

THE SAFE HOMELAND OR POPULAR ABROAD, HOW HUNGARIAN YOUNG PEOPLE DECIDE IF THEY WANT TO TRAVEL

In recent years, as well as now, tourism sector must face various issues. Covid-19 pandemic, war, energy crisis, high inflation – all cause difficulties for the operation of tourism. Despite this, among the Hungarian youth the desire to travel did not decrease, but rather increased in the recent period. Travelling was considered as a privilege, however, it has become trendy as nowadays young people are looking for experiences that they can share with their friends. Low-cost airline tickets and shared accommodation make it possible to visit European cities on a low budget. For this reason, young generation often choose a foreign destination. As a result, it would be important to change the way of thinking and discover the values and hidden treasures of Hungary. The pandemic situation has strengthened domestic tourism, as it became safer and because of border closures, vaccination and testing obligations. For the development of domestic tourism, a long-term strategy was created a few years ago, which made it more attractive with its campaigns, programs and the image of the country was standardized. The purpose of my research is to assess the travel habits of young Hungarians, on what basis they choose a destination, what motivates them, as well as why many people choose foreign trips instead of domestic ones. Another goal of my research is to explore opportunities with which domestic destinations could become more popular among them. I analysed the awareness and effectiveness of the Hungarian tourism campaigns 'Csodásmagyarország' and 'Hol vagy, Kajla?' The questions of the research were answered with two data collection methods. The habits of the target group, so the Y and Z generations, were surveyed in the form of a questionnaire with both open and closed questions. The data of the collected 450 respondents were evaluated using statistical methods. In addition, in-depth interviews were conducted by 4 tourism professionals, including the marketing director responsible for MTÜ's campaigns, the head of a travel agency, an employee of a Tourinform office and the head of tourism at the Pannonhalma Archabbey. I used structured and open-ended questions. During the discussions, it was revealed how the Covid-19 pandemic affected domestic tourism, thereby transforming the National Tourism Development Strategy 2030. In addition, it was also disclosed on what basis the contents of the tourism campaigns are prepared for the online interfaces. Furthermore, in which area there may be further development in terms of domestic tourism, which may be interesting for young people. The results provide a comprehensive picture of the travel habits of youngsters and even the alpha generation, which can be a feedback and guidelines for the travelling sector.