



Structured Abstracts of 'Tourism Management and Marketing Supporting Demand-Based Development' session

Why do people have turnover intentions in hospitality? The mediating role of digital maturity

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Background and introduction: Research on the causes of turnover intention goes back decades and has examined the impact of a number of elements such as job involvement, job embeddedness, incentives, self-efficacy, job satisfaction, or leadership style. In recent years, the adoption of digital technologies in the hospitality industry has accelerated, including due to COVID-19, but their impact on turnover intention has not yet been studied.

Objective: The aim of the research is to investigate the impact of the digital maturity of hospitality businesses and hospitality workers on the turnover intention of employees. The question is: are more digitally mature workplaces more attractive to employees or, on the contrary, are they more likely to leave the workplace? On the other hand, the digital maturity of workers is not necessarily the same as the opportunities offered by the workplace and may be a cause of turnover intention.

Methodology: To answer the research questions, a research model was set up to investigate the effects of the following elements on turnover intention: job involvement, job embeddedness, incentives, self-efficacy, job satisfaction, leadership style, digital maturity of the workplace, digital maturity of the employee. A sample of 400 respondents collected in the county of Győr-Moson-Sopron is used to test the hypotheses. The results were tested using PLS-SEM model.

Results: Research has revealed the mediating effect of digital maturity on turnover intention. Workplaces with higher digital maturity have lower turnover intentions, whereas when the digital maturity of the workplace is below the employee's expectations, turnover intentions are significantly higher. In addition, it confirmed a number of relationships identified by some other research.

Conclusions: The research was the first to show the impact of digital maturity on turnover intention, which, in addition to its theoretical contribution, has practical relevance as it encourages workplaces to increase digital maturity.

Limitations and future research directions: The research opens up a new area for turnover intention studies, laying the groundwork for future research. The framework developed in this article is worth exploring in other geographical regions, as the research currently relies on the results of a study of a single region.

Keywords: job involvement, job embeddedness, incentives, self-efficacy, job satisfaction, turnover intention, leadership style



Tourism and Regional Development in a Borderland Context: Insights from Great Rye Island Residents

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Background and introduction: Great Rye Island with its 1200 km² is Europe's largest freshwater island from Bratislava to Komarno (Slovakia). It has thermal baths and a huge fresh water supply, besides, its wild water world is an additional attraction for tourists. Last year, one million tourists visited the region's top thermal baths. The population of Csallóköz is 223,270, of which 127,621 are Hungarians and 90,008 are Slovaks. Rural settlements are typical, 52% of the population living in towns and 48% in villages.

Objective: Tourism infrastructure development is a priority in the Great Rye Island for which it is important to know the attitudes of residents. Therefore the research explores their satisfaction with different types of infrastructure, development expectations and the strength of their local identity. The aim of this research is to identify different resident profiles and understand their attitudes towards rural tourism development.

Methodology: A sample of 528 respondents collected in the Great Rye Island, Slovakia was collected and analysed. In addition to descriptive statistics based on the questionnaire, ANOVA, PCA and k-means cluster analysis were used to answer the research questions. The results were tested with SPSS 25.0.

Results: Five interpretable factors were identified, of which two factors relate to satisfaction, two others to development expectations and the fifth to identity of the residents. The cluster analysis revealed eight different resident profiles. The different clusters revealed contradictory attitudes, which makes the task of urban planners very difficult. The research showed that, contrary to expectations, for several resident profiles, satisfaction and the need for improvement don't necessarily coincide.

Conclusions: The development of rural tourism in the Great Rye Island is not easy, as many different resident profiles need to be managed simultaneously. Understanding them not only has practical and policy implications, but also serves to improve the theory, as several interrelationships have been identified that were contrary to our previous expectations. Dissatisfaction does not necessarily imply a need for improvement, and that even in the case of satisfaction there may be a need for further improvement.

Limitations and future research directions: The research was specifically limited to one region, the Great Rye Island, but the novel findings should be tested in other regions. In particular, it is interesting to study the relationship between satisfaction and development needs in more detail.

Keywords: rural tourism, hospitality, infrastructure, development policy, border area, regional development



Platform for Taste: Digital Innovation Driving Artisanal Cheese Tourism in Hungary

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Background and introduction: The Hungarian-developed digital cheese evaluation software, a unique innovation in Europe, has been supporting artisanal cheese competitions for four years. Digital solutions like this play a growing role in sustainable tourism by strengthening local communities and promoting environmental awareness.

Objective: This study explores how this unique European digital system contributes to the development of gastro-tourism, supports sustainability goals, and enhances community-based artisanal food initiatives in a data-driven, environmentally conscious way.

Methodology: The research combines quantitative and qualitative methods: statistical analysis of evaluation data, questionnaires for cheese producers and judges, and geospatial mapping of the cheeses and competition locations to identify regional patterns and tourism impact.

Results: Preliminary results show that the system improves objectivity, reduces paper use, and provides structured data. The competitions have measurable gastro-tourism effects, and the geographical distribution of entries highlights regional engagement and reach.

