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THE INFLUENCE OF INSIDE WORK AND OUTSIDE WORK WELL-BEING FACTORS ON ACTUAL AND FUTURE TRAVEL DESTINATION CHOICE

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Abstract: The study aims to analyze the impact of workplace and non-workplace well-being factors, along with demographic characteristics, on Hungarian employees' travel habits and preferences. This research investigates the interplay between well-being factors and travel preferences, emphasizing the potential implications for employee satisfaction and organizational strategies. A quantitative approach was employed, utilizing a structured online questionnaire distributed to randomly selected Hungarian employees from diverse industries. The collected data were analyzed using statistical techniques, including correlation and regression analysis, to identify significant predictors and relationships. The findings underscore that workplace well-being factors, particularly work-life balance, exert a profound influence on travel preferences, suggesting that employees seek restorative travel experiences to counteract workplace demands. Furthermore, demographic factors such as age and gender emerged as critical determinants of travel behaviors. Younger employees prioritized relaxation and wellness-oriented trips, while older age groups leaned towards health-related travel. Gender differences also shaped preferences, with men and women displaying distinct patterns in travel motivations and destination choices. The study highlights the relevance of integrating travel-related considerations into workplace well-being programs. Employer-supported initiatives, such as flexible working arrangements, health benefits, and subsidized travel opportunities, can enhance employee satisfaction and productivity. These measures are not only vital for stress management and burnout prevention but also for fostering loyalty and engagement among employees. Additionally, the findings provide insights for the tourism industry, offering a deeper understanding of the factors influencing travel decisions. Tailored marketing strategies targeting specific employee demographics and preferences can capitalize on these insights, leading to more effective engagement with potential travelers. This research contributes to the broader discourse on the intersection of workplace well-being, quality of life, and travel behavior, emphasizing the multidimensional nature of employee satisfaction and its implications for both employers and the tourism sector.

Keywords: workplace well-being, travel habits, demographic characteristics, quantitative research, Hungary, questionnaire survey, statistical analysis

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INTRODUCTION

In modern workplace environments, employee well-being is increasingly emphasized, affecting not only workplace performance but also the quality of life of employees. Well-being factors, such as work-life balance, workplace atmosphere, and benefits, play a crucial role in how satisfied and motivated employees feel at their workplace. However, these factors influence not only workplace behavior but also other areas of life, including travel habits and preferences.

Through globalization and technological advancements, employees have become increasingly mobile, and for many, travel has become an integral part of everyday life. Travel appears not only as a leisure activity but can also be an expression of employees' well-being and satisfaction. Wellness and health tourism trips have become particularly popular, aimed at physical and mental regeneration, as well as stress reduction. These trips encompass forms of travel for relaxation, recreation, and rejuvenation, and play a significant role in improving employees' quality of life.

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During wellness trips, employees find themselves in environments where various health and relaxation services are available, such as spa treatments, healthy nutrition, and meditation programs. Health tourism trips offer medical and rehabilitation treatments aimed at alleviating physical problems and maintaining long-term health. These forms of travel not only serve physical well-being but also contribute to mental and emotional freshness, which can help increase workplace performance and reduce workplace stress. The aim of this study is to explore the extent to which workplace and non-workplace well-being factors, as well as demographic characteristics, affect the travel habits and preferences of Hungarian employees, especially in the areas of wellness and health tourism, as well as leisure and recreational travel. Understanding these relationships can provide valuable information not only for employers to develop strategies to increase employee satisfaction but also contribute to a deeper understanding of the connection between workplace well-being and quality of life.

The relevance of the research lies in the fact that the problem of workplace stress and burnout is worsening nowadays, negatively affecting both individuals and organizational operations. Modern workplace environments are putting increasing pressure on employees, which in the long term not only reduces performance but also poses serious health risks. Maintaining a balance between work and private life is becoming increasingly difficult, increasing the need for preventive and health-preserving measures that alleviate the harmful effects of stress. Travel as a primary preventive tool is of paramount importance in this context, as it can play a key role in preventing stress and burnout.

The research also has practical utility, as exploring the connection between workplace health promotion and travel provides an opportunity for companies to more effectively support the health and well-being of their employees. The results of the research can help in developing corporate health promotion programs, creating strategies that contribute to employees' stress management and prevention of burnout. Integrating travel opportunities and workplace support can not only increase employee satisfaction and loyalty but also improve organizational performance, as healthy and balanced employees perform their work more efficiently. This approach can contribute to ensuring long-term competitiveness and sustainability in the corporate sector. In light of this, integrating travel-supporting measures into workplace health promotion programs can be an extremely effective strategy that is beneficial for all parties involved.

LITERATURE REVIEW

The study of employee well-being and travel habits has gained significant momentum in academic and professional communities in recent decades (Burkholder et al., 2010; Ettema et al., 2011; Van den Berg et al., 2019; De Vos et al., 2013). A healthy work environment and work-life balance fundamentally influence employee performance and satisfaction, which various studies have thoroughly mapped out (Abdirahman et al., 2018; Haider et al., 2018; Dousin et al., 2019).

The concept of workplace well-being encompasses multiple dimensions, including physical, mental, and emotional well-being (Zapf, 2002; Baldschun, 2014; Taris & Schaufeli, 2018). Research on workplace stress and the effects of the work environment is extensive, and according to the literature, workplace stress has a significant impact on employees' general health status and workplace performance (Goswami, 2015; Pandey, 2020; Sari et al., 2021). Job satisfaction and benefits, such as improving the work environment and flexible working hours, also play a significant role in increasing employee well-being (Warr, 2002; Rozlan & Subramaniam, 2020). The environment, whether natural or built, increasingly determines people's health. Therefore, beyond homes and workplaces, the examination of environmental factors is becoming more important in tourism as well (Ilies et al., 2023, a, b, c).

Workplace and non-workplace well-being factors are playing an increasingly important role in people's lives, especially when making travel decisions (Gonda et al., 2019; Tütünkov et al., 2021). In modern lifestyles, workplace stress has become an almost universal phenomenon (Salavecz, 2013; EU-OSHA, 2018). This stress, if persistent over the long term, can not only cause exhaustion and reduced performance but can also lead to serious health problems.

