sustainability

MDPI

Article

Digital Traffic and Guest Profile Analysis of a Rural Accommodation: An Exploratory Case Study from Győr–Moson–Sopron County

Ferenc Darabos [1] and Dániel Dóra [2,*]

[1] Department of Tourism and Hospitality, Faculty of Business and Economics, Széchenyi István Egyetem, Egyetem tér 1., 9026 Gyor, Hungary; darabos.ferenc@ga.sze.hu
[2] Doctoral School of Regional and Economic Sciences, Széchenyi István Egyetem, Egyetem tér 1., 9026 Gyor, Hungary
* Correspondence: doradanika@gmail.com

Abstract

The digital transformation of the tourism sector, coupled with the proliferation of automated data reporting systems, has rendered precise, data-driven guest analysis accessible even to small, rural lodging businesses. The present study examines visitor behaviour and consumer habits through an embedded case study in Győr–Moson–Sopron County. The objective of the research is to explore the demographic characteristics, the purpose of travel, and stay habits of rural tourism consumers, with a view to laying the groundwork for a more effective, segment-specific marketing strategy. The research also highlights aspects of sustainable tourism management and sustainable consumer behaviour. The methodological framework of the study was provided by primary data from the National Tourism Data Centre (NTAK) for the year 2025. The empirical research employed a quantitative, cross-sectional approach; the analysis was based on a sample of 250 valid cases, representing the total annual revenue of a small rural business. In the statistical analysis, descriptive methods, cross-tabulation, and the chi-square test were utilised. The findings underscore substantial intercorrelations among the indicators examined, with a pronounced correlation evident between guests' gender and the purpose of their trip. Furthermore, a moderate correlation was identified between the guests' purpose of travel and their length of stay, as well as between the guests' region of origin and the purpose of their trip. In addition, a fourth hypothesis was subjected to testing using binary logistic regression, which revealed a highly significant predictive relationship between the age of guests, the purpose of their travel, and the length of their stay (1–2 vs. 3+ nights). Concurrently, cross-tabulation revealed that there was no association between trip purpose and weekend arrivals, thereby establishing a clear temporal distinction between weekday-dominated business trips and weekend-concentrated leisure visits. The study's findings offer direct, practical guidance for the development of communication strategies tailored to specific target groups. These recommendations facilitate the optimisation of capacity utilisation and the enhancement of the competitiveness of rural accommodation providers in the digital market. In doing so, this paper provides a rigorous framework for analysing sustainable tourism outcomes from an operational and economic perspective. It also establishes methods through which data-driven segment management can be used to mitigate rural seasonality, maximise capacity optimisation, and strengthen local economic resilience. This can be achieved by securing steady tourism cash flow during the traditional business off-season.

Keywords: behavioural patterns; demography; guest profile analysis; rural tourism

Check for updates

Academic Editor: Harry Coccossis

Received: 18 September 2026
Revised: 26 October 2026
Accepted: 30 October 2026
Published: 2 November 2026

Copyright: © 2026 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license.

1. Introduction

The contemporary tourism sector is characterised by intense competition in the market and a growing demand among visitors for unique experiences. In the contemporary consumer landscape, there is an increasing demand for personalised and high-quality services. This has led to a need for rural accommodations to develop unique selling propositions in order to remain competitive and meet the expectations of their clientele. Despite the extensive discussion of the macro-level functions of rural tourism in the extant literature, a micro-level, data-driven analysis of actual consumer behaviour has received comparatively less attention in domestic research to date. The present study focuses on an empirical examination of visitor behaviour and consumer habits in the rural tourism segment, thereby bridging the gap between macro-level theories and market realities.

The research scope encompasses rural accommodations, with a focus on their distinctive capacities and guest profiles, with particular attention given to the specific context of Győr–Moson–Sopron County. The region's distinct appeal for rural tourism in Hungary is attributable to its favourable geographic, infrastructural and cultural conditions. Its strategic positioning along major transportation routes and corporate industrial zones contributes to a steady influx of transit and business demand. In order to gain a more profound understanding of the processes involved in consumer decision-making and operational dynamics, the present study focuses on evaluating four fundamental hypotheses:

- H1: There is a significant correlation between guests' *travel purpose* and the *time spent* at their destination.
- H2: The *region of origin* influences *the purpose of travel*; that is, there is a correlation between *the purpose of travel* and *place of residence*.
- H3: There is a correlation between guests' *gender* and the primary *purpose of travel*.
- H4: *The purpose of the trip* (business or leisure) and *weekend arrival* (yes or no) are independent factors.

Adhering to this logical structure, the literature review presents the theoretical and legal frameworks of rural tourism, as well as travel habits in other countries and the international literature about business guests.

The Methodology Section provides a comprehensive exposition of database management and variable formulation. This is followed by the Results Section, which presents descriptive statistics, categorical cross-tabulations, and the binary logistic regression model. The final sections of the study, Evaluation and Conclusions, respectively, offer a comprehensive overview of the empirical findings within the broader context of domestic and international academic research. These sections also provide a concise synthesis of the most salient management lessons that emerge from the study, focusing on the issue of rural economic resilience.

In this study, the concept of sustainability is approached from a strictly economic and managerial perspective. While the environmental dimensions of rural tourism are widely recognised in the literature, the survival of small-scale rural lodging establishments depends largely on their operational sustainability. Consequently, the sustainability outcome of the model is defined as the capacity to attain long-term economic viability. The measurement of success is achieved through the precise optimisation of capacity, the smoothing of seasonal demand fluctuations, and the development of local economic resilience, particularly through the attraction of business tourism even outside the traditional leisure season.

https://doi.org/10.3390/su182111147

2. Literature Review

2.1. Explanation of the Concept of Rural Tourism

One of the most common forms of tourism is rural tourism, which essentially consists of a range of tourism and hospitality activities that take place in a village or farm setting. Alternatively, it can also be interpreted as a form of tourism in which accommodation is provided by rural families. Many believe that rural tourism and village tourism are one and the same, despite their distinct characteristics. Villages are rural areas that become tourist destinations due to their physical uniqueness, cultural and social values, and the local community. Rural tourism encompasses activities that are in harmony with nature, the countryside, and the lifestyle of the locals [1].

Tourism activities in rural areas have increased significantly in most developed countries since the 1970s and have played a key role in the development of many economically and socially underdeveloped rural regions [2,3]. However, rural tourism is not a contemporary phenomenon. In fact, it has existed since the Industrial Revolution and, accordingly, has been widely studied by tourism researchers over the years. Despite the long history of rural tourism and the widespread scholarly interest in it, its definition remains a subject of debate. The most common definition is "tourism taking place in rural areas" [4], although most scholars consider this too broad and inadequate [5]. Oppermann (1996) [6] defines rural tourism as "activity taking place in non-urban areas where people engage in (land-related) economic activities, primarily agriculture; a permanent human presence appears to be a defining requirement." This definition is more precise than Lane's, as it emphasises that, among the human activities present in rural tourism, agricultural activities are particularly important. Agriculture has traditionally formed the economic backbone of rural areas; thus, there is a direct link between agriculture and tourism [7].

The concept of rural tourism is described and defined in Sections 2 and 3 of Government Decree No. 239/2009 (X.20.) [8], which reads as follows: "rural lodging: in settlements with fewer than 5000 residents, excluding settlements not listed in Annex 1/3, as well as spas registered under separate legislation on natural therapeutic factors, and accommodations located in rural, non-urban areas whose purpose is to comprehensively showcase rural living conditions, local rural customs and culture, as well as agricultural traditions—including, where applicable, related services—and which may also provide meal services to guests as a supplementary service in accordance with the rules governing hospitality activities conducted in a household setting" [8].

According to the definition by Eurogites (European Rural Tourism Federation): "Within the framework of the global tourism economy, rural tourism encompasses agricultural areas, natural resources, cultural heritage, rural settlements, the promotion and sale of local traditions and products through product categories specifically tailored to tourism that reflect regional identity and meet consumers' needs for lodging, gastronomy, leisure activities, participation, entertainment, and other services, while keeping in mind the goal of local sustainable development and providing an appropriate response to the leisure needs of modern society, based on a new solidarity between urban and rural areas." [9].

Although the theoretical models presented [1,6] and international recommendations (Eurogites) clearly define the macro-level socio-economic functions of rural tourism, the micro-level analysis of demand dynamics, which forms the basis for legal regulation of the supply side [8], and the micro-level analysis of actual consumer behaviour have received less attention in domestic research to date. The realisation of international trends and domestic rural development goals ultimately depends on whether rural accommodations are able to attract consumer segments with modern, differentiated needs.

The post-transition modernisation process mentioned by Kovács ([10]) has led to a new milestone: the digitisation of tourism and data-driven operations. In contrast to

the methodological limitations of previous studies, which often relied on subjective or difficult-to-verify data, this study draws on the National Tourism Data Centre's (NTAK) 2025 primary traffic database.

Based on the responses received, we can examine in practice the "modern social leisure needs" highlighted by Eurogites. By applying a quantitative, cross-sectional methodology (including descriptive statistics and the chi-square test), it becomes possible to precisely quantify whether the travel purposes described in the literature, demographic backgrounds, and characteristics of the regions of origin are significantly correlated with the length of stay and consumer habits at rural accommodations. The research thus provides direct empirical evidence of how the "rural identity and value system" [1] formulated in theory can be transformed into measurable market success and a target-group-oriented marketing strategy in 21st-century rural tourism.

2.2. Business Guests in Rural Tourism (Analysis of Previous Studies)

In analysing the behaviour of business travellers who choose rural destinations, we identified four fundamental approaches from the international literature that provide a methodological foundation for the rural dimensions of corporate tourism.

The economic and sectoral dimension of tourism centres on the use of the accommodation and catering infrastructure provided by the service sector. This functional framework can be directly extended beyond leisure travel to include the market behaviour of guests arriving for corporate conferences, engineering or professional fieldwork, and traditional business trips [11–13].

According to Rosalina ([14]) and Greffe ([15]) definition characterises a rural destination as a trip outside the visitor's usual living and working environment, clearly reflecting the demand-side approach to rural tourism. This approach aligns closely with the general statistical logic of tourism and, as a result, encompasses all visitor arrivals that do not take place at the sending organisation's official workplace [14,15].

In line with a supply- and business-oriented approach and also presented in Rosalina's article ([14]), Gannon ([16]) defines rural tourism as the totality of local businesses that sell various products and services directly to visitors. Since this concept focuses primarily on the purchase of local services and lodging, without restricting the primary purpose of the trip, the revenue generated by paying business guests at rural accommodations can, from a methodological standpoint, be fully integrated into this theoretical framework [14,16].

