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Correlations between touristic motivation and lifestyles as reflected in domestic travel habits

THESES OF DOCTORAL (Ph.D) DISSERTATION

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1. INTRODUCTION

1.1. Topicality of the theme, argumentation for the choice of theme

Both international and national macro-economic research highlight the economic and social importance of tourism, and the resources constituting the tangible subsystem of tourism and serving as the basis for development are also receiving adequate emphasis in examinations covering different areal dimensions. However, the tourists constituting the tangible subsystem of tourism are not in the foreground of these examinations, though the motivations, emotions, values, attitudes and lifestyles of tourists that greatly influence the whole system, presumably hold the same significance. A fundamental condition of the demand for tourism and the realisation of supply is that consumers feel the inclination to travel outside their residence and so they become tourists and thereby enjoy diversity and gain experience differing from the daily routine.

There are several factors influencing the determining motivation in a travel decision, among others, the force of the motive or the value judgement of the individual. All human activities, including the one aimed at spending leisure time, are governed by our needs. The classic hierarchy of human needs extends from basic biological needs to the most complex motivations. The most motivating factors are the ones satisfying physiological and security needs. Once a tourist has satisfied his/her needs for everyday existence and the ones based on a certain level of material security, still possesses different amounts of discretionary income and leisure time to satisfy the remaining three levels of needs. The motivation for spending leisure time and travel can be fitted into one of the levels of the above-mentioned hierarchy.

In tourism, motivations play a dual role, by which we can distinguish between „push” and „pull” type of motivations (CROMPTON, 1979). The „push” type motivations compel travellers to depart, to get away from daily routine. The „pull” type factors, however, are connected to the appeal and specific features of the selected destination. Several models have been designed for the classification and interpretation of motivations. However, only a small fraction of them can be fitted into the system of tourism since the general consumer decision models do not allow for the peculiarities of tourism as a service, as a “temporal product”.

Motivations are closely interwoven with personality theories. According to researchers the object of motivation theory is primarily to describe what is common in people, whereas lifestyle theories highlight the individual differences among people. Tourism travel decisions constitute a special type of consumer decisions in which case the tourist has to make a choice among the personal tourism services on offer according to his/her individual needs, but still

as a segment specific product corresponding to common motivations. Consequently, certain elements of lifestyle and motivation theory appear in touristic decisions as well.

Having perused the relevant trade literature, I came to the realisation that there have been very little research done in the area of travel motives in recent years. The examination of the correlation between motivation and lifestyle complemented with model application is a field belonging to applied marketing science which can be regarded as uncharted territory in tourism research.

As a lecturer at the Tourism & Catering Department of the Economic Management Faculty of John Neumann University, I am involved in teaching the fundamentals and subsystems of tourism in connection with the topics of product development and communication in tourism. The knowledge and experience acquired through these activities serve as a foundation for the research of this theme.

In order to identify the practical problems of this theme, several research projects have been carried out together with my colleagues in the field of motivation examination. Through a survey conducted among college students we aimed to establish what motivates them to follow a health-conscious lifestyle (including participation in any form of health tourism), what role is played by their upbringing, a beneficial use of leisure time and being well-informed on the topic in choosing a health-conscious way of living.

A survey was also conducted into the motivation of people participating in tourism in the Tisza Valley with the main aim of mapping and analysing the travel habits of tourists visiting this destination, together with the characteristic features of staying, touristic motivations and the opportunities influencing their decisions. Teaching activities and the recognition of practical problems have jointly led to the decision to choose as the theme of my research the psychological and social background influencing touristic decisions and a possible application of modelling for them employing methods used in economics.

Tourism in Hungary has contributed significantly to stimulating economic growth and creating employment. The gross added value of the tourism sector based on the tourism satellite invoices kept by the Central Statistical Office was 1,843 billion forints in 2015, which made up for 6.4% of GDP. According to the estimate of WTTC, tourism's direct contribution to the economy in 2016, at nominal prices was 1,440.2 billion forints, that is 4.1% of GDP, and its contribution including indirect impacts was 3,667.4 billion forints, that is 10.5% of GDP, exceeding the global average figure of 10.2%. (The results of tourism

in Hungary, (<https://mtu.gov.hu/cikkek/a-turizmus-eredmenyei-magyarorszagon>).

Just as in elsewhere in the world, it is true for Hungary as well, that tourism has tremendous importance in stimulating the economy. This statement has become more and more valid for the country's tourism industry in the most recent years. Although the global economic crisis of 2008/09 made a deep negative impact on Hungary's tourism as well, since 2010 the sector has rebound and has been producing better results from year to year which have been duly emphasized in statistical analyses and research reports alike.

Domestic tourism accounts for a significant portion among the national income sectors. That is why it is of key importance to be aware of the correlation between the habits and needs of the local population and the factors influencing travel decisions.

Applying the results of my research I endeavoured to define and model the lifestyle, needs and motivations of domestic tourists as the factors influencing their decisions. With the results of the investigation, I also wished to provide some guidelines for the creation of tourism supply in view of product development and communication.

1.2. Objectives and tasks

Basic objective

The basic objective of the present dissertation is the description and characterisation of the travel behaviour of domestic tourists.

Additional objectives

- A review of consumer and touristic behaviour models that can be connected to the research theme, an examination of their applicability in the area of tourist consumer behaviour.
- By applying secondary research, an exploration of the characteristics of tourism in Hungary, a description of domestic travel habits of Hungarian citizens.
- By applying primary research, a description of the travel habits of the traveller sample surveyed, an exploration of the correlations between lifestyles, touristic motivations and other factors influencing travel decisions.

Tasks to be solved

Following the logic of theory – methodology – and empirical examination, the following tasks were defined:

- From the theoretical aspect:
 - Review of the relevant trade literature. The research extends into several fields of science including tourism, consumer behaviour, touristic behaviour, lifestyle research. Accordingly, the objective was to familiarize myself with and process the relevant national and international literature.
 - A review of the factors influencing touristic consumer behaviour that have an impact on travel decisions and may provide foundation for the standardization of tourists.
- Empiric research:
 - Secondary research: exploration of the characteristics of domestic travel of the Hungarian population.
 - Primary research: exploration of the habits of the traveller sample surveyed, identification of the segments based on touristic motivation and lifestyles generated by the application of multivariate mathematical and statistical methods.

