

## ATTITUDES AND ACTIONS IN RESPONSIBLE TOURISM – AN ANALYSIS OF GENERATIONAL DIFFERENCES

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**Abstract:** Examining today's tourism, we should recognize the appearance and intensification of socially and environmentally undesirable side effects of tourism. A change is necessary in order to maintain the popularity of tourism and to develop it further. This change must take place both in terms of supply and consumer demand. In the present study, we examine the extent to which the Hungarian population is open to demonstrating environmentally conscious and responsible consumer behaviour during their travels. The diverse consumer behaviours of the generations are well known, but in the case of tourism, this is a somewhat less researched area. The current study was carried out to explore these generational differences. As part of the research, we conducted an online survey of 1,085 respondents in April and May of 2018 with the aim of examining the attitudes of the Hungarian population toward tourism, focusing on the generational perspective. In this paper, we analyse the results of some important manifestations of responsible tourism and the attitudes of the Hungarian population toward environmental issues. In our opinion, the study is also relevant because many tourist destinations are already struggling with the negative effects of overtourism, so it is critical that we explore whether there is willingness among tourists to adopt more environmentally conscious and responsible consumer behaviour patterns. Employing the core research data, we performed a cluster analysis, with the help of which we attempted to characterize a range of consumer groups.

**Key words:** tourist consumption habits, environmental awareness, responsible tourism, age, cluster analysis

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### INTRODUCTION

Since the middle of the 20<sup>th</sup> century, when the dynamic expansion of tourism began, it has become a real mass phenomenon in just a few decades. Today it can be considered a social and economic factor that significantly influences people's daily lives. The experiences available through tourism make our lives more complete and have a positive effect on our well-being and subjective happiness. The dynamic development of tourism has brought several benefits: it has led to the strengthening of local and national economies, the improvement of the range of services available to the population, the creation of jobs, the promotion of intercultural dialogue and tolerance between peoples. However, the investigation of today's mass tourism has also highlighted socially and environmentally undesirable side effects. In some destinations, the volume of tourism has become so massive that it has begun to deteriorate local people's living conditions and to threaten the natural environment. Prior to the Covid-19 pandemic, overtourism was one of the most pressing tourism problems in many destinations (Kiss and Hinek, 2020), and although the various travel restrictions introduced during 2020 and 2021, together with increased risk perceptions, had a moderating effect on tourist demand (Çınar et al., 2022), whenever these restrictions were temporarily lifted, there was an immediate boom in visitor numbers. As with all forms of tourism, uncontrolled development causes more harm than good, and only with appropriate frameworks and regulations can the expected benefits be secured and harmful consequences mitigated or eliminated (Ariyani and Fauzi; 2022, Kyriakaki and Kleinaki, 2022). Thus, a change is needed to maintain and increase the popularity of tourism, a change that must take place in terms of both supply and demand. This study examines the extent to which the Hungarian population is open to environmentally conscious and responsible consumer behaviour patterns when travelling. Differences between age groups in consumer behaviour are quite extensively investigated (Li et al., 2013; Lipowski, 2017), but in tourism research this is a somewhat underrepresented topic, particularly when it comes to responsible travel behaviour, as existing studies tend to focus on the technological and the marketing aspects of generational differences (Huang and Petrick, 2009; Monaco, 2018; Ketter, 2020). Since both the senior and the youth market are increasingly important in global tourism, it seems relevant to investigate whether travellers' age has an impact on their attitudes towards responsible tourism practices as well as their actual demand.

Responsible tourism development is a complex process that requires conscious and ethical decisions and actions on behalf of all stakeholders: tourists, tourism companies, host communities, DMOs, governments and NGOs, among others (Mondal and Samaddar, 2021). The aim of responsible travel is to maximize the desirable social, economic, and environmental effects of tourism on the destination while minimizing its undesirable impact (Csapó, 2015). According to

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the Cape Town Declaration (*International Conference on Responsible Tourism in Destinations, 2002*), besides generating greater economic benefits and improving the well-being of the host communities, responsible tourism also provides more enjoyable and memorable experiences for visitors by enabling to create meaningful connections with local people and to understand better local social, cultural and environmental issues. Responsible travellers are conscious consumers who, rising above individual selfishness and avoiding hedonistic behaviour, strive not only to maximize their own experiences during their tourist activities, but also to optimize the favourable impact of their trips, thus demonstrating tourist citizenship behaviour (Thai and Nguyen, 2022). Deeper connections with local people can inspire authentic experiences, contribute to mutual respect between tourists and hosts, and promote travellers' understanding of the importance of cultural and environmental issues caused by tourism (Diallo et al., 2015). Whether a returning traveller or a first-time hiker trying a form of alternative tourism, it can be assumed that one is guided by respect and genuine interest in nature and the host community when planning a trip. Responsible tourists make a conscious effort to adopt the most favourable travel behaviour and are open to the interests of the area they visit (Gonda, 2017). While the recent Covid-19 pandemic had a predominantly negative impact on global tourism development, research has shown that it has also led to increasing concern for sustainability, resulting in changes in travel behaviour (Csóka et al., 2021; Kovács et al., 2021). According to a study conducted by the European Tourism Futures Institute (ETFI) at NHL Stenden University of Applied Sciences and the Centre for Sustainability, Tourism and Transport (CSTT) at Breda University of Applied Sciences concluded (ETC, 2022), although the changes brought about by Covid-19 did not have a deep impact on travellers' likelihood of adopting more sustainable travel behaviour in the post-pandemic era, certain sustainable tourism practices have increased in popularity, especially travelling to shorter distances, avoiding destinations suffering from overtourism, and searching for more immersive, authentic experiences. According to Csapó and Töröcsik (2020), risk aversion and an increased need for safety is likely to remain a permanent consumer trend in tourism, with less visited destinations becoming more popular.