The geographic and spatially based approach (Frochot [5], Harpley & Sharpley [17]) recommends using the concept of tourism in rural areas in a broader context rather than "rural tourism" in its strict sense, which, according to Dong ([18]), essentially encompasses all tourism activities taking place in non-urban environments [18,19].

This approach is based purely on the territorial–geographical nature of the destination, regardless of whether the visitor is staying in the given rural area for recreational, agritourism, or professional business purposes [17,18,20].

In the context of a hybrid business–recreational approach, Walas and Némethy ([21]) point out that one distinctive and increasingly significant category of visitor flows in rural settings is so-called "bleisure" (business and leisure) travel. This trend, which organically combines elements of business travel (work) and recreation, appears within the theoretical and practical frameworks of rural tourism [21].

Incidentally, in our research, we also highlight this phenomenon, taking into account the nature of the company.

The literature clearly supports the view that travellers arriving for business and work purposes contribute significantly to destinations' revenues and help reduce seasonality.

Typical examples of temporary stays for work purposes include: construction workers assigned to project sites for extended periods, seasonal workers, employees on business trips, agricultural workers, and stays related to corporate projects. In such cases, the primary motivation for relocating is to work and earn an income rather than to enjoy leisure activities.

The research highlights that rural work-related and business tourism generates higher spending and off-season demand, but its sustainability requires the involvement of the local community and the protection of traditional values [22].

2.3. Travel Purpose in Rural Tourism

What factors encourage tourists to choose rural destinations? Unlike general tourism, where tourists' motivations for travel are extremely diverse, rural tourism has gained prominence in the tourism market by focusing on a single specific attraction on which it relies, for example, the landscape, rural life, architecture, or the environment. Therefore, it is necessary to examine the main characteristics of visitors showing such interest [23].

The environment was found to be the main motivating factor for tourists travelling to rural areas of Serbia, while the opportunity for adventure activities was the least desirable [24]. Other motivations mentioned included a desire for a sense of freedom, relaxation, trying new and different things, interacting with nature and local hosts, and learning about different lifestyles, history, culture, etc. A study conducted in Extremadura, Spain, highlighted new motivations among tourists when selecting rural destinations, such as authenticity, personalised educational and emotional experiences, and a direct connection to one's own roots [23,25]. Tourist segmentation is a very important issue that has been examined by numerous researchers, as motivations and preferences vary by country. In rural areas of Korea, tourism is sought for "learning" opportunities, "excitement," or "family bonding," rather than for the countryside itself [25]. The perspective is quite different in Western Europe, where rural destinations are viewed as sources of aesthetically pleasing landscapes and as opportunities to admire the natural environment, flora, and fauna [26–28], and above all, to experience tranquillity [29–32]. In The Gambia, Africa, rural tourists seek out nature and heritage experiences and coastal attractions [27], while Spanish tourists are drawn to outdoor or cultural activities, or simply to typical rural life [28]. Furthermore, rural tourism is considered an important factor for older and disadvantaged communities, both in the summer and during major holidays such as Christmas or Holy Week [29]. Tourists' preferences must be analysed from various perspectives. Regarding the types of accommodation preferred by tourists when choosing rural destinations, preferences are diverse, and low cost is often an important criterion in the selection process [30], so cabins, campgrounds, and small hotels top the list of tourist preferences in Lebanon. The same authors found that summer is the most popular season for rural vacations, most tourists travel independently, and the ideal group size ranges between 5 and 10 people. In terms of duration, one-day or weekend trips are the most preferred for rural destinations, and travel habits are influenced by friends and family [30]. In China, long-term vacations spent in rural areas are viewed as an important element in boosting the rural economy, but for longer trips, several factors must be considered at the destination, including comfort, the rural characteristic itself, publicity, and recognition [31]. Even more surprising is the fact that rural tourism facilities take on different characteristics for urban consumers, who tend to value the natural simplicity of these facilities over luxury and elegance [32]. In Romania, rural tourism is still a relatively new tourism product for residents, who often prefer the mountains or the sea during their vacations, while only 2% stated that they would choose a rural tourism destination [33]. Many scholars believe that the potential for sustainable development is very high [34–38]. Rural tourism and agritourism have developed rapidly in Romania over the past few decades [35]. According to studies conducted in Romania,

agritourism guesthouses are the most sought-after form of accommodation in rural areas, among both foreign and Romanian tourists [36].

In terms of motivation, tourists' preferences in rural tourism vary from country to country due to differing conditions. For example, in the United Kingdom, the Benelux countries, and other Northern European nations, the range of active outdoor activities stands out (mountaineering, horseback riding, cycling, etc.). In contrast, in several countries of Southern Europe, the main motivating factors are primarily the rural lifestyle and the experience of folk culture, while in the surrounding Central and Eastern European countries and German-speaking regions, the complex interplay of rural life and nature is a key motivator. In Hungary, alongside recreational and nature-based activities, festival and gastronomic tourism (including wine-related activities) play leading roles [39].

Theoretical findings by Molnár and Reményik ([39]) indicate that in Hungary, alongside recreation, gastronomy and wine culture are the main drivers of rural tourism, which provides an excellent starting point for research. However, the local, micro-level manifestation of these national trends has so far been poorly substantiated by data in the context of small domestic accommodations.

The aim of our recent research is precisely to fill this gap in the literature. This study was set in Győr–Moson–Sopron County, which, through its geographical and cultural characteristics (the nature-exploring opportunities offered by Szigetköz and Fertő-Hanság National Parks, as well as the culinary and festival offerings of the Pannonhalma and Sopron wine regions), reflect the key elements of the Hungarian rural USP (Unique Selling Proposition) described by Molnár and Reményik ([39]) and Darabos et al. ([40]). Due to its location (near major transportation routes), transit travellers and guests staying in the area for business purposes account for a large portion of the traffic.

2.3.1. Characteristics of Győr–Moson–Sopron County

The economic and tourism synergies of the Győr–Vienna–Bratislava corridor (Golden Triangle) are analysed in detail in the study by Darabos et al. ([41]). Their study points out that the proximity of the Austrian and Slovak borders, as well as its role as a "gateway" to the West, ensures a steady stream of international demand for the county's smaller settlements (such as the villages in the Sokoró Hills and the Fertő region), which sets the local tourism offerings on a unique growth trajectory [41].

The economic and industrial dominance of Győr–Moson–Sopron County is also unique in terms of rural tourism; due to the strong industrial bases of Győr and Mosonmagyaróvár (See Figure 1, High-and Motorways), a significant portion of the county's lodging capacity is occupied from Monday to Thursday by business travellers, engineers, project workers, and corporate partners. The research profile and practical base of the Department of Tourism and Hospitality at Széchenyi István University also confirm that, in this region, traditional leisure tourism is inseparable from the management of business hospitality. Whilst conventional tourist regions encounter a marked decline in activity during weekdays and in the winter and spring months, the province of Győr–Moson–Sopron is able to mitigate this fluctuation through the facilitation of corporate travel. As indicated in trend reports from the MTÜ National Tourism Data Centre (NTAK), the accommodation capacity utilisation rate in the Győr–Pannonhalma region remains consistently high, even during the off-season period. This phenomenon can be attributed to the catchment area of the industrial parks in the region. This phenomenon is also evident in the market for rural and private accommodations, as evidenced by the Szigetköz region and the Sokoró Hills. The region's strength lies in the so-called "Western Model", whereby rural accommodations benefit from everyday business tourism (project workers, corporate partners) due to the high level of industrial development. Furthermore, the enhanced purchasing power that

is attributable to commuting from Austria is reflected in the superior service quality and the ongoing improvements that are being made. In addition to providing accommodation for families and tourists during weekends, there has been an increasing tendency among high-end guesthouses to position themselves as venues for corporate team-building events, mini-conferences and off-site executive meetings during weekdays [42,43].

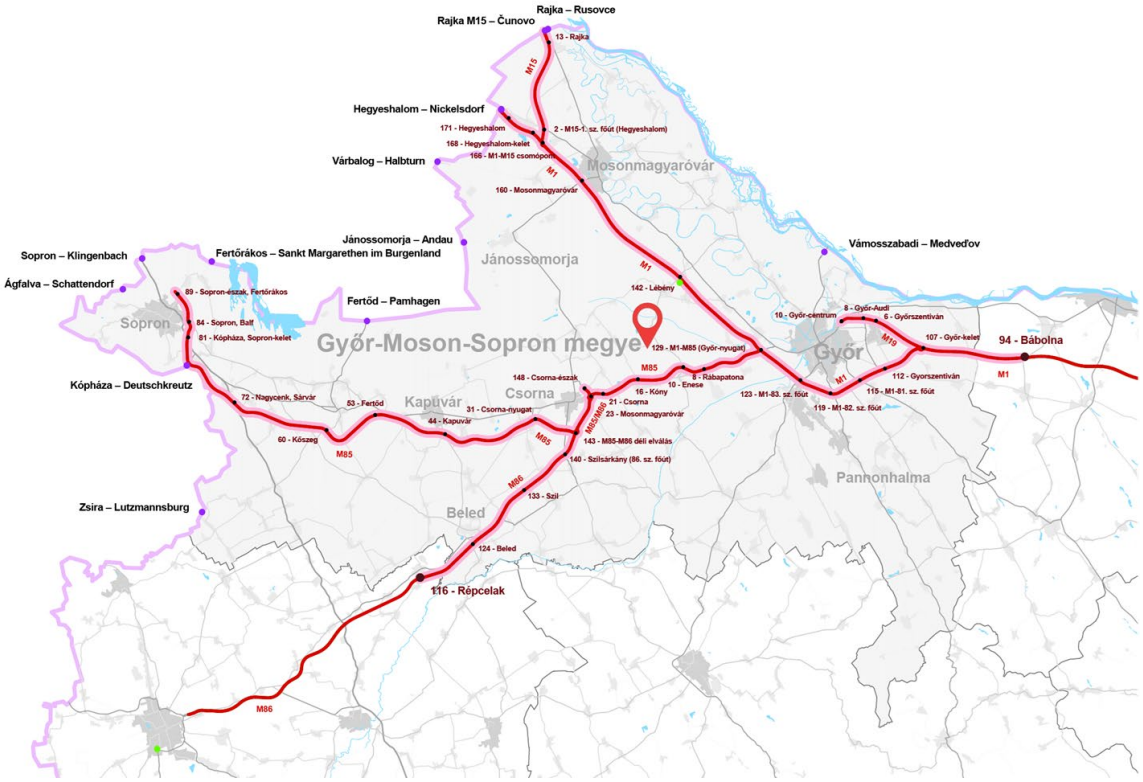

Figure 1. Location of Győr–Moson–Sopron County. (The Hungarian administrative term "megye" corresponds to "county") (Source: Author's own elaboration based on https://utdij.hu (accessed on 10 October 2026) [44]). Blue line: National border; Red line: major road routes (highways, motorways); Red marker: The guesthouse is located here; Map: location of Győr-Moson-Sopron County (area with a darkened background).