1.3. Research hypotheses

H1: It is hypothesized that the primary aim of the Hungarian population for domestic travel among the push factors is “rest and relaxation”.

H2. The travel behaviour of individuals following different lifestyles is characterized by the use of different types of leisure tourism activities as primary motivation.

H3: Based on the sample surveyed, certain homogenous groups can be identified that are suited for the purpose of characterizing respondents according to their lifestyles.

H4: Based on the sample surveyed, certain homogenous groups can be identified that are suited for the purpose of characterizing respondents according to their touristic motivations.

H5: Belonging to different lifestyle groups have an impact on the travellers' different touristic motivations.

H6: Based on the demographic features of respondents, certain homogenous groups can be identified showing diverse touristic motivations and habits.

H7: The travel habits of individual demographic groups are defined by diverse characteristics of lifestyle, differing motivations and factors.

In the course of my research, I followed a sequence thoroughly developed and circumscribed earlier. The secondary research constituting the basis of the dissertation was complemented by primary research. The logical structure of the research is displayed in Figure 1.

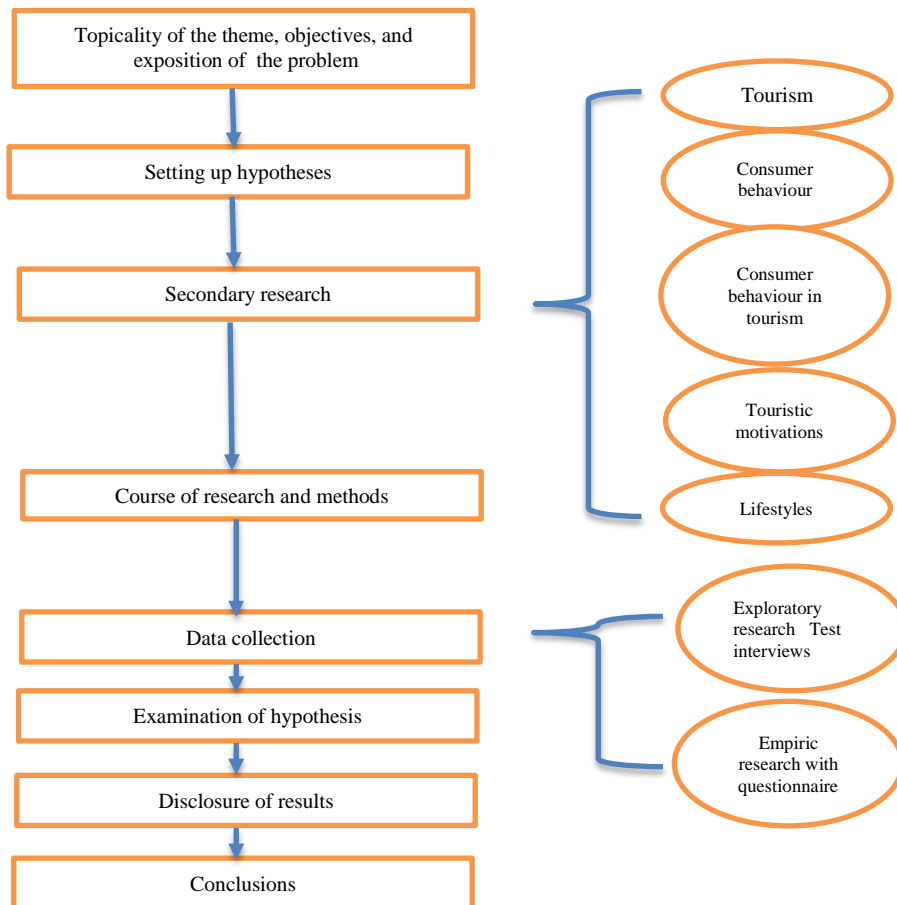


Figure 1: Logical structure of the research
Source: own design

1.4. Methods of data acquisition

Secondary research was started by processing the relevant works of Hungarian and international researchers in tourism and consumer behaviour. The works of illustrious representatives of Hungarian and international trade literature were used to ensure theoretical foundation for the theme. Furthermore, Hungarian and international tourism trade journals, and online publications on the theme available on websites were also employed to substantiate certain topics of the dissertation. The provision of up-to-date information was also assisted by drawing from the tables of statistical databases. The information databases of CSO, UNWTO, and EUROSTAT provided the main indicators on tourism.

The examination and analysis of trade literature was followed by the exploratory research and test interviews. The survey was conducted through a questionnaire in the town of Szolnok in April 2016, at the venue of the Travel Expo. The respondents were selected by simple random sampling with the help of interviewers. Before the personal completion of the questionnaire, we employed the background variable that the respondent is the resident of Jász-Nagykun-Szolnok County, and typically travels from home for tourism purposes at least once a year. The objective of the questionnaire survey was to explore the travel habits of JNSz County residents for domestic leisure tourism purposes.

Additional objectives of explorative research were:

- Definition of the most important variables and correlations with the aim of further examination.
- Acquiring an overview for approaching the problem.
- Establishing priorities for further research.

After analysing and assessing the results of the exploratory survey, the content of the questionnaire was modified to achieve easier interpretation and analysis, and this modified version was used in 2017 for a comprehensive research involving 1,596 respondents. Because of the large sample, according to trade literature, it may be classified as a national survey (MALHOTRA, 2009).

The objective of the research employing a large item-number sample was to identify and characterize the travel habits of domestic leisure tourists and, furthermore, to explore possible correlations between their touristic motivations and lifestyle factors and the likely lifestyle groups generated based on these factors. The background variable employed was whether it was typical of the respondents to travel at least once for one night for leisure purposes from home. Primary attention was paid to what type of groups can be generated based on the particular touristic motives and lifestyle characteristics featured in the questionnaire and whether a correlation can be detected between the resulting touristic motivations and lifestyles.

The survey was conducted using three sources employing combined electronic and personal queries. The three methods and sources were as follows:

- the questionnaires in *google.docs* format were sent to the e-mail address list of a domestic tour operator company,
- university students were asked to get the paper-based questionnaires filled in by their acquaintances in the largest possible number,
- online community sites were used to reach the audience who were able to give relevant answers concerning travel habits.

