

**EXAMINATION OF THE TOURISM MARKET AFTER THE COVID-19 – TRAVEL HABITS OF GENERATION Y AND Z IN SLOVAKIA AND HUNGARY****Kamilla Basa**,  **ORCID:** <https://orcid.org/0000-0002-8696-5449>

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**Abstract:** *The paper aims to examine the travel habits of Generation Y and Generation Z representatives after the coronavirus pandemic among Slovak and Hungarian respondents. To this end, primary data was collected using a questionnaire survey in the first half of 2022. Five hypotheses were formulated and tested with the Chi-square test in the IBM SPSS Statistics 25 software during the research. According to the results, generation Y spends, on average, a higher amount per trip than Generation Z. Both generations like to travel domestically and abroad. For Generation Y, one-week trips are the most typical; for Generation Z, shorter trips of 2-3 days. The two generations are similar in that they often find out about their chosen destination online before travelling. The most important sources of information about destinations for both generations are previous personal experiences, the opinions of friends and acquaintances, and reviews written on travel websites. Generation Y and Z also showed similarities in which factors are most important when choosing a trip. These are the price, the time spent there, the attractions and the accommodation. The length of travel time and available services are more important to Generation Y, and the choice of programs to Generation Z. It is more characteristic of Generation Y that they consider travelling a good opportunity to spend time with the family and that they consider it important to be able to reach the host online. On the other hand, Generation Z considers it more important that travel be cheap. In the case of the two generations, there was no difference in whether they recommended the destinations to their friends or whether they returned to the same place. The study supports the results of certain previous research conducted among travellers from Slovakia and Hungary but also identifies similarities and differences in the travel habits of travellers from the two countries from a generational point of view. The results help travel agencies, specialists, and websites promote destinations in what aspects they should consider if they want to sell travel to Generation Y or Z. In the case of the two generations, there were more similarities than differences in travel habits. Professionals, marketing agencies and tourist destinations should be aware of these similarities and differences when determining their marketing communication target group.*

**Keywords:** coronavirus-pandemic, Generation Y, Generation Z, travel habits, travelling, tourism.**JEL Classification:** L83, Z30, Z32**Received:** 15 March 2023**Accepted:** 24 May 2023**Published:** 30 June 2023**Funding:** This research was funded by Pallas Athene Domus Meriti Foundation.**Publisher:** Academic Research and Publishing UG, Germany.**Founder:** Sumy State University and Academic Research and Publishing UG (i.G.), Germany.**Cite as:** Basa, K., Machova, R., & Boros, A. (2023). Examination of the Tourism Market after the COVID-19 – Travel Habits of Generation Y and Z in Slovakia and Hungary. *Marketing and Management of Innovations*, 2, 101–114. <https://doi.org/10.21272/mmi.2023.2-10>Copyright: © 2023 by the author. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

**Introduction.** Nowadays, travel is a part of everyday life because wherever people go, almost any activity they do outside the walls of their homes is associated with travel. Travelling opens the world, and people can enrich themselves with new knowledge and many experiences. One of the positives of travelling is that people can break away from the grey everyday life and relax.

Tourism is the largest service sector that leads to numerous social and economic changes. It is one of the fastest-growing and most important sectors of national economies. The performance of tourism greatly affects long-term competitiveness (Matijova et al., 2019). In addition, tourism affects economic growth, employment, and regional development potential, and due to foreign tourism also has a positive effect on the state's balance of payments (Gregorova et al., 2015; Vrablikova et al., 2023). In recent decades, the importance of this industry has grown continuously worldwide (Matijova et al., 2019). However, the coronavirus pandemic (COVID-19) that began in 2019 has put a stop to this. The coronavirus pandemic broke out in Central Europe in March 2020, during which tourism was one of the most affected sectors (Grancay, 2020). Vaníček et al. (2021) point out that during this period, travel activities and domestic and international transport were severely restricted in Slovakia, borders were closed, various corporate, sports and cultural events were cancelled, and accommodation services were also stopped. Many business enterprises have closed due to strict anti-pandemic measures (Mura et al., 2022a). The state tried to alleviate the economic crisis caused by COVID-19 and the resulting restrictive measures with the plan called «First Aid» (Mura et al., 2022b). Undoubtedly, the coronavirus pandemic is one of the most significant events of the 21st century and has a great impact on the tourism industry (Zenker and Kock, 2020).

The epidemiological situation has brought unexpected problems in tourism. As a result of the pandemic, there have been changes in travellers' behaviour, travel options, and travel motivations (Senkova et al., 2021). According to Gallo et al. (2021), the following characterized tourism during the coronavirus pandemic:

- The income of Slovak economic operators decreased to an extraordinary extent (mainly hotels, restaurants, and travel agencies).
- The way of thinking has changed, and there has been an opportunity to develop domestic tourism.
- Slovakian tourism was greatly affected by the irregularity and unpredictability of the measures taken by the government. The state assisted employment in keeping employees, but in many cases, this was inadequate, so layoffs were frequent.
- In addition to optimizing costs, entrepreneurs and company managers had to learn to prepare for similar crises by creating reserves.
- The company's competitiveness against foreign companies was at risk.
- Narrow space in the infrastructure. (Gallo et al., 2021).

After the pandemic outbreak, travel agencies cancelled planned, organized trips, but in many cases, there was no need to do this because the travellers cancelled the trips themselves (Jurcova and Varga, 2021; Derco, 2022). Tutunkov et al. (2021) also drew attention to the fact that, according to the opinion of tourism experts, people's travel habits changed after the coronavirus pandemic. Domestic travel came to the fore, and car travel replaced air travel.

