: The capacity of the accommodations (Source: own research)

The distribution of guest capacity among the accommodations reveals interesting patterns. Nearly half of the accommodations (46%) can host 1-2 people, indicating a strong focus on small, intimate getaways, which aligns well with the principles of digital detox tourism. This suggests that many of these places are tailored for couples or solo travelers seeking personal space and tranquillity, emphasizing privacy and connection to nature. On the other hand, 15% of the accommodations can host 3-4 people, which may cater to small families or close-knit friend groups, but the relatively low percentage indicates that the primary target audience isn't larger groups. The remaining 39% of the accommodations can host more than 6 people, a substantial percentage that suggests a market for larger gatherings such as family retreats or group vacations.

The overall distribution points to a dominant focus on offering serene, secluded environments for smaller parties, which aligns with the goals of digital detox tourism—fostering personal rejuvenation and meaningful interactions. However, the presence of larger accommodations shows potential for expanding digital detox experiences to families and group retreats, reflecting a diverse demand in the market.

		Occupancy of the accommodation				Total
		Low (0-30%)	Medium (31-60%)	High (61-90%)	Fullhouse (91-100%)	
Number of guests the accommodation can host	1-2 people	0	2	3	1	6
	3-4 people	0	0	1	1	2
	more than 6 people	1	2	2	0	5
	Total	1	4	6	2	13

Table 1: Occupancy of the accommodations with the number of guests they can host (Source: own research)

Table 1 shows the occupancy rates of different types of accommodations based on the number of guests they can host. There are some accommodations with full house (91-100%) occupancy, particularly for properties that can host 1-2 and 3-4 people. This indicates that smaller accommodations are often fully booked, reflecting their popularity among travelers seeking intimate, couple-focused stays. Interestingly, the chart shows no properties reporting low occupancy (0-30%) for 1-2 and 3-4 person accommodations, which suggests that these smaller accommodations maintain relatively steady bookings. However, larger accommodations (for more than six people) show a bit more variability, with one reporting low occupancy, which could indicate challenges in consistently filling these bigger spaces. On the other hand, most accommodations for more than six people report medium (31-60%) to high (61-90%) occupancy. This implies that while larger group accommodations can attract visitors, they are less frequently at full capacity compared to smaller properties. The overall trend points to the fact that smaller, more intimate settings are the most consistently booked, possibly catering to couples or solo travelers, while larger properties have more fluctuating demand.

A noteworthy example is the Zengő Zug accommodation, located in Komló, in the Mecsek mountains. Their slogan, "Valley of Health," aligns with their focus on relaxation and well-being. The accommodation can host up to 2+2 guests and offers a nature-centric experience, with amenities such as an outdoor jacuzzi, an infrared sauna, and a hot tub, along with scenic views of a fishing lake and forest. This cabin provides an ideal digital detox atmosphere, reinforcing the demand for peaceful, natural settings among smaller groups.

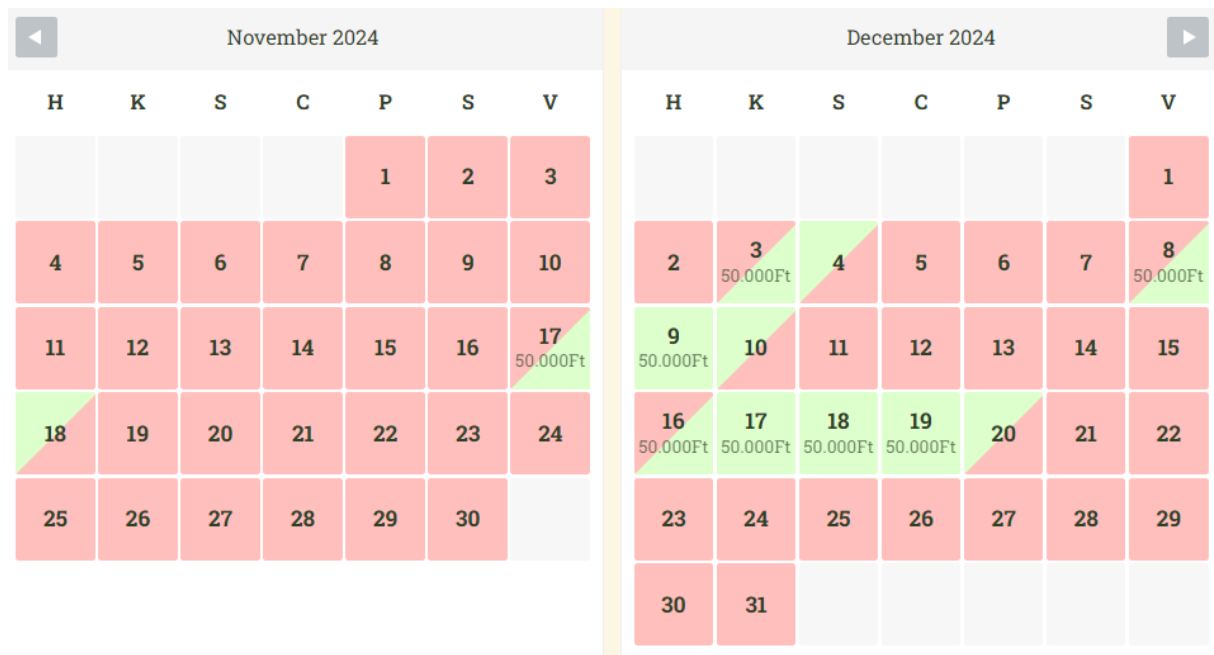


Figure 22: Occupancy of Zengő Zug accommodation (Source: (Zug, 2024), 7 October 2024)

Figure 22, depicting the booking calendar for November and December 2024, highlights the strong demand for the Zengő Zug accommodation. The calendar, which was checked in October 2024, reveals a prominent level of occupancy for both months. The majority of November is already fully booked, with only a few available dates around mid-month, and December shows a similar trend. Most weekends and key dates, especially closer to the holiday season, are already reserved, signaling the property's popularity. The availability marked in green shows that there are only a few scattered dates left, and travelers would need to plan 3-4 months in advance to secure a booking. The price per night for Zengő Zug ranges from HUF 50 000 to 65 000, depending on whether it is a weekday, weekend, or peak holiday period. Considering the high occupancy rate, even months in advance, the price range appears competitive for the type of amenities and exclusivity offered. Additionally, bookings for January and February are also filling up, with roughly half the dates still available, showing consistent demand for this accommodation beyond the holiday season.