Because of these factors, people living in the 21st century prefer leisure services where the focus is on physical and mental relaxation as well as regaining mental performance (Hidvégi et al., 2019; Bíró et al., 2019; Lengyel, 2019; 2020). Travel is an excellent primary preventive activity as it helps prevent the development of stress and burnout-related health problems. Travel provides an opportunity for mental and physical relaxation, which contributes to maintaining overall well-being. Environmental change, rest, and leisure activities, such as time spent in nature or cultural experiences, strengthen the immune system, reduce anxiety, and improve mood (Szabó et al., 2022).

Thus, travel not only alleviates fatigue but also promotes long-term health preservation, preventing the development of more serious illnesses and burnout (Lőrincz & Sulyok, 2017; Gonda et al., 2019). The connection between workplace health promotion and travel is increasingly coming to the forefront as companies recognize the importance of healthy and satisfied employees. As part of health promotion programs, more and more workplaces are encouraging or supporting trips aimed at relaxation, rejuvenation, and stress reduction for employees.

Overall, it can be said that incorporating travel-promoting support into workplace health promotion programs can be an effective strategy that not only supports employee health and well-being but also contributes to increasing workplace satisfaction and company performance (Princz, 2020; Molnár & Müller, 2021a, b).

Travel as a complement to workplace well-being has also received significant attention. The growing popularity of wellness and health tourism reflects employees' needs for health and relaxation (Csobán et al., 2022). The aim of wellness tourism is to promote physical and mental regeneration, and research shows that regular rest and stress reduction have a positive impact on workplace performance and satisfaction. Various treatments and programs used during wellness trips - such as spa treatments, meditation programs, and healthy nutrition - promote physical and mental rejuvenation of employees (Smith & Puczkó, 2010, 2014; Praprom & Laipaporn, 2023). Health tourism, which offers medical treatments and rehabilitation programs, also plays an important role in increasing employee well-being (Sultana, 2021). The aim of

health tourism is to provide support in treating patients' health problems and in their rehabilitation process, which contributes to improving employees' quality of life in the long term (Connell, 2013). During these trips, employees not only receive treatment for their health problems but also have the opportunity for physical and mental regeneration (Datta, 2020.). Health tourism destinations that combine treatments based on medicinal waters with high-quality tourist reception conditions are very popular (Stupariu & Morar, 2018; Eze et al., 2020; Hojcska & Szabó, 2021).

Leisure and recreational trips represent another important aspect of improving quality of life (Agybetova et al., 2023). Research shows that regular recreational activities, such as active leisure programs and time spent in nature, significantly contribute to reducing stress and improving mental health (Street et al., 2007). The possibilities for rest and leisure activities are closely related to workplace performance and employee satisfaction. The relationship between employee well-being and travel habits is a complex and multidimensional phenomenon. Strategies aimed at reducing workplace stress, the benefits of wellness and health tourism, and the role of rest and recreation all contribute to employees living fuller lives, which ultimately has a positive impact on workplace performance and satisfaction. This study aims to contribute to increasing employee well-being and a better understanding of travel habits through a deeper understanding of these connections.

MATERIALS AND METHODS

The sample consists of 1092 participants, with a majority being male (69.4%). The most represented age group is 18-24 years (47.9%), followed by 25-39 years (26.1%) (Table 1). A significant portion of the sample comprises students working alongside their studies (32.4%) and individuals with more than 20 years of work experience (18.1%) (Table1).

Table 1. The sample (Source: Own editing)

Variable	Category	Frequency	Percent
Gender	Female	484	44.3%
	Male	608	55.7%
Age Group	18-24	523	47.9%
	25-39	285	26.1%
	40-54	215	19.7%
	55+	69	6.3%
Work Experience	Student working alongside studies	354	32.4%
	Less than 1 year	77	7.1%
	1-5 years	177	16.2%
	5-10 years	125	11.4%
	10-20 years	136	12.5%
	More than 20 years	198	18.1%
	Retired but still working	25	2.3%
Education	Less than 8 years of schooling	42	3.8%
	Completed 8 years of schooling	101	9.2%
	Vocational training	536	49.1%
	High school diploma	101	9.2%
	Higher education	306	28.0%
Position	Company owner/manager	168	15.4%
	Senior executive	50	4.6%
	Middle manager	31	2.8%
	Employee	662	60.6%
	Expert	60	5.5%
	Freelancer	66	6.0%
	Casual worker	20	1.8%
	Occasional worker	35	3.2%
Type of Work	Light mental work	154	14.1%
	Heavy mental work	79	7.2%
	Light physical work	454	41.6%
	Heavy physical work	156	14.3%
	Mixed (both mental and physical)	249	22.8%
Sick Leave in 2022	None	591	54.1%
	1-5 days	231	21.2%
	5-10 days	134	12.3%
	10-15 days	78	7.1%
	More than 15 days	58	5.3%

In terms of educational background, almost half of the participants (49.1%) have vocational training, and 28.0% have higher education. The majority of respondents work as employees (60.6%), with a smaller proportion occupying positions as company owners/managers (15.4%) and freelancers (6.0%).

Regarding the type of work, the most common category is light physical work (41.6%), followed by mixed mental and physical work (22.8%). A majority of the participants did not take any sick leave in 2022 (54.1%), while 21.2% took 1-5 days of sick leave. Figure 1 visually represents sample characteristics.

Overall, the sample is diverse in terms of gender, age, work experience, education, position, and type of work, providing a comprehensive overview of the working population (Figure 1). Research methodology is outlines on Figure 2.

In this research, we applied a quantitative method, which involved conducting a structured questionnaire survey among Hungarian employees. The aim of the survey was to explore the impact of workplace and non-workplace well-being factors, as well as demographic characteristics (such as age, gender, educational background) on employees' travel habits and preferences. Data collection was carried out through an online platform, and the sample consisted of randomly selected employees from various industries. We processed the received responses using statistical analysis techniques, such as correlation and regression analysis, in order to uncover the relationships and effects between different variables. Based on the results, we drew conclusions about the significance of the examined factors and their practical applicability.

