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Examining of Travel Habits During the Fourth and Fifth Waves of the COVID-19 Pandemic

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Resume

Due to changes in the structure and system of the consumer society, the previously used consumer, geographical and demographic characteristics did not prove sufficient for the exploration and analysis of consumer habits of, and reasons behind, tourism behaviour. As a result, the characterisation of traditional consumer behaviour was complemented by psychological and psychographic factors. These factors also include lifestyle and motivation. As part of a quantitative study based on an online survey, we surveyed regular travellers and Hungarian people interested in travelling. The aim of the research was to arrange the measured sample of travellers into homogeneous groups based on their tourism motivation, lifestyle, and travel behaviour related to COVID19. We also aimed to describe and characterize the resulting groups of travellers based on their well-identifiable characteristics. The study was conducted as a continuation of foundational research. Previous research analysed the impact of the first three waves of the COVID-19 pandemic on travel behaviour. The results of the present research refer to the effects of the fourth and fifth waves.

Keywords: Lifestyle, tourist motivation, travel habits, COVID19

Introduction

Tourism demand is an activity generated by tourists by their participation in tourism. Tourism demand is extremely complex, continuously changing and it can be interpreted in many ways (Buhalis, 2004). Three types of demand can be distinguished: actual, repressed, and latent. Actual demand is created by tourists who participate in tourism activities. The so-called repressed demand is coming from the activities of two groups of tourists. The first group includes those who cannot participate in tourism for some reason. The second group consists of those who are forced to postpone their trips due to a problem, mostly as the consequence of the supply environment. The category of latent demand covers those types of demand which are directed at a specific long-desired destination or specific accommodation that is out of reach for some reason (Kalmárné, 2018).

Tourism is one of the most dynamically developing branches of economy in the world, and likewise in Hungary. The tourism sector has been severely affected by the coronavirus (COVID19) pandemic.

Looking back on the coronavirus pandemic in April 2023, it could be declared that our life had fundamentally changed in early 2020, when the World Health Organisation classified the COVID19 coronavirus infection that started in China as a global pandemic (WHO, 2020).

The extraordinary situation that occurred unexpectedly caused a shock effect, both in business and private life, as well as in consumer behaviour. (Soós, 2020).

Travel and tourism belonged to the industries that were hit the hardest by the health crisis, as the countries all over the world restricted non-essential travel in order to limit the spread of the virus. Revenues in the global travel and tourism market declined. The COVID19 pandemic presented unprecedented challenges to the global travel and tourism market in 2020 and 2021 because all over the world, the governments imposed lockdowns and travel restrictions to contain the number of infections.

The tourism sector, however, has shown its commitment to putting people first. The UNWTO reacted quickly to the crisis caused by the coronavirus pandemic and set up the Global Tourism Crisis Committee, which continuously prepared evaluations and issued recommendations.

The committee published its guidelines under the title 'Measures to Relaunch Tourism' in order to advance the recovery of the sector. The sector also played a leading role in facilitating the recovery of the economy (turizmus.com, 2020).

The social and economic benefits provided by tourism could return, paving the way for sustainable development for both individuals and countries. Travel restrictions were in place in case of 100% of global destinations (unwto.org, 2020).

In 2022, with the lifting of restrictions, tourism and hospitality tried to recover, and compared to the previous year the number of international tourist arrivals roughly doubled worldwide in 2022 after the sharp decline it had had with the onset of the coronavirus (COVID19) pandemic. Overall, Europe reported the largest number of inbound travellers, with nearly 585 million arrivals in 2022. Although this number represented a significant annual increase, the number of international travellers arriving to the region remained below the pre-pandemic levels.

Examining the regional breakdown of the growth of incoming tourist numbers worldwide in 2022, the Asia-Pacific region showed the most significant annual increase in the number of incoming tourists.

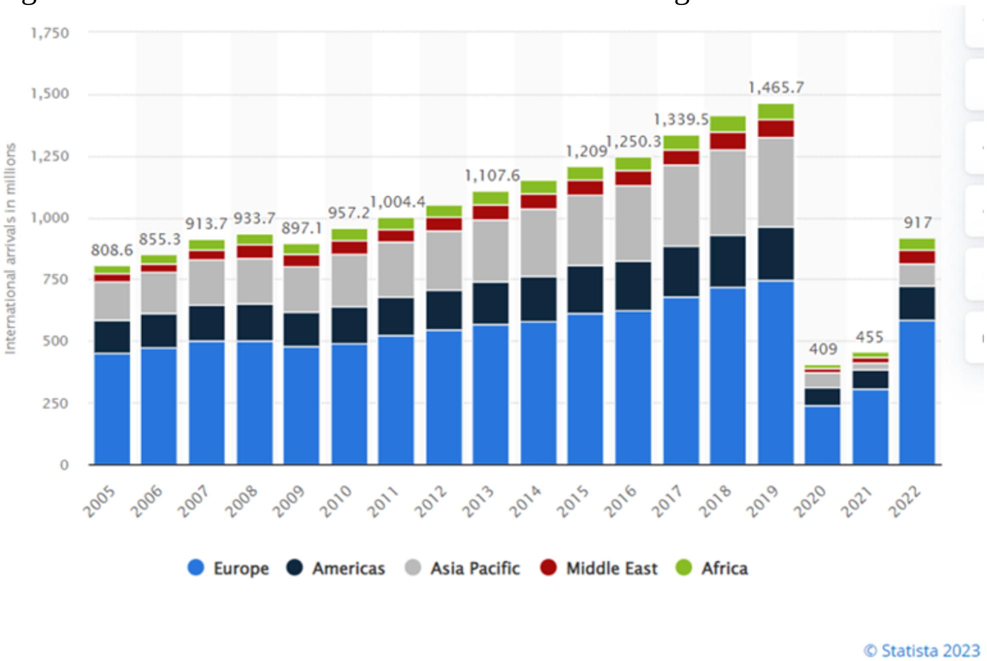

Figure 1. Number of international tourist arrivals worldwide between 2005 and 2022, by region (million)

Since 2005, Europe had been the global region attracting the highest number of international tourists. While in 2022 the number of tourists arriving in Europe increased significantly compared to the previous year, it has still not reached the pre-pandemic level yet (Figure 1).