In summary, Zengő Zug's impressive booking schedule and premium pricing highlight its strong appeal within the detox tourism sector. Currently, if guests search for any forest cabin or wooden house in Hungary that emphasizes a connection to nature, they will find that most of these accommodations offer nightly rates starting at an average of HUF 50 000 to 60 000 or even higher. This price range reflects the growing demand for nature-focused retreats, as well as the unique experiences they provide. These accommodations typically cater to guests seeking an escape from urban life, often combining rustic charm with luxury amenities to justify the higher pricing.

A significant finding from the interviews is that guests typically arrive with their partners, comprising around 85% of respondents. This strong inclination towards traveling as a couple is

indicative of the nature of digital detox tourism, which prioritizes interpersonal connections and shared experiences in tranquil environments. The concept of digital detox is not merely about unplugging from technology; it is also about fostering deeper emotional ties and engaging in meaningful interactions away from the distractions of everyday life. The presence of partners suggests that guests are seeking a supportive environment to disconnect from the stresses associated with urban life and technology. This aligns with the core tenets of digital detox tourism, which emphasize mental restoration and relationship building. In contrast, the relatively lower percentages of guests arriving with children (15.38%), relatives, or friends (both at 15.38%) indicate that while families and social groups may participate in digital detox experiences, the primary target demographic is couples. This trend can be leveraged by accommodation providers to market their services specifically toward romantic getaways, focusing on aspects like privacy, tranquillity, and opportunities for bonding.

Analyzing the motivations behind guests choosing specific accommodations reveals compelling insights into the demand for digital detox tourism. The three most common reasons — detachment from city life, closeness to nature, and peace and quiet — were cited by a striking 76.92% of respondents. This overwhelming consensus indicates a profound desire among travelers for environments that facilitate a break from the fast-paced urban lifestyle, allowing for relaxation and reflection in a natural setting. The desire for detachment from city life underscores a growing awareness of the mental strain that urban environments can exert on individuals. With increasing reports of stress-related illnesses and burnout linked to constant connectivity and busy lifestyles, the appeal of escaping to a serene setting becomes evident. Moreover, the emphasis on nature suggests that potential guests recognize the restorative benefits of natural surroundings, which have been well-documented in research on mental health and well-being.

Interestingly, while luxury and wellness services received only 23.08% support, they do not play a central role in guests' decision-making processes. This finding could suggest that accommodation providers might benefit from focusing on creating environments that promote natural beauty and simplicity rather than solely investing in luxury features. By emphasizing the authenticity of their offerings and the connection to nature, these establishments can better align with the expectations of their target audience.

As mentioned, the focus is on the fact that luxury and wellness services received only 23.08% of support from guests as a deciding factor when choosing accommodation. This suggests that for most travelers, luxury isn't the primary motivator in their decision-making process. Instead, they seem to place higher value on more authentic, down-to-earth experiences like being close to nature, finding peace and quiet, and escaping city life. These insights suggest that accommodation providers should prioritize creating natural, simple environments rather than focusing on luxury amenities. However, it turned out that every accommodation offers features like jacuzzis or hot tubs, and many also provide saunas (84.62%), which are typically considered luxury features. This seems to contradict the previous analysis, but there's a key distinction to be made here. While these services are indeed available, their presence doesn't seem to be what drives guests to choose the accommodations. Instead, these features are seen as tools for relaxation and self-care, which can support a guest's desire to disconnect and

rejuvenate. While guests are not primarily choosing accommodations based on luxury and wellness services, these features still have a role within digital detox tourism. Their importance lies less in their luxury status and more in their ability to promote relaxation and well-being. For example, amenities like jacuzzis or saunas are not necessarily symbols of luxury in this context; they are means to help guests unwind, recharge, and support their overall goal of digital disconnection. Thus, the focus should be on how these features are integrated into a more natural and simpler environment. The emphasis should not be on "luxury" for its own sake but on how these offerings complement the authentic experience of being close to nature and achieving mental relaxation. Accommodations would benefit from highlighting how such amenities enhance the detox experience without overshadowing the primary draw of peace, quiet, and nature. This approach reflects a shift in traveller preferences: it's not about seeking abundant experiences, but about how certain comforts — when used thoughtfully — can support their goal of relaxation, reconnection, and rejuvenation. Therefore, the presence of these services is still relevant, but they should be marketed as part of the overall wellness journey rather than standalone luxury features. The lower priority given to services like yoga and meditation (15.38%) raises interesting questions about the focus of guests during their stay. While wellness programs can enhance relaxation, the data suggests that guests may prefer simpler forms of leisure that encourage them to disconnect from technology without imposing structured activities. This offers accommodation providers an opportunity to develop more flexible wellness offerings that cater to guests' desires for relaxation without the constraints of formal schedules.

Furthermore, the comfort services available in these accommodations reflect an emphasis on creating an inviting and cozy atmosphere. With 100% of respondents indicating the availability of comfortable beds and private bathrooms, meeting basic needs is paramount. The presence of leisure tools, such as books and board games (76.92%), signals a push towards promoting low-tech entertainment options that facilitate meaningful interactions among guests. This aspect is particularly relevant in the context of digital detox tourism, as it encourages individuals to engage with one another rather than rely on screens for entertainment.