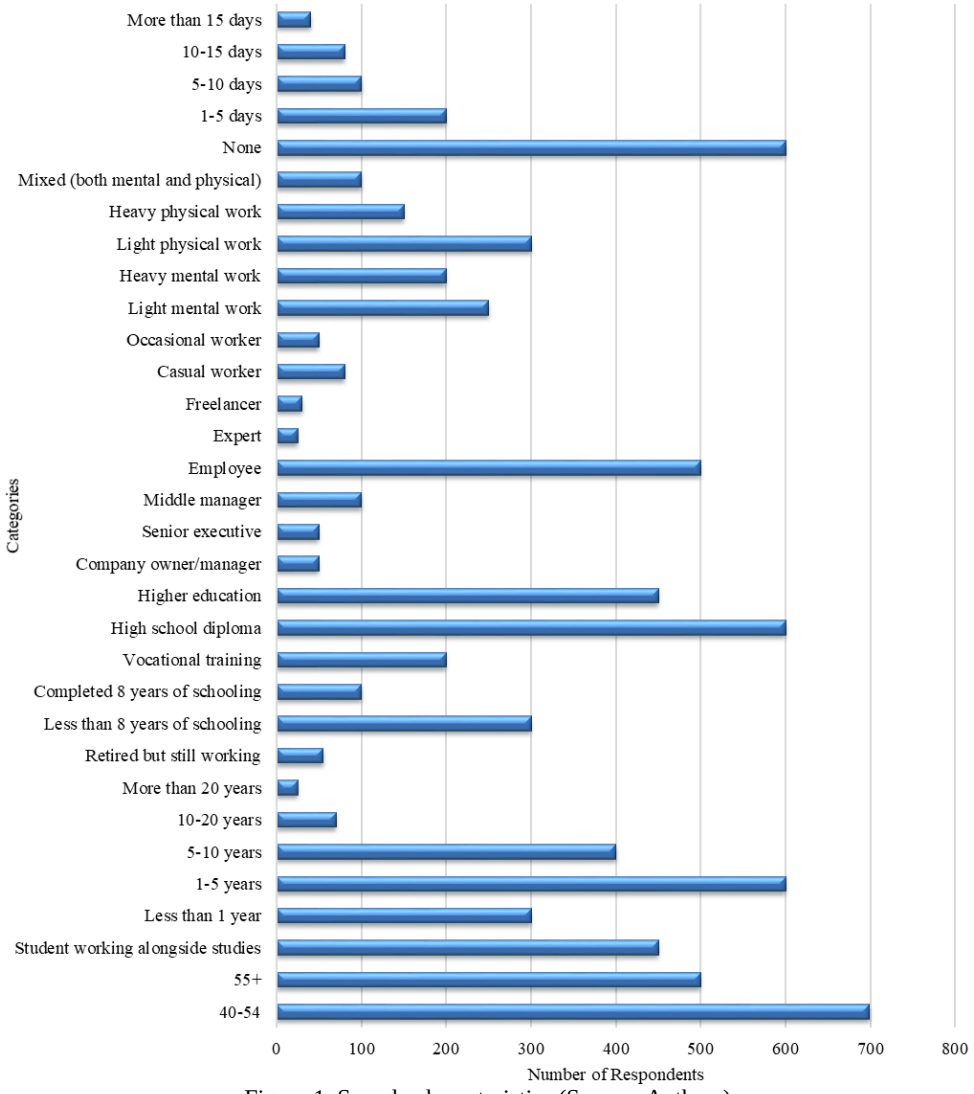

Figure 1. Sample characteristics (Source: Authors)

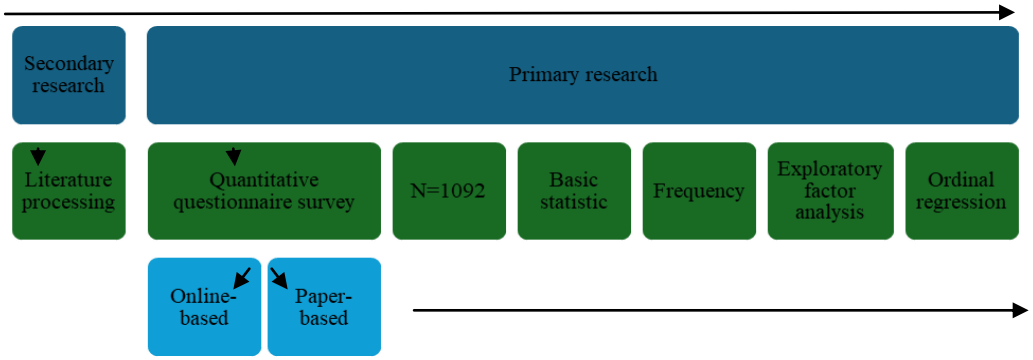

Figure 2. Research methodology (Source: Authors)

The predictor variables were grouped into factors through exploratory factor analysis (EFA) and factor scores were used as predictor variables in the regression analysis. The decision to carry out dimension reduction through EFA was made because analyzing the 97 variables individually would go beyond spatial constraints and would also impair interpretability. Detailed analysis of EFA results is also not viable for space constraints. The EFA was carried out in SPSS 28, using

Principal Axis Factoring and Promax rotation. Ordinal regression analysis was conducted, using the factor scores from the EFA, to examine the influence of various predictor variables on different travel preferences, including travel for relaxation, medical purposes, wellness, events, visits to friends/family, and preferences for specific types of destinations such as nature, water-related destinations, entertainment, sports, food-related destinations, and calm places.

RESULTS AND DISCUSSION

Demographic variables as predictors of travel habits and preferences

Table 2 presents the results of the ordinal regression analysis examining the relationship between various demographic variables and travel habits and preferences among Hungarian employees. This analysis helps us understand how factors such as age, education level, work experience, and job position influence different aspects of travel behavior. The table shows the odds ratios, statistical significance, and confidence intervals for each significant predictor variable across various travel outcomes. These results provide valuable insights into the demographic factors that shape employees' travel choices and preferences, which can be crucial for both employers and the tourism industry in tailoring their offerings and policies.