Destinations that take more effective measures to reduce the negative impacts of mass tourism will become more resilient (Ketter, 2022), but the ability to take such measures also requires a profound understanding of visitors' attitudes and behaviour. Research has shown that there is often a gap between consumers' self-professed willingness to adopt a more responsible travel behaviour and their actual choices (Budeanu, 2007; Raffay-Danyi and Formádi, 2022). Investigating the factors that affect the gap between values and actions can help destinations and companies create improved experiences and better targeted services and may contribute to increased resilience and sustainable recovery in the post-pandemic period.

As previous studies demonstrated, responsible travel behaviour is influenced by a great variety of demographic, social, cultural and environmental factors including, among others, sustainability values (Sirakaya-Turk et al., 2014), the environmental background of the destination (Wang et al., 2019), national culture (Kang and Moscardo, 2006), environmental knowledge (Kim and Stepchenkova, 2020), environmental sensitivity (Cheng and Wu, 2015) or place attachment (Ramkissoon et al., 2013). Responsible tourists also tend to differ in their behaviour and in their degree of commitment towards different aspects of the visited destination such as the local communities, the local economy or the environment (Del Chiappa et al., 2016), and the range of responsible behaviours depend both on the local destination context (Stanford, 2008) and on the visitors' personality traits (Al-Gharibah and Mahfod, 2022).

The study presented in this paper discusses some important manifestations of responsible tourism and explores the Hungarian population's attitudes toward environmental awareness, highlighting differences between age groups. Age as a factor influencing travellers' attitudes and travel behaviour is often investigated in the context of generational studies, recognising the fact that critical events have an impact on personality and behaviour. However, the theoretical assumptions underlying generational theory have also been questioned since little empirical evidence supports the classification of people of pre-determined generational groups (Nemes, 2019; Rudolph et al., 2021), and the current categories predominantly based on US and Western European history – from the Silent Generation to Alphas – do not necessarily reflect reality in Eastern Europe (Artwińska and Mroziak, 2020) or in Asia (Huang and Lu, 2017). Consequently, in this research we decided to use age groups and not sociological cohorts as our independent variable to separate generations. A similar approach was used by Šenková et al. (2022) in their analysis on the perception of overtourism in the context of sustainability, and by Kim and Lee (2015), who used age as a moderating factor in their investigation of the relationship between quality, satisfaction and behavioural intentions in rural responsible tourism. These studies verified the importance of age as a factor of influence in responsible tourism, but their focus was limited on cities and on rural destinations, respectively, while our research is of a more comprehensive nature.

Although the empirical survey was completed before the Covid-19 pandemic when overtourism and the associated growth agenda were considered the main threats to global tourism development (Herntrei, 2019; Kagermeier and Erdmenger, 2019), understanding potential visitors' attitudes is no less relevant today in the post-Covid era, since the recovery of the industry is most likely to bring about the same problems that were experienced before. The dimensions of responsible tourism attitudes explored in this paper include the tourist-host relationship, the contribution of tourism to the local economy, respect for cultural and natural values, and the relationship between national representation and responsible behaviour.

## MATERIALS AND METHODS

This paper is based on the findings of a larger research project entitled "*The attitudes of Hungarian population about tourism*", in the framework of which an online survey with 1085 respondents was conducted in April-May of 2018. The survey aimed to explore the Hungarian population's attitudes towards tourism in general, and to identify the impact of age on attitudes toward responsible tourism choices, comparing the responses of participants belonging to three age groups: 15-

<sup>1</sup> EFOP-3.6.1-16-2016-00004 Comprehensive Development for Implementing Smart Specialization Strategies at the University of Pécs

34 years old, 35-65 years old and older than 65 years. The survey sample is representative of the Hungarian population aged 15-74, based on gender, age groups (10-year intervals), and region of residence.

Table 1 summarizes the key demographic data of the survey population. In this paper we mainly focused on the differences between age groups, but we also used other characteristics such as gender, education level, subjective assessment of financial status and economic status as independent variables in our analysis.

Table 1. The demographic characteristics of respondents (%) (N=1085)

Gender	
Male	48.7
Female	51.3
Highest completed education	
Primary school	3.2
Vocational training	12.9
Vocational school diploma	20.4
High school diploma	16.1
Higher technical school	10.9
Bachelor	18.5
Master	17.1
No response	1.0
Age	
Young (15-34 years old)	24.2
Middle-aged (35-65)	51.1
Senior (65+)	24.7
Financial status	
Do well and can save up	6.8
Do well but can save little	37.9
Just above making ends meet, no saving up	37.1
Occasionally cannot make ends meet	8.0
Have regular financial woes	3.4
No response	6.7
Economic status	
Active, blue-collar	22.1
Active, white-collar	28.5
Student	3.9
Retired	29.2
Inactive	13.5
No response	2.8