In February 2023, the Statista Research Department analysed the growth of number of global visitors, both inbound and outbound, between 2020 and

2024. According to this, the number of inbound and outbound travellers will further increase in 2023 and 2024, following the sharp decline after the outbreak of coronavirus pandemic (COVID19) and the recovery in 2022. Compared to the previous year, the number of global arrivals is expected to increase by 15.5 percent in 2023. Meanwhile, the number of outbound travellers worldwide is estimated to increase by nearly 16 percent during the same period (statista.com, 2023).

Literature review

Understanding and analysing consumer behaviour has been receiving more and more attention in scientific research and practical applications. The key to a successful marketing strategy is a very thorough knowledge of the expected behaviour of potential buyers and consumers living in domestic and international cultures. The first consumer behaviour theories evolved from economic theories. These were trying to find out what is the impact of consumption on the economy (Kopányi, 2002; Zalai, 2000; Kopátsy, 1992).

„The purpose and meaning of consumption are to satisfy needs. Need is the fundamental driving force behind all final consumption, a feeling of lack that triggers action to eliminate itself." (Farkasné & Molnár, 2006, 73 p.).

Consumers are people who buy products or services for their own personal consumption. (Jobbler, 2002, p.89). Most of the time, buyers make the purchasing decisions on their own, but there are some purchases where the whole family gets involved as well.

Most typically the demand or need appears as motivation. It is necessary to learn why the consumer chooses the given product or service. In order to get to know this decision-maker better, segmentation needs to be performed because communication will not reach its goal without the identification of roles (Jobbler, 2002).

The examination of consumer behaviour is an interdisciplinary research and analysis activity carried out in order to determine the direction and nature of marketing activity, which characterizes, describes and explains the mass phenomena of consumer behaviour, as well as predicts the trends in consumer behaviour (Veres- Szilágyi 2007). When researching actual decisions, other factors should also be considered (Kotler, 2006). The author emphasized that consumer behaviour is an extremely complex phenomenon, which they divided into endogenous, individual-specific internal (personal and psychological characteristics) and exogenous or external (environmental, social) factors.

Travel decisions are determined by many factors. Tourism demand consists of three basic conditions: motivation, discretionary income, and free time. If just one of these three conditions is not met, then we cannot speak of realized tourism demand, e.g., the existence of travel restrictions due to the COVID19 coronavirus.

Restrictive measures – such as the suspension of air transport, cancellation of flights, trips that are cancelled due to the closure of borders.
The COVID-19 pandemic has become a factor, which fundamentally affected travel decisions. And subsequently, the decisions fundamentally changed the travel habits.

Travel decision has been a popular field of research for decades. Decision-making models were created as a result of research with a large number of participants (Andreasen, 1965; Festinger, 1957.; Nicosia, 1966; Decrop - Snelders, 2005). Reaching a decision is the result of multiple decision-making processes. The final result of the decision – which is a long process, often with a number of compromises - is also affected by individual features and various factors.

The contribution of tourism to GDP is a key macroeconomic factor in the economic life of Hungary. Based on the results of recent years, it can be declared that its share in the national economy has continuously increased and has become determinant.

Our life changed at the beginning of 2020, when the World Health Organisation (WHO) classified the COVID 19 coronavirus – which started in China – as a global pandemic. The illnesses caused by Covid infection started at the end of 2019 in Wuhan, the capital of Hupei Province. The epidemic spread very quickly, which led to the introduction of restrictions on inbound and outbound travel in several countries in March 2020. All these measures also limited the services requiring personal contact (education, hospitality, leisure activities) (Debreceni, Fekete-Frojimovics, 2021).

The pandemic crisis has led to fundamental changes in both the economic and social spheres, the adverse effects of which also affected on the most important sectors of the national economy, namely tourism. It overwrote and changed the sense of security of consumers. The pandemic also had an impact on the inbound tourism of Hungary: the number of foreigners arriving in the country dropped drastically. One of the engines and sources of revenue of domestic tourism is the spending by mostly international visitors. The external macroeconomic factors largely determine the composition and volume of incoming guests. The worldwide decline and subsequent shutdown of international tourism was one of the most decisive consequences of the COVID-19 pandemic. Restrictive measures – such as the suspension of air traffic, the closure of borders and the control of passenger traffic – reduced and slowed down the spread of the virus. The restrictions, however, brought significant changes in the operation of commercial accommodation and catering units, too. In the second half of 2020, most of the accommodation providers closed. In his presentation, the

CEO of the Hungarian Tourism Agency pointed out that in the year 2019, 93 percent of the guest nights in Budapest, the capital city, were spent by foreign tourists, and this is a very high ratio compared to other European cities. For this reason, he urged to implement a model change in order to save the tourism in Budapest (Guller, 2020).

