

CHARACTERISTICS OF THE HUNGARIAN MARKET FOR COASTAL BOAT TRIPS IN GREECE

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Abstract

Research on Hungarian tourists is available for hotel cruises, but not for other forms of nautical tourism. Our aim is therefore to explore the characteristics of the demand and supply of Hungarian excursion boating tourism in Greece. The characteristics of the demand side were measured with the help of a questionnaire, while the supply side was investigated by content analysis of the websites of Hungarian travel agencies. Interviews with professionals helped to identify further important links with both the demand and supply sides. The exploration of the characteristics of the Hungarian participants in coastal boat trips was carried out by hypothesis testing, which was tested with a two-sample z-test, a test of correlation, a Spearman's correlation test and a Wilcoxon signed rank test using IBM SPSS Statistics 28. For content analysis, we used NVivo12 Plus content analysis software. Our main findings show that Hungarian consumers are price sensitive, they prefer lower than the average product prices. Higher proportion of women in case of excursion boating, but other demographic characteristics do not influence the purchase of the product. Most people take part with their families or partners. The main motivation for taking part in a one-day shipping is to see the natural and cultural values of Greece and the experience of the cruise itself. The products offered by Hungarian travel agencies meet the needs of Hungarian consumers.

Keywords: excursion boating tourism, Greece, Hungarian tourists, travel agencies

INTRODUCTION

Researchers are focusing on tourism as one of the fastest growing industries (Katits et al., 2019; Németh et al., 2021). In economic terms, the analyses concentrate on two subsystems (supply and demand) of tourism. Demand refers to potential tourists in the sending area, while supply refers to the receiving area and the range of services offered to tourists (Lengyel, 1997).

Tourism is characterised by intersectorality, so it has an impact not only on the tertiary sector where it is located, but also on the primary, secondary, and quaternary sectors. This also means that it is highly sensitive to any changes in its environment (Michalkó, 2016; Verikokkou, 2021). As a result, the Covid-19 pandemic has hit the sector hard, setting back its dynamic growth (Németh et al., 2021; Pókó, 2021). The sector suffered a global loss of

US\$4.5 trillion in 2020, with international tourist arrivals down 73% and tourism receipts down 64% (UNWTO, 2020a; WTTC, 2021).

The pandemic has hit nautical tourism particularly hard (Pókó, 2021), which is now playing an increasingly important role in tourism in countries with a coastline. This is confirmed by the dynamic growth in demand for these tourism products before the epidemic (Irimiás et al., 2019). A similar increase in demand was observed in Greece, one of the most visited countries by Hungarian tourists, where, in addition to the favorable natural conditions, the rich cultural and historical heritage is also very attractive for travelers. (Diakomihalis & Lagos, 2011; MTÜ, 2018).

Consequently, our objective is to investigate the demand for nautical tourism products available in Greece, with a special focus on the characteristics of Hungarian consumers and their preferences for the products under investigation. Furthermore, we want to find out which Greek shipping products are most commonly available from Hungarian tour operators and what are the characteristics of these products. The research questions supporting our objective were:

1. What are the characteristics (demographic characteristics, willingness to pay, factors motivating the purchase of the service) that describe the demand of Hungarian consumers for nautical tourism products available in Greece?
2. What are the characteristics (most typical products, most popular Greek destinations, price categories, complementary products) of the nautical tourism products offered by Hungarian travel agencies in Greece?

THEORETICAL BACKGROUND

Shipping tourism

Types of water tourism include bathing tourism, water hiking, water sports tourism (swimming, kayaking, canoeing), water adventure tourism (white water, free diving, canyoning), fishing tourism and passenger boating (Csapó & Darabos, 2011). Our research topic is related to passenger boating, which in tourism refers to those longer trips on water using larger, usually mechanically propelled vessels, for recreational purposes, i.e., basically without physical activity (Csapó & Darabos, 2011).

"Maritime tourism" is a broader concept that encompasses several tourism activities related to the sea or the coast. These include coastal boat trips, hotel boats, yachts, sea sports, but also activities such as beach walks (Diakomihalis, 2007). The term "cruise" is often used in this context. „Cruise tourism can be defined as a luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 48 hours, with a set and specific itinerary, in

which the cruise ship calls at several ports or cities” (Asero & Skonieczny, 2018:95). In addition, vessels must have a capacity of at least 100 people (Pallis, 2015).