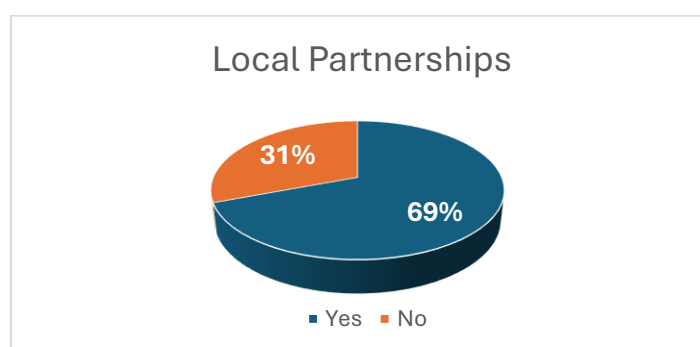


Figure 23: Presence of Local Partnerships (Source: own research)

The data highlights that 69% of accommodations actively collaborate with local businesses (Figure 23), such as restaurants, artisans, and tour guides, enriching the guest experience with authentic local services and products. These partnerships strengthen ties with the community

and create a more immersive experience for guests seeking to connect with the region's culture and environment. However, 31% of accommodations have yet to engage in such collaborations, missing potential benefits like enhanced services and increased appeal to travelers who value authenticity. While partnerships with local restaurants (69.23%) and producers (61.54%) are common, fewer accommodations work with tour guides (30.77%) and artisans (23.08%), indicating room for growth. By expanding collaborations with local experts, accommodations could offer more engaging activities, such as guided tours and craft workshops, further enhancing the digital detox experience and contributing to the local economy. Overall, fostering community partnerships is key to offering a richer and more fulfilling stay for guests.

Having examined the preferences and expectations of potential guests for digital detox accommodations, it becomes clear that promotional strategies are crucial in attracting the right audience for these offerings. The interviews revealed that a significant portion of providers (92.31%) rely on websites, with social media being utilized by 84.62% of respondents. This demonstrates a strong grasp of modern marketing strategies, though with a notable exception. The promotion of digital detox tourism, which fundamentally aims to disconnect from technology, creates a paradox where accommodations must engage with digital platforms to reach potential guests. Impressive, word of mouth remains an influential promotional strategy, employed by 61.54% of respondents. This suggests that personal recommendations continue to hold substantial weight in the decision-making process of potential guests. The use of influencers and travel bloggers (38.46%) further demonstrates an awareness of the importance of social proof in the travel industry. Leveraging these relationships can be an effective strategy for accommodation providers looking to position themselves within the digital detox tourism market.

HUF	no of answers	occupancy
20 001 - 30 000	2	low and medium
30 001 - 40 000	1	medium
40 001 - 50 000	1	high
50 001 - 60 000	2	fullhouse
above 60 000	7	2 medium and 5 high

Table 2: Average Amount Guests Are Willing to Pay per Night per Room (Source: own research)

In an earlier section, an example of the typical costs associated with detox accommodations in Hungary was provided. Additionally, the responses from accommodation providers reveal the price points they set for their offerings. Table 2 illustrates that a notable number of providers (7 respondents) indicate that guests are willing to pay more than HUF 60 000 per night for accommodation. This suggests a strong market for higher-end digital detox experiences, appealing to guests who prioritize quality and exclusivity. Conversely, 2 respondents reported that guests typically pay between HUF 40 001 and HUF 50 000, while another 2 mentioned prices in the HUF 50 001 to HUF 60 000 range. This indicates that there is a smaller segment of accommodations catering to the mid-range market, which may appeal to those seeking a

balance between luxury and affordability. Moreover, the remaining responses indicate that several guests are willing to pay less, with a notable number (7) falling within the HUF 20 001 to HUF 30 000 range.

Finally, the written responses from accommodation providers to open-ended questions are analyzed. By examining these answers, we can better understand how they perceive the potential of this niche market and what challenges or opportunities they identify. This qualitative analysis will complement the previous findings and provide a more nuanced perspective on the supply side.

The popularity of the accommodations results from a combination of factors highlighted by guests. Based on the responses, three main aspects stand out that together explain the attractiveness of the accommodation:

- **Natural Setting and Privacy:** The accommodation's location near nature and by a lake is one of its biggest attractions. This was emphasized by 7 respondents, as the proximity to nature and the private environment provide guests with a much-needed escape from the stress of urban life. During the COVID-19 period, the demand for private spaces became valuable, and this need has persisted, with 4 respondents mentioning that the demand for smaller, private accommodations continues. These types of accommodations offer a complete retreat away from the crowds, significantly contributing to the appeal of the accommodation.
- **Modern Amenities and Wellness Services:** The premium features of the accommodation — such as the outdoor jacuzzi and sauna, as well as the indoor shower and hot tub — also play a significant role. 6 respondents highlighted that modern wellness services and luxury amenities contribute to guests' comfort and complete relaxation. These premium services not only provide comfort but also offer a special experience that is particularly valuable to guests.
- **Aesthetic Appearance and Unique Experience:** The romantic atmosphere and aesthetic appearance of the accommodation also play a key role in its popularity. 5 respondents noted the beautiful panorama and the high-quality interior design, which contribute to the uniqueness and attractiveness of the accommodation. The aesthetic presentation and well-planned interior help ensure that guests have a memorable experience, which further enhances the accommodation's market appeal.

Thus, the popularity of the accommodation is based on the mentioned main factors. These elements together make the accommodation an attractive destination for those seeking a unique, comfortable, and tranquil environment to relax.