In the case of Slovakia, one specific type of tourism was most affected by COVID-19, which is none other than beach holidays. However, the pandemic did not favour the popularity of domestic tourist destinations either. In the case of seaside destinations, in addition to the high health risk, political instability was also a problem. The over-tourism that takes place, especially in Europe and rising opposition to the crowds of people in most popular tourist destinations are also a cause for concern. This problem could be solved if the countries paid more attention to promoting less well-known places and thus to the creation of more sustainable tourism (Theng et al., 2015; Pompurova, 2021). According to Grancay (2020), although, according to some experts, tourism has become a more flexible sector than ever in the past 20 years, recovery from the crisis will take a long time. The epidemic provides a good opportunity to create a new tourism sector based on sustainability instead of growth (Grancay, 2020). According to Matei et al. (2021), the types of governance taken by local and county administrations greatly impact the recovery of the tourism sector (Gallo et al., 2021). In 2022, this recovery already began since the number of diseases caused by the pandemic was no longer as high as in the previous two years, and people started travelling again. This research was carried out during this period, and the authors wanted to use it to assess the travel habits of the Y and Z generations in Slovakia and Hungary after the COVID-19 pandemic. Thanks to the obtained results, the differences and similarities between the two generations were revealed. It was examined, for example, how much the respondents spend on travel, the important aspects when choosing a destination, whether they return to the same place several times and whether they recommend it to their friends.

After a brief description of the consequences of the pandemic, tourism follows, which is the central topic of the paper. In the theoretical summary, its place in the Slovak and Hungarian economies was presented, as well as the travel habits of the travellers (Y and Z generation) of the two examined countries. During the examination of the travel habits of Y and Z generation travellers in Slovakia and Hungary, five hypotheses were formulated, the correctness of which is tested using a statistical method. The part containing the results of the study shows whether there is a significant difference in terms of generations in the two countries in how much travellers spend, what types of trips they prefer, where they get information about destinations, how often they recommend the destinations to others and whether they return to the same place.

The paper's originality is that it simultaneously examines travellers' travel habits by country and generation. The conducted research enriches science from a theoretical point of view because it supports the conclusions of many other authors in scientific works carried out among travellers in Slovakia and Hungary. In addition, the research points to several similarities and differences between travellers of the Y and Z generations in Slovakia and Hungary, which have not yet been described in previous papers. The usefulness of the scientific article is that it describes the travel habits of Generation Y and Z travellers in Slovakia and Hungary, which can be used by travel agencies, specialists and websites promoting destinations when planning their marketing communications.

**Literature Review.** Tourism is as old as humanity since people have been travelling for as long as they have lived on Earth. Tourism progress stages align with the main periods of human development. Tourism development was given great impetus by technical inventions such as the boat, bicycle, the car, and later the aeroplane (Bodnar, 2000). According to Jaszberenyi and Munkacsy (2018), tourism means staying outside the permanent place of residence and the workplace. There is no tourism without a change of location. Michalko (2001) defined the essence of tourism as that the change in environment can be associated with the experience of individuals while using services. Tourism can be characterized as a mass phenomenon that significantly influences sustainable economic development and affects all elements of the macro-environment (Matijova et al., 2019). In the 21st century, tourism is one of the most dynamically developing sectors (Gonda and Csapo, 2019). In addition to the social effects, travel affects the life of municipalities and cities, the quality of life and the environment (Mazurova et al., 2021). Today, tourism focuses on the experience that the product itself must provide. During experience-oriented shopping also includes the purchase of the product and its acquisition and the experience gained in the process. Pleasure enchants people and gives them a long-term, positive memory (Torocsik and Szűcs, 2021).

According to Stefko et al. (2020), the service sector occupies an important place in the Slovak economy, and within this, tourism plays an important role (Pauhofova et al., 2018; Onuferova et al., 2020). Although the constantly developing tourism is not making full use of the available resources, Slovakia offers good conditions for both summer and winter tourism (Dobay and Banhidi, 2012). The country is unknown in the international tourism market, but thanks to its regional characteristics, development is expected in this area (Stefko et al., 2018). Duval (2007) describes that knowing the specifics of travel is essential for understanding tourism and the transport system and the relationship between the two. Tourists travel to destinations outside their place of residence. An important part of the trip is the planning of the transport infrastructure and services and the examination of the demand and supply characteristics related to tourism. The tourism demand and the tourism trend are constantly changing, to which the supply must also adapt (Tutunkov-Hrisztov et al., 2021). The tourism market is made up of factors that characterize demand and supply. Tourism market players are as follows: the tourist interested in tourism, the contributing service providers, the institutions managing the host area, i.e. the state or local government bodies, and the population of the host area. The demand side of the market is extremely complex, constantly changing, and subjectively judged, as it offers a set of goods and services to individuals who differ from each other in terms of taste, needs, and education. The supply side of tourism, i.e. the tourism product, comprises people, natural attractions, catering units, travel-related services, and infrastructure. The tourism system connects tourism market players, and marketing plays a key role in its operation (Veres, 2009). Tourism marketing aims to establish a relationship between supply and demand to reach potential travellers (Lorincz and Sulyok, 2017).

Travel habits of Slovak and Hungarian travellers. Mazurova et al. (2021) identified the following influencing factors when examining the travel habits of Slovak people: sex, income, education, workplace, type of employment, commuting financial cost and cost of commuting time. These results support Dargay's (2001) and Holmgren (2007) research. According to Banhidi et al. (2014), there are no big differences between travellers from Slovakia and Hungary. 50% like to travel to the beach in the summer, and every fourth traveller goes to the mountains in the winter. For 80% of them, mental relaxation during the trip is very important.