Table 2. Ordinal regression results (Source: Own editing)

Travel Outcome	Predictor Variable	Odds Ratio	Wald	df	Sig.	95% Confidence Interval
Travel for Relaxation	18-24 years	3.055	5.666	1	.017	1.218 to 7.665
Travel for Relaxation	25-39 years	2.333	4.069	1	.044	1.024 to 5.315
Travel for Relaxation	40-54 years	2.099	4.886	1	.027	1.088 to 4.047
Travel for Relaxation	Completed 8 grades	0.556	5.466	1	.019	0.339 to 0.909
Travel for Relaxation	Company owner/manager	0.448	4.107	1	.043	0.207 to 0.974
Travel for Relaxation	Top manager	0.381	4.505	1	.034	0.156 to 0.929
Travel for Relaxation	Team leader	0.449	4.930	1	.026	0.221 to 0.910
Travel for Relaxation	Occasional worker	0.240	6.234	1	.013	0.078 to 0.736
Travel for Events	Completed 8 grades	0.509	8.127	1	.004	0.320 to 0.810
Travel for Events	Vocational training school	0.579	11.623	1	.001	0.423 to 0.793
Travel for Events	High school diploma	0.607	5.059	1	.025	0.393 to 0.938
Travel for Medical	25-39 years	0.326	5.785	1	.016	0.130 to 0.812
Travel for Medical	Company owner/manager	0.246	12.771	1	.000	0.113 to 0.529
Travel for Medical	Top manager	0.276	7.151	1	.007	0.107 to 0.709
Travel for Medical	Team leader	0.266	14.034	1	.000	0.133 to 0.531
Travel for Medical	Light intellectual work	2.071	8.393	1	.004	1.265 to 4.008
Travel for Medical	Heavy intellectual work	2.614	9.841	1	.002	1.434 to 4.756
Travel for Medical	Mixed intellectual and physical work	2.296	11.113	1	.001	1.321 to 3.999
Travel for Wellness	Still a student, but also working	4.341	5.884	1	.015	1.326 to 8.645
Travel for Wellness	Working for less than 1 year	3.284	3.547	1	.060	0.954 to 6.768
Travel for Wellness	Working for 1-5 years	3.561	4.549	1	.033	1.109 to 6.663
Travel for Wellness	Working for 5-10 years	3.290	4.023	1	.045	1.029 to 6.668
Travel for Wellness	Company owner/manager	0.419	5.590	1	.018	0.203 to 0.861
Travel for Wellness	Top manager	0.449	3.517	1	.061	0.195 to 1.017
Travel for Nature Preference	Completed less than 8 grades	0.205	24.886	1	.000	0.110 to 0.396
Travel for Nature Preference	Completed 8 grades	0.408	15.289	1	.000	0.261 to 0.639
Travel for Nature Preference	Vocational training school	0.634	8.458	1	.004	0.467 to 0.862
Travel for Water Preference	Completed less than 8 grades	0.466	6.081	1	.014	0.254 to 0.855
Travel for Water Preference	High school diploma	0.528	9.161	1	.002	0.349 to 0.799
Travel for Sports Preference	Working for less than 1 year	3.252	4.670	1	.031	1.116 to 7.446
Travel for Calm Places	Completed less than 8 grades	0.492	5.106	1	.024	0.237 to 0.910
Travel for Calm Places	Light intellectual work	0.634	5.020	1	.025	0.401 to 0.944
Travel for Calm Places	Heavy intellectual work	0.536	5.885	1	.015	0.324 to 0.887
Travel for Calm Places	Mixed intellectual and physical work	0.712	4.551	1	.033	0.522 to 0.972

The results from the ordinal regression analysis indicate various significant predictors for different travel preferences.

Age: Younger age groups show a higher likelihood of traveling for relaxation compared to the reference group (55+ years). For instance, the odds of traveling for relaxation are 3.055 times higher for the 18-24 years group (OR = 3.055, 95% CI = 1.218 to 7.665, p = .017), 2.333 times higher for the 25-39 years group (OR = 2.333, 95% CI = 1.024 to 5.315, p = .044), and 2.099 times higher for the 40-54 years group (OR = 2.099, 95% CI = 1.088 to 4.047, p = .027).

Education: Lower levels of education are associated with a higher likelihood of certain travel preferences. For example, individuals with less than 8 grades completed are less likely to prefer nature-related travel (OR = 0.205, 95% CI = 0.110 to 0.396, p = .000) and more likely to travel for medical reasons (OR = 2.071, 95% CI = 1.265 to 4.008, p = .004). Those with a high school diploma show lower odds of preferring water-related destinations (OR = 0.528, 95% CI = 0.349 to 0.799, p = .002).

Work Position: Certain positions show distinct travel preferences. Company owners/managers are less likely to travel for relaxation (OR = 0.448, 95% CI = 0.207 to 0.974, p = .043) and medical reasons (OR = 0.246, 95% CI = 0.113 to 0.529, p = .000). Similarly, top managers are less likely to travel for relaxation (OR = 0.381, 95% CI = 0.156 to 0.929, p = .034) and medical reasons (OR = 0.276, 95% CI = 0.107 to 0.709, p = .007). Conversely, occasional workers are significantly less likely to travel for relaxation (OR = 0.240, 95% CI = 0.078 to 0.736, p = .013) (Figure 3).

Work Type: People engaged in light intellectual work are more likely to travel for medical reasons (OR = 2.071, 95% CI = 1.265 to 4.008, p = .004) but less likely to prefer calm places (OR = 0.634, 95% CI = 0.401 to 0.944, p = .025). Those involved in heavy intellectual work are also more likely to travel for medical reasons (OR = 2.614, 95% CI = 1.434 to 4.756, p = .002) and less likely to prefer calm places (OR = 0.536, 95% CI = 0.324 to 0.887, p = .015). Individuals performing mixed intellectual and physical work show similar trends, being more likely to travel for medical reasons (OR = 2.296, 95% CI = 1.321 to 3.999, p = .001) and less likely to prefer calm places (OR = 0.712, 95% CI = 0.522 to 0.972, p = .033).

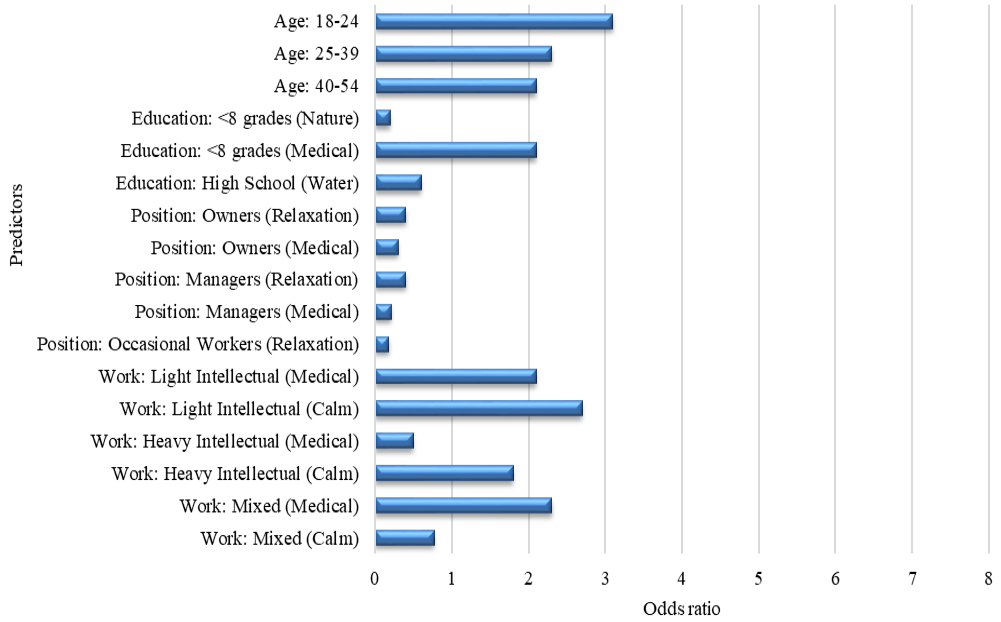

Figure 3. Demographic predictors of travel preferences (Source: Authors)