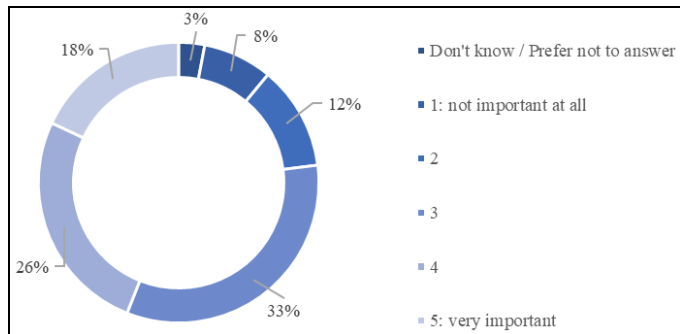


Figure 1a. Responses to the item "Getting to know and getting in touch with local people" (n=1.085) (Source: authors' data)

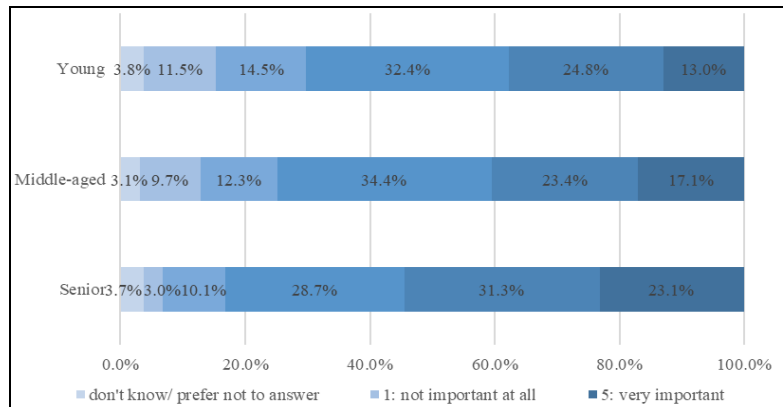


Figure 1b. A generational breakdown of responses to the item Getting to know and getting in touch with local people (n=1.085) (Source: authors' data)

SPSS software was used to perform frequency analysis, followed by demographic background analysis, in order to reveal whether there were verifiable significant differences in the responses obtained from each age group to each questionnaire item. Using the SPSS statistical program, we performed chi-square tests to reject or confirm our research hypothesis that there is a significant relationship between belonging to a given age group and the results of the answers to the questions. To measure the level of significance, we used the generally accepted 5% level ( $p < 0.05$ ). Several papers have been already published based on the data collected in the framework of the above mentioned research project (Csapó et al., 2018; Töröcsik, and Csapó 2018; Csapó and Gonda, 2019; Raffay, 2019), which we were able to factor in when drawing conclusions.

## RESEARCH FINDINGS

### 1. Attitudes toward responsible tourist behaviour

In the course of the research, we examined the importance that respondents associated with various aspects (such as getting to know the local people, customs, and the atmosphere) during their own holiday. We invited them to rate the importance based on seven statements characterizing responsible tourism. Importance was rated on a 5-point scale, where 1 meant not important at all and 5 meant very important. The option *I don't know/I prefer not to answer* appeared as a sixth, neutral choice.

First of all, we were curious about how important it was for the respondents to get in touch with and get to know the locals. Do they find it important to communicate with the locals, or do they prefer to mind their own business? According to the responses, 17.6% consider it very important to get to know the local people during their trip, 25.7% consider it important, so altogether, about 40% of respondents answered that it was important for them (Figure 1a). A third of the respondents (32.6%) belong to the undecided group (3), although for this answer it is difficult to determine whether the importance of the issue depends on the mood/situation, or whether respondents were simply unable to decide – further research and analysis is required. A relatively large number of respondents answered the question that for them it was not important at all (8.5%) or not important (12.2%), from which it can be deduced that about 20% of respondents prefer to be on their own or with their friends during their vacation. They are the tourists who are satisfied by the offer of a tourist ghetto, completely cut off from local residents, and by the services received through traditional mass tourism.

Looking at the generational aspect of the question, it was revealed that those belonging to the senior generation showed a much greater affinity for getting to know and getting in touch with local residents. When examining the combined answers of those who chose the values 5 and 4 (i.e., those who considered this issue very important or important), we can

see that the figure for the older generation is 14% higher than that for the middle-aged, and 16.6 % higher than for young people. There was no significant difference between the young and the middle-aged regarding this issue (Figure 1/b).

The second question focused on getting to know and respecting local customs. In theory, this question is closely related to the previous question, since the best and most authentic way to learn about local customs is through the people. However, the results showed a significant positive difference compared with the results obtained for the first question. Almost three-quarters (73.5%) of those surveyed said they were curious about local customs and would respect them during their vacation: 39.3% of the respondents marked the option very important, with 34.2% choosing the category one level lower (4). In contrast to the previous question that revealed that less than half of respondents were interested in local people, three-quarters reported being interested in local customs. The proportion of respondents who do not consider it important to learn about local customs and do not wish to respect them (categories 1 and 2) is insignificant for this item, with the two categories approximating a mere 5% share. The remaining app. 20% is divided between the undecided (19.1%) and those who did not respond to this item (2.6%) (Figure 2/a).