2.3.2. Description of the Guesthouse in This Study (Specific Case)

This study contributes to the extant theoretical and legal framework. The objective of this study is to empirically evaluate the theoretical models outlined in the extant literature within the framework of a specialised, embedded case study conducted in Győr–Moson–Sopron County. This study focuses on a single rural lodging facility operating as a small business as defined by the government decree. It is therefore imperative to emphasise that the case under examination is unique. The aim of this example is to illustrate the dual nature of this recently launched business. This is achieved by examining the fact that business travellers constitute the dominant portion of its clientele, especially on weekdays. Furthermore, it is evident that leisure guests, who can be considered true tourists, constitute a significant segment in terms of capacity utilisation, particularly during weekends. The following are the primary characteristics of the guesthouse that are the subject of the present study: The property is composed of two building sections, seven rooms, and twenty-three beds. Externally, there is a spacious courtyard with plants and fruit trees, a wine cellar, a sauna, a common area, a game room, a hall suitable for events and leisure activities, a playground for children, and a selection of local products. The property is situated in a quiet, modern setting. With regard to the price range, the object falls into the mid-to-high category.

It should be noted that guests are responsible for their own meals. The target audience for the guesthouse under review includes small and large groups of friends, families, and participants in local events, as well as travellers passing through, returning guests, and professionals visiting the area for business purposes. The examined accommodation can be regarded as a sustainable establishment due to its commitment to waste management. This commitment is evident in the selective collection and composting of waste, the promotion of local and nearby service providers, and the showcasing of their products. The promotion of hiking trails and bicycle paths, including the provision of bicycle rental services, is also worthy of mention. A salient sustainability factor is that the business generates hot water using solar collectors and is entirely self-sufficient in terms of electricity, with appropriately sized solar panels and adequate battery storage capacity. The provision of heating is facilitated by air conditioners and electric heating panels, which are powered by electricity. Tourism that occurs in rural areas can be designated as "slow tourism," a practice that is inherently more sustainable.

In order to provide a comprehensive overview of the representativeness of the facility under study, it is necessary to provide a brief contextual overview. This will clarify the scope and applicability of the empirical findings. Despite its wide range of services, which position it in the upper-middle and premium segments of the market, this also reflects the strategic modernisation trends of contemporary Hungarian rural tourism. An analysis of service providers listed in the registry of the National Rural Tourism Association (FATOSZ) shows that this guesthouse systematically aligns with the quality-oriented supply structure of Hungary's top-quality rural accommodations, rated with 4 sunflowers. Consequently, the facility cannot be regarded as an outlier but rather as a representative example of the modernised and diversified rural tourism sector. This specific profile has a significant impact on the findings. While the observations regarding the business demand that dominates on weekdays and the strong economic multiplier effects do not necessarily apply to traditional, lower-tier rural accommodations with basic infrastructure, they are highly applicable and predictive for the emerging segment of premium, environmentally conscious, and multifunctional rural microenterprises that are successfully targeting both corporate and leisure consumer segments.

3. Methodology

3.1. Methods

The present study offers a case-study-based traffic analysis of a rural accommodation facility in Győr–Moson–Sopron County. The facility's strategic location, which combines the accessibility of the M1 highway and the city of Győr with a tranquil, rural setting, enables it to effectively serve both leisure and business tourism markets. The property is an active member of both the National Rural Tourism Association and its county-level affiliate, and as such, access to its data can provide valuable insight into market trends. In conducting the research, primary records from the National Tourism Data Centre (NTAK) (NTAK; Hungarian Tourism Agency, Budapest, Hungary) were utilised for the base year 2025. The valid case was $N = 250$. This is a relatively small amount of data, but the guesthouse included in the sample is a start-up business; a larger volume of data is expected to become available in the future. The area is narrower in the south, extending from Rábaköz to Szigetköz, and is part of Győr–Moson–Sopron County. The data underwent a process of cleaning; specifically, foreign and minor (child) guests were excluded from the study due to clustering, duplication, and the low number of cases. The data does not raise any ethical concerns. The retrieval of entries from the NTAK database is possible; however, it is not possible to link the guests' names and personal information to the data, nor to trace the data back to the guests.

This protocol was designed to ensure the maintenance of anonymity, and the accommodation provider consented to the use of their data. The variable construction was as follows: The number of nights was recorded and used to calculate the corresponding length-of-stay category. The nationality, age, gender, and age category of the traveller were also recorded, along with the traveller's date of birth to calculate their age. The traveller's location of residence (postcode) and corresponding region were recorded, as were their type of residence and reason for travel. Visitors to the site for a single day do not use the services or facilities provided by the establishment; consequently, no record was generated for the purposes of analysis (i.e., no NTAK data) and they were not included in this study. It is important to note that, even in the context of guests arriving for leisure or business purposes, the analysis was exclusively limited to those individuals who were formally registered as guests. It is evident that guests of this type were not included in the analysis. This limitation consequently restricts the scope of our study.

Data processing, coding, and statistical analyses were performed using SPSS software (Version 27.0; IBM Corp., Armonk, NY, USA). Given the limitations of this study, it should be noted that the data were obtained from a single rural lodging provider; therefore, broad generalisations and claims of representativeness cannot be made with complete certainty. Further research is needed to confirm or reject these generalisations, which we will conduct and present in a later study. The applied mathematical–statistical methodology, including descriptive statistics, frequency analyses, binary logistic regression and cross-tabulation analyses using Pearson's chi-square test, provides direct empirical insights into the complex decision-making challenges identified by Shuai et al.([45]) and Belényesi and Bokor ([46]). Our chosen methodology takes into account the county's favourable border location [47], which provides a specific framework for interpreting the results. The purpose of this study was to conduct an exploratory analysis of the main aspects of tourist behaviour in the context of a specific rural lodging facility in Győr–Moson–Sopron County. The conclusions of this case study not only lay the groundwork for capacity optimisation and a long-term marketing strategy but also provide guidance for expanding and refining existing behavioural theory models.

From a conceptual standpoint, it must be explicitly stated that within the adopted theoretical framework of rural tourism, day visitors (excursionists) are considered a fundamental component of the rural tourism ecosystem, significantly contributing to the local economy. However, given that the empirical baseline of this study is contingent on the transaction records of the National Tourism Data Centre (NTAK), which exclusively registers indicators pertaining to official overnight stays, the digital footprints of day visitors remain unmeasurable within this dataset. Consequently, the exclusion of these subjects represents a significant methodological limitation of this research. This structural constraint suggests that the findings primarily reflect the dynamics of accommodation-based rural tourism. It is highly probable that the omission of day visitors leads to an underestimation of the actual volume of leisure tourism in the region, as weekend excursionists who do not generate overnight stays remain invisible to the model. Therefore, the registered 64% dominance of the business segment should be interpreted exclusively within the context of overnight lodging demand rather than the total tourism volume of the rural destination.

3.2. Data Sources, Access, and Data Management Procedures

This research was based on statistical data from the National Tourism Data Centre (NTAK) system. The NTAK is a national digital platform operating under the supervision of the Hungarian Tourism Agency. Its remit includes the collection and management of traffic and statistical data that accommodation providers are required to submit. The entry of data into the system is exclusively for statistical purposes; the NTAK does not receive,

store, or process personal data, meaning that individual guests cannot be identified within the system.

For the purposes of this study, the data was not accessed directly via the NTAK but rather via statistical reports provided by an accommodation provider.

The data was supplied in the form of anonymised individual booking records. The data set is limited to summary indicators pertinent to the research objectives. These indicators include gender distribution, age groups, geographic origin, purpose of travel, and stay characteristics.

Throughout the research process, the anonymity of data subjects was ensured at every stage of data processing. To this end:

- It is evident that the name and precise address of the accommodation facility were not documented or disseminated.
- The researcher did not have access to individual-level guest data.
- It is evident that all of the data were available in the form of aggregated statistics.
- It is important to note that only group-level categories were included in the analyses. These categories included gender, age group, region, settlement type and purpose of travel.
- It is not possible to identify any individual, either directly or indirectly, from the results presented in the study.

Following implementation of the anonymisation process, the data that was processed during the course of the study did not, by definition, constitute personal data as defined by Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

The following data security measures were applied during the processing and storage of the data:

- The data files were only available to the researcher.
- The data were stored in an electronic environment that was protected by a password.
- The transmission of data was conducted electronically via a secure digital channel.
- In accordance with the principle of data minimisation, it was imperative that only the necessary statistical data sets were used during the research.
- Following the conclusion of the research, the data files will be archived or deleted in accordance with the relevant university and data management regulations [48].

The NTAK data in this study (each row) represents a single booking. For instance, members of a family are listed only once. The removal of children from the database was necessitated by the paucity of records and the presence of clustering. The database and the analysis also exclude data pertaining to foreign guests, as their number is negligible. Furthermore, returning guests are listed only once in the database.

The NTAK contains objective, real-time, and highly detailed transaction data, yet it provides a fully anonymised data stream. This data can be used to supplement traditional, self-reported questionnaires (See Appendix A). Subsequently, this data can be utilised in various analytical procedures, such as cluster analysis, to discern precise return, stay, and demographic patterns (segments). This approach enables the analysis to be subdivided into highly specific segments (at the micro-level), whilst ensuring that no personal data is processed.

4. Hypotheses

While this research utilised an exploratory, embedded single-case study design, a formal hypothesis-testing approach was adopted to introduce analytical rigor to the evaluation of internal guest behavioural patterns. Within this methodological framework, hypothesis testing was not intended for inductive macro-level generalisation across the entire national

population of rural accommodations. Instead, its primary objective was theory testing and deductive verification within a specific micro-context. By applying Pearson's chi-square tests and binary logistic regression, the study aimed to determine whether the foundational socio-demographic and temporal correlations established in the international tourism literature manifest significantly within a high-tier, hybrid (business–leisure) rural lodging facility. Utilising hypothesis testing rather than purely descriptive frequency analysis provides a robust mathematical filter to confirm that the observed variations in length of stay, temporal distribution, and gender-driven motivations are statistically significant and structurally embedded rather than products of random variance. Consequently, this approach directly serves the study's core objective of providing a verified, data-driven foundation for segment management and operational capacity optimisation while transparently recognising the single-case boundary limits of the model's external validity.