Outside work and inside work wellbeing factors as predictors of travel habits and preferences

The predictor variables were grouped into factors through exploratory factor analysis (EFA) and factor scores were used as predictor variables in the regression analysis. The decision to carry out dimension reduction through EFA was made because analysisng the 97 variables individually would go beyond spatial constraints and would also impair interpretability. Detailed analysis of EFA results is also not viable for space constraints. The EFA was carried out in SPSS 28, using Principal Axis Factoring and Promax rotation. The KMO measure of 0.895 indicated a high level of sampling adequacy, suggesting that the data is suitable for factor analysis. Bartlett's Test of Sphericity was significant (χ^2 = 40433.197, p < 0.001), indicating that the correlations between items were sufficiently large for EFA. 14 factors were extracted with number of indicators ranging from 3 to 8 and the loadings from 0.45 to 0.95. The ordinal regression analysis was conducted to examine the influence of various predictor variables on different travel preferences, including travel for relaxation, medical purposes, wellness, events, visits to friends/family, and preferences for specific types of destinations such as nature, water-related destinations, entertainment, sports, food-related destinations, and calm places (Table 3).

Table 3. Ordinal regression results (Source: Own editing)

Travel Outcome	Predictor Variable	Odds Ratio	Wald	df	Sig.	95% Confidence Interval
Travel for relaxation	Relaxation and Leisure (F6)	1.713	20.793	1	< 0.001	1.359 - 2.157
	Employer Health Improvements (F12)	11.16	357.094	1	< 0.001	8.695 - 14.313
	Choice Preferences (F13)	1.228	5.471	1	0.019	1.034 - 1.457
Travel for medical purposes	Benefits and Compensation (F5)	4.89	166.557	1	< 0.001	3.842 - 6.523
	Employer Health Improvements (F12)	5.94	179.194	1	< 0.001	4.572 - 7.865
	Job Satisfaction and Energy (F14)	1.46	7.234	1	0.007	1.107 - 1.921
Travel for wellness	Work Satisfaction (F1)	0.778	4.990	1	0.025	0.624 - 0.969
	Work-Life Balance and Stress (F2)	1.22	3.909	1	0.048	1.002 - 1.488
	Benefits and Compensation (F3)	0.546	27.080	1	< 0.001	0.435 - 0.686
	SZÉP Card Benefits (F5)	3.30	119.506	1	< 0.001	2.665 - 4.093
	Relaxation and Leisure (F6)	0.429	43.494	1	< 0.001	0.334 - 0.593
	Travel Preferences (F9)	2.41	47.389	1	< 0.001	1.876 - 3.085
	Employer Health Improvements (F12)	17.99	346.720	1	< 0.001	13.303 - 24.348
	Job Satisfaction and Energy (F14)	0.770	4.627	1	0.031	0.607 - 0.977
Travel for events	Benefits and Compensation (F3)	1.32	7.489	1	0.006	1.081 - 1.605
	SZÉP Card Benefits (F4)	0.802	3.943	1	0.047	0.646 - 0.997
	Free Time Activities (F5)	0.769	8.062	1	0.005	0.643 - 0.921
	Relaxation and Leisure (F6)	2.09	42.645	1	< 0.001	1.677 - 2.607
	Employer Health Improvements (F12)	16.44	418.275	1	< 0.001	12.572 - 21.509
	Job Satisfaction and Energy (F14)	0.695	11.114	1	0.001	0.561 - 0.850

Travel to visit friends/family	SZÉP Card Benefits (F4)	1.34	6.953	1	0.008	1.078 - 1.663
	Free Time Activities (F5)	0.492	53.861	1	< 0.001	0.407 - 0.589
	Employer Health Improvements (F12)	12.81	389.724	1	< 0.001	9.957 - 16.472
Preference for nature	SZÉP Card Benefits (F4)	1.63	25.566	1	< 0.001	1.348 - 2.008
	Free Time Activities (F5)	0.793	7.779	1	0.005	0.675 - 0.934
	Relaxation and Leisure (F6)	1.25	5.107	1	0.024	1.029 - 1.515
	Choice Preferences (F13)	2.11	92.433	1	< 0.001	1.809 - 2.479
	Job Satisfaction and Energy (F14)	0.674	16.087	1	< 0.001	0.556 - 0.817
Preference for water-related destinations	Work Satisfaction (F1)	0.645	22.295	1	< 0.001	0.538 - 0.774
	Free Time Activities (F5)	2.67	120.626	1	< 0.001	2.241 - 3.182
	Relaxation and Leisure (F6)	0.247	164.763	1	< 0.001	0.199 - 0.338
	Nature and Learning (F7)	0.777	8.984	1	0.003	0.628 - 0.916
	Preventive Health Activities (F8)	1.24	6.912	1	0.009	1.055 - 1.449
	Choice Preferences (F13)	1.24	8.085	1	0.004	1.068 - 1.445
Preference for entertainment	SZÉP Card Benefits (F4)	0.618	24.711	1	< 0.001	0.512 - 0.747
	Free Time Activities (F5)	1.35	13.635	1	< 0.001	1.150 - 1.579
	Choice Preferences (F13)	0.587	50.478	1	< 0.001	0.506 - 0.679
Preference for sports	Work Satisfaction (F1)	1.40	12.843	1	< 0.001	1.163 - 1.676
	Work-Life Balance and Stress (F2)	0.811	6.602	1	0.010	0.690 - 0.951
	Benefits and Compensation (F3)	0.693	15.553	1	< 0.001	0.577 - 0.831
	SZÉP Card Benefits (F4)	0.656	17.253	1	< 0.001	0.538 - 0.801
	Free Time Activities (F5)	1.42	16.996	1	< 0.001	1.202 - 1.678
	Relaxation and Leisure (F6)	6.33	251.484	1	< 0.001	5.037 - 7.960
	Nature and Learning (F7)	0.677	20.664	1	< 0.001	0.553 - 0.801
	Destination Preferences (F10)	0.317	112.628	1	< 0.001	0.257 - 0.392
	Employer Health Improvements (F12)	0.576	45.318	1	< 0.001	0.490 - 0.748
	Job Satisfaction and Energy (F14)	0.801	4.797	1	0.029	0.658 - 0.977
Preference for food -related destinations	Benefits and Compensation (F3)	0.729	11.284	1	0.001	0.606 - 0.876
	Free Time Activities (F5)	0.444	77.988	1	< 0.001	0.370 - 0.547
	Relaxation and Leisure (F6)	1.61	20.331	1	< 0.001	1.309 - 2.065
	Travel Preferences (F9)	27.14	508.958	1	< 0.001	20.386 - 36.635
	Destination Preferences (F10)	0.650	16.970	1	< 0.001	0.530 - 0.798
	Job Satisfaction and Energy (F14)	1.46	13.557	1	< 0.001	1.194 - 1.788
Preference for calm places	SZÉP Card Benefits (F4)	1.64	22.366	1	< 0.001	1.344 - 2.007
	Free Time Activities (F5)	0.546	46.294	1	< 0.001	0.460 - 0.654
	Employer Health Improvements (F12)	0.736	14.120	1	< 0.001	0.627 - 0.863
	Choice Preferences (F13)	1.74	46.872	1	< 0.001	1.484 - 2.051
	Job Satisfaction and Energy (F14)	0.577	27.099	1	< 0.001	0.469 - 0.710
	Job Satisfaction and Energy (F14)	0.577	27.099	1	< 0.001	0.469 - 0.710