The responses regarding accommodations that focus on retreat and nature-based relaxation reveal three key factors that contribute to their popularity:

- **Uniqueness and Competition:** The need for uniqueness in such accommodations is crucial. One respondent highlighted that there is a lot of replications in the market, and standing out among competitors requires offering special features and unique services. Additionally, 3 respondents noted that due to the increasing number of similar

accommodations, it is necessary to introduce extra services and consider international expansion opportunities to maintain a competitive edge.

- **Target Audience and Marketing:** Understanding the target audience and effective marketing are also important. One respondent observed that there is a growing demand for accommodations where guests can bring their pets, which opens new marketing possibilities. Tailored advertisements and targeted campaigns can help these nature-focused retreats reach potential guests more effectively.
- **Location and Regulation:** The location of these retreats plays a significant role. According to 3 respondents, an ideal setting avoids busy areas and ensures tranquillity for guests. Additionally, concerns were raised about political regulations that negatively impact the operation of such accommodations in Hungary.

In summary, for accommodations centered on retreat and nature-based relaxation, uniqueness, targeted marketing, ideal location, and regulatory considerations are key factors influencing their success and appeal.

The characteristics of tourists can be summarized based on three main factors:

- **Diverse Target Audience and Experience Orientation:** Tourists represent a broad spectrum. Primarily, couples seek tranquillity and relaxation rather than partying, as highlighted by one respondent. The target audience has a mixed financial background, with some choosing premium accommodations for special occasions like anniversaries (4 respondents). The trend of "experience gifting," where people give experiences rather than material items, is also noted. Younger generations, especially Generation Z, focus on enjoying the present, while older generations are more inclined to save for the future.
- **Relaxation and Nature-Oriented Experiences:** Many tourists (according to 6 respondents) value proximity to nature, peace and quiet, reflecting their desire for escape and relaxation. They appreciate accommodations near natural attractions and various activities, which enhance their stay.
- **Cultured and Demanding Guest Demographic:** A significant portion of tourists (4 respondents) is cultured and demanding, valuing the quality and refined environment of the accommodation. This contrasts with traditional Airbnb rentals, highlighting the appreciation for a higher level of service. Active tourism enthusiasts and those specifically seeking a retreat are also mentioned (1 respondent).

Overall, the diverse and experience-focused nature of tourists, combined with their need for unique and serene environments, shapes the demand for accommodations.

The data gathered from the structured interviews presents a comprehensive overview of the supply side of digital detox tourism in Hungary. The strong emphasis on companionship, tranquillity, and nature aligns well with the core principles of this emerging sector. There is a clear opportunity for accommodation providers to enhance their offerings by incorporating more wellness programs, facilitating deeper collaborations with local entities, and refining their promotional strategies to target the right audience effectively. Furthermore, by focusing on creating environments that promote relaxation, connection, and authenticity, these establishments can carve out a niche in the growing market for digital detox tourism. The

insights gathered indicate that as awareness of the benefits of digital detox experiences increases, accommodations that are adaptable and responsive to guest needs will likely thrive in this evolving landscape.

Ultimately, this analysis not only highlights the current state of the supply side of digital detox tourism in Hungary but also the significant potential for growth and development in this sector. As more travelers seek to escape the demands of modern life, accommodations that offer meaningful and rejuvenating experiences will be essential in shaping the future of tourism in Hungary.

7.4. Conclusion: Analysis of Digital Detox Tourism Demand and Supply in Hungary

The research on digital detox tourism in Hungary provides valuable insights into both the demand for such experiences and the current supply available in the market. Several key patterns and growth opportunities have emerged by examining survey responses from potential travelers and conducting structured interviews with accommodation providers.

The research shows that there is strong interest in digital detox tourism, particularly from individuals seeking an escape from the pressures of constant digital connectivity. These travelers, often younger to middle-aged and stressed by their daily routines, are drawn to opportunities to disconnect from devices, reconnect with nature, and focus on their mental and physical well-being. On the supply side, many accommodations already align with these preferences, offering peaceful, nature-based settings, often in rural or mountainous areas, and providing wellness amenities such as saunas, jacuzzis, and outdoor experiences. This overlap suggests that the foundation for digital detox tourism exists, as both demand and supply are focused on relaxation, nature, and wellness.

However, notable gaps remain. While accommodations provide a peaceful environment and general wellness offerings, there is a lack of specialized digital detox programs that fully address the expectations of travelers. Potential guests are not just seeking access to nature or standard wellness services; they are looking for a more structured and immersive detox experience. This could include guided detox activities, personalized wellness programs, and group retreats designed to enhance mental clarity and emotional balance. The supply is currently limited in terms of offering these comprehensive services, which could be key in meeting the growing demand. A significant gap was found between what travelers are willing to pay and the price points currently set by accommodation providers. Many potential guests from the demand side expressed reluctance to pay more than HUF 40 000 per night, with only a small fraction open to higher costs. This presents a challenge, as most accommodations catering to digital detox experiences are priced around HUF 50 000-65 000 per night, particularly in premium forest cabins. For these higher-priced accommodations, it becomes essential to clearly communicate the value of their services, especially when targeting tourists who may not yet fully understand or appreciate the unique benefits of a digital detox. Accommodations need to justify their pricing by offering more than just access to nature or basic wellness amenities. They should develop comprehensive packages that include guided detox programs, personalized wellness services, and exclusive experiences to elevate the

perception of value. This is particularly important when dealing with price-sensitive tourists who may hesitate to book unless they perceive a clear benefit from the higher cost. Bridging this gap between demand and supply will require accommodations to tailor their offerings and perhaps even introduce flexible pricing models or discounts for longer stays. As travelers are often skeptical about paying premium rates for an unfamiliar concept like digital detox, accommodations must focus on educating potential guests about the transformative benefits of disconnecting from technology and reconnecting with nature. By doing so, they can better align their service offerings with the financial expectations of tourists and foster greater willingness to invest in these experiences.