In both Slovakia and Hungary, every fifth person travels in the summer. In addition to waterfront trips, mountain vacations are also popular (Dobay et al., 2018). European destinations are the most attractive for Hungarian travellers (EU member countries: 71.5%; European but non-EU member countries: 7.5%; domestic: 9.3%) (Tutunkov et al., 2020). According to Banhidi et al. (2014), 12.2% of Slovak respondents and 22.2% of Hungarian respondents travel abroad even in winter. The lower proportion of Slovaks is because the country has many mountains and they have better offers at home. On the other hand, Slovaks prefer to travel abroad in the summer, while Hungarians have better opportunities at home in this case. Most Hungarians spend their holidays by the water (lakeside: 62%, sea: 53.9%). 52.4% of their Slovaks travel to the sea, and 48.4% to holiday resorts. According to Machova et al. (2021), Hungarian respondents do not spend less on leisure travel than Slovak respondents.

Tourist motivations and travel habits are constantly changing and transforming. Instead of passive travel, more attention is being paid to active leisure activities. As health-conscious behaviour becomes more and more widespread, people will demand recreational services during their travels, and sports play an important role in this (Tutunkov et al., 2020). According to the research results of Gonda and Csapo (2019), active tourism plays a central role for Hungarians as motivation during travel. They also pointed out that there are serious differences in consumer habits in terms of travel activities. Generation Y and Z in tourism. During the research, generations were classified based on Nemes's (2019) categorization. Based on this, Generation Y is defined as individuals born between 1982 and 1995 and Generation Z born between 1996 and 2007.

Members of Generation Y travel more than any other previous generation. This generation is characterized by four key tourism microtrends: alternative accommodation, off-the-beaten-track tourism, creative tourism, and completely digital tourism. These four microtrends are redefining what tourists need and how they need it, which is why it greatly impacts the operation of tourism companies (Ketter, 2021). The travel habits of Generation Y are influenced by the following (Circella, 2015; Kolnhofer-Derecskei, 2019): demographic changes, residential location, car cost, technology, alternative modes, regulatory changes, economic factors and cultural factors. In addition to Generation Y, generation Z can also be found in a large proportion of the tourism market. Even though they are a different generation, they are very similar to Generation Y. Generation Z is characterized by digital travellers who are open to new things, avoid traditional tourist services, and like to create their individual tourist experiences (Haddouche and Salomone, 2018; Ketter, 2021). While Generation Z creates its new microtrends, it will continue to support the previously listed trends (Ketter, 2021). The travel habits of Generation Z are influenced by the following:

- Immediate influences – for example, family, friends.
- Destination influences – for example, physical features and cultural features.
- Global influences include events with global ramifications, climate change, geopolitics, and technological development (Robinson and Schänzel, 2019).

Although Generation Z is often called the narcissistic generation, as they often put themselves first and post selfies, the research of Haddouche and Salomone (2018) proves the modesty of this generation during their tourist experiences. Youth tourism is a global challenge for both tourists and tourism professionals. According to Haddouche and Salomone (2018), the travel habits of Generation Z can be characterized by the following:

- Living the tourist experience in order to get out of the daily routine.
- The value of the experience is having fun.
- Generation Z is social on different levels. The first level is the community, as this generation constantly wants to know what is happening among their peers (family, friends, class community). The second level concerns the tourist experience, as Generation Z enjoy making memories with local people.

Social networks largely characterise Generation Z. Their primary tool for capturing memories is the mobile phone. Although certain concerns regarding environmental protection problems arise in their case, they do not deal with sustainable tourism (Haddouche and Salomone, 2018).

Generation Z requires more and more attention. Generation Z members will soon play important roles as adults and financiers of travel. In addition to paying attention to the development of tourism infrastructure, it is also important to understand the needs of future tourists (Robinson and Schänzel, 2019). Gen Z - the world's first global and digital generation - rejects traditional, organized forms of travel; they would only use traditional travel packages as a last resort. If the travel agency sector does not open up to them and learn to communicate in their language, within a decade, this sector will only be able to count on middle-aged and older passengers (Tutunkov, 2018; Tutunkov et al., 2021). Traditional travel agencies must accelerate their digital transformation if they do not want to fall behind in the race to win Generation Z. In addition, travel

agencies should change their marketing activities: the experience, the destination, and the atmosphere should be advertised, not the prices. They must be on social media and create mobile applications and chatbots (Tutunkov et al., 2021).

Based on the summary of the literature described above, and in order to further expand the scientific literature on the subject, we formulated the following research goals:

- To analyze whether Generation Y or Generation Z spend more on a trip.
- To analyze the types of travel that Generation Y and Z prefer.
- To analyze where the Y and Z generations get travel information.
- To analyze whether Generation Y or Generation Z recommend trips to others more often.
- To analyze whether the Y or Z generation returns to the same destination several times.

Based on the above research objectives, these hypotheses were formulated:

- H1 – Generation Y spends more on a trip than Generation Z.
- H2 – Generations Y and Z differ in whether they prefer domestic or foreign destinations.
- H3 – Generations Y and Z obtain information about a destination differently.
- H4 – Generation Z often recommends a destination to friends or family members.
- H5 – Generation Y returns to the same destination more often than Generation Z.

**Methodology and research methods.** The main objective of the primary research was to examine the travel habits of Generation Y and Generation Z representatives after the coronavirus pandemic among Slovak and Hungarian respondents. To this end, primary data was collected using a research questionnaire. A research questionnaire (survey) consists of questions administered to a population sample to gain data (Patra, 2019). The sample consisted of Y and Z-generation travellers from Slovakia and Hungary. For data collection, we used a non-probability sampling method, the snowball sampling method, the essence of which was defined by Etikan and Kala (2017) as being based on networks. Using the researchers' network of contacts, they reach a group of people who also use their network of contacts to forward the questionnaire to more of their acquaintances. The three authors emailed the online questionnaire created on Google Forms to 308 people. The data source was thus provided by an online questionnaire distributed by e-mail. Each individual was asked to forward the questionnaire to three additional friends by e-mail. The pilot survey was tested in the same way (n=35). In order to make it easier to evaluate, the questionnaire contained closed questions, multiple-choice questions and questions measured on a Likert scale (1 – Not at all important, 2 – Less important, 3 – Neutral, 4 – Important, 5 – Very important). The questionnaires were filled out anonymously. The research took place in the first half of 2022.