Travel for Relaxation: The analysis revealed that relaxation and leisure (Factor 6) significantly predicted travel for relaxation, with an odds ratio of 1.713 ($p < 0.001$). Employer health improvements (Factor 12) had an even stronger impact, increasing the odds by 11.16 times ($p < 0.001$). Choice preferences (Factor 13) also positively influenced travel for relaxation, with an odds ratio of 1.228 ($p = 0.019$).

Travel for Medical Purposes: Benefits and compensation (Factor 5) significantly predicted travel for medical purposes, increasing the odds by 4.89 times ($p < 0.001$). Employer health improvements (Factor 12) were also a strong predictor, with an odds ratio of 5.94 ($p < 0.001$). Additionally, job satisfaction and energy (Factor 14) positively influenced this outcome (OR = 1.46, $p = 0.007$).

Travel for Wellness: Several factors significantly influenced travel for wellness. Work satisfaction (Factor 1) negatively predicted this outcome (OR = 0.778, $p = 0.025$), indicating that higher work satisfaction is associated with lower odds of traveling for wellness. Conversely, work-life balance and stress (Factor 2) had a positive impact (OR = 1.22, $p = 0.048$). Benefits and compensation (Factor 3) decreased the odds (OR = 0.546, $p < 0.001$), while SZÉP card benefits (Factor 5) increased the odds significantly (OR = 3.30, $p < 0.001$). Relaxation and leisure (Factor 6) and travel preferences (Factor 9) also positively influenced travel for wellness, with odds ratios of 0.429 ($p < 0.001$) and 2.41 ($p < 0.001$), respectively. Employer health improvements (Factor 12) greatly increased the odds (OR = 17.99, $p < 0.001$), while job satisfaction and energy (Factor 14) decreased them (OR = 0.770, $p = 0.031$).

Travel for Events: Benefits and compensation (Factor 3) positively predicted travel for events (OR = 1.32, $p = 0.006$), while SZÉP card benefits (Factor 4) negatively impacted it (OR = 0.802, $p = 0.047$). Free time activities (Factor 5) also reduced the odds (OR = 0.769, $p = 0.005$). In contrast, relaxation and leisure (Factor 6) and employer health improvements (Factor 12) increased the odds of traveling for events, with odds ratios of 2.09 ($p < 0.001$) and 16.44 ($p < 0.001$), respectively. Job satisfaction and energy (Factor 14) had a negative impact (OR = 0.695, $p = 0.001$).

Travel to Visit Friends/Family: SZÉP card benefits (Factor 4) significantly increased the odds of traveling to visit friends or family (OR = 1.34, $p = 0.008$). Free time activities (Factor 5) decreased the odds (OR = 0.492, $p < 0.001$), while employer health improvements (Factor 12) strongly increased them (OR = 12.81, $p < 0.001$).

Preference for Nature: Preferences for nature were significantly influenced by SZÉP card benefits (Factor 4) (OR = 1.63, $p < 0.001$), free time activities (Factor 5) (OR = 0.793, $p = 0.005$), and relaxation and leisure (Factor 6) (OR = 1.25, $p = 0.024$). Choice preferences (Factor 13) increased the odds (OR = 2.11, $p < 0.001$), while job satisfaction and energy (Factor 14) decreased them (OR = 0.674, $p < 0.001$).

Preference for Water-Related Destinations: Work satisfaction (Factor 1) negatively predicted preference for water-related destinations (OR = 0.645, $p < 0.001$). Free time activities (Factor 5) significantly increased the odds (OR = 2.67, $p < 0.001$), while relaxation and leisure (Factor 6) strongly decreased them (OR = 0.247, $p < 0.001$). Nature and learning (Factor 7) also had a negative impact (OR = 0.777, $p = 0.003$), whereas preventive health activities (Factor 8) positively influenced this preference (OR = 1.24, $p = 0.009$) supporting earlier research findings (Dimitrovski – Todorović, 2015). Choice preferences (Factor 13) had a similar positive effect (OR = 1.24, $p = 0.004$).

Preference for Entertainment: SZÉP card benefits (Factor 4) negatively predicted preference for entertainment (OR = 0.618, $p < 0.001$), while free time activities (Factor 5) increased the odds (OR = 1.35, $p < 0.001$). Choice preferences (Factor 13) also had a negative impact (OR = 0.587, $p < 0.001$).