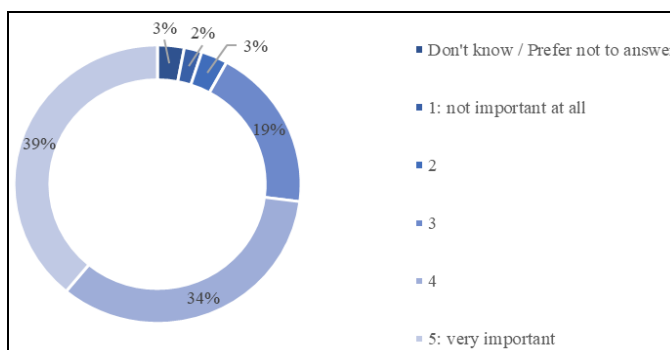


Figure 2a. Responses to the item Getting to know and respecting local customs (n=1,085) (Source: authors' data)

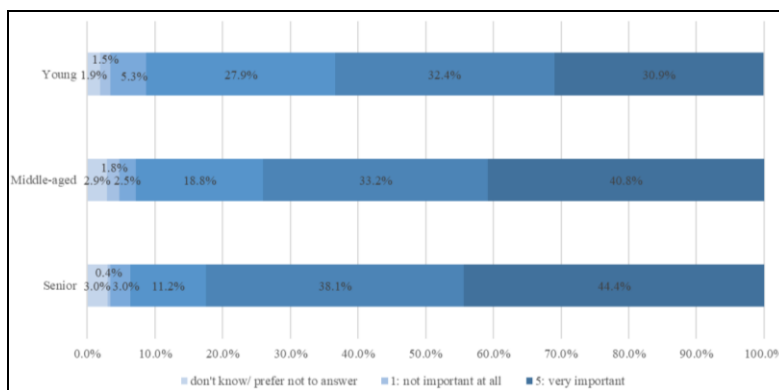


Figure 2b. Generational breakdown of answers to the item Getting to know and respecting local customs (n=1,085) (Source: authors' data)

The analysis of the generational breakdown revealed that although all generations considered this question very important, there was nearly 10% difference between the individual generational groups. For the important and very important answers, the results were as follows: senior, 82.5%, middle-aged, 74%, and young, 63.3%. (Figure 2/b).

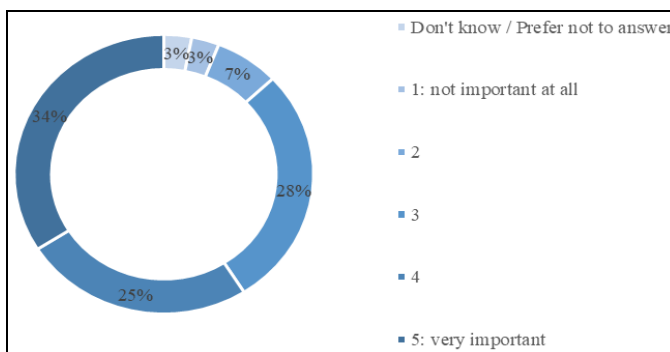


Figure 3a. Responses to the item Getting a glimpse into the everyday life of local people (n=1,085) (Source: authors' data)

Responsible tourists are interested not only in tourist attractions but also in the lives of the people in the area they visit. This was the focus of the third question of the survey. Respondents were asked to rank the importance they attached to having an insight into the everyday life of the local people. According to the answers, 58.9% of respondents feel it is important to get a glimpse of the everyday life of the locals (25.4% for category 5, 33.5% for category 4.) See Figure 3a. The answers to the first three questions show that respondents tend to be interested in learning about the culture of the host area, the local customs, and the lives of the people living there. At the same time, many prefer not to make specific contact and engage in personal conversations. In our view, one reason for this can be the limited competences of the Hungarian population as regards foreign languages. One of the important characteristics of a responsible tourist is that she gets thorough information in advance about the specific area that she wants to visit, educating herself about the values of the host area and learning about any cultural differences that may exist. The fourth question in the survey was used to elicit data on consumer behaviour in this regard. The

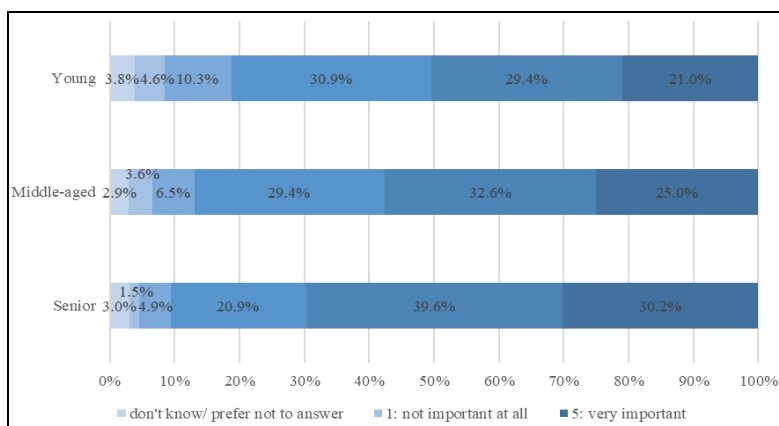


Figure 3b. Generational breakdown of answers to the item Getting a glimpse into the everyday life of local people (n=1,085) (Source: authors' data)

results show a supremely positive picture of the responsible behaviour of the population.

It was viewed as very important by 48.2%, important by 30.8% of respondents to prepare in advance and find out about their travel destination – that is, almost 80% said it was important to them, with only 3.7% stating the opposite, whereas the value 3 was also chosen by relatively few (14.7%), as Figure 4 shows. This issue is important for the Hungarian population regardless of age: this was the only question where our statistical analysis did not show a significant difference between the generations.