In conclusion, there is a clear market opportunity for digital detox tourism in Hungary, but the current supply side is not yet fully equipped to meet the potential demand. Accommodations that can offer specialized detox packages, create unique experiences centered around disconnection from technology, and integrate more structured wellness programs will be better positioned to attract this growing market. Moreover, there is a need for greater awareness and education about the benefits of digital detox, which could further encourage participation and support pricing strategies. As the trend of wellness and mental health tourism continues to grow globally, Hungary has the potential to establish itself as a premier destination for those seeking digital detox retreats if accommodations evolve to meet the nuanced needs of this emerging travel segment.

7.5. In-Depth Analysis of Il Monastero's Digital Detox Tourism at Castello Aragonese

Introduction: Natural Inspiration for Digital Detox

L'Albergo del Monastero is a charming and historic hotel located on the scenic island of Ischia, Italy. Once a convent for Poor Clare nuns from the 16th to the 18th centuries, this intimate establishment has preserved its rich heritage while offering modern comforts. The hotel features 20 thoughtfully designed rooms, each providing breathtaking views of the sea and the enchanting village of Ischia Ponte while missing digital devices like television. Among its offerings are two luxurious suites and the exclusive L'Altana Suite, which boasts spacious living areas and private terraces, perfect for soaking in the stunning island vistas. The hotel's design reflects a sober Mediterranean style, highlighted by wrought-iron furnishings and original blue majolica tiles. Guests can also explore the tranquil vegetable garden, a serene oasis where they can unwind amidst fragrant herbs and fruit trees. Rates for the rooms typically start from €150 per night, providing excellent value for a unique stay steeped in history. In addition to its beautiful accommodations, Il Monastero hosts a variety of art exhibitions, concerts, and festivals during the summer months, ensuring that every visit is filled with cultural experiences. With its stunning location and rich artistic heritage, Il del Monastero promises a memorable getaway for all who visit (Monastero II, 2024).

The serenity, natural beauty, and historical architecture inspired the management to cultivate an environment that encourages disconnection from the digital world and a deeper connection with the surrounding nature and history. The core of this philosophy is simple: guests are encouraged to disconnect naturally, through the quiet and meditative atmosphere of the castle. The idea that

the location itself calls for a slower, more mindful experience reveals the intuitive relationship between the environment and the digital detox concept.

Challenges and Early Lessons

From the very beginning in 2000, Il Monastero faced challenges in implementing this approach. The absence of TVs in the rooms was a particularly bold decision at a time when hotel guests expected modern amenities. Initially, some visitors expressed dissatisfaction, asking for the comfort of television. However, once guests were introduced to the spectacular views from their windows, overlooking the island of Ischia and the surrounding sea, they quickly embraced the concept. This challenge highlighted an important learning for the hotel: guests can be gently guided towards new behaviors and experiences if offered compelling alternatives. The natural and architectural beauty of Castello Aragonese became the "entertainment" for guests, shifting their focus away from digital distractions.

Designing an Environment that Supports Disconnection

Key to Il Monastero's success in fostering digital detox is its deliberate design choices. The hotel has limited Wi-Fi availability, especially in areas like the fruit garden, which naturally encourages guests to spend time offline. The garden, with its pergola and terraces, creates a peaceful retreat where guests are prompted to engage in analog activities like reading, sunbathing, or simply enjoying the quiet. This strategy of "designing for disconnection" works because it offers guests a choice rather than imposing strict rules. Unlike extreme digital detox retreats that ban all devices, Il Monastero provides Wi-Fi in limited areas, subtly encouraging guests to reduce their usage over time rather than forcing them to do so. This flexible approach helps guests ease into a state of disconnection without the anxiety that often comes with strict prohibitions.

The Role of History, Nature, and Human Connection

Il Monastero's physical setting plays a crucial role in fostering the digital detox experience. The unique combination of historical architecture and natural beauty is inherently calming, allowing guests to disconnect naturally. The castle's rich history and breathtaking views provide an alternative to digital entertainment, offering a deeper, more meaningful form of engagement. Moreover, Il Monastero emphasizes human interaction over digital connectivity. The hotel collaborates with local historians and artisans who offer guided tours and workshops, introducing guests to the castle's history, architecture, and art exhibitions. This approach highlights the importance of human connection as an antidote to digital overload, reinforcing the idea that meaningful, in-person experiences can replace the need for constant digital engagement.

Target Audience and Guest Experience

Il Monastero attracts a diverse international clientele, particularly from countries such as France, England, Germany, the USA, and Australia. These guests are typically drawn to the hotel for its rich historical context, natural beauty, and focus on simplicity. Most visitors stay for at least three days, and a large percentage return after their first visit, indicating that the digital detox experience resonates with them. This demographic, largely composed of travelers

who appreciate history, art, and nature, aligns well with the hotel's philosophy of offering a slow-paced, reflective experience.

One interesting observation is how guests' digital habits change during their stay. While many arrive using their devices frequently, by the second or third day, they naturally begin to disengage from their screens. This shift suggests that the environment itself promotes a re-prioritization of activities, moving guests away from technology and towards the natural and historical elements around them.

Partnerships with Local Artisans and Cultural Immersion

Il Monastero enhances its digital detox experience by collaborating with local artisans and artists, fostering a deeper cultural connection for guests. The bookshop and gallery "Lo Studio" showcase work from Italian artisans, allowing guests to explore the intersection of contemporary art and the historical backdrop of Castello Aragonese. This cultural immersion further encourages guests to disconnect from their devices and engage with their surroundings in a more meaningful way.

The gallery space also connects guests with the history of the castle, offering them a chance to reflect on both the ancient and modern influences that shape the environment. This integration of art, history, and craftsmanship provides an enriching alternative to digital entertainment, deepening the guests' overall experience.