According to the report by World Travel and Tourism Council, the European travel and tourism sector suffered the second largest economic collapse in 2019. The sector's contribution to GDP declined by a total of 51.4 percent (€987 billion). This considerable drop could partly be due to the continuous mobility restrictions and border closures aimed at curbing the spread of the virus. The European domestic spendings fell by 48.4 percent, while the international spending plummeted to an even greater extent, by 63.8 percent. Despite this, Europe remained the number one region in the world in terms of international travel spendings. Regardless, the level of employment in the continent's travel and tourism sector shrank considerably, by 9.3 percent, which meant the loss of 3.6 million jobs (WTTC, 2020).

The lifestyle and social composition of the world's population, and level of economic development of individual countries are constantly changing. These changes, among other things, have an impact on tourism and its performance. The preparations for these processes should start long before the change happens. The tourism market and the service providers are also adapting to the constantly changing tourism demand (Kalmárné & Hering, 2019).

The impact of the pandemic is expected to result in more careful and cautious behaviour on behalf of travellers in the future. It is also possible, however, that many people will prefer to stay safe and stay home or to visit only relatives, friends, and acquaintances. "Cautious travellers will almost certainly demand new, more comprehensive insurance packages, and the responsible traveller will also scrutinize the General Terms and Conditions of the service providers in details. A travel insurance system adapted to COVID-19 is being developed and some insurance companies already offer specific COVID-19 insurance." (Raffay, 2020:4).

Workers in the tourism industry also suffered from the uncertainty caused by the pandemic. Many consumers decided to postpone their trip or ultimately cancelled their already booked trips altogether. This led to a loss of income for businesses and companies (Raffay, 2020).

Around the end of the 3rd wave of the coronavirus pandemic, in the summer of 202, consumers began to trust and hope again that they will be able to plan their trips for leisure purposes more freely, thanks to the improvement of the pandemic situation. The travellers were motivated not only by the need to break away, but changing the monotony of the near past, and finding meaningful ways to spend their free time also contributed to the increasing desire to travel. Most of the tourist groups, however, still preferred the domestic destinations because these were regarded safer.

Lifestyle

Due to the changes in the structure and system of the consumer society, the previously used consumer, geographical and demographic characteristics proved to be insufficient for the exploration and analysis of the reasons behind consumer habits and tourism behaviour. Subsequently, the characteristics of traditional consumer behaviour have been supplemented by psychological and psychographic factors. In addition to several other aspects, lifestyle and motivation can also be added to these factors.

The examination of tourist behaviour, which is one of the main focal points of the paper, continues with the analysis of lifestyle. Many researchers have tried to define lifestyle by considering various aspects and factors. The first lifestyle research and related conceptual definition can be attributed to Max Weber. It is also important to mention the following researchers, who described lifestyle from different aspects and included it in the consumer behaviour system. Bell (1958); Rainwater, Coleman & Handel (1959); Havighurst, Feigenbaum (1959) researched the area in the late 1950s. Bell focused on the examination of relations between consumption and consumer behaviour. Rainwater, Coleman and Handel highlighted the importance of links between consumer behaviour and lifestyle. However, the work of the aforementioned researchers lacked the precise definition of the concept of lifestyle. In a paper by Lazer (1963, p.130) we can finally find a detailed definition which has been widely accepted and adopted. In his opinion, lifestyle is a system. It means a distinctive and particular way of life which is typical for certain segments of society. The purchase and consumer behaviour truly reflect individual lifestyles.

Veblen (1975), Halbwachs (1971), Summer (1978), Hexter (1916) and Weber (1964) characterized the different lifestyles with differentiated ways of consumption per each group. These researchers defined lifestyle as the way of consumption, the way people consume and pursue their lives depending on the different life conditions.

In addition to the above, there have been many attempts to define, describe and analyse the concept of lifestyle. Lifestyle cannot be described or characterized by a single word; it is a much more complex concept. Based on the multitude of definitions published by researchers and their contradictory wordings, it can be declared that neither the researchers of sociology, nor marketing science represent a unified position regarding the definition of lifestyle and the methodology of analysing the research results. Nevertheless, the clarification and evaluation of the conceptual, measurement and analysis procedures that have been created and scientifically implemented so far, as well as the recommendations of new approaches to the problem contribute to the quality and creativity of lifestyle research (Wind & Green, 2011).

Lifestyle reflects our public conduct, our values, attitude, opinion, personality and fully determines our consumer habits and behaviour. The VALS model is one of the most widespread methods in relation to lifestyle research. The initials of three English words gave the name of the method: Values, Attitudes and Lifestyle. The research started in the United States, and, as the name also indicates, it was created for the analysis of correlations between values and lifestyle. There are two versions of the VALS method, but both are widely called and used under the name VALS model. The first model, known as VALS 1, was developed in 1978 and it can be associated with Arnold Mitchell. The results of the method were published in a book by Mitchell in 1983. The survey was conducted by interviewing 1,600 people in the United States. However, the adequacy and theoretical accuracy of the research had been widely questioned.

Due to its difficulty and complexity, the method was revised by the Stanford Research Institute and they created VALS 2. To this day, the questionnaire has been primarily used for commercial purposes, and it is also a popular and well-known market research method in marketing planning. It is a psychometric method that is based on personality traits and analyses the individualistic characteristics and the correlations between consumer behaviour and habits. It examines the characteristics along two dimensions: motivation and resources. The method is less theoretical, more practical, and more efficient than the previous version. Part of the set of questions of the current empirical research is made up by the referenced questionnaire adapted to Hungarian language.