For the responsible tourist it is imperative to pay attention to the natural values of the host area and to minimize the impact on nature during a trip. Our study has found evidence that such conscious consumer behaviour is emerging in this area as well. The majority of respondents (55.1%) reported this being a very important issue, with another 28.3% claiming it to be important. The ratio of those who partially or fully reject its importance was minimal (1.6% and 1%, respectively). Another 2.6% was unable or unwilling to respond to this item (see Figure 5a). A pressing challenge for the tourism of our time is the creation of environmental sustainability and mitigation of environmental problems. The fact that 83.4% of respondents regarded this issue as important gives hope. The generational breakdown analysis revealed that young and middle-aged people hold nearly identical views on this issue (79.4% and 82.2%), whereas in terms of seniors, 9 out of 10 consider the curtailment of the negative impact of tourism on nature as important (90.3%). It should be noted, however, that despite the nearly 10% variability, there was no material difference between the number of middle-aged and seniors who chose the option *very important* (Figure 5b).

Besides addressing responsible tourism, the sixth question was related to the social dimension of sustainable development and tourism: we inquired whether it was an important aspect for tourists that local people should benefit from tourism. Respondents indicated an extremely positive image of the Hungarian population as 42.9% considered this issue very important and 30.8% important, a total of 73.7% of them rating this item in the positive range. In addition, 4.3% do not deal with it or do not consider it important, 4% could not or did not want to decide, and 17% made a neutral choice by selecting the middle value, 3. See Figure 6a. The close examination of answers to this question according to age groups confirmed that seniors are the most responsible tourists. On the one hand, almost half of senior respondents (48.9%) consider it very important that local people should also benefit from tourism, with their ratio reaching over 80% when respondents choosing the important option is added (83.2%). For young people this statistic is 61.8%. (Figure 6b.)

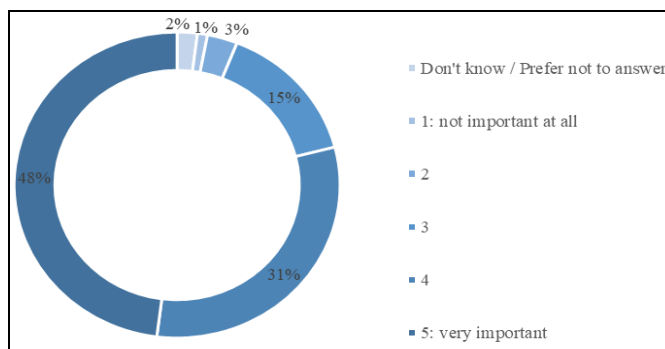


Figure 4. Responses to the item Finding out about the destination in advance (n=1.085) (Source: authors' data)

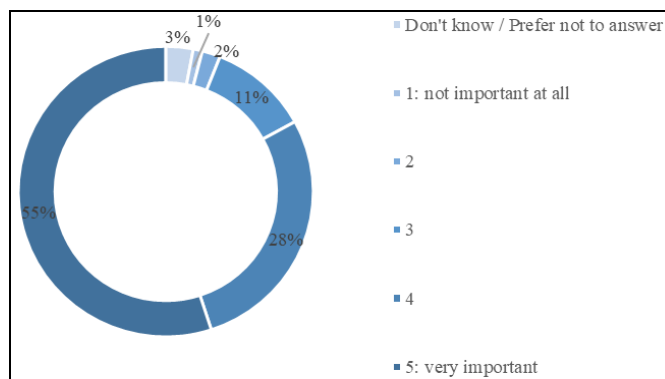


Figure 5a. Responses to the item Paying attention to natural values (n=1.085) (Source: authors' data)

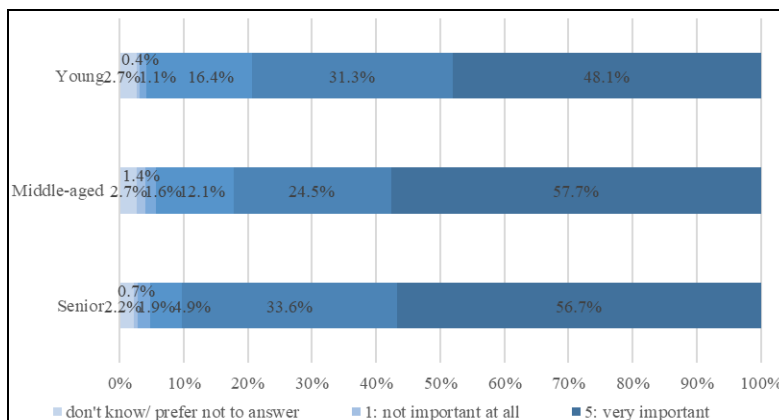


Figure 5b. Generational breakdown of answers to the item Paying attention to natural values (n=1.085) (Source: authors' data)

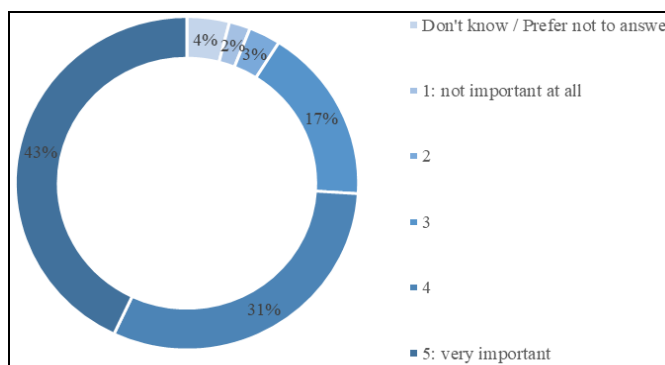


Figure 6a. Responses to the item Local people should also benefit from tourism (n=1.085) (Source: authors' data)