In our study, the preliminary hypotheses were as follows:

H1. *There is a significant correlation between guests' purpose of travel and the amount of time they spend at the destination.*

H2. *The region of origin influences the purpose of the trip, i.e., there is a correlation between the purpose of the trip and the place of residence.*

H3. *There is a correlation between the guests' gender and the purpose of the trip.*

H4. *The purpose of the trip (business or leisure) and arrival on the weekend (yes or no) are independent factors, so there is no statistically significant correlation between them.*

5. Results

5.1. Results of the Research (Descriptive Statistics)

The guest base of the accommodation facility under review is distinctly adult-oriented. The gender breakdown shows a significant surplus of men: the overwhelming majority of respondents were men, while women accounted for less than one-fifth of the sample (81.6% compared to 18.4%). The extremely high proportion of men in the sample is due to the specific location and unique guest profile of the accommodation, so this gender distribution cannot be generalised to the entire domestic rural tourism sector. Based on place of residence, the ratio of urban to rural guests was nearly even, although those arriving from cities constituted a slight majority (51.6% urban, 48.4% rural). (See in Table 1.)

Table 1. Main demographic characteristics of the guest base in 2025. (Source: Compiled by the author based on NTAK data).

Demographic Characteristic	Category	Number of Guests	Percentage (%)
Gender	Male	204	81.6%
	Female	46	18.4%
Type of Residence	City	129	51.6%
	Village	121	48.4%
Total		250	100.0%

The guest base was overwhelmingly domestic, with the most significant source regions being Western Hungary (49.2%) and Eastern Hungary (42.0%), while the proportion from Budapest and Pest County was relatively low (8.8%). In terms of travel motivations, business travellers constituted the dominant segment (64%), which is fully consistent with the high

proportion of male guests and the significant number of work-related stays. At the same time, the proportion of leisure travellers was also close to 40% (36%), meaning that both the business and leisure segments represent important target markets for the company.

In terms of length of stay, the majority of guests arrived for short stays: 48.4% stayed for 1–2 nights, while 47.2% stayed for 3–4 nights, and only 4.4% stayed for 5 or more nights. The overwhelming majority of trips, due to the predominance of business travel, took place on weekdays (78.4%), and only 21.6% of visits occurred on weekends. Overall, the typical guest at the accommodation facilities surveyed was a working-age, domestic male travelling for business purposes, primarily from Western or Eastern Hungary (See in Table 2).

Table 2. Geographical and travel characteristics of the guest base in 2025. (Source: Compiled by the author based on NTAK data).

Characteristic	Category	Number of Guests	Percentage (%)
Region of Residence	Western Hungary	123	49.2%
	Eastern Hungary	105	42.0%
	Budapest and Pest County	22	8.8%
Purpose of Travel	Business	160	64%
	Leisure	90	36%
Length of Stay	1–2 nights	121	48.4%
	3–4 nights	118	47.2%
	5+ nights	11	4.4%
Weekend Stay	Weekday	196	78.4%
	Weekend	54	21.6%
Total		250	100.0%

5.2. Cross-Tabulation Analysis

We then conducted a cross-tabulation analysis to test the hypotheses defined above.

5.2.1. Statistical Relationship Between the Purpose of Travel and Length of Stay

Among the 160 business travellers included in this study, 98 stayed for 3 or more nights, while based on statistical chance (expected count), only 82.6 people would have been expected. The Adjusted Residual value was +4.1, which significantly exceeds the critical value of ±1.96 (See in Table 3).

This clearly demonstrates that business travellers are significantly more likely to stay for 3 or more nights than would be expected by chance.

Of the leisure travellers (90 people), 59 stayed for only 1–2 nights, while the expected value was only 43.6.

Based on the results of the chi-square test, a statistically highly significant correlation can be demonstrated between the purpose of travel and the number of nights spent at the accommodation ($\chi^2(1) = 16.572$; $p < 0.001$).

An examination of the adjusted residuals (Adjusted Residual = ±4.1) reveals that while business travellers spend a significantly higher proportion of time (3+ nights) at their accommodations than expected, leisure travellers tend to prefer shorter, 1–2-night stays.

Table 3. Cross-tabulation analysis: The relationship between the purpose of travel and length of stay in 2025. (Source: Compiled by the author based on NTAK data).

Purpose of the Trip	1–2 Nights	3+ Nights	Total
	Business		
Observed Count	62	98	160
Expected Count	77.4	82.6	160.0
Adjusted Residual	−4.1	4.1	
	Leisure		
Observed Count	59	31	90
Expected Count	43.6	46.4	90.0
Adjusted Residual	4.1	−4.1	
	Total		
Observed Count	121	129	250
Expected Count	121.0	129.0	250.0

Chi-Square (df = 1)	*p*-value
16.572	<0.001

5.2.2. Relationship Between the Region of Origin and the Purpose of Travel

In this part of the study, we examined the relationship between the primary purpose of travel (business or leisure) and the chosen geographic region (Western Hungary, Eastern Hungary, as well as Budapest and Pest County). According to the results of the Pearson chi-square test conducted after checking the assumptions, a statistically significant correlation was demonstrated between the two variables ($\chi^2(2) = 11.338$; $p = 0.003$). Furthermore, the expected cell frequency was below 5 (0.0%), indicating that the results of the mathematical–statistical model are fully reliable. This significant relationship was also confirmed by the Fisher–Freeman–Halton exact test ($p = 0.004$). The adjusted standardised residuals (Adjusted Residual), which reveal the internal relationships within the contingency table analysis, provide a clear picture that the significant difference is generated exclusively by consumer behaviour in the central region (Budapest and Pest).

Budapest and Pest County show an extremely strong and pronounced shift. Among leisure travellers, the central region is a significantly more popular destination than statistically expected (actual number of cases: 15, expected: 7.9; adj. res. = 3.3).

In contrast, among business travellers, Budapest and Pest County were significantly underrepresented; that is, far fewer travellers chose them than expected (actual number: 7 people, expected: 14.1 people; adjusted residual = −3.3).

Western Hungary showed no statistically significant difference between the two traveller segments (adjusted residuals = 0.3 and −0.3). Both business travellers (80 people) and leisure travellers (43 people) were present in the region in balanced proportions, consistent with the statistical distribution. In contrast, in the case of Eastern Hungary, although there was a slight shift toward business travellers (73 people, compared to the expected 67.2), the adjusted residuals fall short of the critical ±2 threshold (adj. res. = 1.5 and −1.5), so this deviation cannot be considered statistically significant (See in Table 4).

Table 4. Cross-tabulation analysis: The relationship between the purpose of travel and place of origin in 2025. (Source: Compiled by the author based on NTAK data).

Purpose of the Trip	Western Hungary	Eastern Hungary	Budapest and Pest	Total
		Business		160
Count	80	73	7	160
Expected Count	78.7	67.2	14.1	160.0
Adjusted Residual	0.3	1.5	−3.3	
		Leisure		90
Count	43	32	15	90
Expected Count	44.3	37.8	7.9	90.0
Adjusted Residual	−0.3	−1.5	3.3	
Total	123	105	22	250
Expected Total	123.0	105.0	22.0	250.0

Chi-Square (df = 2)	*p*-value
11,338	$p < 0.01$
(Fisher's Exact)	$p < 0.01$

Rural regions (Western and Eastern Hungary) attract business and leisure travellers in a homogeneous manner. The structural difference between the two segments is caused by the specific appeal of the central region (Budapest and Pest), which, in the sample, clearly shifted toward leisure tourism. The adjusted standardised residuals (Adjusted Residual), which reveal the internal relationships in the cross-tabulation analysis, provide a clear picture that the significant difference is generated exclusively by consumer behaviour in the central region (Budapest and Pest).

5.2.3. Relationship Between Gender and the Purpose of the Trip

In this section, we examine the relationship between the respondents' gender and the primary purpose of their trip. Since the analysis focused on the relationship between two dichotomous variables, we used a 2 × 2 contingency table. The mathematical conditions were fully met; in no cell did the expected frequency fall below 5 (0.0%).

The Pearson chi-square test revealed an extremely strong, highly significant relationship ($\chi^2(1) = 100.218$; $p < 0.001$). Given that the frequency in one cell of the sample is zero, for the sake of accuracy, we also examined the test adjusted for continuity ($\chi^2 = 96.843$; $p < 0.001$) and Fisher's exact test ($p < 0.001$), both of which consistently confirm the strong association that cannot be attributed to chance.

The internal structure of the contingency table and the extremely high adjusted standardised residuals (adj. res. = ±10.0) highlight a radical structural difference in the travel motivations of men and women.

Female respondents in the sample travelled exclusively for leisure purposes. The number of business trips among women was zero, which falls drastically short of the statistically expected 29.4 individuals (adj. res. = −10.0). At the same time, women were entirely represented in leisure tourism (actual number: 46 people, expected: 16.6 people; adj. res. = 10.0).

Male respondents, by contrast, strongly dominated the business segment. All business travellers (160 people) were exclusively men, which significantly exceeds the statistically

expected 130.6 people (adj. res. = 10.0). Although leisure travel also appeared among men (44 people), this number is significantly lower compared to the expected frequency for the group (expected: 73.4 people; adj. res. = −10.0). (See in Table 5).

Table 5. Cross-tabulation analysis: The relationship between gender and the purpose of the trip in 2025. (Source: Compiled by the author based on NTAK data).

Gender	Metric	Business	Leisure	Total
Men	Count	160	44	204
	Expected Count	130.6	73.4	204
	Adjusted Residual	10	−10	
Women	Count	0	46	46
	Expected Count	29.4	16.6	46
	Adjusted Residual	−10	10	
Total	Count	160	90	250
	Expected Count	160	90	250

Chi-Square (df = 1)	*p*-value
100,218	<0.001

In the sample examined, gender was an almost perfect predictor of travel purpose. Business travel was consistently associated with men in the sample, while the motivations of female travellers in this study were specifically limited to leisure activities. However, this also represents a limitation of our study, and therefore, this result is not representative.

5.2.4. Time Dimension: Relationship Between Check-In Time and the Purpose of the Trip

In this part of the study, we examine the relationship between the primary purpose of the trip and the date of the trip. The Pearson chi-square test, conducted after checking the assumptions, revealed a highly statistically significant association ($\chi^2(1) = 115.465$; $p < 0.001$). Since the expected frequency in no cell fell below 5, the test was reliable, a finding confirmed by Fisher's exact test ($p < 0.001$).