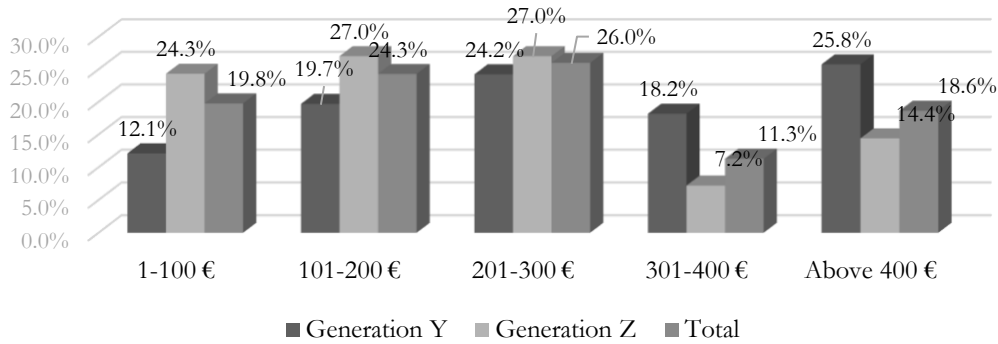
The research consisted of the following steps: defining a question to investigate (determining the travel habits of Slovakian and Hungarian travellers in a generational breakdown), forming hypotheses (examining statistical differences based on generations in relation to various travel-related decisions), making predictions based on hypotheses, gathering data (online questionnaire research using the snowball method), analyzing data (computer software) and drawing conclusions.

During this time, 231 respondents were collected, of which 177 could be evaluated, as those responses that did not come from individuals from the Y or Z generations were excluded from the analysis. Responses that did not come from Slovakia or Hungary were also excluded. While cleaning the data, we also removed the fillings with too many consistent responses and responses with many missing values.

The data were evaluated using the IBM SPSS Statistics 25 statistical analysis software and Microsoft Excel. All formulated hypotheses were tested using the Chi-square test. It was because the variables were all nominal or ordinal variables measured on a non-metric scale. To determine the analysis method, we used the data analysis manual of Sajtos and Mitev (2007) as a basis, according to which the Chi-square test is appropriate when examining the relationship between variables of this type. A significance level of 5 percent was used during the analysis ( $\alpha=0.05$ ), which is the probability of committing the type 1 error (false positive result).

**Results.** 62.7% of the individuals participating in the research can be classified as Generation Z, and 37.3% belong to Generation Y. Women filled out the majority (80.8%) of the questionnaire. The research is international, as respondents from Slovakia (67.8%) and Hungary (32.2%) also got involved.

Generation Y and Z were asked how much they spend on a trip on average (Figure 1).



**Figure 1. The average amount spent on travel**

Sources: developed by the authors.

Based on the results, the older generation spends more on average for this activity. It can largely be attributed to the fact that they have been on the labour market for a longer time and therefore have more savings; in addition, more of the members of the older generation probably already have families, and because of the more travellers, a higher amount must be paid for the trip. From an economic point of view, this result can be interesting when pricing travel packages. During the design of the packages, the age of the target group (generation Y or Z) must be taken into account, and the individual offers must be designed in such a way that more programs, attractions, and destinations are included in the packages for the Y generation - thereby increasing the price of the package. Regarding packages for Generation Z, it is better to strive to make them affordable for young people (fewer programs, attractions and destinations).

In order to examine the first hypothesis and determine whether the difference between generations is significant, a cross-tabulation analysis was performed. According to the results of the Chi-square test ( $\chi^2=11.424$ ;  $df=4$ ) (Table 1), the relationship between the variables is significant ( $p=0.022$ ;  $\alpha=0.05$ ;  $p<\alpha$ ).

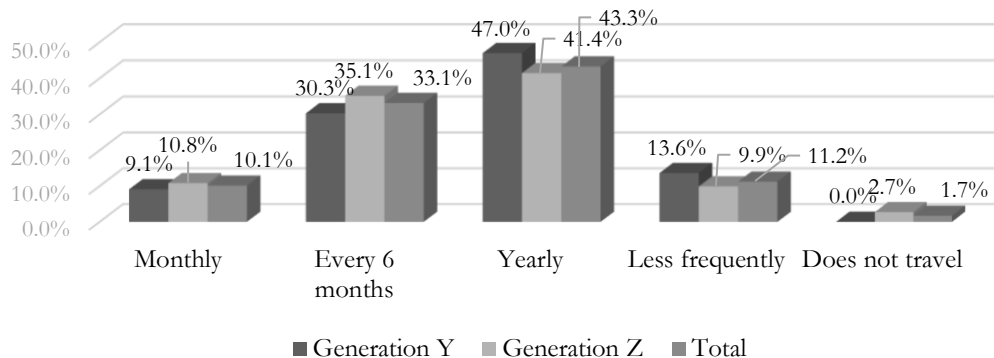
**Table 1. Chi-square test – H1 hypothesis**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,424a	4	0,022
Likelihood Ratio	11,398	4	0,022
Linear-by-Linear Association	9,416	1	0,002
N of Valid Cases	177		

a. 0 cells (0,0%) have an expected count of less than 5. The minimum expected count is 7,46.