There are two main categories of shipping tourist: inland waterways and maritime shipping. The two categories differ in several characteristics. For example, the route, the capacity and parameters of the vessels, the requirements for the ports (Jászberényi, 2019). For both inland and maritime shipping, hotel cruises are the fastest growing tourism product. In this case, the attraction is the ship itself and the services offered on board and the destinations visited (Miskolczi et al., 2020). Journeys can range in length from a few days to several weeks, or even several months. The hotel ship has all four factors needed to create tourism: attractiveness, tourism infrastructure, primary and secondary superstructure (Irimiás, et al., 2019). Tourism infrastructure includes all facilities that ensure the marketability of the attraction, such as museums, visitor centers, transport facilities. Superstructure, on the other hand, is the set of services that enable and enrich the tourist's stay, which can be further broken down into primary and secondary superstructures. The former includes accommodation and catering establishments. Secondary superstructures can be defined as all services involved in meeting the needs of tourists, such as retail outlets like hairdressers, gift shops, etc. (Mihalkó, 2016).

In addition to hotel boats, there are also smaller excursion boats and small cruise ships. These are smaller capacity, typically offer a maximum of one-day tours and lack the

specifications needed for longer trips, such as cabins or restaurants (Diakomihalis, 2007). In the maritime sector, the share of small vessels is low, accounting for only 4.5% of all vessels used for passenger transport. These boats are best used in areas where the coasts are indented, with many peninsulas and islands. In Europe, for example, the fjords of Sweden or Norway, the islands of Great Britain, the Dalmatian coast in the Mediterranean or the Aegean Sea (Csapó & Darabos, 2011).

Although most of the revenue of ferries comes from freight transport, their role in tourism is not negligible. Ferries serve as an extension of roads, creating a corridor between two land areas. They are practical for tourists, as they can accommodate not only passengers but also vehicles. They typically travel short distances, but trips longer than a day are also common (Csapó & Darabos, 2011). In the latter case, cabins for hire and leisure facilities are also available on board. Higher quality ferries are entering the market to compete with luxury hotel cruises (Gračan, et al., 2017).

Yachting is an increasingly popular tourism product. These are small or medium-sized boats that can carry up to 36 people (Akova et al., 2011). The vehicles can be motor-driven or sailing (Dimou & VANDOROU, 2018). Yachting is an exclusive service, especially when chartering a boat with crew for several days (Jancsik et al., 2019). There are no designated

ports where the boat is stationed, giving tourists a much freer and more personalized experience. Also, the smaller size allows them to sail into minor bays (Akova, et al., 2011).

Economic, social, and environmental impacts of shipping tourism

Shipping tourism has an impact on (1) destinations and the global economy, (2) the socio-culture of port communities, (3) the coastal and aquatic natural environment (Lengyel, 1997; Klein, 2011; Verikokkou, 2021).

- (1) In many destinations, nautical tourists account for the largest share of tourist arrivals. In addition, spending by ship crews generates significant revenue for port service businesses. In addition to local tourism operators, market players in shipbuilding and repair, fuel companies are also affected (Burchacz, et al., 2017). The economic impacts of nautical tourism can be grouped into direct, indirect, and induced impacts. Direct impacts concern operators who sell products or services directly to passengers, crew, or the ship itself (Brida & Zapata, 2009). Indirect impacts are generated through the spending of suppliers, such as restaurants as suppliers of raw materials (Burchacz, et al., 2017; Brida & Zapata, 2009). Induced impacts result from increased income spending by direct and indirect stakeholders (Brida & Zapata, 2009), i.e., increased revenues in some industries are spent in other areas, where they also generate revenue growth. Their impact is felt at regional or even national economic level (Burchacz, et al., 2017). These induced effects are also known as multiplier effects (Michalkó, 2016).

Shipping tourism can also have a negative impact on the economy, mainly due to the uneven distribution of income between cruise lines and destinations (Klein, 2011). For example, hotel ships encourage their passengers to spend their money on board and not in the ports they visit (Larsen et al., 2013). As a result, the destination may not be able to cover the costs of shipping tourism from the revenues generated. Furthermore, competition between nearby ports is forcing local governments to impose the lowest possible taxes on ships and passengers. This could result in a significant loss of revenue (Klein, 2011). The positive economic impacts include the contribution of nautical tourism to job creation. However, dockers and ship's personnel may be employed illegally for very low wages while working much longer hours than the average (Brida & Zapata, 2009).

- (2) Tourism has an impact on the daily life and culture of local communities. By local communities in this case, we mean the population of the port areas (Brida & Zapata, 2009). Local people could show and "sell" to boating passengers the authentic culture of the destination they are visiting. At the same time, locals can learn about new cultures and customs, making them more open and accepting (Ehtiyar, 2016).