From the three sources, during a half-year period, 1,792 questionnaires were received of which 1,596 were fit for appraisal.

International trade literature offers a number of empiric research and results concerning the travel habits of leisure tourists. In these research the emphasis is often laid on the examination of the „push” and „pull” motivating factors. Nevertheless, several other factors are considered in examining how, and employing what means and methods, can the travel market be divided into homogenous groups. The travel habits of men and women, young people and students have all been examined. Beyond the classic factor and cluster analysis, complex explanatory models and methods were used to establish correlations between touristic motivations and satisfaction, touristic motivation and propensity to return. (OOM DO VALLE, 2006; YOON - UYSAL, 2005).

In Hungary, a similar survey examining travel behaviour complemented by an analysis of the correlation between touristic motivation and lifestyle has not been conducted yet. Based on the above, using the international and national trade literature research as foundation, quantitative means and methods were employed to examine the travel habits of a section of the Hungarian population.

2. RESEARCH RESULTS

2.1. Characteristics of domestic tourism

The Hungarian Tourism Agency Zrt., and its legal predecessors, have systematically been examining the travel habits of the Hungarian population since 2003.

H1. It is hypothesized that the primary aim of the Hungarian population for domestic travel among the push factors is “rest and relaxation”.

2.1.1. Performance of domestic tourism based on the 2016 annual report

For the verification of the hypothesis the 2016 annual report of the Hungarian Tourism Agency was used which contains an analysis of the performance of Hungarian tourism and the characteristic travel features of Hungarian households. The report serves as the most reliable data source for the analysis of the performance of tourism.

In 2016, almost half of the Hungarian population left their home for domestic travel at least for one day. The causes for not travelling were given primarily as scarce financial means, some health impediment and commitment to the job by the respondents.

Compared to the years 2014 and 2015, a slight setback could be detected in the number of several-day domestic trips. In 2016, Hungarians took 14.4 million several-day trips staying within their country. The main motivations for domestic travel were visiting friends and relatives (VFR), holidaying, entertainment, relaxation and some hobby-type work activity. Discounting VFR and hobby motivations, the number of leisure tourists increased by 3.4% compared to 2015. Altogether, Hungarians spent 58,967 thousand days travelling which was 4.9% less than in 2015. For leisure purposes 58,122 thousand days (-4.5%), for business purposes 750 thousand days (-19.3%) were the total staying time among domestic travellers. The number of days spent by leisure tourists, not counting VFR and hobby motivations did not decrease, but showed a 2.7% increase. With the aim of holidaying, entertainment and relaxation 28,909 thousand days were spent; visiting relatives and friends accounted for 22,430 thousand days. Health preservation took up a total of 2,638 thousand days, hobby-type work activities amounted to 2,288 thousand days; attending cultural or sports events came to 940 thousand days while school study trips and camp stays took up 917 thousand days (Table 1).

Table 1: Number of several-day domestic travel and length of stays according to main motivating factors

Motivation	2–4 days	5 and more days	Total	2–4 days	5 and more days	Total
	travel in thousand days			length of stay in thousand days		
Holidaying, entertainment relaxation	3 671	2 412	6 083	12 199	16 710	28 909
Visiting relatives and friends	5 525	935	6 459	15 895	6 535	22 430
School study trip or camp stay	96	78	174	264	653	917
Health preservation	500	128	628	1 692	946	2 638
Cultural and sports events	245	43	287	675	265	940
Hobby-type work activities	422	121	543	1 317	970	2 288
Official trips	182	39	221	459	291	750
Other	23	5	28	63	32	96
Total	10 664	3 761	14 425	32 565	26 403	58 967

Source: own editing based on CSO figures

The average overnight stays in case of domestic travel totalled 4.7 days (without VFR and hobby trips: 4.1 days). The longest stays typically resulted from school study trips and camp stays (5.3 days), though the overnight stays of travellers motivated by holidaying, entertainment and relaxation was also relatively high (4.8 days). In case of hobby-type work activities, the average time came to 4.2 days; health preservation was also 4.2 days; visiting friends and relatives: 3.5 days; business trips: 3.4 days; attending cultural and sports events averaged: 3.3 days. In 2016, in the course of several-day domestic travel, the Hungarian population spent a total of 308.9 billion forints, which represented a 0.5% increase compared to the 2015 figure.

The specific (one person per day) spending in the course of several-day domestic trips amounted to 5,239 forints (up by 5.6%). The highest specific spending resulted from health tourism (8,993 forints), and was also typical of travellers motivated by holidaying and entertainment (7,296 forints). (In case of longer, four and more night stays, again the specific spending of travellers motivated by health tourism was the highest (7,086 forints). Examining the above figures, excluding the VFR and hobby-type motivations, it can be observed that leisure tourist spending in 2016, totalling 244.7 billion forints, grew by 3.7% compared to the previous year, while the specific spending reached 7,326 forints (up by 1.0%).

2.1.2. Travel characteristics of Hungarian households based on the 2016 report

Among the main motivating factors behind the domestic travel of households, visiting friends and relatives was the most important: one-third (33.3%) of the trips covered were motivated by this reason. Bathing, bathing in adventure pools featured as the main motivation in case of 19.8% of domestic travel, staying in holiday/second homes weighed in with 9.4%, wellness holidays accounted for 7.6%, while visiting historical towns and monuments followed with 6.8%. The destinations in the first five places altogether made up for 76.9% of all the trips taken by households in 2016 (Table 2).

Table 2: Distribution of domestic travel according to the main motivation

Main motivation of travel	N	%
Visiting friends relatives, acquaintances	716	33,3
Bathing, bathing in adventure pools, visiting aqua parks	425	19,8
Spending leisure time in holiday or second homes	203	9,4
wellness	163	7,6
Visiting historical towns, churches and monuments	146	6,8

Source: Characteristics of Hungarian households in 2016

The research also examined in detail what activities the members of the household were doing during the major trip as the main motive for the trip does not fully describe the character of the travel.

The respondents, where the background variable required that they also took part in the trip, were asked to select from a list the activities they completed during the trip.