Tourist motivation

The study continues with the analytical evaluation of tourism motivation. Human needs are inexhaustible, and they may become motivation under optimal intensity. An individual may have several needs at the same time, these belong to the psychological characteristics and usually come from some kind of psychological tension. According to Maslow's hierarchy of needs, the needs of belonging, esteem and recognition also belong to this category. After some time, however, forced by some external and internal factors, the need turns into motivation. Motivation prompts the individual to act, which reduces or eliminates tension. Motivation can therefore be interpreted as an internal state, that drives people to achieve certain goals. Just as income and social status determine an individual's place in the hierarchy, motivation also determines the selection criteria (Veres, 2007).

The motivating factors influence the decision positively and result in a feeling of satisfaction. Lawler, Hackman & Porter (1975) used motivation as a method, which they further developed, and the resulting model was adequately used in tourism to increase the sales of products and services. Based on the model it can be said that the motivational process starts with the size of the reward, which induces efforts, then the launched process becomes performance by supplementing the abilities and character traits. The process ends in satisfaction after an external or internal reward. Recognition of effective performance is a reward in itself.

The present paper is part of a complex research, and it is to be regarded as the continuation of our analytical and evaluation research in relation to the first three waves of the pandemic. The aim of the questionnaire survey was to divide the samples of interviewed travellers into homogenous groups based on lifestyle, tourism motivation and tourism behaviour related to the COVID-19 pandemic; and to describe each homogenous group with easily identifiable characteristics.

Methods

The empirical research was carried out using quantitative methodology, with a questionnaire consisting of the following five groups of questions:

- Travel habits during the examined period of the COVID-19 pandemic (July 2021 – December 2022);
- Lifestyle characteristics (adapted set of questions);
- Importance of tourism motivations before the COVID-19 pandemic and during the examined period (July 2021 – December 2022);
- Impact of COVID-19 on travel behaviour (July 2021 – December 2022;
- Demographic benchmarks.

IBM SPSS and R statistical programme (R Core Team 2021) were used for the statistical processing. The calculations were made with the psych test package (Revelle, 2023). Descriptive and comparative statistics were prepared on the basis of the variables measured on the nominal scale and the demographic data.

The comprehensive research was carried out in the period January – March 2023, using convenience sampling. 368 people filled out the questionnaire during the survey period, and 360 responses were used after data cleaning. Descriptive and comparative statistics were prepared based on the variables measured on the nominal scale and the demographic data. The respondents were grouped by hierarchical cluster analysis based on questions regarding travel motivations, using Ward's method (Ward, 1963) and squared Euclidean distance.

Results

Demographic characteristics

40% of respondents to the questionnaire were men, and 60% women; their highest school qualification was secondary or higher education nearly in equal, 50-50% proportion. The higher ratio of female respondents can be explained, on the one hand, by the greater willingness of women to complete questionnaires, and on the other hand, their increasing role in decision-making. Barletta (2002), and authors Popcorn – Marigold (2001) declare in their work that women are the most likely to make travel decisions in the families, and nowadays they make 80% of purchasing decisions directly or indirectly. Based on the impacts of tourism megatrends it can be stated that more and more women travel in groups or individually. Examining the age distribution of respondents, 66% belong to Generation Z, 14% to Generation Y, 17% to Generation X and 3% were Baby Boomers or veterans (Table 1).

Table 1. Distribution by gender and age group

		Number of respondents	**Ratio of respondents**
Gender	Male	142	40%
	Female	218	60%
Total		*360*	*100%*
Age group	Born before 31 Dec 1945 (veterans)	2	0%
	Born between 1 Jan 1946 and 31 Dec 1964 (baby boomer)	10	3%
	Born between 1 Jan 1965 and 31 Dec 1979 (Generation X)	6	2%
	Born between 1 Jan 1980 and 31 Dec 1995 (Generation Y)	8	2%
	Born after 1 Jan 1996 (Generation Z)	330	92%
Total		*360*	*100%*

Source: own edition

According to their place of residence, 26% live in Budapest, 74% live in the countryside. Regarding the financial situation of respondents, more than 63% have a monthly income of over HUF 150,000 per person, as shown in Figure 2 below.

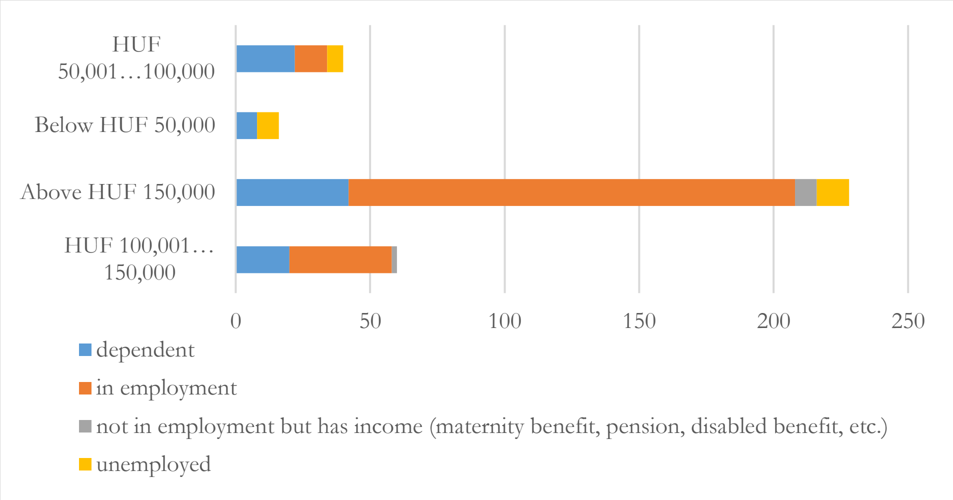

Figure 1. Financial situation of respondents according to economic activity
Source: own edition