Conclusions: As a European-first, this Hungarian digital innovation effectively contributes to sustainable tourism, food quality tracking, and community value building. It merges digital tools with local gastronomic traditions to promote quality, transparency, and regional identity.

Limitations and future research directions: Limitations include the current scope of competition data and geographic coverage. Future research will expand the dataset and explore long-term economic and tourism impacts, especially to better understand digital tools' role in local development.

Keywords: Digital innovation, Gastro-tourism, Sustainable tourism, Cheese competition, Artisanal food, Data-driven decision-making



Sajttájak: Showcasing Hungary's Regional Identity through Artisan Cheese and Culinary Tourism

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Background and introduction: Hungary is currently experiencing a renaissance in artisan cheesemaking, with small-scale producers across its seven regions crafting cheeses that reflect local traditions, terroir, and innovation. This movement not only enriches the country's gastronomic diversity but also contributes to strengthening rural economies and regional identities.

Objective: The "Sajttájak" (Cheese Landscapes) initiative aims to highlight this burgeoning movement by collaborating with master chefs to create artistically curated cheese platters. Each platter features regional cheeses paired with complementary local products—such as jams, oils, nuts, breads, and beverages—emphasizing the unique gastronomic identity of each area. The project serves multiple objectives: promoting regional gastronomy, supporting artisan cheesemakers, and enhancing culinary tourism.

Methodology: Conducted a comprehensive survey of regional cheese varieties and identified suitable pairings with local products. Collaborated with culinary experts and master chefs to design visually compelling cheese platters that reflect each region's unique characteristics. Presented these cheese landscapes at national events, such as OMÉK, to foster appreciation for Hungary's diverse culinary heritage and stimulate interest in regional food tourism.

Results: Developed seven unique cheese platters, each representing the gastronomic identity of a specific Hungarian region. The platters received positive feedback at national events, contributing to increased awareness and appreciation of artisan cheesemakers and local products. The project facilitated stronger connections between regional gastronomy and culinary tourism, highlighting the potential of local food culture as a driver for economic development.

Conclusions: The "Sajttájak" project demonstrates that integrating traditional cheesemaking with contemporary culinary arts can effectively promote regional identity and boost tourism. The artistically curated cheese platters not only provide gastronomic experiences but also serve an educational purpose, raising consumer awareness about local products and traditions.

Limitations and future research directions: Plans are underway to test the cheese platters with panelists to obtain objective feedback on flavor profiles and presentation. Organizing a cold platter preparation competition for hospitality students is envisioned to engage the younger generation and encourage creativity. Exhibiting the cheese platters at events like the Sajtmustra aims to reach a wider audience and further promote the project's outcomes.

Keywords: Artisan cheese, Local food culture, Terroir, Food tourism, Hungarian gastronomy



Examining the seasonality of cultural tourism: the case of Hungarian urban destinations

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Background and introduction: Cultural tourism is a key product in Hungary but is highly exposed to seasonality. Urban destinations have invested to reduce this, but the actual impacts remain unclear. This study explores the effectiveness of these developments.

Objective: The aim of the research is to evaluate how urban cultural tourism developments have influenced seasonality and whether they succeeded in stabilizing visitor flows.

Methodology: First, key urban cultural tourism destinations in Hungary were identified. Then, all development elements aimed at reducing seasonality were analysed. Finally, success was evaluated based on visitor traffic indicators using the Gini index.

Results: Despite substantial investments, destinations have achieved limited success in reducing seasonality and increasing visitor volumes. Products and services often fail to match 21st-century consumer trends and expectations.

Conclusions: Urban cultural tourism consumption remains significantly below its potential. Developments often focus on strengthening the high season, which may have counterproductive effects on seasonality.

Limitations and future research directions: The research is based on quantitative visitor traffic data. Further studies should investigate consumer behavior, demand trends, and the effectiveness of year-round tourism product development.

Keywords: tourism, seasonality, cultural tourism, urban destinations



The role of workplace learning in hotel management education

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Background and introduction: Developing skills and competencies of the employees through education and training is of vital importance to any business system. Education is a human virtue, an essential driver of the society, also playing a significant role in the hospitality industry. The hospitality industry is a large subsection within the service industry and consists of four main areas: Food & Beverage, Travel & Tourism, Accommodation and Recreation.

Objective: The aim of the following research is to demonstrate the role of workplace learning in hotel management education from the perspective of university students and members of hotel management.

Methodology: Semi-structured interviews and a questionnaire were applied to investigate the research questions.

Results: As the demand for educated and trained staff is constantly growing different accommodation types, particularly hotels have become one of the most dominant players among the industry placements of university students.

Conclusions: Working in different departments of the hotel industry requires a wide range of skills and competence, therefore most of the applicants can find a specific position in a hotel that suits their professional interests, skills and abilities.

Limitations and future research directions: One limitation of the research is the fact that the data were collected only from employees working in hotels in Hungary. Another significant limitation is the investigated sample size.