In the case of major domestic travel, according to the allusion rate, the hierarchy of activities began with passive relaxation (66.7%), closely followed by bathing, bathing in adventure pools and visiting aqua parks (65.2%). 44.4% of households visited historical towns, 35.5% enjoyed meals in restaurants, inns, coffee shops and confectionaries, 21.8% visited friends and acquaintances, 20.6% made use of wellness services, 18.9% went on hiking trips, and 18.4% spent leisure time visiting castles and mansions. 15.4% attended festivals and

other cultural programs and the same ratio is represented by visitors of wineries and cellars for the purpose of wine sampling.

H.1. This hypothesis was only partly verified. The primary domestic travel motivation of the Hungarian population is visiting friends, relatives and acquaintances. However, the primary travel activity pursued in the course of the trip is resting and relaxation.

2.2. Exploratory research: description of travel behaviour of residents of Jász-Nagykun-Szolnok County

In the questionnaire of my own design targeted at residents of Jász-Nagykun-Szolnok County, besides covering questions on general travel habits, specific questions focusing on the respondent's lifestyle and demographic characteristics were also featured. The target group of the survey was the traveller with permanent residence in Jász-Nagykun-Szolnok County, characterized by taking at least one trip per year with the aim of leisure tourism. The sample size was: 322 people.

The structure of the questionnaire was as follows:

- Is it typical of you to travel for touristic purposes: this background variable was employed to screen the people who are less likely to travel or do not travel at all.
- Two questions referred to the length and frequency of the trip. Several answer options were offered for the purpose of descriptive statistics.
- Assessment of other factors influencing travel decisions was done employing a scale of importance. The question was intended to assist the analysis of the impact of the most and least important factors.
- Statements of the VALS2 type questionnaire: included 34 statements. Respondents could indicate on a Likert scale how accurate the statements were in their respect. The responses were interpreted as group generating criteria for the categorization of a travelling lifestyle.
- Question group for the types of leisure tourism: Respondents were asked to mark the type of leisure tourism they took part in most frequently staying inland in the past few years. The question was meant to identify their primary motivation. The questionnaire featured the types of tourism that proved to be the most frequent travel motivation according to the 2016 performance report of the CSO. Respectively, among travel motivations, the leisure tourism types were selected and complemented with the most popular forms including sports, nature and rural tourism. Demographic questions were also included referring to sex, age, and highest qualification. The responses were used as group generating criteria for the purpose of further analysis and examination of correlations.

The exploratory survey was conducted using the questionnaire in the town of Szolnok at the venue of the Travel Expo in 2016. Respondents were selected by simple random sampling assisted by the interviewers. Before the personal completion of the questionnaire, we employed the background variable that the respondent was a resident of Jász-Nagykun-Szolnok County, and typically travelled from home for tourism purposes at least once a year. The objective of the questionnaire survey was to explore the travel habits of JNSz County residents for domestic leisure tourism purposes. A background variable was employed whether the respondent typically travelled for leisure at least once a year spending at least one night away from home.

The objectives of the test interviews via questionnaire were summed up as follows:

- Definition of the most important variables and correlations with the aim of further investigations.
- Acquiring an overview to approach the problem.
- Establishing priorities for further research.

Additional objectives:

- Exploration of the characteristics of domestic leisure travel habits of Szolnok residents.
- Lifestyle segmentation on the sample travel set.
- Definition of typical leisure tourism types corresponding to lifestyle groups.

Hypothesis based on the above objectives:

H2. The travel behaviour of individuals following different lifestyles is characterized by the use of different types of leisure tourism activities as primary motivation.

Consequently, it was hypothesized that travellers following different lifestyles would primarily prefer clearly identifiable types of leisure tourism. Based on the results gained, the primary motivations of the individual segments could be identified.

The results of the explorative survey served as foundation for further comprehensive research. For the purpose of gaining better results and completing further analysis, the questionnaire needed to be modified and made more accurate on the following points:

- Among the factors defining travel decisions motivation featured as the third most frequent influencing factor, therefore the analysis of the

touristic motivation chosen as the theme of the research proved to be a relevant objective.

- The hypothesis that different lifestyle groups are characterized by pursuing clearly identifiable types of tourism did not prove to be true. Consequently, the understanding of further touristic motivations needed deeper investigation.
- In order to better understand touristic motivations and for the purpose of the correlation study constituting the theme of my research, the question group on tourism types was modified and divided into “pull” and “push” question groups considering the motivations behind the decisions.
- In order to provide a wider demographic characterization for the individual lifestyle segments, a question on age was modified to age categories and the group-generating criteria were complemented with questions on income levels, economic activity and family life-cycle.

2.3. Comprehensive research: query of travellers aimed at examining the correlation between lifestyle and touristic motivation

2.4. In the questionnaire of my own design targeted on the Hungarian population, besides the questions aimed at general travel habits, the respondents’ lifestyles and demographic characteristics were also inquired about. Based on the experience gained, the questionnaire used during the exploratory survey was modified. The target group of the survey could be any individual who typically travels away from home with the purpose of leisure tourism at least once a year. Out of the 1,792 questionnaires completed, 1,596 were fit for processing and evaluation.

The structure of the questionnaire was as follows:

- Is it typical of you to travel for touristic purposes: this background variable was employed to screen the people who are less likely to travel or do not travel at all.
- Associative question: respondents were asked in an open question to give one word that comes to their mind when they hear the word ‘tourism’. The aim of the question was to establish the positive or negative charge of the word.
- Two questions referred to the length and frequency of the trip. Several answer options were offered for the purpose of descriptive statistics.
- Assessment of other factors influencing travel decisions was done employing a scale of importance. The question was intended to assist the analysis of the impact of the most and least important factors.
- Statements of the VALS2 type questionnaire: included 34 statements. Respondents could indicate on a Likert scale how accurate the statements

were in their respect. The responses were interpreted as group generating criteria for the categorization of a travelling lifestyle.

- Question group of touristic motivation: 64 „push” and „pull” touristic motivating factors assessed on a scale of importance expressing how important in general that motive was during a particular trip. The answers also served as group generating criteria for the purpose of setting up homogenous groups.
- Demographic questions referring to sex, age, permanent residence, highest qualification, economic activity, family life-cycle, and the category of net income per capita. The responses were used as group generation criteria for the purpose of analysis and examination of correlations.