Several examples of the negative social and cultural impacts of shipping tourism can be found in the literature (Ehtiyar, 2016). One problem is when the number of visitors to a destination exceeds the carrying capacity of the local infrastructure and makes the destination unliveable for residents (Klein, 2011). However, the number of ships entering the port is not usually limited, as this would lead to a loss of revenue (Ehtiyar, 2016). A further problem is the homogenisation of destinations and the loss of their uniqueness. Traditions are being replaced by tourist-oriented elements (Klein, 2011).

- (3) The impact on the natural and built environment is a very sensitive issue, which can be caused by ships, businesses associated with the shipping company and tourists alike. (Ehtiyar, 2016; Brida & Zapata, 2009; Verikokkou, 2021). However, the primary polluters are ships. The negative impacts mainly affect the immediate port environment and aquatic wildlife. Pollutants from ships include sewage, bilge water, ballast water, air pollutant gases and solid waste, including many hazardous wastes (Brida & Zapata, 2009). The pollutants are putting a serious strain on the ecosystem, causing the death of aquatic plants, fish, and other organisms within a radius of about 5 kilometers from the port (Burchacz, et al., 2017). The impact on the built environment is also significant. For example, in Venice, giant cruise ships visiting the bay cause serious damage to both coastal buildings and cultural heritage (Trancoso-González, 2018). The seriousness of the situation is illustrated by the temporary ban on cruise ships from the Giudecca Channel in 2021, under pressure from UNESCO (Guaraldo, 2021). But one can also mention the Greek port city of Piraeus, where the harmful effects of ship emissions on port buildings have also been shown (Tzannatos, 2010). In the long run, irresponsible boating tourism may even endanger the industry itself, leading to the decline of the destination, with consequences for the whole local society and economy (Plog, 1998).

Maritime tourism in Greece

Tourism is one of the most important sectors of the Greek economy and a key driver of economic growth (OECD, 2020; Mavrommarti et al., 2021). Tourism accounted for 30.9% of the country's GDP and 43.3% of total services exports in 2018 (OECD, 2020; Papadopoulou, 2020). The sector employed 381,800 people, accounting for 10% of all jobs (OECD, 2020). Greece is the 4th most visited country in Europe's Mediterranean region with 33.1 million international tourist arrivals, after Spain, Italy, and Turkey (OECD, 2020; UNWTO, 2020b).

Cultural tourism is one of the most dominant in the country. Archaeological sites related cultural and historical monuments and museums are the main attraction for most tourists in Greece (Kalogeropoulou, 1996). The most important regions for cultural tourism are mainly

central and western Greece, the Peloponnese and Crete. This is mainly because these areas are home to some of the most visited ancient monuments, such as Athens, Olympia, the Oracle of Delphi, and the city of Thebes. The other main motivating factor for tourists visiting Greece, apart from cultural tourism, is a beach holiday. The country's climate and geography are also very attractive: a Mediterranean climate, numerous islands, seas ideal for swimming (Gyuricza, 2009).

Cruising in Greece is very popular with both domestic and foreign tourists (Diakomihalis, 2007). The port of Pireaus is the 8th most visited port in Europe by number of cruise tourists (MedCruise, 2020). All forms of tourist passenger shipping are present in Greece. It is also a very popular European destination among Hungarian tourists (Pavlogeorgatos et al., 2019; Rácz, 2020).

Cruising tourism in Greece started to develop in the 1930s. The first shipping company to offer Mediterranean cruises appeared on the market was from Greece (Diakomihalis, 2007).

Until 2012, the so-called cabotage regime was applied, which is synonymous with maritime protectionism. This has meant that non-Greek shipping companies have had far fewer port services and restrictions on the embarkation and disembarkation of tourists on these ships. Its abolition helped to boost cruise tourism by increasing the number of cruises to the country (Vaggelas & Stefanidaki, 2015).

Port infrastructure plays an important role for nautical tourism. The most developed ports in Greece are in Piraeus, Heraklion (Iraclio) and Corfu. However, most smaller ports are significantly underdeveloped in terms of overall infrastructure and services. There are few passenger terminals and no piers of sufficient length to accommodate modern cruise ships. Only in Piraeus and Heraklion can vessels longer than 350 meters dock, and only 38.5% of ports can accommodate cruise ships with a draught of more than 11 meters. However, the fact that most major ports are no more than 60 km from airports is a huge advantage (Galanos & Yfantis, 2013). These are the areas where the EU's long-term development plan, "Blue Growth", which focuses on developing coastal and maritime tourism, can make a difference. The European Union provides financial support for the necessary investments, which Greece has benefited from in recent years (Irimiás, et al., 2019; Banousis et al., 2016).