The internal structure of the contingency table and the extremely high adjusted standardised residual values (adj. res. = ±10.7) reveal a sharp distinction in the temporal distribution of business and leisure tourism.

Business travellers travelled almost exclusively on weekdays: out of 160 people, only 1 chose a weekend date, which falls drastically short of the expected 34.6 people (adj. res. = −10.7). Among leisure travellers, in contrast, weekends were dominant: instead of the expected 19.4 people, a significantly higher number (53) travelled on weekends (adj. res. = 10.7) (See in Table 6).

Table 6. Cross-tabulation analysis: Relationship between check-in time and the purpose of the trip in 2025. (Source: Compiled by the author based on NTAK data).

Weekend Arrival	Metric	Business	Leisure	Total
No	Count	159	37	196
	Expected Count	125.4	70.6	196
	Adjusted Residual	10.7	−10.7	
Yes	Count	1	53	54
	Expected Count	34.6	19.4	54
	Adjusted Residual	−10.7	10.7	
Total	Count	160	90	250
	Expected Count	160	90	250

Chi-Square (df = 1)	*p*-value
115.465	<0.001

Based on these results, the primary purpose of the trip almost perfectly predicts its timing: business travel is strictly limited to weekdays, while leisure travel is significantly skewed toward weekends.

5.2.5. Binary Logistic Regression Results

In the first part of the study, we fitted a binary logistic regression model to examine how the respondents' age and purpose of travel influence the length of their stay. The categories of the dependent variable were short stays (1–2 nights = reference category) and longer stays (3 or more nights = event of interest).

Based on the test performed, the bivariate model created by incorporating the independent variables is highly statistically significant ($\chi^2(2) = 26.478$; $p < 0.001$). The Nagelkerke R^2 statistic is 0.134, serving as a pseudo-R^2 index that indicates a moderate goodness-of-fit to the data. The model's overall classification accuracy is 62.0%; specifically, it can identify longer trips (3+ nights) with 65.1% accuracy.

Travel purpose (B = 1.172; $p < 0.001$) is the most important predictor in the model. Compared to leisure travellers, regardless of age, business travellers are more than three times more likely (Exp(B) = 3.227; 95% CI: 1.854–5.618) to choose a longer stay of 3 or more nights compared to a short trip of 1–2 nights. Age (B = 0.029; $p = 0.002$). The probability of longer trips increases significantly with age. A one-year increase in age raises the odds of a stay of 3 or more nights by an average of 2.9% (Exp(B) = 1.029; 95% CI: 1.010–1.048) (See in Table 7).

Both factors retained in the model have a statistically highly significant effect on the length of stay, even when considered independently. The adjusted logistic regression model confirms that the odds of a longer stay (3 or more nights) is clearly determined by older age groups and, in particular, by business travel motives.

Table 7. Results of a binary logistic regression model predicting length of stay (1–2 nights vs. 3+ nights). (Source: Compiled by the author based on NTAK data).

Variable	B	S.E.	Wald	df	Sig. (*p*-Value)	Exp (B)	95% C.I. Lower	95% C.I. Upper
Age	0.029	0.009	9.33	1	0.002	1029	1.01	1048
Purpose of the trip (business vs. leisure)	1172	0.283	17,166	1	<0.001	3227	1854	5618
Constant	−2.04	0.518	15.54	1	<0.001	0.13		

Metric/Indicator	Value
Sample size (N)	250
Omnibus test Chi-square (df = 2)	26,478
Significance (*p*-value)	<0.001
−2 Log likelihood	319,839
Cox and Snell R square	0.1
Nagelkerke R square	0.134
Initial classification accuracy (%)	51.6
Final classification accuracy (%)	62

6. Discussion

In the present study, we found a strong correlation between guests' gender and the purpose of their trip, which highlights that the complex rural tourism product elements mentioned by Darabos et al. ([40]) and Irshad ([49]) must be communicated in a differentiated manner based on gender-specific preferences.

A moderate correlation can be identified between the purpose of travel and length of stay, which provides direct, quantifiable evidence for the loyalty and time-management concepts discussed by Pesonen et al. ([50]) and Oppermann ([51]), precisely identifying which motivational basis is capable of generating the longest guest stay. Based on the results obtained here, a profile of guests arriving in the region and in this tourism sector can be created, allowing them to be targeted more effectively.

A significant correlation can be measured between the region of origin and the purpose of the trip, which may nuance the geographical distribution of the metropolitan/family segment identified by Michalkó ([52]), providing an opportunity to fine-tune geographically targeted marketing campaigns.

The intense market competition in the tourism sector requires an in-depth mapping of consumer behaviour, which is one of the cornerstones of the successful operation of destinations and accommodation providers. The hypotheses at the centre of our study—potential correlations among the purpose of travel and length of stay, travel purpose and region of residence, as well as correlations between visitors' gender and the purpose of their visit—represent key, relevant strands of contemporary tourism research. The aim of this study is to place the results of our empirical case study conducted in Győr–Moson–Sopron

County into a broader context (with regard to rural accommodations of similar capacity and clientele). To this end, we systematically compare these results with the latest domestic and international scholarly findings, paying particular attention to identifying structural similarities and exploring the reasons behind the differing results.

In order to circumvent the theoretical boundaries between "rural tourism" and a rudimentary "accommodation demand occurring in a rural location," this study posits that the analysed phenomenon unambiguously falls under the ambit of rural tourism theory due to three interconnected dimensions. Firstly, from an institutional perspective, the examined establishment holds an official rural accommodation licence under Government Decree No. 239/2009 (X.20.) and possesses a 4-sunflower quality rating. This is the specific national trademark dedicated exclusively to traditional rural and village tourism in Hungary. Secondly, the empirical evidence and operational profile demonstrate that business guests do not merely utilise the facility as a passive overnight shelter in proximity to urban industrial zones. Instead, they actively engage in complex rural product consumption by utilising the guesthouse's specific gastronomic and leisure amenities, such as traditional outdoor cooking facilities, tasting and purchasing local micro-produced goods (wines, pálinka, artisanal cheeses), and using the wellness infrastructure (sauna). Thirdly, the spending of corporate visitors in rural grocery stores and village restaurants during the week has been shown to generate a significant local economic multiplier effect. Consequently, their behaviour transcends general spatial mobility and directly supports rural economic resilience, embedding their demand profile deeply into the socio-economic framework of rural tourism theory.

However, it is crucial to acknowledge that the empirical findings primarily reflect accommodation demand generated by temporary, work-related mobility within the industrial corridor of Győr–Moson–Sopron County. During their sojourn, these guests immerse themselves in the intricacies of the rural ecosystem. However, their presence is predominantly driven by corporate and project-based economic activities, as opposed to conventional leisure motivations.

6.1. H1: Discussion on the Relationship Between the Purpose of Travel and Length of Stay

In our research, we identified a moderate correlation between the purpose of travel and length of stay, finding that business travellers preferred longer stays (3–4 nights), while leisure travellers preferred shorter stays (1–2 nights). This finding is consistent with the general trend of shorter visit durations in tourism. The available literature supports and nuances this finding in several respects.

Dobre et al. ([42]) also observed the dominance of shorter, 1–3-night stays (58.5%) in their study of mountain and rural tourism in Romania. At the same time, they pointed out that longer stays of 4–6 nights were associated with a search for more complex experiences, where tourists devoted more time to exploring local culture and natural attractions, such as through hiking or sightseeing. This suggests that deeper, experience-based purpose of travel can lead to longer stays, which partly differs from our findings regarding business travellers but supports the shorter stays of leisure travellers.

In their study on rural tourism in Serbia, Bejatović et al. ([53]) also highlighted the predominance of shorter, often weekend trips, which aligns with our research's observation regarding leisure guests.

Huang and colleagues ([54]) indirectly addressed this issue by analysing the travel habits of Chinese farmers. They found that certain occupational groups, such as those working in the construction industry, prefer "short and relaxing trips," which also points to a link between the purpose of travel (in this case, the need for relaxation) and length of stay.

The novelty of our research lies in the fact that it clearly distinguishes between business and leisure purpose of travel, and we demonstrate that business-related stays were longer in our sample. This can be explained by specific local conditions (e.g., working in the area during the week) and highlights that the relationship between the purpose of travel and length of stay depends not only on the depth of the leisure experience sought but also on the economic functions of the destination.

Several studies have explicitly tested whether the motivation/purpose of the trip influences length of stay. For domestic tourists in China, "motivation" is one of the main determinants of LOS (Length of Stay) [55]. In cultural urban tourism, the authors formulated a separate hypothesis: "the intention/motivation for travel influences length of stay," and this is generally accepted (though some motivations are not significant) [56].

Some studies have approached the topic through the lens of experience: the presence of flow experience, value, and "destination love" elements results in a longer length of stay [57].

6.2. H2: Relationship Between the Purpose of Travel and the Region of Origin

We found a moderate correlation between these two variables: business travellers typically came from domestic regions, while leisure guests came from more geographically diverse areas, including from abroad. This finding is strongly supported by the international literature, which increasingly treats place of residence as a key segmentation criterion.

Marques et al. ([58]), in examining the travel motivations of Generation Z, clearly demonstrated that place of residence (urban or rural) significantly influences these purpose of travel. According to their findings, urban youth tend to seek novelty and social interaction, while for rural residents, autonomy, closeness to nature, and self-actualisation are more important. This research is an excellent example of how the lifestyle and daily experiences shaped by the living environment fundamentally determine travel-related expectations and goals.

Fu and colleagues ([59]) also found a statistically significant relationship between motivation-based tourist clusters and guests' "origin" in their segmentation analysis of a Chinese rural tourism market. Here, origin was interpreted not merely as a geographical concept but as the depth of one's connection to rural life (e.g., whether they had lived in the countryside or had relatives there). For example, the proportion of those without rural roots was higher in the "food and architecture enthusiasts" group. This approach deepens the connection between place of residence and the purpose of travel, highlighting the role of personal background and cultural ties as well.

The results of our current research are thus consistent with the modern perspective on tourism, which recognises place of residence not merely as demographic data but as a key factor shaping the purpose of travel and preferences.

6.3. H3: Relationship Between Guests' Gender and the Purpose of Their Trip

We found the strongest, most significant correlation between gender and the purpose of travel: men travelled predominantly for business, while women travelled exclusively for leisure. Although the examination of gender differences is a classic research topic, the findings in the literature on this issue are not consistent, which highlights the significance of our study.

Marques et al. ([58]) also identified strong gender differences in the motivations of Generation Z. According to their research, personal development and social relationships are more important to women, while men tend to prefer nature and adventure.