2.4.1.1. Research objectives, hypotheses, sample and statistical methods

The following were considered as research objectives:

1. The exploration of domestic travel habits, identification and generation of segments based on touristic motivation and lifestyle through the application of multivariate mathematical and statistical methods.
2. By employing primary research, characterisation of the travel habits of the sample surveyed, exploration of the correlations between lifestyle, touristic motivation and other factors influencing decisions.

The following research hypotheses were set up:

H3: Based on my sampling, certain homogenous groups can be identified that are characterized by their lifestyles.

H4: Based on my sampling, certain homogenous can be identified that are characterized by their touristic motivations.

H5: Belonging to different lifestyle groups has an impact on different touristic motivations.

H6: Based on the demographic characteristics of respondents certain homogenous groups can be identified showing differing touristic motivations and habits.

H7: The travel habits of individual demographic groups are defined by different lifestyle characteristics, different motivations and factors.

The sampling unit was defined as the population with residence in Hungary. Before the sampling, the background variable was applied that respondents

travel at least once a year with the purpose of domestic tourism spending at least one night away from home.

The sample size was 1,596 people, which can be considered a national survey (MALHOTRA, 2009.). A simple random sampling was employed avoiding any laws. This provided an opportunity for any individual with residence in Hungary to complete the questionnaire without restrictions on age.

2.4.1.2. Conceptual modelling

To test the hypotheses a causal model was set up (path model), which exposes cause and effect relationships with the help of regression models. The following causal relationships were presumed:

- The starting point of our model comprises the endogenous variables of lifestyle, that is, the lifestyle factor group which can influence the perception of the external impact factors: how individuals perceive and what significance they attribute to the external impact factors.
- Lifestyle has an influence on travel motivation factors.
- Lifestyle (beyond the indirect effect above) exerts a direct influence on travel habits.
- Perception of the external impact factors influences the motivation of travel.
- Perception of the external impact factors (beyond the indirect effect above) exerts a direct influence on travel behaviour.
- Motivations have a direct effect on travel habits.

These correlations are displayed in Figure 2, the path diagram.

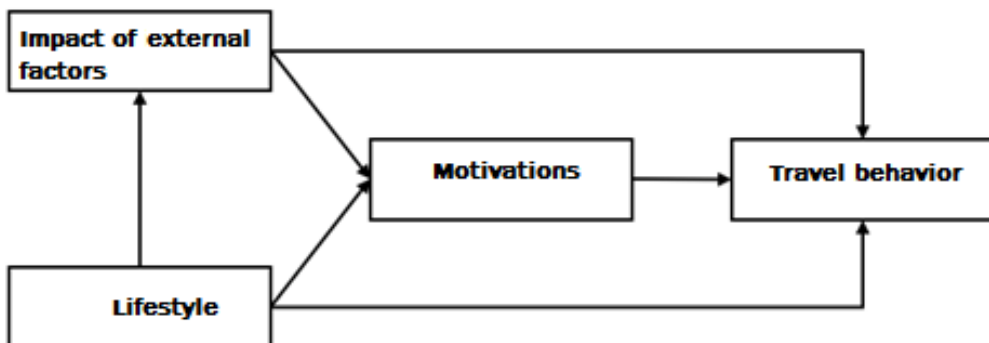


Figure 2: Correlations of factors influencing travel behaviour
Source: own design

Causality relationships in the full sample

A description of the significant causality relationships in the path models was worked out from the full sample.

The verification of causality relationships was done with regression models. The methodology requirements were met in each causal relationship featured and described, namely:

- The regression models are significant (the significance level of the F-test: $p \leq 0.05$).
- The explanatory variables of the model are significant ($p \leq 0.05$).
- The standardised regression parameters (coefficients) are sufficiently high ($\beta \geq 0.1$).

In the full sample, contrary to the conceptual model, none of the motivational factors had an impact on travel habits.

The following impacts could be identified explicitly:

- Lifestyle → Impact of external factors:
 - Mode of transportation as an external impact factor plays an important role in the selection of the trip for individuals belonging to the Survivor and Experiencer lifestyles.
 - The sights as an external impact factor play an important role in the selection of the trip for the Innovators, while for the Survivors they are markedly not important.
 - Cost is not an important external impact factor for the Strivers at all.
- Lifestyle → Motivations:
 - A safe adventure is an important motivation factor for the Innovators, Achievers and Learners, while they are markedly not important for the Survivors and Strivers.
 - Active idyll is an important motivation factor for the Innovators and Achievers.
 - Low-cost travel means an important motivation for the Survivors.
 - Snobbish trips are important for the Experiencers, Innovators and Strivers alike.
 - Culture motivates the Believers, but has no impact on the Survivors at all.
- Impact of external factors → Motivations:
 - People motivated by an active idyll are influenced by the sights.
 - People motivated by low costs are influenced by the mode of transportation and the expenses incurred.
 - People motivated by snobbery are influenced by the mode of transportation and the details of the trip.

- People motivated by culture are influenced by the sights.
- Impact of external factors → Travel behaviour:
 - Costs and details of the trip as external impact factors exert a negative influence on travel behaviour, the same way as if someone has a dominantly Survivor lifestyle.
 - An Experiencer lifestyle, however, influences travel behaviour in a positive way.

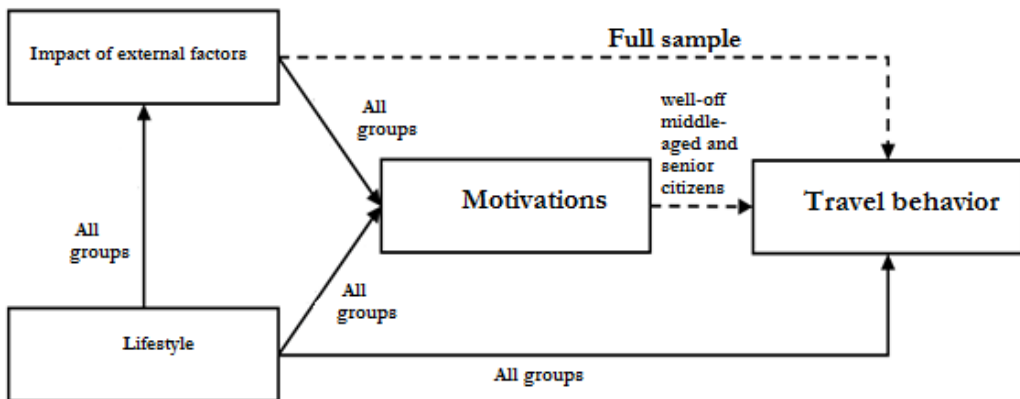


Figure 3: Comprehensive block diagram of the causality model derived from the four segments examined highlighting the differences between the groups

Sources: own design

3. NEW AND NOVEL RESULTS

The new and novel results of my research are summarized and assessed according to the corresponding hypotheses.