Sources: developed by the authors.

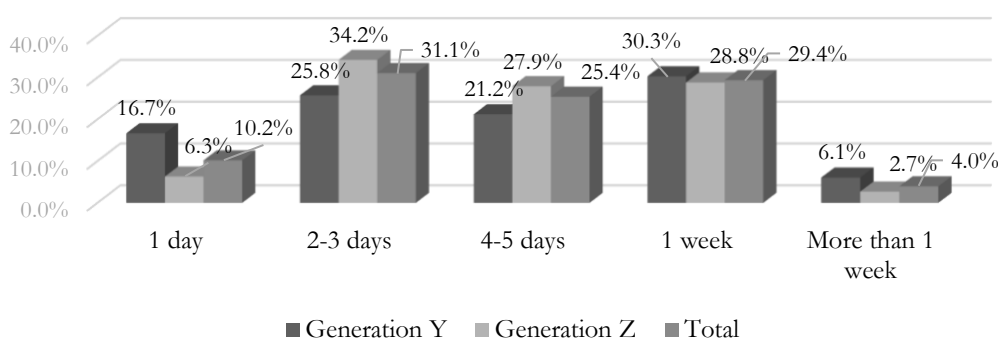
When examining the frequency of trips (Figure 2), no big difference could be identified between Generation Y and Generation Z. Both generations travel once a year (Y: 47%; Z: 41.4%) or twice (Y: 30.3%; Z: 35.1%) in the highest proportion. In this question, the obtained ratios were more interesting than the difference between the generations since it is probable that every other generation also goes on a trip once or twice a year.



**Figure 2. Frequency of trips**

Sources: developed by the authors.

Respondents were also asked about the purpose of their travel. In this question, they could mark several answer options. Both generations indicated vacation and relaxation in the highest proportion (Y: 75.8%; Z: 77.5%). It is related to the answers given in the previous question, as the authors assume that the respondents were thinking about vacations during the annual trip. Authors believe that the respondents immediately associate travelling with vacation because even though they indicated the annual trip in the highest proportion, visiting relatives and friends (Y: 39.4%; Z: 40.5%), the festival (Y: 27.3%; Z: 45.0%), getting to school (Y: 9.1%; Z: 23.4%) and travelling for work (Y: 24.2%; Z: 16.2%) are not rare in their cases either. The four mentioned events most often take place not only every year. The results show that travelling to get to school and going to festivals is more typical of Generation Z, while travelling for work is more typical of Generation Y. This can be attributed to the age difference between them. Returning to holidays, Generation Y and Z members were also asked about the length of their trips (Figure 3). One-week trips are the most typical for Generation Y (30.3%), shorter trips of 2-3 days (34.2%) for Generation Z. This can be attributed to the fact that the young Generation Z, full of adventurousness and having more free time for studying, prefers to travel more often, for fewer days.



**Figure 3. Length of trips**

Sources: developed by the authors.

It was already mentioned above that Generation Y is willing to spend more on a trip than Generation Z. Taking into account the size of the amount spent and the average length of the trips, the results of our research are also important from an economic point of view, because, in the light of the results obtained, it can be recommended that the organizers of the trips organize longer (mostly one week) trips for Generation Y, which include programs, attractions and are richly equipped with destinations. On the other hand, Generation Z can be more attracted by the cheaper 2-3 day trips. Moving on to the destination countries, both generations are happy to travel domestically and abroad (Y: 47%; Z: 52.3%). When comparing only foreign (Y: 40.9%; Z: 37.8%) and only domestic (Y: 10.6%; Z: 7.2%) destinations, abroad is more popular. This finding indicates that it is highly recommended for marketers of foreign destinations to target Slovakian and Hungarian travellers in their advertising activities, as they like to explore foreign places.

Hypothesis H2 concerns whether there is a significant difference between the two generations in this case. According to the results of the Chi-square test ( $\chi^2=1.152$ ;  $df=3$ ) (Table 2), the relationship between the variables is not significant ( $p=0.764$ ;  $\alpha=0.05$ ;  $p>\alpha$ ).

**Table 2. Chi-square test – H2 hypothesis**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,152a	3	0,764
Likelihood Ratio	1,155	3	0,764
Linear-by-Linear Association	1,086	1	0,297
N of Valid Cases	177		

a. 0 cells (0,0%) have an expected count of less than 5. The minimum expected count is 1,49.

Sources: developed by the authors.

It was also investigated where the respondents most often get information about destinations. Both generations chose the Internet in the highest proportion (Y: 84.8%; Z: 86.5%). Information from family or acquaintances (Y: 9.1%; Z: 0.9%) and from travel agencies (Y: 4.5%; Z: 2.7%) was largely behind this. This

research result is extremely favourable since marketers of travel agencies and destinations can easily reach potential visitors and customers with the help of the Internet. It is worth addressing both of the examined generations with online marketing tools. Since hypothesis H3 is related to the fact that the two generations learn about destinations differently, the Chi-square test (Table 3) was also performed in this case. The result of the Chi-square test ( $\chi^2=0.595$ ;  $df=3$ ) showed no significant difference ( $p=0.898$ ;  $\alpha=0.05$ ;  $p>\alpha$ ).

**Table 3. Chi-square test – H3 hypothesis**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	0,595a	3	0,898
Likelihood Ratio	0,577	3	0,902
Linear-by-Linear Association	0,050	1	0,822
N of Valid Cases	177		

a. 0 cells (0,0%) have an expected count of less than 5. The minimum expected count is 75.

Sources: developed by the authors.