Key Lessons and Guest Reactions

One particularly memorable guest experience illustrates the hotel's success in fostering digital detox. An American guest, initially distressed by the lack of a strong Wi-Fi signal, was on the verge of leaving. However, after spending time on the terrace with a glass of local wine and taking in the stunning views, she gradually relaxed and decided to stay. This anecdote underscores a key lesson: when given the opportunity to engage with their surroundings, even guests who are initially reluctant to disconnect can come to appreciate the slower pace and reduced digital dependency.

Il Monastero has learned that its guests rarely complain about the lack of technology because they are well informed about the hotel's philosophy before arriving. Moreover, most guests, even those not specifically seeking a digital detox, find themselves naturally engaging in fewer digital activities as they acclimate to the peaceful environment.

Future Developments and Broader Lessons

Looking ahead, Il Monastero plans to expand its digital detox offerings by introducing more experiences that encourage guests to disconnect from technology. For example, the recent initiative to involve guests in the vineyard's grape harvest exemplifies the hotel's commitment to offering hands-on, nature-based activities. These experiences foster a deeper connection to the place, promoting relaxation and mindfulness without the need for digital devices.

The broader lesson from Il Monastero's approach is that true digital detox is not about rigid rules or banning technology but about creating an environment that naturally encourages

disconnection. The balance between offering limited Wi-Fi and providing engaging, offline alternatives helps guests ease into a slower, more mindful way of living during their stay.

Conclusion: A Sustainable Approach to Digital Detox

Il Monastero's success in digital detox tourism lies in its organic approach, rooted in the beauty, history, and serenity of Castello Aragonese. The hotel doesn't impose digital detox as a strict rule but allows the environment to naturally encourage guests to disengage from their devices. The combination of limited Wi-Fi, historical immersion, human interaction, and cultural experiences creates a rich, multi-sensory alternative to digital distractions. As more people seek ways to reduce their reliance on technology, Il Monastero's model offers a sustainable, gentle, and deeply fulfilling approach to digital detox, one that allows guests to reconnect with themselves and the world around them.

This interview holds immense significance for me, as Il Monastero is frequently cited in the literature as a pioneer in the field of digital detox tourism. I am deeply grateful for the opportunity to gain insight into their successes, challenges, and future aspirations. Their willingness to share these experiences has provided invaluable understanding of their innovative approach and its impact on the industry.

7.6. In-Depth Interview with Diána Varga on Exploring Digital Detox Tourism Through Personal Experience

Introduction of the interviewee

Diána Varga, a Hungarian personal trainer and life coach, focuses on both physical and mental health, both of which are very important to her. Due to her work, it is essential for her to use social media platforms, as these are how she attracts attention to what she does and gains clients. She wants to share something beautiful with people, which is why she often posts photos and videos from her daily life. A few years ago, she spent significantly more time on her smart devices to connect with her clients, but recently she has decided to spend less time in the online world, even if this results in lower view counts or reach on her social media. About every six months, she takes week-long trips or excursions to neighboring countries or within her own country, during which she completely leaves the online world behind, retreats, and turns inward, aiming for mental cleansing.

Diána's interview about her digital detox process is much more than just an account of what it's like to stay away from social media. The interview provides a comprehensive picture of how the excessive use of modern technology profoundly affects an individual's mental and emotional state, and how such a challenge can lead not only to personal change but also to strengthened relationships. Diána's story is about how she rediscovered the small joys of life, genuine connections, and inner balance outside the noise of the digital world.

At the beginning of her story, Diána explains the pressure of social media and the demand for constant availability began to exhaust her. The excessive time spent in front of a screen was degrading her quality of life, and she increasingly felt that she was drifting toward burnout. Thus, she decided to try a one-week digital detox with her partner to take a breath and regain their energy. This plan was implemented in August 2024.

The Initial Detox Experience: Rediscovering Freedom and Joy

During the interview, she details how liberating the first few days without social media were for her. This sudden removal of external demands created a space where she could focus on herself, something that had become increasingly difficult in her day-to-day life filled with notifications, messages, and the never-ending need to keep up with social media trends. The absence of this digital noise allowed her to breathe more freely and regain a sense of autonomy over her own time and energy, which had previously been consumed by her devices. What initially started as a simple, one-week digital detox challenge quickly evolved into something much bigger. Diána and her partner had planned the detox to last only seven days, a timeframe they felt was manageable without too much disruption to their routines. However, as the week progressed, they found themselves enjoying the peace and clarity that came from being disconnected. Without the constant distractions of notifications and the overwhelming noise of social media, they were able to fully engage with one another and with their surroundings in a way that felt more genuine and present. As a result, what was supposed to be a short break from technology extended into a four-week digital cleanse, as neither of them felt ready to return to the pressures and chaos of the online world.

The Significance of Offline Activities

During the time spent offline, Diána rediscovered simple activities that brought her joy. The digital detox provided an opportunity to connect more deeply with her partner. One of the most enjoyable and liberating moments during this detox was the "measuring tape game." This game emerged when she and her partner, trying to use their time creatively and productively without social media, pulled out a measuring tape and started measuring various objects in their house. The simple idea was to take turns guessing the length or width of an item — be it a table, a chair, or even a book — before measuring it to see whose guess was closer to reality. This seemingly trivial game not only provided creative entertainment but also led to bursts of laughter. The carefree giggling this simple activity triggered reminded Diána and her partner of the joy of childhood play. This experience was particularly significant because it illuminated how enjoyable and valuable time spent in the offline world can be. Without the constant distractions of social media, they rediscovered the true value of time spent together. This game also symbolizes how, during the digital detox, one can find delight in simple things, and that it's not necessary to engage in complicated or technology-driven activities to feel good. The measuring tape game showed Diána and her partner that even without social media, there are many opportunities to grow closer and enjoy each other's company.