DATA AND METHODS

Data collection

Data collection was carried out in several ways. On the one hand, we have collected the available maritime tourism products in Greece through the websites and catalogues of tour operators operating in Hungary. We found 16 agencies that sell holidays in Greece and offer

boat trips as an optional program. Thus 82 boat trips were identified and characterized. More information on the supply side was obtained through interviews with professionals with relevant information on tourism (the managing directors of two travel agencies and a tour guide living in Greece). The third data collection method was an online questionnaire we designed to explore the characteristics of demand for maritime ship tourism. The questionnaire was completed by 702 people, and during the data cleaning process we found only one questionnaire that had to be excluded from the processing. The sample included 563 women (80.3%) and 138 men (19.7%). Most respondents (57.8%) were aged 41-60, 29% were under 41. 37.8% have secondary education and 61.3% have tertiary education. Almost half of respondents (49.8%) have a gross monthly income between HUF 250,000-500,000.

The method of data processing

Data from the questionnaire were analyzed using IBM SPSS Statistics 28 and Microsoft Excel. For day cruises, Spearman's rank correlation coefficient was used to test the closeness of the relationship between the variables measured on the ordinal scale. The Wilcoxon test was used to test the participation in boat trips and the role of age in influencing it.

Content analysis was used to investigate whether the products mentioned as most popular in the questionnaire and interviews are available and can be purchased from Hungarian tour operators or whether they are only available in the destination. In addition, we grouped the products tested according to predefined categories: price, type and whether they were sold as part of a package.

The results of the content analysis were compared with the results of the interviews and the questionnaire to see to what extent the travel agencies' offer meets the demand of Hungarian tourists. Data were processed and evaluated using NVivo12 Plus content analysis software.

RESULTS

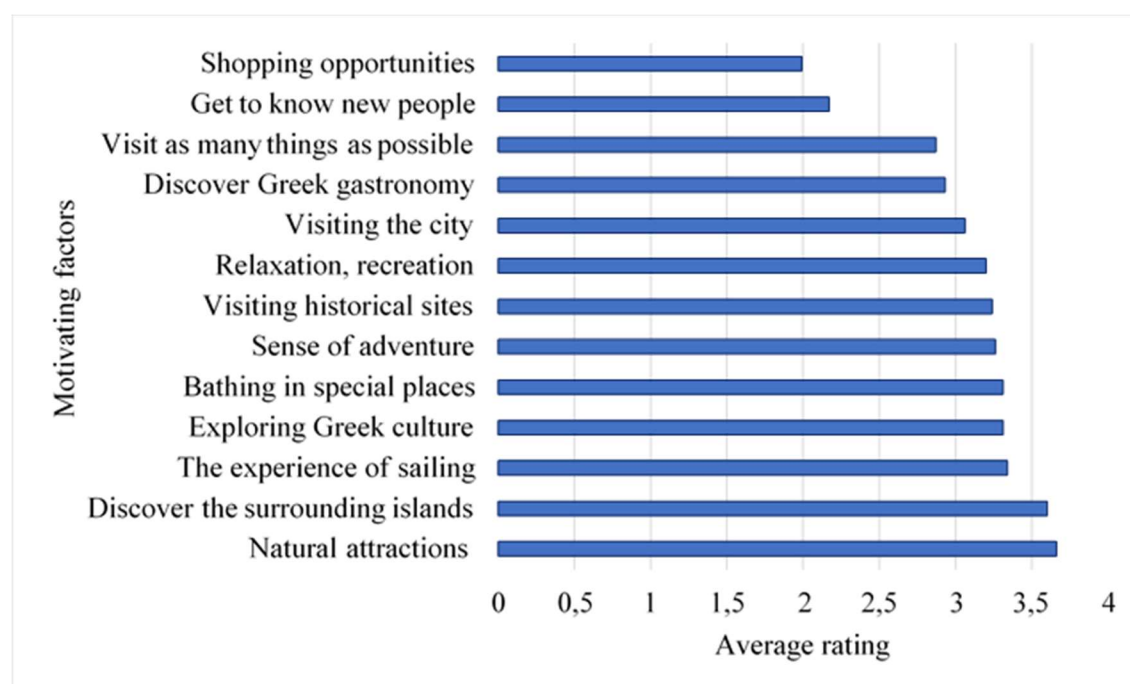
Demand side results

Of the 701 valid completions, 659 participated in coastal boat trips, 42 in a cruise and 69 in a yachting/sailing trip. On this basis, hypothesis testing could only be carried out for coastal boat trips, so detailed statistical analysis was only carried out for this type of cruise. One-day cruises are emerging as a complementary product on the market, as 97.6% of respondents do not travel to Greece primarily for the excursion. However, coastal boat trips are a popular