In the next question, the respondents could evaluate on a five-point Likert scale how important the listed sources of information are to them when they find out about a destination (Table 4). Based on the results, previous personal experiences are the most important source of information for both generations (Y: 4.24; Z: 4.59). It is followed by the opinions of friends and acquaintances (Y: 3.92; Z: 4.16), then the opinions written on travel websites (Y: 3.92; Z: 3.76).

**Table 4. Sources of information about a destination – Mean and Standard Deviation**

	Generation Y		Generation Z		Total	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Reviews are written by travellers on various travel websites	3,92	1,168	3,76	1,162	3,82	1,163
Social media sites	3,44	0,930	3,11	1,178	3,23	1,101
Online video-sharing sites	3,05	1,258	3,05	1,227	3,05	1,235
Official travel sites	3,50	1,231	3,52	1,278	3,51	1,257
Travel agencies	2,92	1,328	2,97	1,317	2,95	1,318
TV, radio, newspaper	2,70	1,189	2,53	1,043	2,59	1,099
Travel guide, brochure, travel magazine	2,95	1,143	2,75	1,210	2,82	1,186
Family, friends, acquaintances	3,92	1,114	4,16	0,987	4,07	1,039
Previous personal experiences	4,24	1,164	4,59	0,732	4,46	0,929

Source: developed by the authors

When examining the differences between the generations, it can be shown that the information found on travel websites, social networks, TV, radio and newspapers, and travel magazines, is more important to the Y generation. At the same time, the opinions of friends and acquaintances and previous personal experience are more important to the Z generation. The difference between the means is minimal for official travel websites, travel agencies, and online video-sharing sites. When advertising destinations, generation Y is the one for whom it is especially important that the given destination is presented in a positive light on the Internet, on television or in magazines.

Respondents were also asked about the extent to which the listed factors are important to them when planning a trip (Table 5). For both generations, four factors received a mean above four on the five-point Likert scale: price (Y: 4.23; Z: 4.21), length of time spent there (Y: 4.18; Z: 4.14), attractions (Y: 4.30; Z: 4.20) accommodation (Y: 4.30; Z: 4.20). No big differences can be found between the generations, but the length of the travel time and the available services are more important to the Y generation, and the choice of programs to the Z generation. Based on the results obtained, special attention should be paid to the price, the time spent there, the attractions and the accommodation. If professionals want to advertise the destination for Generation Y, they should highlight the other available services, and if for Generation Z, they should focus on the program offers.

The factors that make destinations attractive were discussed in more detail. The respondents could indicate several options in this question. Table 6 summarizes the importance of these factors.



**Table 5. Importance of factors when planning a trip – Mean and Standard Deviation**

	Generation Y		Generation Z		Total	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Price	4,23	0,873	4,21	0,832	4,21	0,846
Travel time	3,77	0,908	3,62	1,079	3,68	1,019
Time spent there	4,18	0,910	4,14	0,745	4,15	0,808
Attractions	4,30	0,803	4,20	0,796	4,24	0,798
Programmes	3,82	0,910	3,97	0,909	3,92	0,910
Accommodation	4,30	0,803	4,20	0,861	4,24	0,839
Services	3,92	0,917	3,46	1,085	3,63	1,048

Sources: developed by the authors.

Table 6 shows that three factors can be found among the first four considered the most important for both generations. These are the following: the traveller should be able to use several services, the destination should be attractive to the eye, and much information about the given destination should be available.

**Table 6. Importance of factors that make destinations attractive**

Generation Y		Generation Z		
1.	Several services are available (food, entertainment, recreation)	66.7%	1. Several services are available (food, entertainment, recreation)	60.4%
2.	Attractive to the eye	56.1%	2. Attractive to the eye	54.1%
3.	Good opportunity to spend time with the family	48.5%	3. A lot of information is available	45.9%
4.	A lot of information is available	40.9%	4. Local people are kind and helpful	42.3%
5.	Local people are kind and helpful	37.9%	5. Easily accessible and easy to find	41.4%
6.	Easily accessible and easy to find	36.4%	6. Recommendation of friends or family	38.7%
7.	Local customs, special dishes, traditional costumes	34.8%	7. Good opportunity to spend time with the family	33.3%
8.	Recommendation of friends or family	33.3%	Local customs, special dishes, traditional costumes	33.3%
9.	Ability to reach the host online	30.3%	9. Cheap	31.5%
10.	Cheap	22.7%	10. Everything is in one place	24.3%
11.	Everything is in one place	21.2%	11. Ability to reach the host online	18.0%

Sources: developed by the authors.

It is more characteristic of the Y generation that they consider travelling a good opportunity to spend time with the family and consider it important to reach the host online. On the other hand, Generation Z considers it more important that the trip be cheap. These results can also be useful for marketers, travel agencies and tour operators involved in promoting destinations. Hypothesis H4 examined the frequency with which representatives of the two generations recommend a destination to their friends and relatives (Table 7).

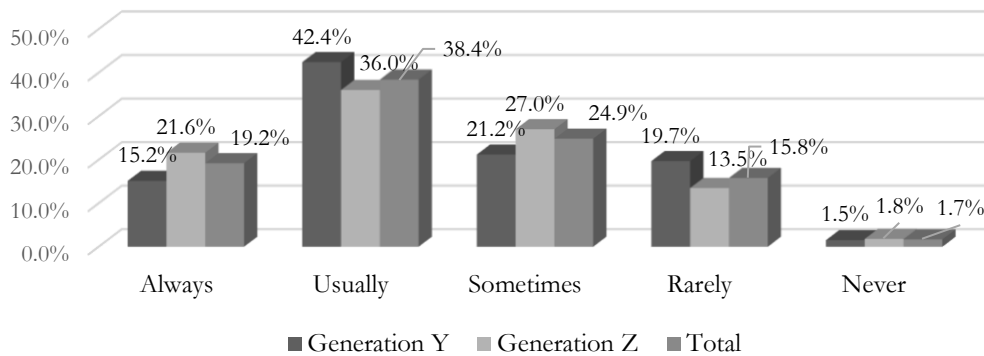
**Table 7. Chi-square test – H4 hypothesis**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,925a	4	0,570
Likelihood Ratio	2,938	4	0,568
Linear-by-Linear Association	0,582	1	0,446
N of Valid Cases	177		

a. 0 cells (0,0%) have an expected count of less than 5. The minimum expected count is 1,12.