Besides this game, in general, one of the main activities Diána mentioned during her digital detox was reading. Throughout these detox periods, she found herself reading many books, rediscovering a love that had been pushed aside by the fast pace of modern life. As a child, she enjoyed reading, often getting lost in stories and exploring different worlds through books. However, as she got older and technology became more prominent, this cherished hobby faded away. Now, with her renewed focus on digital detoxing, Diána has not only brought back her love for reading but has also made it an important part of her daily life. During her detox periods, she often dives into novels, non-fiction, and self-help books, allowing her to discover

new ideas and perspectives. This return to reading has given her fulfilment, enriching her life in ways she didn't expect.

The Healing Power of Nature and Self-Acceptance

Diána also shared that during the 4 week-long detox, she rediscovered nature, especially the time spent in her garden. She particularly enjoyed this, as in the days without social media, she had more time and energy to appreciate the closeness of nature.

Another defining experience took place during their vacation in Croatia, which coincided with their detox period. Diána described this trip as one of the most sensational vacations of her life, defining it as her best holiday experience to date. The couple spent a week exploring the culture and stunning beaches that Croatia has to offer. However, in the first days of their vacation, Diána felt a twinge of longing to share moments on social media, such as pictures of the sea or sunsets. She experienced a moment of anxiety at the thought of not being able to post these images online. Fortunately, her partner was there to reassure her, gently reminding her that they could enjoy these moments without the pressure to document everything on the internet. "You can share it later," he said, encouraging her to live in the present and soak in the beauty around them without the need for a digital audience. Taking his advice to heart, Diána gradually learned to let go of that urge. Each day spent in Croatia became a celebration of being fully present, free from the distractions of their phones. They swam in crystal-clear waters and indulged in local delicacies all while leaving their devices behind.

An experience at the nudist beach during this vacation was particularly significant for Diána. Here, she confronted the beauty ideals amplified by social media and the anxiety they often stirred within her. She was already able to let go of the unrealistic expectations the digital world had placed on her thanks to the detox process. At the nudist beach, she felt a sense of liberation, which allowed her to accept herself as she truly is, without the filters and comparisons that social media often encourages.

This experience not only helped her regain bodily confidence but also deepened her understanding of how the expectations fostered in the digital world can distort our self-esteem. The feeling of freedom and acceptance she experienced contributed significantly to her decision to implement long-term changes in her use of digital devices. As the vacation unfolded, Diána and her partner enjoyed every day without the interference of their phones, allowing themselves to fully immerse in the beauty of their surroundings and the happiness of their shared experiences. This sense of liberation from digital pressures transformed their holiday into a truly enriching experience, further reinforcing Diána's commitment to a healthier relationship with technology moving forward.

The Professional Impact: Shifting Priorities in Business

In the interview, Diána reflects that the detox brought positive changes not only on a personal level but also impacted her business life. Initially, she worried about how her absence from the online space would affect her business, as many of her clients found her through social media. However, during the detox, she realized that stepping back did not damage her business connections; instead, it provided her with a clearer perspective on the type of communication

and presence she wanted to represent in the future. By the end of the four-week digital detox, Diána returned to social media with a new mindset. She became much more conscious of how much time she spent online and for what purpose. At the end of the interview, she shares that the experiences she had during the detox brought long-term changes to her life: she now spends less time on social media and pays more attention to her offline relationships, hobbies, and her own mental and emotional health. As previously mentioned, reading has become an integral part of her daily routine, for example, during her commute to work.

The Inspiration for Others: A New Perspective on Digital Balance

Diána also recounts one of her client's reactions during the interview, clearly showing how inspiring her experiences were. The changes and realizations she experienced during the detox highlight how the excessive presence of the digital world can adversely affect mental health and human relationships. For her client, Diána's story was not just a personal experience but a guide on how someone who is strongly dependent on the digital world and finds it unimaginable to step away even for an hour due to anxiety and stress can consciously reduce their use of digital devices without sacrificing the benefits they offer. Moderation and a step-by-step approach are essential. Diána's recommendation for anyone looking to start a digital detox, especially for those who feel dependent on their devices, is to begin with small steps. On the first day, she suggests setting the phone down for just one hour. The next day, increase that to two hours, followed by half a day, and then a full day without the device. By gradually easing into this process, individuals can better acclimate themselves to being without their devices. Diána believes that making abrupt changes can lead to even greater stress, so it's important to take it slow and allow oneself to adjust comfortably.

Conclusion: Digital Detox as a Pathway to Long-term Transformation

In summary, the interview with Diána clearly illustrates that a digital detox is not just a temporary respite from social media but can also bring profound changes across various areas of life. The absence of social media provided an opportunity to rediscover the importance of genuine relationships and find a balance between the digital world and real life. Based on Diána's experiences, a digital detox can be more than just a tool; it can represent a lifestyle change that has long-term positive effects on both the individual and their relationships and mental health. For those considering trying a digital detox, it's advisable to start gradually, taking smaller steps, as mental recharge, improved personal connections, and the establishment of inner peace are almost guaranteed.

From a tourism perspective, this interview also reinforces that digital detox tourism could become increasingly popular, especially among those experiencing burnout or excessive online presence. Digital detox not only provides mental and emotional relaxation but also offers a chance to rediscover the joys of real life, such as cooking, gardening, reading, or simply spending time with loved ones. Diána's story encourages us to dare to step out of the online world and explore the power of real, direct experiences.

8. Conclusion and Recommendations for Implementing Digital Detox Tourism in Hungary

The research on digital detox tourism in Hungary, based on surveys and structured interviews with both travelers and accommodation providers, presents valuable insights into the current environment and potential development of this niche tourism sector. The findings suggest that there is strong interest from potential travelers in Hungary for digital detox experiences, but a gap exists between what travelers expect and what accommodations currently offer. To address this, several key recommendations emerge, aimed at aligning supply with demand and capitalizing on Hungary's strengths to promote digital detox tourism effectively.