complementary product, as shown by the high participation rate and the fact that almost half of the respondents (49.6%) have taken a cruise more than 3 times during their holiday in Greece. Many respondents (394) took part in these cruises with their families. They are followed by those travelling with their partner (318 people) and then those who went with friends (244 people). Only 27 respondents said that they had used the program alone.

Demographic characteristics were examined to see how gender, age, education, and income affect participation in coastal boat trips in Greece. Differences between participation rates by gender and residence were tested using a two-sample z-test. The test function for gender was $z_0 = -3.495$ with significance $p = 0.000237$. The results show a higher participation rate for women. The test function for place of residence is $z_0 = -0.997$ and $p = 0.318947$, i.e., there is no significant difference in the participation rate between rural and metropolitan residents. The Wilcoxon test showed that age did not influence participation in cruises ($W = 15269$, $p = 0.2475$). The association between income and participation in cruises in Greece is weak according to the coefficient of variance ($H = 0.19$). The association between education and participation in cruises in Greece is weak ($C = 0.17$) according to the Cramer association measure. Overall, therefore, it can be concluded that demographic characteristics other than gender do not significantly influence participation in cruises in Greece.

Figure 1 Ranking of motivating factors to participate in coastal boat trips



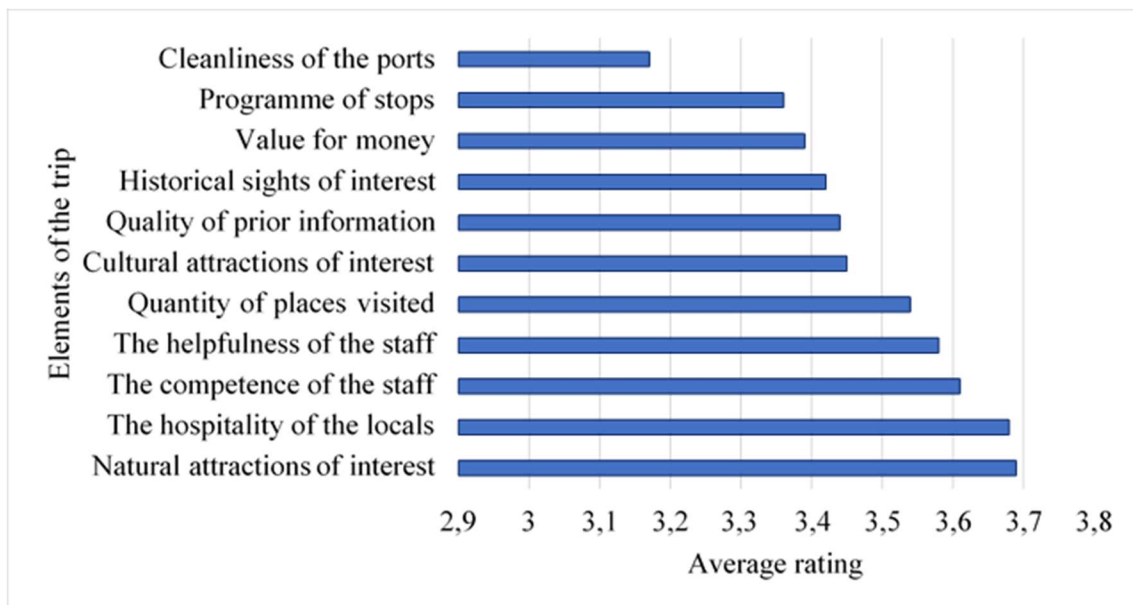
Source: Authors' elaboration

We also examined whether willingness to pay is affected by the gross monthly income of respondents. Using Spearman's rank correlation coefficient, we found that there is a weak relationship between income and willingness to pay ($S=37033761$, $p=0.000029$, $\rho=0.164$).