Sources: developed by the authors.

Authors assumed that a difference could be detected in the frequency of the recommendation between generations; however, the result of the Chi-square test ( $\chi^2=2.925$ ;  $df=4$ ) did not show a significant difference ( $p=0.570$ ;  $\alpha=0.05$ ;  $p>\alpha$ ). Graph 4 shows that both generations indicated the answer option «usually» in the highest proportion.



**Figure 4. Frequency of the recommendation of a destination**

Sources: developed by the authors.

Since respondents usually recommend destinations to their friends, it is extremely important that they leave a destination satisfied since, thanks to word of mouth, destinations can win new visitors without having to spend on marketing. Figure 4 confirms our finding in the previous question (Table 6) that the recommendation of destinations by acquaintances is more important to Generation Z. This factor took a more favourable place in the table, and in the figure, the proportion of those who always recommend the destinations is higher. The last question of the questionnaire sought an answer to whether it is typical for the respondents to return to one destination at a time. Since this question was related to hypothesis H5, a Chi-square test (Table 8) was performed again.

**Table 8. Chi-square test – H5 hypothesis**

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	0,479 <sup>a</sup>	1	0,489		
Continuity Correction	0,271	1	0,603		
Likelihood Ratio	0,484	1	0,487		
Fisher's Exact Test				0,607	0,303
Linear-by-Linear Association	0,476	1	0,490		
N of Valid Cases	177				

a. 0 cells (0,0%) have an expected count of less than 5. The minimum expected count is 19,02.  
b. Computed only for a 2x2 table

Sources: developed by the authors.

The result of the Chi-square test ( $\chi^2=0.479$ ;  $df=1$ ) showed no significant difference ( $p=0.489$ ;  $\alpha=0.05$ ;  $p>\alpha$ ) in this case either. In the case of the Y (74.2%) and Z (69.4%) generations, almost three-quarters of the respondents will return to a destination if they like it. Similar to the previous question, the importance of customer satisfaction is shown again since if travellers are satisfied with the destination, they will not only recommend it to their friends but also return several times so that they will buy the trip again. To summarize the results, it can be said that among the formulated hypotheses, hypothesis H1 was accepted, and hypotheses H2, H3, H4 and H5 were rejected.

**Conclusions.** The research was carried out on an international level, as the travel habits of Generation Y and Z in Slovakia and Hungary were examined. However, in the previous chapter, the emphasis was primarily on the similarities and differences between generations, as international comparisons were not considered due to the two-thirds majority of Slovakian respondents and the small sample size. In this chapter, taking into account the results of the research carried out and the research results found in the literature, some differences and similarities that can be found between the travellers of the above-mentioned countries will be presented.

There are no big differences between travellers from Slovakia and Hungary (Banhidi et al., 2014). In both countries, every fifth person travels in the summer (Dobay et al., 2018).

In the case of travellers from Slovakia and Hungary, it was identified that in both countries, respondents prefer to travel abroad. With this, Tutunkov et al.'s research results (2020) were supported. According to Banhidi et al. (2014), there are better opportunities for domestic tourism in Slovakia in winter and in Hungary in summer. According to Machova et al. (2021), travellers from the two countries spend roughly the same

amount on travel. It was confirmed while analysing the answers given by travellers from Slovakia and Hungary. Based on the research results, three-quarters of the respondents from Hungary and two-thirds of the respondents from Slovakia spend less than 300 euros on vacation.

Despite the above, the main objective of the research was not to compare countries but generations. The main goal of the conducted research was to learn about the travel habits of the representatives of the Y and Z generations in the period after the coronavirus pandemic. The similarities and differences between the two generations were examined. According to the results, generation Y spends, on average, a higher amount per trip than Generation Z. The reason for this can be the fact that they have been present in the labour market for a longer time and therefore have more savings; in addition, more of the members of the older generation probably already have families, and because of the more travellers, a higher amount must be paid for the trip. Regarding the frequency of travel, there is no significant difference between the two generations; the most frequent travel is once or twice a year. For both generations, travel for holidays is common. Travelling to get to school and going to festivals is more typical of Generation Z, and travelling for work is more typical of Generation Y. This can be attributed to the age difference between them. For the Y generation, one-week trips are the most typical; for the Z generation, shorter trips of 2-3 days. A possible reason for this is that the young Generation Z, who are adventurous and have more free time, prefer to travel more often, for fewer days.

Both generations like to travel domestically and abroad. The two generations are also similar in that they often find out about their chosen destination online before travelling. The most important sources of information about destinations for both generations are previous personal experiences, the opinions of friends and acquaintances, and reviews written on travel websites. Information found on travel websites, social media, TV, radio and newspapers, as well as travel magazines, is more important to Generation Y. Generation Y and Z also showed similarities in which factors are most important when choosing a trip. These are the price, the time spent there, the attractions and the accommodation. The length of travel time and available services are more important to Generation Y, and the choice of programs to Generation Z. According to both generations, the factors that make destinations most attractive are: they can use several services, the destination must be attractive to the eye, and much information about the given destination is available. It is more characteristic of the Y generation that they consider travelling a good opportunity to spend time with the family and consider it important to reach the host online. On the other hand, Generation Z considers it more important that travel be cheap. In the case of the two generations, no significant difference could be detected in recommending the destination to friends and relatives and returning to the destination.