Huang and colleagues ([54]), in analysing the travel decisions of Chinese farmers, also found a strong correlation between gender and motivational groups. The "deep, immersive

experience-seeking" decision-maker group was associated with female tourists, while the "leisure and entertainment-preferring" group was linked to male tourists.

In their study, Dobre et al. ([60]) demonstrated higher satisfaction among women regarding the quality of accommodation and gastronomic services, suggesting that women may place greater emphasis on comfort and authentic experiences, which are linked to leisure objectives.

In contrast, Fu et al. ([59]), in their large-scale study of the Chinese rural tourism market, found no statistically significant relationship between motivation-based tourist segments and guest gender.

Similarly, Bejatović and colleagues ([53]), in examining preferences for rural accommodations in Serbia, also concluded that gender does not significantly influence accommodation choice factors.

The results of our research reveal both similarities and differences within the international academic discourse. The existence of correlations between the purpose of travel and length of stay, as well as between place of residence and travel destination, is a widely supported phenomenon that validates the relevance of our findings.

Most notable is the duality that emerges regarding gender roles. While our research revealed an extremely strong correlation, which is consistent with several studies examining deeper layers of the purpose of travel (e.g., Marques et al. and Huang et al. [54,58]), other large-scale, segmentation-based studies (e.g., Fu et al., ([59]) have not found such a relationship. This suggests that while gender is an important influencing factor, its effect is not universal and may depend heavily on the cultural context of the destination under study, as well as the specific appeal and guest demographic of the accommodation. In our case, the difference also stems from the guesthouse's unique profile (e.g., male employees attracted by companies offering job opportunities in the area, as opposed to groups seeking leisure activities or groups of friends), which highlights the importance of the case study.

6.4. H4: The Purpose of the Trip and Arrival on the Weekend Are Independent Factors

We arrived at a result contrary to the assumption formulated in the hypothesis, as we found a very strong, significant relationship between these variables.

The literature generally shows that the weekday–weekend timing is strongly linked to the purpose of travel. (e.g., Xie et al., Gim and Hu et al. [61–63]). The strongest similarity is that, in the international literature, mandatory work-related trips are also concentrated on weekdays, while discretionary, recreational trips tend to be concentrated on weekends [61,63].

The leisure segment is generally more seasonal and more sensitive to calendar effects, while the business segment exhibits more stable demand [64].

In tourism and hospitality research, weekends and holidays produce significant peaks in daily tourism demand, particularly in the leisure segment [63]. The leisure segment is generally more seasonal and sensitive to calendar effects, while the business segment exhibits more stable demand, according to Zhang et al.'s research ([65]).

Our results show an extremely strong separation: almost none of the business travellers arrived on weekends, while the majority of leisure trips occurred on weekends. The international literature generally described the same trend, but usually not with such a perfect separation and rather as a strong but partial probabilistic difference [65,66].

The tourism literature also emphasises that the strength of the weekend effect depends on the type of destination, the market segment, calendar effects, and the structure of demand. Our case captures a real phenomenon, but its strength may be location specific [67,68].

Our findings are clearly consistent with the international literature, as business travel is concentrated on weekdays and leisure travel on weekends. The main difference is that

here, the strength of this relationship is extremely high, whereas the international literature tends to describe strong but context-dependent and more nuanced temporal patterns.

6.5. Discussion of the Logistic Regression Findings

In our study, we examined tourism and travel habits using a valid case of ($N = 250$) with a particular focus on the primary purpose of travel (business or leisure) and the demographic (gender, age) and travel-specific (destination, length of stay) factors that influence it. The results of the bivariate cross-tabulation analyses and the binary logistic regression, which mutually reinforce one another, reveal an extremely coherent, well-defined pattern in consumer behaviour.

In addition to temporal preferences, the spatial distribution of demand, examined specifically based on travellers' regions of origin, is also fundamentally shaped by travel motivation. The bivariate cross-tabulation analysis reveals a structurally clear polarisation, which becomes particularly evident when evaluating the major source regions.

The closest methodological analogy to our research model is the study by Liu ([69]), who also used logistic regression to analyse the rural travel decisions of the urban population. Although in that study, the dependent variable was the choice to travel to the countryside (yes/no outcome), the model identified demand-side and demographic background variables (disposable income, leisure time, tourism environment) as significant explanatory factors. This approach shows a direct methodological parallel to the binary logistic regression model presented in this study, as the mathematical–statistical logic is identical in both cases: it quantifies the background of consumer decisions made in rural areas along dichotomous outcomes, thereby providing the basis for predicting the odds of a longer length of stay (1–2 vs. 3+ nights) in our case.

Another relevant parallel for the application of binary logistic regression is provided by Dang ([70]), whose study examined rural households' participation in the tourism sector using a binary (yes/no) decision structure. Although that study focused not on guest-side demand but on supply-side behaviour, it is closely related, from a methodological perspective, to the analysis presented in this paper. Similar to Dang's model, our study also explains a two-category decision-making process and, through statistical analysis, allows for a deeper exploration of the hierarchy and relative weight of significant explanatory factors—in this case, age and travel purpose [70].

It is evident that, in accordance with the standardised and adjusted residuals, discrete regional profiles emerge with regard to travel dynamics. The analysis indicates that Budapest and Pest County function as a leisure-oriented source hub, signifying that the most pronounced structural division is observed in the capital and the surrounding county. Furthermore, business trips from this region are significantly underrepresented, with only 7 observed cases compared to the expected 14.1 (Adj. $Z = -3.3$). In sharp contrast, however, leisure trips originating from Budapest and Pest County show a significant surplus (15 observed cases compared to the expected 7.9; Adj. $Z = 3.3$). This finding suggests that the capital region functions as a primary source market for recreational tourism.

The presence of balanced, multifunctional centres in Eastern and Western Hungary suggests that, in these rural regions, behavioural polarisation is less extreme and tends to operate more symmetrically. Eastern Hungary exhibited a slight, statistically insignificant shift towards business travel, with 73 observed business trips in comparison to the expected 67.2 (Adj. $Z = 1.5$). Meanwhile, Western Hungary functions as a balanced source region. With 80 business travellers and 43 leisure travellers, the distribution almost perfectly matches random statistical expectations ((Adj. $Z = 0.3$) and (-0.3), respectively), meaning it shows no significant structural deviation.

The empirical results obtained provide a statistically grounded classification model, which demonstrates how business travel motives significantly alter the probability of extended stays. This, in turn, enables data-driven segment management to optimise operational sustainability. It has been demonstrated that leisure travellers generate highly concentrated peaks in demand at the local level (1–2 nights), which originate predominantly from the capital region. In sharp contrast, the business traveller segment provides an extremely predictable, stabilising counterbalance by generating longer, weekday accommodation occupancy (3+ nights), which is primarily fuelled by the industrial and economic networks of Western and Eastern Hungary.

This structural division enables precise capacity optimisation and effectively mitigates the impact of weekly seasonality, a common challenge faced by rural accommodations. By ensuring consistent occupancy levels during the traditional off-season, accommodation providers can optimise resource allocation, including staffing, energy management, and cleaning schedules. Furthermore, given the tendency of these business guests to extend their stays and possess a stable disposable income, they contribute to significant local economic retention through their utilisation of non-tourism services (e.g., local dining, retail, and fuel) during weekdays. It is evident that during the off-season, stabilising micro-level revenues plays a pivotal role in preventing the outflow of rural economic capital. This, in turn, ensures the security of local jobs and provides the necessary financial capital for long-term infrastructure and environmental developments. The latter is of particular importance in ensuring the predictability of such projects, which is essential for the long-term economic viability of rural areas. The present study demonstrates that the management of market segments through the utilisation of NTAK transaction data provides a realistic and economic foundation for the sustainable development of tourism.

7. Conclusions

As part of an original and pioneering case study conducted in Győr–Moson–Sopron County, this study examines the growing role of digitalisation and data-driven decision-making in the rural tourism sector. Utilising primary data from the National Tourism Data Centre (NTAK), it provides an objective analysis of the guest base, which, in terms of reliability, complements traditional questionnaire-based methods. The findings and conclusions of this study are limited in their application; they are primarily applicable to rural accommodations with similar capacity and guest profiles in Győr–Moson–Sopron County. The present study finds parallels with the Chinese investigation undertaken by Fu et al. [61], in that it corroborates the significance of segmentation based on the purpose of travel, whilst the local data evinces particular, context-dependent patterns. It is incumbent upon future planning and policymaking efforts to prioritise balanced development, thereby preserving the cultural and ecological essence of traditional villages whilst leveraging tourism as a tool for sustainable modernisation.

The present study posits the argument that the achievement of high-quality, sustainable tourism development in rural areas is contingent upon the economic and operational sustainability of local microenterprises. The implementation of spatial planning and data-driven management not only serves to theoretically safeguard traditional villages but also, in practice, fosters enhanced local economic resilience. It is imperative for management to acknowledge the significant impact of domestic business tourism on enhancing the probability of extended stays (three nights or more) in comparison to leisure tourism. This recognition enables the optimisation of balanced capacity utilisation with minimal adverse impact. It is vital to stabilise revenue during periods outside of business travel in order to prevent the decline of the rural economy. Furthermore, it is essential to provide accommodation providers with the necessary financial capital to invest in long-term

environmental and infrastructure improvements. In this way, a realistic foundation for sustainable visitor behaviour can be created. The revenue and profits derived from the provision of accommodation are reinvested in the development of initiatives that are aligned with sustainability objectives.

The novelty of our research lies in the fact that it clearly distinguishes between business and leisure travel purposes; in our sample, business stays were longer. A plethora of studies have hitherto been conducted on the relationship between the purpose of travel and the length of stay. However, the other two hypotheses have received less attention in other research. In the course of the empirical analysis, the most significant correlation that emerged was between guests' gender and the purpose of travel, indicating an extremely strong statistical relationship. The sample data demonstrated that the majority of male guests selected the accommodation for business purposes, while the majority of female guests selected it exclusively for leisure purposes. This constituted the third hypothesis of the study, and it was hypothesised that such a relationship would be demonstrated. The hypothesis was accepted. As indicated by the moderate correlation between the purpose of travel and the length of stay, it has been determined that business travel is a highly significant predictor of a longer stay (three or more nights). In contrast, the leisure segment, in accordance with international tourism trends, favours shorter stays of one to two nights. This finding serves to corroborate the initial hypothesis formulated. It was observed that guests staying for business purposes came almost exclusively from within the country, primarily from Western and Eastern Hungary. In contrast, greater geographic diversity was observed among leisure guests. In Hypothesis 4, the data provided unequivocal evidence that refuted the independence of the variables under investigation. Instead, the data confirmed the presence of an extremely strong and significant relationship between the purpose of travel and the day of arrival. It is evident that business tourism is concentrated almost exclusively on weekdays, while the majority of leisure travellers express a preference for weekend arrivals. The findings of the study demonstrate the presence of impeccably congruent cyclical patterns within the two segments of the accommodation facility.