Travel habits in general

Apart from COVID-19 pandemic, 16% of respondents travel domestically once a year, 56% travel two to five times, 9% six to ten times, 9% more than ten times. 3% of them do not travel within the country at all. 17% declared that they never travel abroad, 29% travel once a year, 39% two to five times, and the remaining 2% travel abroad for leisure purposes at least six times. The study also examined the destinations chosen during the fourth and fifth waves of the pandemic. One-fifth of the respondents made only domestic trips, and a relatively small, 3% said that they did not even travel within Hungary for tourism purposes.

Domestic travels during the pandemic

Figure 3 illustrates the number of domestic trips in the period between July 2021 and December 2022. Out of the 360 respondents, 353 answered yes to the question whether they had travelled during that period (fourth and fifth wave of the pandemic) domestically for leisure purposes. The results show that among the people who usually travel two to five times, nearly 55% marked the same option; 17% wrote that they travelled only once and almost 8% did not travel at all.

Regarding the question about the trips in general, it can be declared that the proportion of those who travelled two to five times is 69%; 5% had one trip and nearly 2% did not travel at all. Less than 7% marked the option of six to ten times. Only 2 people ticked the 'More than ten times' option.

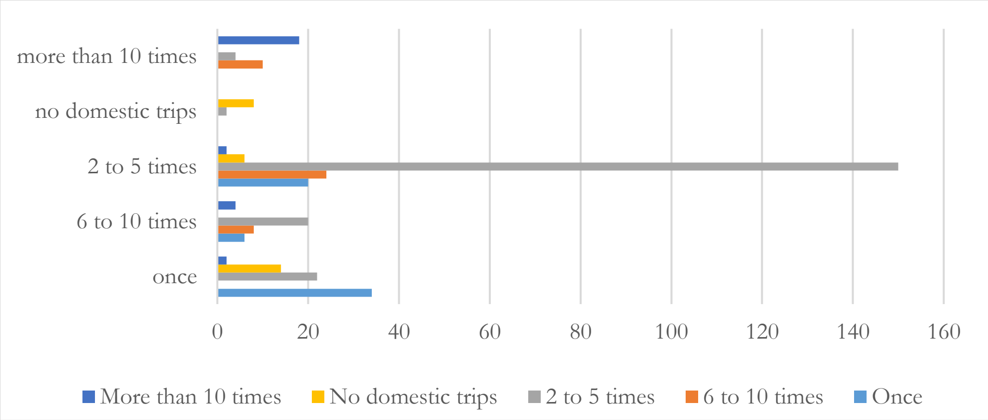

Figure 3. Number of domestic trips in general (Y axis) and during the examined period (X axis) (July 2021 – December 2022)
Source: own edition

Travelling abroad during the pandemic

The number of trips abroad during the fourth and fifth waves of the pandemic was also analysed; the results are summarised on Figure 4. Out of the 360 respondents, 266 people answered yes to the question whether they had travelled abroad during the examined period. The proportion of those who travelled once was 28%, while 59% of the respondents travelled two to five times, and 13% six to ten times. None of the respondents indicated travelling abroad more than ten times.

According to the above interpretation, the following answers were received to the question about trips in general: 356 people indicated that, apart from the COVID period, they usually travel abroad. Analysing the answers, it can be concluded that 37% of the respondents usually travel abroad once a year, 40% travel two to five times, 2% six to ten times and about 2% have international trips more than ten times.

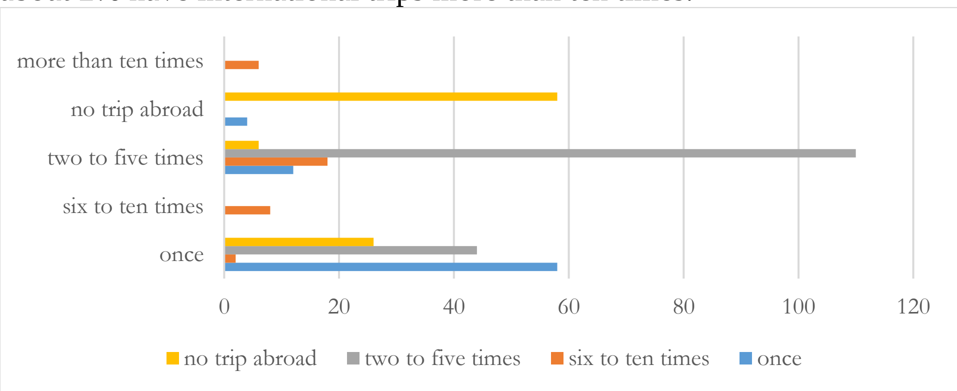

Figure 4. Number of foreign trips in general (Y axis) and during the examined period (X axis) (March 2020 – June 2021)
Source: own edition

Reasons for not travelling

54% of those ‘staying at home’ cited fear of the pandemic situation as the reason for not travelling. 22% stayed at home for financial reasons, while 12% did not plan to travel due to border closures, restrictions, and quarantine regulations. 6% mentioned work commitments as further reason for not travelling, 4% brought up health issues and 2% referred to other reasons.