Preference for Sports: Work satisfaction (Factor 1) positively influenced preference for sports (OR = 1.40, $p < 0.001$), in line with earlier research (Dixon – Warner, 2010), while work-life balance and stress (Factor 2) had a negative effect (OR = 0.811, $p = 0.010$). Benefits and compensation (Factor 3) and SZÉP card benefits (Factor 4) also negatively impacted this preference, with odds ratios of 0.693 ($p < 0.001$) and 0.656 ($p < 0.001$), respectively. Free time activities (Factor 5) and relaxation and leisure (Factor 6) positively influenced preference for sports, with odds ratios of 1.42 ($p < 0.001$) and 6.33 ($p < 0.001$), respectively. Nature and learning (Factor 7) and destination preferences (Factor 10) had negative impacts, with odds ratios of 0.677 ($p < 0.001$) and 0.317 ($p < 0.001$), respectively. Employer health improvements (Factor 12) also negatively influenced this preference (OR = 0.576, $p < 0.001$), while job satisfaction and energy (Factor 14) had a slight negative effect (OR = 0.801, $p = 0.029$).

Preference for Food-Related Destinations: Benefits and compensation (Factor 3) negatively predicted preference for food-related destinations (OR = 0.729, $p = 0.001$), as did free time activities (Factor 5) (OR = 0.444, $p < 0.001$). Relaxation and leisure (Factor 6) positively influenced this preference (OR = 1.61, $p < 0.001$), while travel preferences (Factor 9) had a strong positive impact (OR = 27.14, $p < 0.001$). Destination preferences (Factor 10) negatively impacted preference for food-related destinations (OR = 0.650, $p < 0.001$), whereas job satisfaction and energy (Factor 14) had a positive effect (OR = 1.46, $p < 0.001$).

Preference for Calm Places: Preferences for calm places were significantly influenced by SZÉP card benefits (Factor 4) (OR = 1.64, $p < 0.001$), free time activities (Factor 5) (OR = 0.546, $p < 0.001$), and employer health improvements (Factor 12) (OR = 0.736, $p < 0.001$). Choice preferences (Factor 13) positively impacted this preference (OR = 1.74, $p < 0.001$), while job satisfaction and energy (Factor 14) had a negative effect (OR = 0.577, $p < 0.001$).

These results highlight the complex interplay between various work-related, personal, and health-related factors in shaping travel preferences. The findings suggest that employer health improvements, relaxation and leisure, and specific benefits like the SZÉP card have significant impacts on travel and destination preferences among employees (Figure 4.).

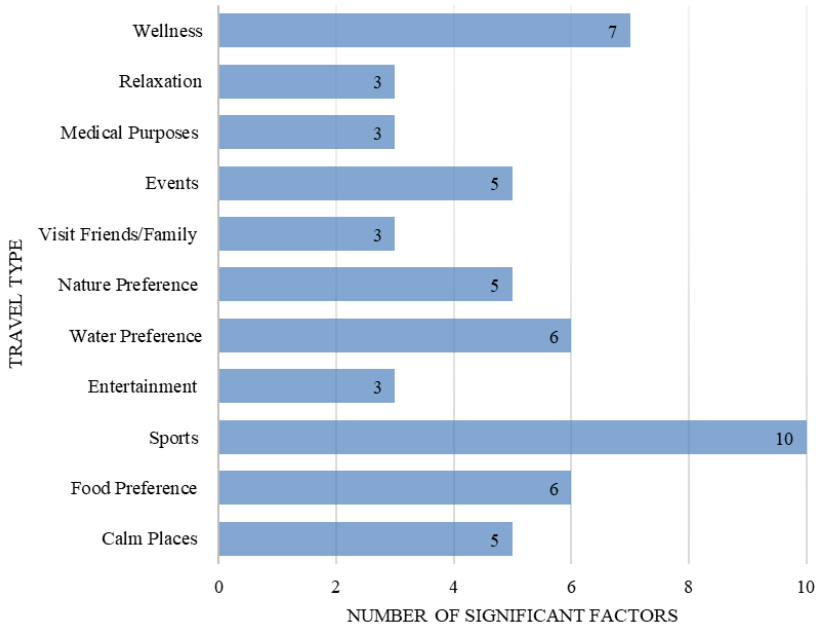

Figure 4. Number of factors influencing travle preferences (Source: Authors)

Demographic variables as predictors

Age and Travel for Relaxation: The higher likelihood of younger age groups travelling for relaxation could be attributed to several factors. Younger people might have fewer family responsibilities, allowing more freedom to travel. They may also have more energy and desire for new experiences.

Additionally, younger generations might prioritize work-life balance and self-care more than older generations. In contrast, older individuals (55+) might prefer other types of travel or have different priorities for their leisure time. Other international research has also examined motivation by age; younger people arriving in Barbados were more likely to come for relaxation and rest, while older people came to the destination for cultural motivation. The research was able to confirm this result for all nationality groups (Jönsson & Devonish, 2008). Other research also confirms that travel motivations and preferences differ among different generations (Basarić et al., 2016; Moniz et al., 2020; Verma et al., 2023).

Education and Travel Preferences: Lower education levels associated with less nature-related travel might be due to different cultural or socioeconomic factors influencing travel preferences. The higher likelihood of medical travel for those with less education could be related to poorer health outcomes often associated with lower educational attainment. Those with high school diplomas are less likely to prefer water-related destinations might be due to economic factors or different leisure preferences shaped by their educational background. A Chinese study also confirmed this result, showing that educational level influences socioeconomic status, which in turn influences travel motivation (Ma et al., 2018).

Work Position and Travel Preferences: Company owners/managers and top managers being less likely to travel for relaxation or medical reasons could be due to higher work commitments and responsibilities making it harder to take time off. They may also have potentially better health due to higher socioeconomic status, reducing the need for medical travel. It's possible they prefer different types of travel, such as business-related trips (Aguilera et al., 2008; Gustafson, 2012). Occasional workers being less likely to travel for relaxation might be due to financial constraints or job insecurity associated with their work situation. Work Type and Travel Preferences: Those engaged in intellectual work (light or heavy) being more likely to travel for medical reasons could be due to higher awareness of health issues and preventive care. They may also experience potentially more stressful work environments leading to health issues requiring medical attention. It's possible they have better health benefits allowing for medical travel. The lower preference for calm places among intellectual workers might be because they seek more stimulating environments to contrast with their daily work. They might prefer culturally rich or activity-filled destinations. The similar trends for mixed intellectual and physical work suggest that the intellectual component of work might be a key factor in shaping these preferences.