1. Based on the results of the research it can be established that the travellers interviewed can be characterised by their lifestyles. Eight lifestyle groups were distinguished fully corresponding to the results of the VALS2 research. Hungarian travellers can also be divided into eight groups according to their lifestyles. The referenced eight lifestyle groups are as follows: Survivors, Experiencers, Believers, Innovators, Achievers, Strivers, Learners, and Thinkers.

For the verification of the hypothesis a factor analysis method was used. The starting conditions of the factor analysis were met as the value of the KMO test was „satisfactory” (so the variable set shows a correlation), and the Bartlett test proved significant (so the variables do not correlate). The definition of the number of factors was decided on *a priori* principles. The whole accounted variance came to 58.397%, which signifies a still acceptable loss of data.

2. Based on the results of the empiric research, it can be established that the travellers interviewed can be characterized by their touristic motivations. Five touristic motivating factors were distinguished as follows: safe adventure, active idyll, economical, prestigious, and cultural.

To verify the hypothesis, the method of factor analysis was employed. The starting conditions of the factor analysis were met as the value of the KMO test was „very good” (so the variable set shows a correlation), and the Bartlett test proved significant (so the variables do not correlate).

3. It was verified that the travellers’ belonging to different lifestyle groups makes a different impact on the particular touristic motivations:

- Survivors are motivated by low costs.
- Experiencers are motivated by prestige.
- Innovators are motivated by safe adventure and active idyll.
- Achievers are motivated by active idyll.
- Strivers are motivated by prestige.
- Learners are motivated by safe adventure.
- Thinkers do not show a dominant motivating factor.

To verify my hypothesis, a path model based on linear regression was employed. The standardised regression coefficients (β) exceeded the 0.1 value in each case and proved significant ($p < 0.05$). Apart from that, the individual models were also significant, meaning the significance level of the F-test

remained under 0.05 in each case. The determinative coefficient was: $R^2 = [12.4\%; 67.3\%]$. Based on these, the individual external impact factors were typically explained by lifestyle (though occasionally to different rates) to 3.2-6.3%, while motivations were explained by external impact factors and lifestyle together to 12.4-67.3%. The part-model with the highest explanatory force proved to be the regression model explaining safe adventure, while all the factors explained the changes in travel behaviour to 7.8%.

4. Based on the criteria of age, income, composition of household and frequency of travel, four clusters were identified, namely: impecunious tourists, country-trotters, childless young people and well-off middle-aged and senior citizens.

To provide foundation for the thesis a related causal variable was developed. For the criteria of group generation the ones with a relatively high variance in the sample were selected.

5. The factors making an impact on the individuals belonging to the particular clusters were identified.

Among the external influencing factors tourist sights make a significant impact on country-trotters and well-off middle-aged and senior citizens. Costs are most likely to influence impecunious tourists, however, have no impact on country-trotters and senior citizens. Based on motivating factors, the following significant correlations can be established: Travellers motivated by active idyll are squarely the country-trotters. Childless young people are not motivated by active idyll. Economic travel is squarely the motivation of impecunious tourists and makes the slightest impact on the country-trotters and well-off middle-aged and senior citizens. Prestige as motivating factor is most typical of childless young people and, to a smaller degree, of country-trotters. Culture as motivating factor belongs to well-off middle-aged and senior citizens and, to a smaller extent, to country-trotters, but does not motivate impecunious and childless travellers at all.

By cross-cutting the clusters and the generated factors, it could be shown what individual features characterize the social groups marked by the clusters according to the particular factors. The method chosen to prove this was the variance analysis.

6. It was established that homogenous clusters show diverse travel habits.

To test the hypothesis the method of factor analysis was employed. The averages of the travel behaviour variable can be compared with the categories of the individual demographic variables, and with the help of variance analysis, it can be established whether the variable shows a deviation or not. A significant deviation could be measured between the individual homogenous clusters

($F=454.934$; $p=0.000$): the country-trotters activity being the highest (such a high average cannot be measured in any other category of a demographic variable), while the average of the other three clusters was evenly low.

7. It was verified that the travel habits of definite homogenous clusters were influenced by different lifestyle characteristics, touristic motivations and other external factors.

For testing and verifying the hypothesis, complex path models were used. To achieve this, the same path model had to be worked out for the full sample and for each particular cluster, respectively. The chosen method was a series of path models based on linear regression.

The impacts listed above were all significant, the standardised regression coefficients (β) exceeded in each case the value of 0.1 and proved significant ($p<0.05$) Apart from this, the individual models proved also significant meaning the significance level of the F-test remained under 0.05 in each case. The explanatory power of the models is attested by the R^2 indicator.

On this basis, the individual external impact factors were typically explained by lifestyle (though occasionally to different rates) to 3.2-6.3%, while motivations were explained by external impact factors and lifestyle together to 12.4-67.3%. The part-model with the highest explanatory force proved to be the regression model explaining safe adventure, while all the factors explained the changes in travel behaviour to 7.8%.

Based on my research, it can be established that travel behaviour is influenced by lifestyle, while motivations for travel are influenced by lifestyle and the perception of external impact factors.

4. CONCLUSIONS

In the first part of my dissertation, through the processing of the relevant Hungarian and international trade literature, an overview was given of the system and characteristics of tourism, and the specific features of touristic demand and supply. The examination of the general features of consumer behaviour research was followed by the exploration of consumer behaviour in tourism, the tourists' motivation and behaviour habits.