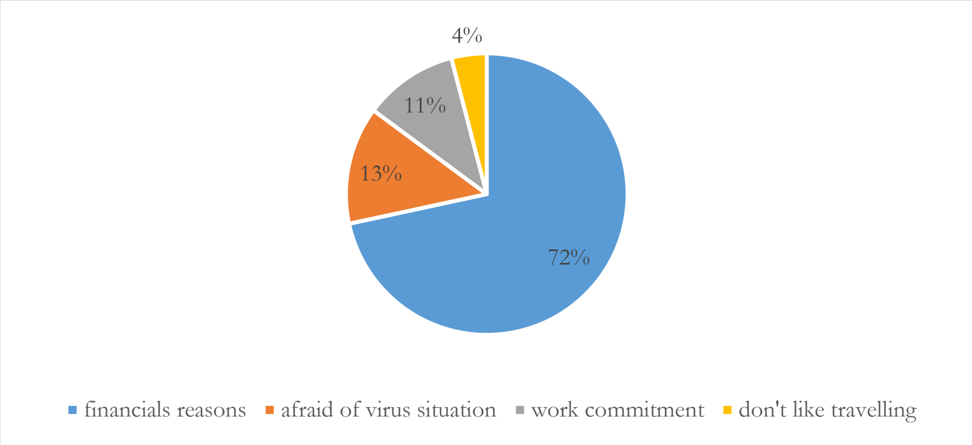

Figure 5. Reasons for not travelling
Source: Own edition

Lifestyle

The lifestyle-related attitudes of the sample are summarized below: Respondents had to evaluate 34 lifestyle-related statements on a 5-point Likert scale (1 - strongly disagree, 5 – strongly agree). The most typical statements regarding lifestyle are summarized on Figure 8. The two highest values were given to statements: ‘I like to try new things’ and ‘I like to do things that are also useful’.

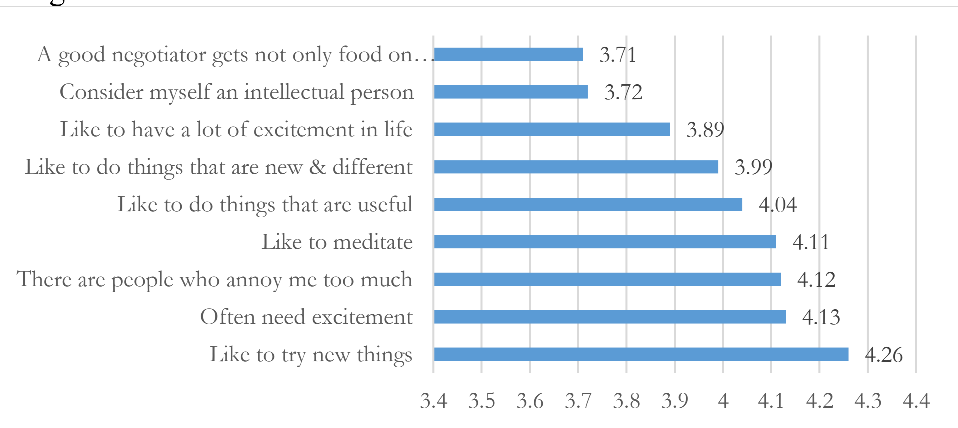

Figure 6. Statements regarding the most typical lifestyle
Source: own edition

The analysis also looked at the word the respondents associated with travel. Most of them had the words ‘freedom’, ‘experience’, ‘relaxation’, and ‘rest’ popped into their minds (Figure 7).

Figure 7. What comes to your mind about travel – word cloud
Source: own edition

Tourism motivation

Apart from the COVID-19 situation, the respondents considered the search of experiences as the main motivation among the factors they had in mind when choosing a trip. This was followed by the aspect that determined the main purpose of travel by the interviewee. The costs of the trip, the respondent’s income, and the attractions of the destination were also among the main tourism motivations (Table 2).

Table 2. Main tourism motivations of trips

Motivations	**Average**
Search of experiences	4,59
Main purpose of travel, e.g., relaxation, beach, hiking, etc.	4,53
Costs of travel	4,42
Income, and the part of income that can be spent on tourism	4,27
Attractions of the destination	4,20
Accessibility of the selected destination	4,11
Duration of holiday	4,04
Time of the year when the trip is planned	4,02
Former experiences of a trip	4,03
Desires and wishes of fellow travellers	3,99
Means of transport	3,92
Type of accommodation	3,88

Source: own edition

Impact of COVID-19 *on travel behaviour*

The research also examined how important it was for the respondents to consider the precautions related to the COVID-19 pandemic, and other aspects when they were planning their travel destinations and services to purchase after July 2021 (1 – not important at all, 5 – very important). The average values of responses given to each aspect are shown on Table 3. The most important aspects were the value for money, the flexible cancellation and payment terms.

Aspect	**Average**
Value for money	4,68
Flexible cancellation and payment conditions	4,34
Insurance conditions offering protection in case of emergency	4,08
More frequent cleaning in the selected destinations	3,56
Provision of individual, disposable protective equipment for guests	2,68
Individually packaged products (e.g.: food products)	2,82
Possibility of contactless shopping	2,60

Table 3. Importance of aspects related to the planning of the trip
Source: own edition

Factor and cluster analysis

The basic condition of factor analysis is the realization of correlation between the individual variables, because without this, the variables cannot be combined into factors. The variables are suitable for factor analysis only when there is a strong correlation: the most important metrics of this are the Kaiser-Meyer-Olkin (KMO) and the Bartlett test (Kassai, 2009).