As a summary of our research results, in the case of Generation Y, the following are our recommendations for promoting destinations:

- the trips should last approximately one week;
- the offer should include more programs, sights and destinations, as this generation is willing to pay more for a trip;
- the trips should be family-friendly;
- the available services should receive special attention during marketing communication.

For Generation Z, we recommend that:

- trips do not have to last too long; this generation also likes shorter trips of 2-3 days,
- to the extent possible, the trip should be discounted, as this generation prefers cheaper trips;
- the program offers should receive special attention during marketing communication.

Regardless of generation, the following suggestions were formulated:

- domestic and foreign trips should be among the choices;
- the most important factors during the trip: the traveller should be able to use several services, the destination should be attractive to the eye, and a lot of information about the given destination should be available;
  - address the target audience with online marketing tools, but since the two generations examined always or usually recommend the destination to their friends, personal positive experience is important (word of mouth)
  - strive for the highest possible degree of satisfaction because both generations prefer to return to the same destination if they are satisfied.

From a theoretical point of view, the study supports the results of certain previous research conducted among travellers from Slovakia and Hungary but also identifies similarities and differences in the travel habits of travellers from the two countries from a generational point of view. During the literature overview, the authors did not find any research examining the travellers of the two countries in this context. This research

examines travel habits by country and generation. The results provide a theoretical background that can be a literature review in another scientific research. From a practical point of view, the research results help travel agencies, specialists, and websites promote destinations in what aspects they should consider if they want to sell travel to the Y or Z generation. In conclusion, it can be stated that in the case of the two generations, there are more similarities than differences in travel habits. However, professionals should be aware of these differences and determine their marketing communication depending on the target group's generation.

As with many scientific studies, this research had certain limitations. One is that women mostly filled out the questionnaire, and the other is the sample size. Due to the sample size, we could not make a detailed international comparison. However, the questionnaire related to the research is still available, and the authors would like to do so after expanding the sample. In the future, further comparisons can be made based on additional demographic characteristics (for example, gender, marital status, and average monthly net income). It can also be interesting to examine what the research participants do within each generation: Do they study, work, or both? It can be assumed that people with a regular monthly income travel more often. In addition, a possible future direction of the research could be to expand the number of elements in the sample, group the destinations based on various criteria (beaches, sightseeing, amusement parks, zoos, sports programs), and then examine and compare consumer habits within these. Another possible future direction for research could be the translation of the questionnaire into several languages and its distribution in other European countries. Extending the research to V4 countries would provide an opportunity to compare the travel habits of culturally similar individuals. In contrast, cultural differences could be pointed out regarding travel habits by examining travellers from more distant countries.

**Author Contributions:** conceptualization, K. B., M. R. and A. B.; methodology, K. B. and A. B.; software, K. B. and A. B.; validation, M. R.; formal analysis, K. B. and A. B.; investigation, K. B., M. R. and A. B.; resources, M. R.; data curation, K. B. and A. B.; writing-original draft preparation, K. B., M. R. and A. B.; writing-review and editing, K. B.; visualization, A. B.; supervision, M. R.; project administration, K. B. and M. R.; funding acquisition, M. R.

**Conflicts of Interest:** Authors declare no conflict of interest.

**Data Availability Statement:** Not applicable.

**Informed Consent Statement:** Informed consent was obtained from all subjects involved in the study.

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#### **Дослідження туристичного ринку після Covid-19 – туристичні звички поколінь Y та Z у Словаччині та Угорщині**

Метою статті є аналіз звички подорожей представників поколінь Y та Z після пандемії коронавірусу серед словацьких та угорських респондентів. Для цього було зібрано первинні дані за допомогою опитування в першій половині 2022 року. Під час дослідження було сформульовано п'ять гіпотез, які були перевірені за допомогою критерію хі-квадрат з використанням програмного забезпечення IBM SPSS Statistics 25. Згідно з емпіричними результатами, покоління Y в середньому витрачає на одну поїздку більше коштів, ніж покоління Z. Обидва покоління віддають перевагу подорожувати як всередині країни, так і за її межами. Для покоління Y найбільш характерними є тижневі подорожі, для покоління Z – менш тривалі за часом поїздки, а саме на 2-3 дні. Авторами наголошено, що два покоління схожі в тому, що вони отримують інформацію про обраний напрямок перед поїздкою в Інтернеті. Найважливішими джерелами інформації про напрямки для обох поколінь є попередній особистий досвід, думки друзів і знайомих, а також відгуки на туристичних онлайн-платформах. Покоління Y і Z також продемонстрували схожість у тому, які фактори є найбільш важливими при виборі подорожі. Це ціна, час, проведений у подорожі, визначні історичні та культурні пам'ятки, а також доступність і якість житла. Тривалість подорожі та доступні послуги є більш важливими для покоління Y, ніж для покоління Z. Крім того, для покоління Y більш характерним є те, що вони вважають подорож гарною можливістю провести час із сім'єю, а також наявність онлайн комунікацій. З іншого боку, для покоління Z важливіше, щоб подорожі були дешевими. Дослідження підтверджує результати деяких попередніх досліджень, проведених серед мандрівників зі Словаччини та Угорщини, а також виявляє подібності та відмінності у звичках мандрівників з цих двох країн з точки зору різних поколінь. Результати дослідження можуть бути використані туристичним агенціям, фахівцям і туристичними онлайн платформами, при промоції туристичних послуг для поколінь Y або Z.

**Ключові слова:** пандемія коронавірусу, покоління Y, покоління Z, туристичні звички, подорожі, туризм.