We believe that the behaviour of tourists is influenced by the fact that it is not only them who are judged by their actions, but also their community at large (in our case, the country, the nation). This is why we posed the question whether it was important for them to represent their country during tourist activities. Over 40% considered it a very important aspect, an additional 25% regarding it important, the combined figure (65.4%) indicating that Hungarians still hold the view that as individual tourists they are also representatives of their country, the ever present globalization and EU membership notwithstanding. Since this is likely to have a positive effect on tourist behaviour, we can file this result under positives. Compared with the other survey items, however, the number of those who chose complete (6.1%) or milder rejection (5.1%) was significantly larger. Therefore, more than a tenth of respondents (11.2%) did not consider this issue important. (Figure 7a.)

It was for this item that the most marked generational deviation was observed, the cause most likely being the fact that in Hungary, in the period before the change in regime, tourism was no exception to a highly politicized state of affairs. The sentiment was deeply imprinted in the people, even if with an appropriate pedagogical objective, that a Hungarian tourist should do well to display proper manners. The effect of this indoctrination is still felt by the seniors, as indicated by the high rate, 84.5%, of them considering this statement important. The variability across age groups is twice as large as that we saw for the previous answers, almost 20%. Accordingly, less than half of young respondents considered this issue important (46.9%).

**2. Forming consumer groups using cluster analysis**

As the first step of the cluster analysis, to gauge the general willingness of respondents, the average of agreement with the statements was subtracted for each survey participant from the degree of agreement with each statement, which made it possible to increase the deviation of individual evaluations, thereby increasing the measurement efficiency of the original Likert scales. To form groups with different preferences, the k-means cluster analysis method proved to be most effective, considering the number of elements in the sample. Prior to that, however, we performed a hierarchical cluster analysis, set to Ward’s method to determine the ideal group number. Based on the resulting dendrograms, the number or ideal groups came to be four. The values of the variables included in the cluster analysis were standardized in order to measure the deviation of the respondents’ answers from the average, and then they were included in a k-means cluster analysis, where the number of groups to be formed was set to 4. The groups thus formed were named, reflecting their properties so that these labels can be used to readily identify each of them. Figure 8 shows the cluster centres of the groups thus formed. The cluster groups have the following elements: 1: 218, 2: 156, 3: 15, and 4: 586 (1.085 in all). The distribution of cluster members according to educational level can be seen in Figure 9, whereas economic activity is illustrated in Figure 10. The study revealed significant differences across the three age groups, partly reflected in the analysis of cluster membership in a generational perspective (Figure 11). As can be seen in the results of the analysis of variance (ANOVA) in Table 2, the four clusters show significant differences in relation to all variables directly included in the cluster analysis. The results of the Chi-square tests of the demographic characteristics also show (Table 3) that the four clusters vary significantly according to education, economic activity, age group.

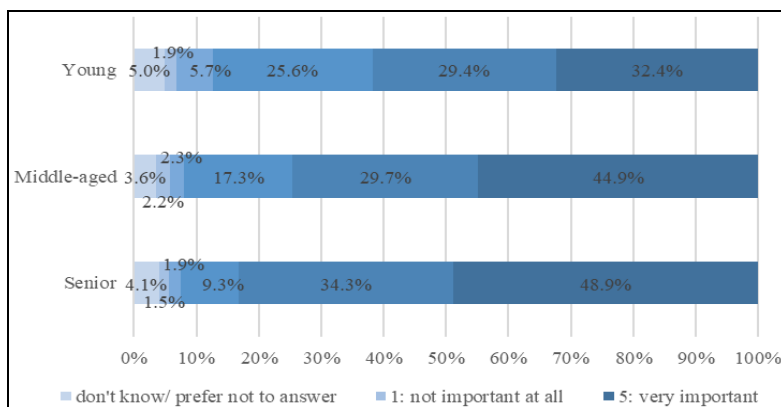


Figure 6b. Generational breakdown of answers to the item Local people should also benefit from tourism (n=1.085) (Source: authors’ data)

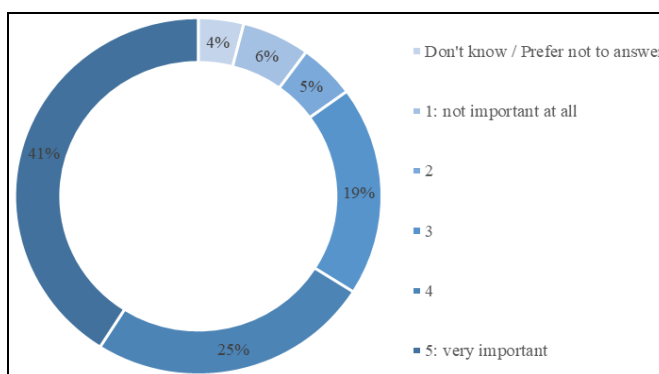


Figure 7a. Responses to the item representing my country while abroad (n=1.085) (Source: authors’ data)