In the present analysis of regional embeddedness, which examined the relationship between the purpose of travel and the region of residence (Hypothesis 2), it was confirmed that the business segment consists exclusively of domestic guests, while leisure demand is geographically more diverse, which provides an opportunity to fine-tune geographically targeted marketing campaigns. In view of these findings, it is recommended that the property's management, in conjunction with other properties exhibiting analogous characteristics (capacity, guest base, and geographic location), adopt a dual marketing strategy. For the business segment, which constitutes the foundation of weekday occupancy, services that facilitate work should be emphasised, while for leisure guests seeking experiences on weekends, authentic rural attractions should be highlighted. The pronounced gender imbalance evident in the sample, in conjunction with the distinctive socioeconomic characteristics of the destination under scrutiny, serves to curtail the national representativeness of the findings. In future research, the employment of county-level longitudinal studies and comparative analyses is imperative in order to examine the extent to which the identified visitor patterns can be considered general trends.

In the near future, we will continue our research in this direction and, from a methodological perspective, apply multivariate statistical methods, such as cluster analysis and factor analysis, which are not feasible with the current data. Moreover, a valuable opportunity exists to undertake a comparative analysis of the extant visitor data for Győr–Moson–Sopron County and the occupancy data for rural accommodations in an alternative county. This comparative approach would facilitate the determination of the extent to which the visitor patterns presented can be considered generally applicable to rural tourism in Hungary as a

whole, and to what extent they reflect the unique, specific socioeconomic characteristics of the Western Danube Region destination under study.

The guesthouse under consideration in this specialised exploratory case study exemplifies this duality—or dual profile—in terms of its guest base. Business travellers constitute the primary clientele of the guesthouse, though there is also additional capacity for leisure travellers. In the context of Western Hungary, it is rational to analyse business guests, given the presence of a substantial and concentrated industrial environment. It is evident that business guests are a valuable asset to be welcomed in the hospitality industry. They have been shown to stay for extended periods of time, which has been demonstrated to result in an increase in room occupancy, a rise in the number of nights stayed, and an increase in revenue. Furthermore, it has been demonstrated that business guests have the capacity to spend a significant amount of money. Their transactions, including but not limited to shopping, refuelling, dining, and paying tourist taxes, have been shown to have a positive effect on the local economy, thereby increasing the economic ripple effect. It is also important to consider the possibility that they may later return to the guesthouse with their families for leisure purposes.

It is imperative to establish a symbiotic relationship with the local business community. To this end, in addition to attracting a higher proportion of business guests, a future operational strategy should focus on attracting a greater proportion of leisure guests (true tourists) to ensure enhanced profitability and higher occupancy rates. An illustrative example of this phenomenon would be the extension of the current 1–2-night stay by a further night, during which the local events, hiking and biking trails, and opportunities to visit other nearby attractions could be recommended. Furthermore, the option of utilising the guesthouse's common area and game room for supplementary programmes and activities could be contemplated, contingent upon the existence of a sufficient demand from guests. It is recommended that the duration of guests' visits be extended by the provision of the following options: local and historical exhibitions; demonstrations and hands-on experiences related to rural life; tastings of local wine and pálinka; visits to local production sites and factories combined with shopping opportunities; additional programmes as requested; and collaboration with nearby service providers to expand the range of programmes (networking), e.g., horseback riding and boat tours.

The present study did not set out to revise prevailing general models of tourist behaviour; rather, its objective was to assess these models in a particular, data-driven rural context. The results and segmentation findings are primarily applicable to rural accommodations with similar capacity and guest demographics.

The research under discussion highlights the symbiosis that exists between regional industry and the local service sector. From the perspective of policymakers, a key insight is that the industrial economy can indirectly support the maintenance of rural lodging capacity through business tourism. The presence of business guests has been shown to stabilise the local economy, reduce the risks arising from the traditional seasonality of tourism, and—through economic spillover effects (local consumption, commerce, and tourism tax revenues)—directly contribute to the financial self-sufficiency of local communities.

This study recommends the expansion of experiential offerings, including visits to local producers, programmes related to rural lifestyles, and collaboration among local service providers. This serves as a model example of regional networking and underscores the need for a more comprehensive approach to tourism development, one that extends beyond the confines of infrastructure investments. The promotion of collaboration among local stakeholders has been demonstrated to enhance rural areas' capacity to retain their population and generate income, whilst concomitantly fostering the preservation of local identity and cultural heritage.

The methodological lesson of this study is that, due to variations at the regional and county levels, uniform, nationally standardised tourism development strategies cannot be applied. The specific characteristics of Győr–Moson–Sopron County, in conjunction with future comparative, multivariate statistical analyses, have the potential to provide an accurate foundation for the more efficient and proportionate allocation of targeted development resources. This study's findings provide practical guidance for decision-makers on how to design integrated regional development programmes that simultaneously build on existing industrial structures and the growth potential inherent in rural tourism.

Author Contributions: Conceptualisation, D.D.; methodology, D.D.; software, D.D.; validation, D.D.; formal analysis, D.D.; investigation, D.D.; resources, D.D.; data curation, D.D.; writing—original draft, D.D.; writing—review and editing, F.D.; visualisation, F.D. and D.D.; supervision, F.D.; project administration, D.D. All authors have read and agreed to the published version of the manuscript.

Funding: This research was funded by the Széchenyi István University.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The original contributions presented in this study are included in the article. Further inquiries can be directed to the corresponding author.

Conflicts of Interest: The authors declare no conflicts of interest.

Appendix A

The data comes from the NTAK, which the accommodation provider reported (forwarded) to them during document verification and includes gender, purpose of travel, date and place of birth, residence ZIP code, check-in and check-out times. We received the data in anonymised form.

References

1. Lane, B. Rural Tourism: An Overview. In *The SAGE Handbook of Tourism Studies*; Jamal, T., Robinson, M., Eds.; SAGE: London, UK, 2009; pp. 354–370. [CrossRef]
2. Blaine, T.; Golan, M.; Var, T. Demand for rural tourism: An exploratory study. *Ann. Tour. Res.* **1993**, *20*, 770–773. [CrossRef]
3. Dernoi, L.A. About rural and farm tourism. *Tour. Recreat. Res.* **1991**, *16*, 3–6. [CrossRef]
4. Lane, B. What is rural tourism. *J. Sustain. Tour.* **1994**, *21*, 7–21. [CrossRef]
5. Frochot, I. A Benefit Segmentation of Tourists in Rural Area: A Scottish Perspective. *Tour. Manag.* **2005**, *26*, 335–346. [CrossRef]
6. Opperman, M. Rural tourism in southern Germany. *Ann. Tour. Res.* **1996**, *23*, 86–102. [CrossRef]
7. Cox, L.; Fox, M. Agriculturally based leisure attractions. *J. Tour. Stud.* **1991**, *2*, 18–27.
8. 239/2009. (X. 20.) Korm. Rendelet a Szálláshely-Szolgáltatási Tevékenység Folytatásának Részletes Feltételeiről és a Szálláshely-Üzemeltetési Engedély Kiadásának Rendjéről. 2009. Available online: https://net.jogtar.hu/jogszabaly?docid=a0900239.kor (accessed on 10 April 2026).
9. Kovács, D. Falusi turizmus Magyarországon—Kérdések és dilemmák. *Területi Stat.* **2015**, *55*, 592–613.
10. Kovács, D. *Falusi vendéglátás Magyarországon (Rural Tourism in Hungary)*; Agroinform Kiadó és Nyomda kft: Pomáz, Hungary, 2003; 123p.
11. Ruiz-Real, J.L.; Uribe-Toril, J.; de Pablo Valenciano, J.; Gázquez-Abad, J.C. Rural Tourism and Development: Evolution in Scientific Literature and Trends. *J. Hosp. Tour. Res.* **2022**, *46*, 1322–1346. [CrossRef]
12. Tarasov, I.V. Approaches to Developing a Strategic Program of Company's Digital Transformation. *Strateg. Decis. Risk Manag.* **2019**, *10*, 182–191. [CrossRef]
13. Priatmoko, S.; Kabil, M.; Akaak, A.; Lakner, Z.; Gyuricza, C.; Dávid, L.D. Understanding the Complexity of Rural Tourism Business: Scholarly Perspective. *Sustainability* **2022**, *15*, 1193. [CrossRef]
14. Rosalina, P.D.; Dupre, K.; Wang, Y. Rural Tourism. A Systematic Literature Review on Definitions and Challenges. *J. Hosp. Tour. Manag.* **2021**, *47*, 134–149. [CrossRef]
15. Greffe, X. Is Rural Tourism a Lever for Economic and Social Development? *J. Sustain. Tour.* **1994**, *2*, 22–40. [CrossRef]