Wellbeing factors as predictors

Travel for Relaxation: The strong positive influence of relaxation and leisure (Factor 6) suggests that people who value and engage in relaxation activities in their daily lives are more likely to seek out relaxation-focused travel. The very strong impact of employer health improvements (Factor 12) could indicate that when employers invest in their employees' wellbeing, it may create a culture that encourages taking time off for relaxation. The positive influence of choice preferences (Factor 13) might suggest that having autonomy in decision-making at work translates to a higher likelihood of choosing relaxation-focused travel. Travel for Medical Purposes: The significant impact of benefits and compensation (Factor 5) could indicate that better financial resources and health benefits enable people to seek medical treatment through travel. Employer health improvements (Factor 12) strongly predicting medical travel might suggest that employers who prioritize health also support employees seeking specialized medical care, even if it requires travel. The positive influence of job satisfaction and energy (Factor 14) could imply that those who feel good about their work are more proactive about their health, including traveling for medical purposes if necessary.

Travel for Wellness: The negative prediction by work satisfaction (Factor 1) might suggest that those less satisfied with work are more likely to seek wellness travel as a form of escape or self-improvement. The positive impact of work-life balance and stress (Factor 2) could indicate that those who manage stress well are more likely to invest in wellness travel, reinforcing earlier research (Michalkó & Rácz, 2011; Kemppainen et al., 2021).

The strong positive influence of SZÉP card benefits (Factor 5) suggests that having access to these specific benefits encourages wellness-focused travel. Other domestic research has also confirmed that the SZÉP card, corporate benefits, and incentives are often used for wellness vacation purposes (Michalkó & Rácz, 2011; Vajta, 2012; Poór et al., 2013; Lövei – Kalmár, 2017). The very strong impact of employer health improvements (Factor 12) might indicate that employers who prioritize health create an environment where employees are more likely to engage in wellness activities, including travel.

Travel for Events: The positive prediction by benefits and compensation (Factor 3) could suggest that better financial resources enable more event-related travel. The negative impact of SZÉP card benefits (Factor 4) might indicate that these benefits are less likely to be used for event travel compared to other types of travel. The strong positive influence of relaxation and leisure (Factor 6) and employer health improvements (Factor 12) could suggest that a work environment that values employee wellbeing and leisure time encourages participation in events, even if travel is required. Travel to Visit Friends/Family: The positive impact of SZÉP card benefits (Factor 4) might suggest that these benefits are often used for personal travel to visit friends and family.

The negative influence of free time activities (Factor 5) could indicate that those who have satisfying leisure activities at home are less likely to travel to visit others. The strong positive impact of employer health improvements (Factor 12) might suggest that employers who prioritize employee wellbeing are more likely to create an environment where employees feel comfortable taking time off to maintain personal relationships through travel.

Managerial implication

The results of the study have significant implications for managers, especially in the areas of tourism, human resources, and workplace well-being. Understanding how workplace and non-workplace well-being factors influence employees' current and future travel preferences can help managers develop effective strategies that increase employee

satisfaction and commitment, ultimately improving productivity and retention rates. Customized employee benefits and wellness programs: The study highlights the importance of workplace wellness initiatives, such as health promotion programs and stress management, which particularly shape preferences for wellness-type travel. Managers should consider tailoring their benefits and wellness programs to the diverse needs of the workforce. For example, providing flexible working hours, mental health support, or wellness retreats can not only improve job satisfaction but also align with employees' personal travel interests, resulting in a more motivated and healthier workforce.

Strategic use of incentives: The research points out that financial and non-financial benefits, such as bonuses, compensations, and the SZÉP card, significantly influence travel decisions. Managers can leverage this knowledge by designing reward programs that align with employees' travel desires. For instance, providing vouchers, discounted holiday packages, or additional paid leave as rewards can motivate employees to achieve higher productivity while allowing them to fulfill their personal travel desires. Work-life balance: The study emphasizes the critical role of work-life balance in determining employees' travel behavior, especially for wellness and leisure travel. Managers should prioritize policies that promote a healthy work-life balance, such as remote work options, flexible hours, and adequate leave provisions. By creating a supportive work environment that values employees' personal time, companies can reduce burnout and improve overall job satisfaction, likely resulting in more positive travel behavior and stronger commitment to the organization.

Targeted marketing strategies: For companies in the tourism sector, these results provide valuable insights into how different demographic groups, based on age, education level, and work type, influence travel preferences. Marketing campaigns can be more effectively targeted by focusing on the needs and preferences of different employee segments. For example, younger employees or those in intellectually demanding jobs are likely to lean towards leisure and wellness travel, while older employees or those in physically demanding jobs may prefer more restful and restorative destinations.

Increasing employee engagement through travel: Managers may consider incorporating travel opportunities into employee engagement strategies. Organizing company trips, team-building travels, or providing professional development opportunities at conferences and events in attractive locations can be an effective tool for strengthening team unity, rewarding hard work, and providing employees with the beneficial effects of travel.

In summary, by understanding and addressing employees' workplace and non-workplace well-being needs, managers can create a more engaged, satisfied, and productive workforce. This approach not only benefits employees but also contributes to the organization's long-term success and competitiveness.

CONCLUSION

The results of the research confirm that workplace and non-workplace well-being factors have a significant impact on the selection of current and future travel destinations. Ordinal regression analyses revealed that different demographic groups and workplace factors influence travel preferences in various ways.

Age-based analyses show that younger age groups are more inclined to travel for relaxation and entertainment, while the older generation prefers health-related travel. Educational level also plays an important role in shaping travel preferences; those with lower educational attainment are more likely to choose travel for medical reasons, while those with higher education prefer leisure and nature-oriented destinations.

In terms of workplace factors, position and job type also significantly influence the selection of destinations. Those in leadership positions show less willingness to travel for relaxation, while occasional workers are significantly less likely to choose leisure destinations. Additionally, the type of work is determinant: those performing light intellectual work are more likely to choose health-related travel, while for those doing heavy physical work, relaxation is less attractive.

Overall, well-being factors such as employer health improvements, work-life balance, and benefits and compensations play a significant role in travel preferences. The research results indicate that increasing workplace well-being, flexible working hours, and appropriate benefit packages can not only increase employee satisfaction but also have a positive impact on travel decisions. These findings can be useful for both employers and the tourism sector in understanding employee motivations and developing targeted tourism services.

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