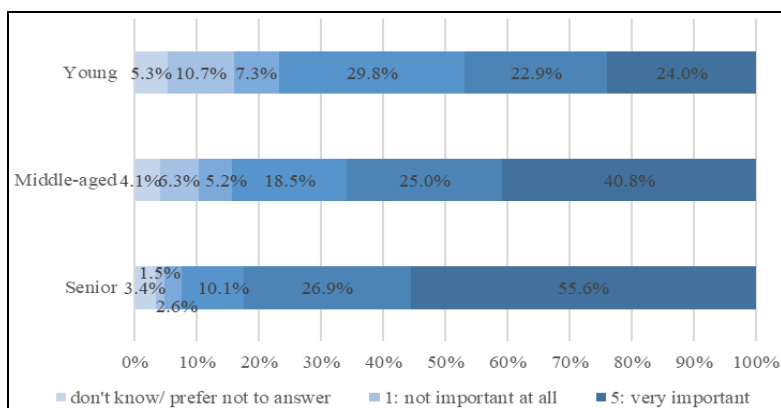


Figure 7b. Generational breakdown of answers to the item representing my country while abroad (n=1,085) (Source: authors’ data)

Based on these results, the four clusters can be characterized as follows:

i. Reclusive traditional tourists

Members of this cluster display no interest in local people, they do not want to get to know them and do not wish to be in contact with them. They are not interested in local customs and have no desire to get a glimpse into the lives of local people. They hold the view that when abroad, they represent their country, a sentiment inculcated in them during the socialist period (before 1990). The majority of them are middle-aged, but young and old respondents also belong to the cluster to the same extent (about a fourth from each age group).

ii. Reclusive valuers

Members of this cluster have ambivalent attitudes toward local residents and values. They have no desire to get to know the local people, or to have physical contact with them, or to gain a glimpse into the lives of the locals. However, it is important for them to learn about and respect local customs and values. This value-respecting behaviour is also reflected in that members of this cluster are also the most interested in natural values. This group has the most middle-aged people. There is no significant difference between the members of the first two groups as regards education and economic activity.

iii. Receptive egotists

Members of this cluster show the greatest interest in local residents. Eager to get to know their habits, they would like to get in touch with them, and would enjoy getting a glimpse into their lives. We could state that members of this group are the most receptive to responsible tourism, except that there is also a stiff contradiction as they strongly reject that local people should reap benefits from tourism. Many young and few old people belong to the group, and while they have the highest level of education, they do not share the view that when abroad they represent their country. In terms of economic activity, in connection with a high level of education, the proportion of white-collar workers is very high, and few are in retirement.

iv. Curious mass tourists

Members of this cluster show limited interest in local customs, not attaching much importance to respecting them. Although they tend not to find out about the destination in advance, they do wish to get to know the locals and are happy to get in touch with them, getting a glimpse into their lives. There is openness on their part, but this is not coupled with an intellectual interest in acquiring prior knowledge. This may well be related to their relatively low levels of education. This group has the most seniors and the least young people and in terms of their economic activity, the rate of retired people is highest in this group.

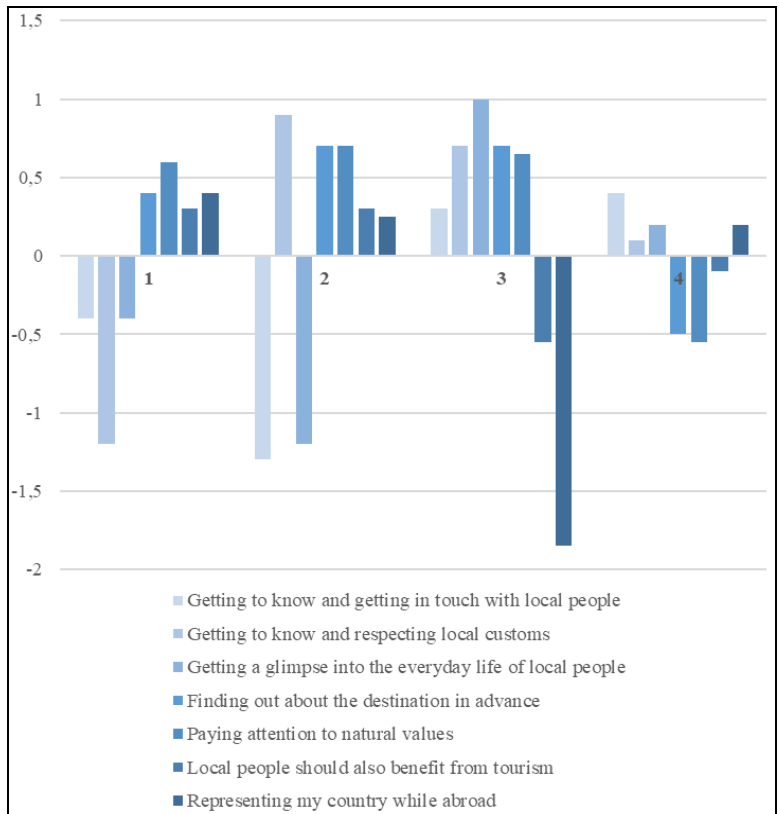


Figure 8. Cluster properties as measured by the deviation from the average on each statement (Source: authors' data)