On this basis the following conclusions have been drawn:

- An understanding and analysis of consumer behaviour is getting an ever greater attention in scientific research and practical applications since the key to successful marketing is a profound knowledge of the behaviour of potential buyers and consumers living in national or international cultures.
- Consumer behaviour is influenced by innumerable factors, and various research projects have identified and explained them in different ways.
- Touristic demand and the accompanying touristic consumer behaviour is an extremely complex process, since it is not a single product or service that is offered to the travellers and tourist, but some aggregate of them.
- The major part of the world's tourist turnover can be connected to leisure tourism. Its specific feature is that people travelling together are usually belong to a family or group of friends and less often to the workplace.
- They lifestyle, social composition of the world's population and the development stage of individual countries are in a constant flux. These changes, among others, make an impact on tourism and its performance, too. It is advisable to get prepared thoroughly for these changes affecting tourism well before they befall. Former marketing strategy policies have to be revised, and the changes in consumer behaviour and habits have to be followed.
- Travel decision is the outcome of a very complex process. The factors influencing the decisions have been described by researchers in many different ways employing numerous methods. Summarily, it can be noted about the impact factors that travel decisions are influenced both by the characteristic features of the individual and both the external factors independent of the tourist.
- Travel decision cannot be made without touristic motivation, since according to the principle of the three-legged stool, motivation is one of the most important "coercive" forces.
- A deeper investigation into the importance of lifestyles goes back to the beginning of the 70s. It was then that researchers started to realize that

the demographic factors applied earlier to the analysis of consumer behaviour proved insufficient. In order to analyse consumer decisions and recognize and understand factors with deeper content behind the decisions, further factors had to be taken into consideration.

The results of my own research, setting up new theses:

- The Hungarian Tourism Agency publishes a report on the performance of Hungarian domestic tourism every year. The accomplishments of domestic tourism can also be found in the database of the Central Statistical Office. Based on the data in the documents, it can be established that the primary touristic motivation for the Hungarian population in domestic travel is visiting friends and relatives, however, the primary activities pursued meanwhile are resting and relaxation.
- Based on the results of empiric research it can be established that the travellers interviewed can be characterized according to their touristic motivations. Five touristic factors were extrapolated, namely: safe adventure, active idyll, economical, prestigious and cultural.
- The travellers interviewed can be characterized according to their lifestyle. Eight different lifestyles were extrapolated that fully correspond to the results of the VALS2 research. Hungarian travellers can be divided into eight groups according to their lifestyle characteristics, namely: Survivors, Experiencers, Believers, Innovators, Achievers, Strivers, Learners and Thinkers.
- Belonging to a particular lifestyle group has a diverse effect on the different touristic motivations:
 - Survivors are motivated by low costs.
 - Experiencers are motivated by prestige.
 - Innovators are motivated by safe adventure, prestige and active idyll.
 - Achievers are motivated by active idyll.
 - Strivers are motivated by prestige.
 - Learners are motivated by safe adventure.
 - Thinkers do not show any dominant motivating factor.
- Based on the criteria of age, income, composition of household and frequency of travel, four clusters were identified, namely: impecunious tourists, country-trotters, childless young people and well-off middle-aged and senior citizens.

- The travel behaviour of the defined homogenous clusters are influenced by different external factors, lifestyle characteristics and different touristic motivations.

Importance of the research and its practical applicability:

- My comprehensive primary research, through its new and novel results, can fill a void in the trade literature of tourism written in Hungary both from the theoretical and the practical point of view. Trade literature available in books, journals and online publications, though they investigate touristic behaviour, the deep interpretation and evaluation of the correlation between touristic motivation and lifestyle plays a minor role.
- My primary research examines the demand size of the tourism market expansively and gives an insight into the primary touristic motivators of travellers pursuing different lifestyles when it comes to deciding on domestic leisure travel. Nevertheless, a clear and easily interpretable difference can also be shown between the individuals' lifestyles and their touristic motivations during domestic trips.
- From the theoretical aspect, it helps to understand what factors influence travel behaviour and to what extent, as it gives a deeper insight into the theoretical background of touristic behaviour and the investigation of the factors influencing decisions. A systematic account is also given of how different researchers offer different standardization of tourists based on different characteristic features. The results of the Hungarian and international trade literature related to the theme have been mapped and systematized in the following categories: terms of tourism, system of tourism, demand and supply in tourism, characteristics of consumer behaviour, consumer behaviour in tourism, touristic motivation and lifestyle.
- A conceptual model was produced describing how touristic motivation, lifestyle and external factors make an impact on travel behaviour.
- With the help of a survey never employed in Hungary before, it was explored what correlation exists between touristic motivation and lifestyle.
- Through empiric research, motivation groups were mapped and identified concerning domestic travel habits.
- Potential utilization of my research results in forming different tourism development concepts: each county in Hungary works out a tourism development concept with the aim of defining and achieving medium and long-term objectives. Each concept defines tasks and objectives to increase the number of domestic tourists and encourage sales of touristic services. Certain sections or even the full range of my dissertation can complement the tourism development concept of a given county

providing guidelines concerning the recognition and analysis of tourist types and mapping their travel behaviour.

- From the practical aspect, my dissertation could assist primarily the marketing activity of the service provider at a given destination thereby contributing to the improvement of their performance. The results of my investigation could provide guidelines to shaping the touristic supply with respect to product development and improved communication as well.
- The findings related to the travel habits of motivational, lifestyle and demographic groups could prove useful in the hands of a decision-maker for the application of statistical methods in predicting future trends in the market.
- Segmentation is the key to successful marketing activity. The results of my research could prove useful for the tour operators and service providers in the preparatory phase of the following year's catalogue, brochure or program booklet. The results of my research support the recognition of the needs of individual consumer segments.
- The results of my empiric research can be used for educational purposes, for writing notes for students or books to foster a deeper understanding of the travel habits of tourists.

Limitation of the research and the possibilities of its extension

- The touristic trends and megatrends mentioned earlier constantly alter the specific nature of the travel market and the touristic demand. The query period of my comprehensive survey comprised only a few months, nevertheless, touristic trends keep changing from year-to-year showing new tourist needs and characteristic features. Consequently, according to the forecasts, travellers' motivation, its complexity and weight changes from time-to-time. It can be supposed that at the time of a new survey done different results will be reached concerning domestic travel habits.
- The research into touristic behaviour is a very complex area and does not lend itself easily to investigation. The questions and aims concerning the examination of psychological factors when choosing the theme were somewhat narrowed down which resulted in omitting several significant variables that could have modified the results concerning, for example, the traveller's character and lifestyle.
- The research concerned exclusively the travel habits of domestic tourists which, in turn, limits the applicability of its results. An investigation into the travel habits of Hungarian citizens for both domestic and foreign travel would no doubt dither the image to a great extent.
- The survey was comprehensive, therefore if a specific target area, region, county or service provider were to request an investigation, the questionnaire would have to be concretized and adjusted according to

destinations or service providers and concerning the incoming travellers and tourists.