Keywords: hospitality management, hotel management, workplace learning, industry experience

Redefining the Tourist Experience: A Theoretical Framework for Metaverse-Based Tourism

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Background and introduction: Tourism is in a constant state of change, driven by technological innovations and evolving consumer needs. In recent years, the metaverse — an immersive, virtual, and interactive digital environment — has gained attention as a potential extension of traditional tourism offerings. While traditional travel requires physical presence and mobility, the metaverse provides opportunities for virtual experiences that can overcome geographical and financial barriers.

Objective: This thesis aims to develop a theoretical framework that systematically describes and analyzes the unique characteristics of metaverse-based tourism. This framework will identify opportunities and challenges to create a sound understanding of this form of tourism.

Methodology: This study is based on a thorough review of the literature in the fields of tourism, virtual reality, consumer behavior, technology acceptance, and experience design. Theoretical concepts such as Pine and Gilmore's Experience Economy, the Technology Acceptance Model, and current research on immersive environments were also integrated. The analysis is based on a conceptual model describing key influencing factors and interactions in metaverse-based tourism.

Results: The study shows that metaverse tourism is characterized by several core elements. We can confirm that the quality of virtual experiences largely depends on immersive technology. Tourists and users expect to actively participate and have individual needs that can be fulfilled. Technologies like artificial intelligence and big data enable personalized tourism offerings. While metaverse tourism has the potential to reduce physical environmental impact, questions about digital sustainability arise.

Conclusions: Metaverse-based tourism introduces new dimensions to the traditional tourism experience. While it expands on these models, it does not completely replace them. It enables innovative business models, new approaches to target groups, and hybrid experiences. However, it also requires new skills for designing virtual spaces and a deep understanding of users' psychological and social needs.

Limitations and future research directions: The work is primarily based on theoretical concepts and literature analyses. To date, empirical validation and practical case studies have largely been lacking. Future research should focus on the following areas: empirical studies on user behavior regarding metaverse tourism; economic impact on traditional tourism providers; sustainability analyses, both ecological and psychological.

Keywords: Metaverse-based tourism, immersive environments, sustainability in digital tourism, consumer behavior in virtual tourism.

Key Factors that Shape Agritourism Development after Diversification: A Review

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Background and introduction: Agritourism serves as a farm diversification strategy, combining agricultural activities with tourism to boost farm revenues while supporting sustainable rural development.

Objective: This review explores the consequences of adopting agritourism from the standpoint of providers. Without restricting the search to a single database or timeframe, we considered the development of agritourism over time.

Methodology: The review highlights recurring themes in the scientific literature, tracing the research focus on what unfolds after farms diversify into agritourism. Starting with farmers' reasons for entering agritourism, scientific discussions have centered on issues such as farmer identity, the relationship between agriculture and tourism, measures of success in agritourism, authenticity, and sustainability.

Results: The interconnections among highlighted themes suggest that agritourism emerges from a mix of factors, rooted in farmer identity and motivations, shaped by debates over authenticity in tourism contexts, and influencing sustainability outcomes. These evolve in response to changing tourism trends, as farmers adapt to shifting demands.

Conclusions: The ongoing redefinition of authenticity and sustainability within agritourism points to significant research opportunities, particularly in examining how providers interpret these concepts and what, in practice, agritourism becomes.

Limitations and future research directions: The search was not restricted to a single database or a specific timeframe, thus the findings may reflect inconsistencies in coverage and temporal scope. Future studies could compare sustainability outcomes across different scales of agritourism, assess how digital platforms influence marketing and engagement, and analyze how providers interpret and apply authenticity, sustainability, and emerging tourist trends.

Keywords: agritourism; sustainability; authenticity; farmer identity; tourism trends



Social Connections and Tourism in Szigetköz (Hungary)

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Background and introduction: Szigetköz is the counterpart of Csallóköz in Slovakia (called Kukukónia), and the two are Europe's largest freshwater islands. The Szigetköz is the pantry of the Kisalföld, with a significant wild-fish gastronomy. A small area with significant freshwater resources, it represents an important tourist potential for water and cycle tourism.

Objective: This research aims to examine the relationship between social factors. With a special focus on age education level and income and the level of tourism activity.

Methodology: In addition to descriptive statistics based on the questionnaire, ANOVA, factor and cluster analysis were used to answer the research questions. A sample of 950 respondents collected in Szigetköz is used to test the hypotheses. The results were tested with SPSS 25.0.

Results: Respondents in the older age group are the most willing to borrow according to the ANOVA analysis. Participation in regional guided tours increases with age. The use of port infrastructure is most popular among the younger age group. Satisfaction with the quality of waterways is inversely proportional to the standard of living.

Conclusions: The results of our research can be used to develop programmes for regional tour operators. In the case of cycle tourism, both cost and logistical considerations are important in determining which target groups are most in need of rental facilities. It is also important to know how the popularity of tour operator programmes varies by age group. From the point of view of safety and comfort, it is worth paying particular attention to the infrastructure of the ports, especially with regard to fiata

Limitations and future research directions: The main objective of the research is to extend the research to the neighbouring border region of the Csallóköz and cross-border developments.

Keywords: Szigetköz (Hungary); active tourism; accomodation; guided tours; satisfaction;