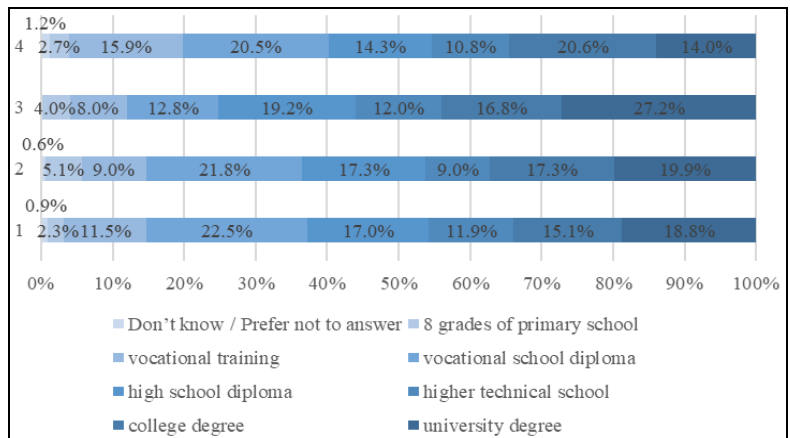


Figure 9. Distribution according to educational level within cluster groups (Source: authors' data)

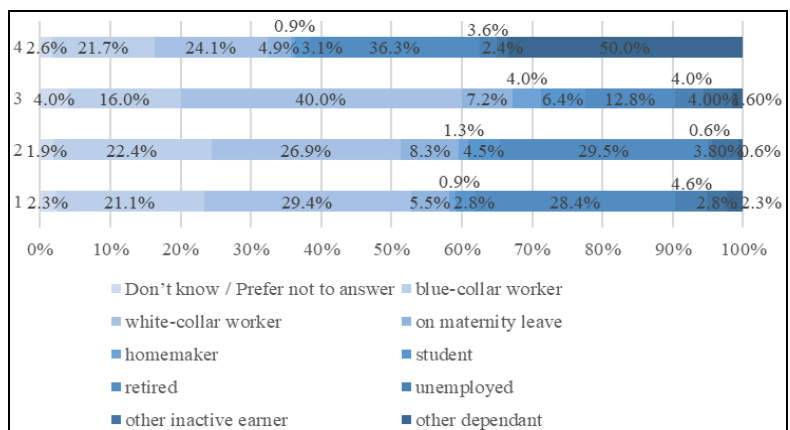


Figure 10. Distribution of members of each cluster according to economic activity (Source: authors' data)

**CONCLUSION AND IMPLICATIONS**

A change is necessary for the sake of increasing the popularity of tourism and for its further development as the current processes cannot be sustained. The strengthening of responsible tourism offers a viable solution to dealing with the situation or, at the very least, to avoid further complicating it. Any change in this area must take place both in supply and consumer demand. In this paper, we have discussed some important manifestations of responsible tourism and the attitudes of the Hungarian population toward environmental awareness. The results can be a source of optimism as we have found sufficient receptivity on the part of the actors on the demand side to responsible travel.

The majority of respondents are open to the practice of responsible tourism. Although getting to know the local people was stated as a goal by just over 40% of them, respecting and getting to know local customs is viewed as important by almost three-thirds of them. Indicating that tourists are more and more prepared and aware is the result that 80% of them consider it important to find out in advance about the values of the destination and different cultural customs.

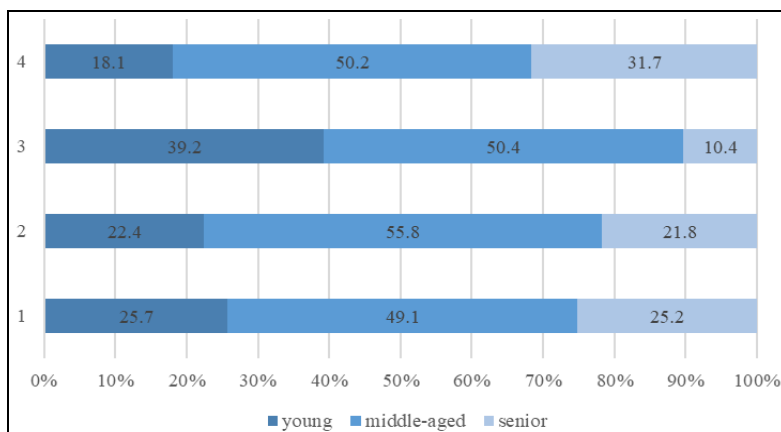


Figure 11. Generational distribution of cluster membership (Source: authors' data)

Table 2. Results of the analysis of variance (Source: authors' data)

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Getting to know and getting in touch with local people	217.880	3	.408	1081	533.968	.000
Getting to know and respecting local customs	245.294	3	.325	1081	753.897	.000
Getting a glimpse into the everyday life of local people	222.254	3	.371	1081	599.069	.000
Finding out about the destination in advance	215.576	3	.398	1081	541.906	.000
Paying attention to natural values	229.393	3	.368	1081	622.675	.000
Local people should also benefit from tourism	215.024	3	.419	1081	513.096	.000
Representing my country while abroad	145.976	3	.599	1081	243.521	.000

The general mega trend that consumers are becoming ever more environmentally conscious can also be witnessed when scrutinizing travel habits. For the majority, paying attention to the natural values of the host area is an incontrovertible priority as is an attempt to reduce harmful impacts on nature. Over 70% of respondents agreed that the local population should be among the main beneficiaries of tourism. The generational analysis revealed that the receptiveness of the senior group to responsible tourism is significantly stronger than that of young people.

It is for this reason that we can posit that during the development of responsible tourism, in addition to creating new types of products, we must also sensitize and educate the younger, potential passengers. At the same time, as a positive conclusion of this study, we can affirm that tourism service providers can enter the market more boldly and consciously with offers that exploit the potential of sustainable tourism to the full, since consumers possess felicitous attitudes to this process.

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