Demand and Supply Alignment

The demand analysis reveals that most potential travelers are overwhelmed by constant digital connectivity and are eager to disconnect from their devices to improve their mental and physical well-being. They highly value nature-based, peaceful environments and are drawn to wellness activities like yoga and meditation, which help them reconnect with themselves and the natural world. Moreover, respondents expressed a strong desire for a complete digital detox, expecting accommodations to fully support their goal of disconnecting from technology, though many acknowledged the challenge this presents.

On the supply side, Hungarian accommodations already cater to travelers looking for nature-centric experiences. Many providers offer serene settings and basic wellness amenities such as saunas and jacuzzis. However, while these offerings align with the general demand for relaxation, there is a significant gap in the availability of specialized digital detox services. Few accommodations currently provide structured detox programs, guided activities, or fully immersive experiences that would help guests ease into the process of disconnecting from their devices. To meet demand effectively, Hungarian accommodations need to go beyond offering natural environments and basic wellness amenities — they must offer comprehensive packages that encourage and facilitate total digital disconnection.

Price Sensitivity and Market Potential

Another major point of misalignment between demand and supply is the pricing expectations. The demand analysis indicates that most travelers are unwilling to pay more than HUF 40 000 per night for a digital detox experience, whereas the current supply of accommodations typically charges between HUF 50 000 – 65 000. This price disparity poses a challenge, particularly as many travelers are price sensitive. Accommodations must either adjust their pricing to match traveller expectations or justify higher rates by providing additional value through unique, personalized experiences. Implementing more affordable, community-based digital detox options, or offering tiered pricing that reflects different levels of detox intensity and exclusivity, could make these experiences more accessible to a wider audience.

Learning from Best Practices

The research includes interviews with an international hotel that successfully offers digital detox experiences, as well as insights from a life coach who has personally embraced the practice. These examples highlight several best practices that Hungarian accommodations could

adopt. The key to success lies in creating an environment that naturally encourages disconnection, rather than strictly enforcing rules. For example, offering engaging offline alternatives such as nature walks, cooking classes, or participation in local traditions could help guests transition into a digital-free mindset more easily. Additionally, accommodations could promote mindfulness and relaxation through wellness programs, while providing guests with clear information on what to expect from a digital detox stay to alleviate any apprehensions. A critical takeaway from these successful models is that digital detox tourism should focus on offering to enrich, human-centred experiences that foster a connection to nature oneself. The accommodation's role is not just to eliminate digital access but to provide meaningful alternatives that make the absence of technology more enjoyable.

Since, most of the respondents would like to experience digital detox but they are not willing to spend lots of money, there is another option. For motivation, as a first step, to feel its advantages, one can try forest therapy, which is available without traveling far and spending nights away from home. This service is available even in parks (as green islands in the urban area). It is called Forest Diving, which is a preventive health care program that offers an aimless, slow walk through the woods, bathing in the forest atmosphere, slowing down, and taking in nature with all five senses. It is combined with relaxation, energizing, and well-being techniques.

Addressing Hungary's Strengths and Opportunities

Hungary is well-positioned to develop a thriving digital detox tourism sector due to its diverse natural prospects, from lakes to forested mountain areas, which are ideal settings for such retreats. By leveraging its cultural and natural heritage, Hungary can offer digital detox experiences that emphasize sustainability, community engagement, and wellness. Accommodations could collaborate with local artisans, wellness practitioners, and eco-tourism operators to offer unique, holistic packages that combine digital detox with cultural immersion and environmentally friendly practices. However, promoting digital detox tourism in Hungary will require targeted marketing and education efforts. As the research shows, many travelers are unfamiliar with the concept of digital detox, and accommodations need to effectively communicate the benefits of such an experience. Social media, word of mouth, and travel blogs are key channels that travelers rely on for information, making these platforms critical for raising awareness and generating interest. Clear messaging that emphasizes the mental and physical health benefits of disconnecting from technology, alongside appealing imagery of nature and calmness, will help attract travelers seeking respite from their digitally saturated lives.

Limitations and challenges

During this research on digital detox tourism in Hungary, several challenges were encountered that limited the scope of my analysis. One of the primary difficulties was the lack of existing literature and written resources on this topic, particularly from accommodation providers. As this type of tourism is still relatively unknown in Hungary, there is very little available research or documentation to draw from, making it difficult to build a strong foundation for the study. Additionally, the response rate from accommodation providers was lower than expected, as

many did not participate in the surveys or interviews. This limited the variety of perspectives which could be included in the analysis. Furthermore, it became apparent that many accommodation owners in Hungary are unfamiliar with the concept of digital detox, which may have contributed to the reluctance to engage in the research. Developing a more comprehensive framework for understanding digital detox tourism, including greater collaboration with local businesses and industry stakeholders, will be crucial for future studies. Another area for improvement is raising awareness of the potential benefits of this type of tourism among both providers and travelers, which could help generate more interest and engagement in future research. Recommendations for future research include exploring the long-term effects of digital detox tourism on mental health and well-being, as well as investigating the economic and social impacts of this niche tourism sector. Further studies could also examine the role of community-based approaches in making digital detox tourism more accessible and sustainable.

Conclusion

In conclusion, digital detox tourism holds significant potential for growth in Hungary, but it will require strategic efforts to fully realize this opportunity. Accommodations need to align their offerings with the expectations of travelers, providing structured, immersive detox experiences that go beyond basic relaxation. At the same time, they must address price sensitivity by either adjusting their rates or enhancing the value of their services. By learning from global leaders in digital detox tourism and leveraging Hungary's natural and cultural assets, the country can position itself as a premier destination for travelers seeking a technology-free retreat. Through targeted marketing, innovative service offerings, and a focus on wellness and sustainability, Hungary can create a competitive and attractive proposition in the growing field of digital detox tourism.

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