16. Gannon, A. Rural Tourism as a Factor in Rural Community Economic Development for Economies in Transition. *J. Sustain. Tour.* **1994**, *2*, 51–60. [CrossRef]
17. Crăciun, A.M.; Dezsi, S.; Pop, F.; Cecilia, P. Rural Tourism—Viable Alternatives for Preserving Local Specificity and Sustainable Socio-Economic Development: Case Study—"Valley of the Kings" (Gurghiului Valley, Mures County, Romania). *Sustainability* **2022**, *14*, 16295. [CrossRef]
18. Dong, E.; Wang, Y.; Morais, D.; Brooks, D. Segmenting the Rural Tourism Market: The Case of Potter County, Pennsylvania, USA. *J. Vacat. Mark.* **2013**, *19*, 181–193. [CrossRef]
19. Harpley, R.; Sharpley, J. *Rural Tourism: An Introduction*; International Thomson Publishing: London, UK, 1997.
20. Silva, L. The Impact of the COVID-19 Pandemic on Rural Tourism: A Case Study from Portugal. *Anatolia* **2022**, *33*, 157–159. [CrossRef]
21. Walas, B.; Nemethy, S. Attempt to Assess Tourist Products in Rural Areas Based on the Kano Method as Basis of Customer Experience. *Ecocycles* **2017**, *3*, 24–31. [CrossRef]
22. Tola, A.; Minga, A.; Muca, E. Rural Tourism: Nurturing Prosperity and Community Resilience. *Edelweiss Appl. Sci. Technol.* **2024**, *8*, 279–289. [CrossRef]
23. Leco, F.; Hernández, J.M.; Campón, A.M. Rural Tourists and Their Attitudes and Motivations Towards the Practice of Environmental Activities such as Agrotourism. *Int. J. Environ. Res.* **2013**, *7*, 255–264. [CrossRef]
24. Demirovi'c, D.; Berjan, S.; Milentijevi'c, N.; El Bilali, H.; Syromiatnikova, Y. Exploration of tourist motivation and preferredactivities in rural areas. *J. Geogr. Inst. Jovan Cvijic SASA* **2019**, *69*, 29–37. [CrossRef]
25. Park, D.-B.; Yoon, Y.-S. Segmentation by motivation in rural tourism: A Korean case study. *Tour. Manag.* **2009**, *30*, 99–108. [CrossRef]
26. Song, D.Y. Why do people visit the countryside? Push & pull factors. *J. Green Tour.* **2005**, *12*, 117–144.
27. Rid, W.; Ezeuduji, I.O.; Pröbstl-Haider, U. Segmentation by motivation for rural tourism activities in The Gambia. *Tour. Manag.* **2014**, *40*, 102–116. [CrossRef]
28. Molera, L.; Pilar Albaladejo, I. Profiling segments of tourists in rural areas of South-Eastern Spain. *Tour. Manag.* **2007**, *28*, 757–767. [CrossRef]
29. Yagüe Perales, R.M. Rural tourism in Spain. *Ann. Tour. Res.* **2002**, *29*, 1101–1110. [CrossRef]
30. Ghadban, S.; Shames, M.; Abou Arrage, J.; Abou Fayyad, A. Rural Tourism in Lebanon: What Does the Market Reveal? *Manag. Avenir* **2017**, *6*, 165–185. [CrossRef]
31. Lyu, J.; Huang, H.; Mao, Z. Middle-aged and older adults' preferences for long-stay tourism in rural China. *J. Destin. Mark. Manag.* **2021**, *19*, 100552. [CrossRef]
32. Cong, L.; Zhang, Y.; Su, C.H.J.; Chen, M.H.; Wang, J. Understanding Tourists' Willingness-to-Pay for Rural Landscape Improvement and Preference Heterogeneity. *Sustainability* **2019**, *11*, 7001. [CrossRef]
33. Avram, D. Trends of tourist demand in Romania. Positioning of the rural tourism among the tourists. *Cactus Tour. J.* **2017**, *15*, 14–25.
34. Bran, D.; Hincu, F.; Ioan, I. Potential of rural tourism in Romania. *J. Tour.* **2010**, *10*, 28–31.
35. Tenie, B.V.-T.; Fintineru, G. What attracts tourists in rural areas? An analysis of the key attributes of agritourist destinations that may influence their choice. *AgroLife Sci. J.* **2020**, *9*, 324–333. [CrossRef]
36. Vlad, I.M.; Stoian, E. Accomodation preferences of foreign tourists in Romania. *Sci. Pap. Ser. Manag. Econ. Eng. Agric. Rural Dev.* **2014**, *14*, 399–404.
37. Pop, C.; Coros, M.; Balint, C. Romanian Rural Tourism: A Survey of Accommodation Facilities. *Stud. UBB Negot.* **2017**, *62*, 71–126. [CrossRef]
38. Dumitras, D.E.; Mihai, V.C.; Jitea, I.M.; Donici, D.; Muresan, I.C. Adventure Tourism: Insight from Experienced Visitors of Romanian National and Natural Parks. *Societies* **2021**, *11*, 41. [CrossRef]
39. Molnár, C.; Reményik, B. A falusi turizmus helyzete és fejlesztési lehetőségei. *Stud. Mundi-Econ.* **2017**, *4*, 44–59. [CrossRef]
40. Darabos, F.; Kőmíves, C.; Szabó, R.Z. Post-pandemic pursuits: Activity preferences of rural tourists in Western Transdanubia. *Hung. Geogr. Bull.* **2024**, *73*, 283–301. [CrossRef]
41. Darabos, F.; Kőmíves, C.; Printz-Markó, E. Local Resource-Based Tourism Product Development: The Case of Nyúl (Győr-Moson-Sopron County, Hungary)—Economic Revitalization and Resilience in a Rural Context. *Polgári Szemle. Gazdasági Társad. Füzetek* **2026**, *22*, 117–137. [CrossRef]
42. Kupi, M.; Kőmíves, C. Guests' Satisfaction in Győr-Moson-Sopron County, in Hungary. *Geoj. Tour. Geosites* **2023**, *50*, 1253–1259. [CrossRef]
43. Jakab, P. City and Company Reputation from the Tourism Point of View. *Organ. Vadyb. Sist. Tyrim.* **2016**, *76*, 61–74. [CrossRef]
44. Available online: https://utdij.hu (accessed on 10 October 2026).
45. Shuai, M.; Liu, C.; Ahmed, F.; Wang, R. Analysis on the change of tourists' leisure agricultural tourism behavior and the influence of individual intrinsic characteristics. *Asia Pac. Manag. Rev.* **2022**, *27*, 115–119. [CrossRef]

46. Belényesi, E.; és Bokor, T. Intuíció vagy racionalitás? In *A Döntéshozatal Pszichológiája (Intuition or Rationality? Psychology of Decision-Making)*; Nemzeti Közszolgálati Egyetem: Budapest, Hungary, 2022.
47. Vigolo, V. Investigating the attractiveness of an emerging long-haul destination: Implications for loyalty. *Int. J. Tour. Res.* **2015**, *17*, 564–576. [CrossRef]
48. Available online: https://info.ntak.hu/adatszolgaltatas (accessed on 5 October 2026).
49. Irshad, H. *Rural Tourism—An Overview*; Rural Development Division, Department of Agriculture and Rural Development: Edmonton, AB, Canada, 2010; 28p.
50. Pesonen, J.; Komppula, R.; Kronenberg, C.; Peters, M. Understanding the relationship between push and pull motivations in rural tourism. *Tour. Rev.* **2011**, *66*, 32–49. [CrossRef]
51. Oppermann, M. Tourism destination loyalty. *J. Travel Res.* **2000**, *39*, 78–84. [CrossRef]
52. Michalkó, G. *Turizmológia [Online]*; Akadémiai Kiadó: Budapest, Hungary, 2016. [CrossRef]
53. Bejatović, G.; Bugarčić, M.; Bugarčić, J. Type of accommodation in rural areas in Serbia and challenges in further rural tourism development. *Ekon. Poljopr.* **2025**, *72*, 541–561. [CrossRef]
54. Huang, H.; Tao, Y.; Liu, Y.; Jiang, H. An analysis of the decision-making groups of farmers' travel motivation: Insights from micro-surveys of travel motivations in rural communities of Changshan County with sustainable resource management. *Membr. Technol.* **2024**, *6*, 529–544. [CrossRef]
55. Yang, Y.; Wong, K.K.F.; Zhang, J. Determinants of length of stay for domestic tourists: Case study of Yixing. *J. Hosp. Mark. Manag.* **2011**, *20*, 619–633. [CrossRef]
56. Gemar, G.; Sanchez-Teba, E.M.; Soler, I.P. Factors determining cultural city tourists' length of stay. *Cities* **2022**, *130*, 103938. [CrossRef]
57. Fansury, A.H.; Susanto, P.; Abrian, Y.; Fadilah, R.; Wulansari, N.; Lisna, Y.P. Tourist's length of stay: The perspective of flow experience theory. *Cogent Bus. Manag.* **2024**, *11*, 2310258. [CrossRef]
58. Marques, J.; Gomes, S.; Ferreira, M.; Rebuá, M.; Marques, H. Generation Z and travel motivations: The impact of age, gender, and residence. *Tour. Hosp.* **2025**, *6*, 82. [CrossRef]
59. Fu, L.; Sanada, J.; Zhang, W. Toward sustainable tourism: An activity-based segmentation of the rural tourism market in China. *Sustainability* **2025**, *17*, 3341. [CrossRef]
60. Dobre, C.; Linca, A.-C.; Toma, E.; Iorga, A. Sustainable development of rural mountain tourism: Insights from consumer behavior and profiles. *Sustainability* **2024**, *16*, 9449. [CrossRef]
61. Xie, C.; Yu, D.; Zheng, X.; Wang, Z.; Jiang, Z. Revealing Spatiotemporal Travel Demand and Community Structure Characteristics with Taxi Trip Data: A Case Study of New York City. *PLoS ONE* **2021**, *16*, e0259694. [CrossRef] [PubMed]
62. Gim, T. SEM Application to the Household Travel Survey on Weekends versus Weekdays: The Case of Seoul, South Korea. *Eur. Transp. Res. Rev.* **2018**, *10*, 11. [CrossRef]
63. Hu, M.; Qiu, R.T.R.; Wu, D.C.; Song, H. Hierarchical Pattern Recognition for Tourism Demand Forecasting. *Tour. Manag.* **2021**, *84*, 104263. [CrossRef]
64. Zhang, D.; Xie, J. Influence of Tourism Seasonality and Financial Ratios on Hotels' Exit Risk. *J. Hosp. Tour. Res.* **2023**, *47*, 714–733. [CrossRef]
65. Zhang, Y.; Song, Y. Gender Differences in Travel and Everyday Life: A Data-Driven Approach to Address the Intersectional Nature of Gender as a Social Construct. *Travel Behav. Soc.* **2024**, *36*, 100797. [CrossRef]
66. Wang, H.; Hu, T.; Wu, H. Tourism Demand with Subtle Seasonality: Recognition and Forecasting. *Tour. Econ.* **2023**, *29*, 1865–1889. [CrossRef]
67. Lozano, J.; Rey-Maquieira, J.; Sastre, F. An Integrated Analysis of Tourism Seasonality in Prices and Quantities, with an Application to the Spanish Hotel Industry. *J. Travel Res.* **2021**, *60*, 1581–1597. [CrossRef]
68. Duro, J.A. Seasonality of Hotel Demand in the Main Spanish Provinces: Measurements and Decomposition Exercises. *Tour. Manag.* **2016**, *52*, 52–63. [CrossRef]
69. Liu, W. Optimal Customer Satisfaction in Rural Travelling Decision-Making Based on Logistic Regression Model. *Open Cybern. Syst. J.* **2015**, *9*, 961–966. [CrossRef]
70. Dang, P.; Li, J.; Zhang, L. Factors Determining Rural Household Participation in Tourism: A Logistic-ISM Model Approach. *SAGE Open* **2026**, *16*, 1–18. [CrossRef]

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.