Tourism motivation

The initial conditions of the factor analysis related to travel motivations are fulfilled (Table 4), since the value of the KMO test is 0.85, i.e., it almost reaches the 'excellent' value limit (the variables are correlated), and the Bartlett test is significant (the variables are uncorrelated).

Kaiser-Meyer-Olkin test		0,85
Bartlett's test of sphericity	Approx. ChiSquare	16416.83
	df	2016
	Sig	0

KMO ≥ 0,9	*excellent*
KMO ≥ 0,8	*very good*
KMO ≥ 0,7	*adequate*
KMO ≥ 0,6	*moderate*
KMO ≥ 0,5	*week*
KMO < 0,5	*not acceptable*

Table 4. KMO and Bartlett test
Source: own edition

The number of factors were determined by considering both the Kaiser criterion and the scree plot. The use of eight factors proved to be ideal. These can be clearly interpreted and each of them has an eigenvalue higher than 1 (between the limits of 17.02 and 1.59). The total explained variance is 46.5%, which is satisfactory in terms of the nature of the research because it indicates that the factors capture the underlying pattern inherent in the data. The generated motivational factors – with the number of variables and the smallest factor weight – are listed in Table 5 in descending order of explanatory power.

Table 5. Factors produced on the basis of tourism motivation

Factor	**Number of variables**	**Smallest factor weight**
Nature lovers	10	0,62
Adventure seeking explorers	12	0,40
Safety seekers	8	0,42
Active gamblers	5	0,49
Frugal people	4	0,45
Gastro experience seekers	4	0,38
Culture seekers	15	0,20
Modern beach lovers	4	0,55

Source: own edition

The measured variables belonging to the motivational factors are as follows:

Those who belong to the group of nature lovers like to be close to nature, have a harmonious relationship with their surroundings and try to stay away from mass tourism.

The adventure-seeking explorers want to discover exciting and new things, this means fun for them. This group has a considerable attitude for being bold and ready for action. They like to experience different cultures and lifestyles, they easily make friends, like exotic destinations. It is important for them to get to know the religion, culture, and customs of the given destination, this helps them to explore themselves better.

For safety seekers, cleanliness is essential, and their personal safety is also an important aspect. They look for reliable locations; health preservation and regeneration are frequent travel motivations for them. Family togetherness and reliable weather are also important considerations for them when planning a trip.

Culture seekers often choose old historical cities, and they adapt their programmes to historical attractions. They like to trace their roots and often visit art galleries in the given destination. Their primary motivation is to learn and look for interesting things.

Active gamblers like to go to casinos and try out different types of games. When choosing a destination, fans are motivated by visiting the stadium of their teams and having exciting gambles. They look for destinations that they can brag about to their friends later; it is important for them that they visit the given place first among their acquaintances. It is also essential for them to be physically active during their vacation, to play sports, exercise and go hiking regularly.

For the frugal group, money is the primary concern: they aim for the lowest possible cost in terms of destination, accommodation, and gastronomy.

The primary motivation for the group of people looking for a gastronomic experience is to discover and taste new, special dishes. They are also willing to travel for the sake of a fine dining restaurant.

The primary destination of modern beach lovers are the places with beaches, they look for quality beaches and they often utilise water sports facilities.

During the COVID-19 pandemic the starting conditions of the factor analysis related to travel motivations are met (Table 6), as the value of the KMO test is 0.75, i.e., it exceeds the 'very good' value limit (so the variable set is correlated), and the Bartlett test is significant (so the variables are uncorrelated).

Table 6. KMO and Bartlett test

Kaiser-Meyer-Olkin test		0,75	*KMO ≥ 0,9*	*excellent*
			KMO ≥ 0,8	*very good*
Bartlett's test of sphericity	Approx. ChiSquare	691.6953	*KMO ≥ 0,7*	*adequate*
			KMO ≥ 0,6	*moderate*
	df	21	*KMO ≥ 0,5*	*weak*
	Sig	0	*KMO < 0,5*	*not acceptable*

Source: own edition

In this case, too, the number of factors was determined by considering the Kaiser criterion and the scree plot. Based on both methods, clearly the use of two factors is optimal. Their eigenvalues are 2.81 and 1.44. The total explained variance is 46.8% so the findings made in the case of motivational factors are also valid here; given the nature of the data and the research, the ratio is acceptable. The motivational factors for the period of COVID-19, together with the number of variables and the smallest factor weight, are included in Table 7 in descending order according to the explanatory power.

Table 7. Factors generated on the basis of COVID19-related travel behaviour

Factor	**Number of variables**	**Smallest factor weight**
Hygiene measures	4	0,35
Financial measures	3	0,39

Source: own edition

The measured variables belonging to the tourism behaviour factors in relation to COVID-19 are as follows:

For the group that focuses on hygienic measures it is important to have individual, disposable protective equipment at their disposal, and they require frequent cleaning at the selected location. They do not prefer buffet meals, they rather look for individually packaged food and products, and are more inclined to use contactless delivery.

It is typical for people who prefer financial measures, that they look for products with a good value for money, it is important for them that the insurance conditions protect them from financial risks as a safety net in case of an emergency.

Cluster formation

With the help of cluster analysis, it is possible to classify individual data blocks into groups that are relatively homogeneous and different from each other (the significance values of the ANOVA test are always below 0.05), within which the motivation and travel habits of the individuals are the same. The purpose of this classification is to point out that there are groups where members are more similar to each other than members of other groups.