- The 1,596 questionnaires received from the guests provided a sufficiently large sample, but during their processing a possible distortion of the answers' truth content was raised since the VALS lifestyle questionnaires included questions about religious affiliations and sexual identity as well. Thus, it could happen that respondents filled in questions deliberately distorted or hiding the truth in spite of the interview's voluntary nature and the anonymity guaranteed.
- The summary of trade literature concentrated only on a deeper analysis of the touristic demand constituting the basis of the theme. Touristic supply was described and analysed only at the level of reference through its insertion into the system of tourism. The future course line of my research focuses on the correlation between touristic demand and supply which cannot leave out a deeper analysis of touristic supply.

5. PUBLICATIONS RELATED TO THE THEME OF THE DISSERTATION

1. Scientific journals

In Hungarian

- Kalmárné Rimóczi Csilla – Dr. Lenkovics Beatrix (2018): Turisztikai motiváció és életstílus összefüggéseinek vizsgálata a magyarországi belföldi turizmusban, Acta Universitatis Sapientiae, Sapientia Erdélyi-Magyar Tudományegyetem, Csíkszereda (megjelenés alatt)
- Kalmárné Rimóczi Csilla – Lengyel Attila – Hering Krisztina (2016): Utazási döntéseket befolyásoló motivációk szerepe a turisztikai szolgáltatások piacán, Valóság, LIX. évf. 12.sz.
- Kalmárné Rimóczi Csilla (2016): Életstílus alapú szegmentáció a szabadidős turizmusban, Turisztikai és Vidékfejlesztési Tanulmányok, I. évf. II. szám, pp. 73-87. ISSN 2498-6984

In English

- Csilla Kalmár-Rimóczi – Beatrix Lenkovics (2015): Examination of internal factors in travel and travel decisions (literature review), European Scientific Journal, February, Vol. 11. No. 5 ISSN: 1857 - 7881 (Print) e - ISSN 1857- 7431
- Kalmárné Rimóczi Csilla – Dr. Kóródi Márta (2018): Motivation and satisfaction of tourists who spent their holidays along river Tisza, Pannon Management Review, Veszprémi Egyetem, Veszprém (megjelenés alatt)
- Csilla Kalmár-Rimóczi – Márta Kóródi (2015): Motivation for travel and satisfaction of tourists spending their holidays along the Tisza river, Regional and Business Studies, Vol.7. No. 1., ISSN: 2061-2311

2. Talks at scientific conferences

In Hungarian

- Hering Krisztina – Kalmárné Rimóczi Csilla – Lengyel Attila (2012): Turisztikai információforrások és motivációk szerepe az utazási döntésekben, Vállalkozói és gazdasági trendek a Kárpát-medencében konferencia, Sapientia Erdélyi Magyar Tudományegyetem, Csíkszereda, Vállalkozói és gazdasági trendek a Kárpát-medencében konferencia, ISBN 978-606-8052-76-2, ISBN 978-606-8052-77-9, I. kötet. pp 127-143.

- Kalmárné Rimóczi Csilla (2011): Turisztikai motiváció változása a belföldi turizmusban, Magyar Marketing Szövetség Marketing Oktatók Klubja, 17. országos konferencia, Pécs konferenciakötet, ISBN 978-963-642-392-6
- Kalmárné Rimóczi Csilla – Horváth Pál (2011): Az ökoturisztikai motiváció megjelenése a hazai turizmusban, p. 43 XVII. Nemzetközi Tehetség gondozási – Környezetvédelmi és Vidékfejlesztési Diákkonferencia, Szolnok ISBN 978-963-87874-9-1

In English

- Kalmárné Rimóczi Csilla – Hering Krisztina – Lengyel Attila (2012): Information sources and motivations influencing travel decisions in tourism, 7th International Conference for young researchers, Szent István Egyetem, Gödöllő ISBN: 978-963-269-319-4, pp 106-110.

3. Other publications

Book and chapter of a book

- Szabó A.- Lengyel A. - Kalmárné Rimóczi Cs. (2014) Ökoturizmus szervezésének, fejlesztésének módszertana In.: „Táji értékeken alapuló fenntartható turizmus fejlesztése” projekt tananyagcsomagja, SZF-TÖA, Szolnok, ISBN 978-963-89935-3-3
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- Péntes Erzsébet – Kalmárné Rimóczi Csilla - Horváth Pál (2011): Ökoturizmus in Turisztikai terméktervezés és fejlesztés, „Komplex megközelítésű digitális tananyagfejlesztés a közgazdaságtudományi képzési terület turizmus alap- és mesterszakjaihoz” Pécsi Tudományegyetem (szerk. Michalkó Gábor) ISBN: 978-963-642-435-0 (elektronikus tananyag)

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- Lenkovics Beatrix - Kalmárné Rimóczi Csilla - Magyar Dr. Horváth Kinga - Dr. Fekete- Frojimovics Zsófia (2017): A gasztroturizmus helyzetének vizsgálata Nógrád megyében, Sport-Gazdaság-Turizmus Kautz konferencia, Széchenyi István Egyetem, Győr (megjelenés alatt)
- Lenkovics Beatrix - Kalmárné Rimóczi Csilla - Koós Brigitta (2014): The development possibilities of one of the most beautiful world heritage sites of Hungary including the protection of the traditional values, via the example of Hollókő, X. Annual International Conference on Economics and Business, Sapientia Erdélyi Magyar Tudományegyetem, Csíkszereda, ISBN 978-606- 661- 017- 9
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- Bakos Róbertné, Kalmárné Rimóczi Csilla, Kóródi Márta, Szabó Attila (2017): Élményígéret megjelenése a vidéki éttermek online kommunikációjában, GRADUS 4:(2) pp. 508-513.
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