. The motivation factor-forming characteristics are variables measured on an ordinal scale, thus the 8 factors created from them are also suitable for classifying individuals into groups. Clustering is most effective by creating 4 clusters, and the factor weights in each cluster are as follows:

Table 8. Factor coefficients in the ANOVA model

Factors		Clusters				*F*	*Sig.*
		Mass tourists	**Adrenalin tourists**	**Exotic travellers**	**Explorers**		
Motivation	**Nature lovers**	0,47035	-1,07366	-0,41426	-0,10902	41,59	2.2e-16
	Adventure seeking explorers	0,27308	-0,22743	0,09261	-1,01562	23,56	6.199e-14
	Safety seekers	0,26854	-0,03042	-0,55557	-1,13032	36,38	2.2e-16
	Active gamblers	-0,22642	0,02537	2,59338	0,07861	130,8	2.2e-16
	Frugal travellers	-0,28912	0,60153	0,56977	0,05758	11,32	4.137e-07
	Gastro experience seekers	0,44629	-0,71836	-0,21011	-0,79725	22,73	1.738e-13
	Culture seekers	0,31815	-0,54528	-0,32679	-0,42713	9,339	5.871e-06

	Modern beach lovers	0,19333	-0,19436	-0,54875	-0,39739	4,93	0,002285
COVID19	**hygienic measures**	0,028	-0,276	0,052	-0,069	1,332	0,263
	financial measures	-0,112	0,110	0,070	-0,031	0,922	0,430

Source: own edition

Features of clusters

Mass tourists especially like nature and adventures, and they strive for safety. In their case, hygiene measures became important during the COVID-19 pandemic because they mainly visit crowded places and therefore, they are at a greater risk of infection from the virus.

For adrenaline tourists, gambling is particularly important, and they prefer accommodation and dining options that are more favourably priced. The culinary experiences and discovery of cultural values are not motivating factors for them when travelling. During the COVID-19 pandemic – in contrary to mass tourists – the financial measures were more prominent for gamblers since the programme of such trips can be very expensive. Hygiene measures, on the other hand, were less underlined, as large crowds are not typical at these types of locations.

Exotic travellers like trips combined with gambling experiences but it is important for them that this also strengthens or improves their social status. They are not really looking for activity and they are not motivated by gastronomic experiences. Typically, they want to break away from everyday life, therefore they choose a destination that does not attract crowds, these are mainly prestige trips. This group would not like to lose the larger funds invested in travel.

Explorers like nature and like to discover new things, but they are not interested in prestige. In connection with COVID-19, they prefer the less visited places, and hygiene and financial measures are not important for them either. They do not visit places that attract large crowds, they manage with a relatively low budget, therefore they are not influenced by insurance either.

Conclusion

The COVID-19 pandemic has completely transformed the tourism industry: travel habits both domestically and internationally have changed significantly. The quantifiable losses following the pandemic cannot be realised yet. It is uncertain, how travel opportunities will change in the future due to the impact of the possible next wave(s), and the experts forecast the performance improvement in the tourism sector in different ways.

The aim of the study was to create homogenous groups of travellers and provide their descriptive analysis based on various characteristics during the fourth and fifth waves of COVID-19. The aim of the research has been achieved: based on lifestyle, tourism motivation and travel behaviour related to COVID-19, the interviewed sample of Hungarian travellers was divided into homogenous groups.

The results of the research are thus to be interpreted as a snapshot for the period from July 2021 to December 2022 and provide a descriptive analysis of travel habits affected by the two waves of the pandemic. A study had been previously prepared on the investigation and analysis of travel habits related to the first wave of the pandemic. The results of this research can be understood and interpreted as a continuation of the referenced foundational research. A further research goal is the comparative study and analysis of travel habits during the two investigated waves in order to make more in-depth findings.

The following conclusions can be drawn from the quantitative research:

- 60% of the interviewed sample of travellers were women. In terms of education, 50-50% of the sample have secondary and higher education qualifications. Regarding the age distribution, 92% are members of Generation Z. Most of them are self-employed, in stable financial situation.
- In the survey about the lifestyle, the majority of the respondents agreed that they like to try new things, and they especially like to spend their time usefully.
- Among the respondents, the most frequent associations related to travel were ‘freedom’, ‘experience’, ‘relaxation’, and ‘rest’.
- Apart from the pandemic situation, the respondents considered the experience gained during the trips to be the most important of the factors related to the choice of the trip. Regarding the extra services following the COVID-19 outbreak, the flexible cancellation and payment conditions proved to be the most important for the members of our sample.
- Based on the motivational criteria, four clusters can be identified: mass tourists, adrenaline tourists, exotic travellers, and explorers. The travel habits of the defined homogenous clusters and their attitudes regarding the changes caused by COVID-19 are influenced by various other factors, different tourist motivations and demographic characteristics.

It can be declared that the respondents did not travel significantly less in the examined period (July 2021 – December 2022) than in the previous years, and it is true both in terms of domestic and foreign trips. Compared to the previous three waves, the return of the travelling spirit could be clearly perceived and recognised.

Fear of the virus situation and financial insecurity were identified as the two most common reasons among those who ‘stayed at home’.

The pandemic has considerably transformed not just the travel habits, but the everyday life as well. However, this can be an advantage for the sector, and a positive yield can also be discovered. On the one hand, the existence and establishment of safer travel conditions will be one of the basic tasks of tourism service providers in the future, and on the other hand, the changes expected now and in the future, require fast, well-founded, and well-prepared crisis management from the service providers.

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