The ranking of motivational factors and satisfaction with each element of the excursion was obtained by arithmetically averaging the scores of the 4-point Likert scales (Fig. 1). The main incentive for Hungarian tourists to take a coastal boat trips in Greece is to discover the natural attractions and the surrounding islands. The sailing and the experience of sailing, as well as the opportunity to get to know Greek culture and swim in special places, are also important motivating factors for Hungarian tourists. The least motivating factors are meeting new people and the shopping facilities available at the stops.

Respondents were most satisfied with the natural attractions. The other highest scores were for human factors: the hospitality of the locals and the helpfulness and competence of the staff. Tourists were the least satisfied with the cleanliness of the ports and the quality of the facilities at the stopovers, mainly due to the lack of infrastructure and superstructure in the ports and their poor state of repair. The average of the responses to value for money is also considered low, i.e., the service received for the price paid is not considered proportionate by the purchasers of the product (Fig. 2).

Figure 2 Ranking each element of the trip according to tourist satisfaction

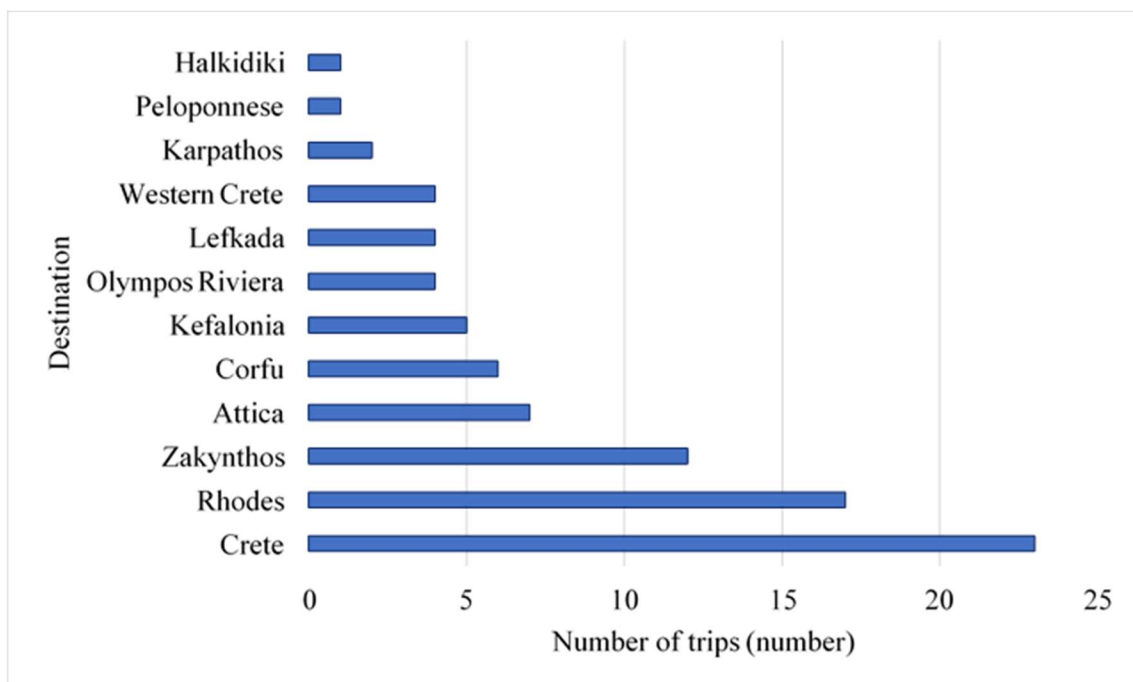


Source: Authors' elaboration

Supply-side results

The characteristics of the Greek cruise products available from the travel agencies surveyed are largely the same. The reason for the match is that the agencies do not sell the boat trips as their own product, but as a broker for the trips of partner operators in Greece. This also means that 100% of the excursions (82) are optional and can be booked on the spot. Looking at the location of product sales, it is possible to identify the most popular Greek destinations (Fig. 3). The largest number of boat trips (23) is offered by the surveyed agencies in Crete, with Santorini being the number one destination. This finding is supported by the fact that this product was offered by all the tour operators surveyed. Crete is followed by Rhodes, with 17 excursions, the most popular of which are cruises to the island of Symi, famous for its shipbuilders and sponge fishing. Zakynthos is in 3rd place with 12 trips. Each of the 7 Attica excursions is an optional itinerary to the islands of the Saronic Gulf, offered as part of the Athens city break.

Figure 3 Frequency of Boat Trip locations



Source: Authors' elaboration

The largest number of coastal boat trips (21) is offered by IBUSZ Utazási Irodák Kft (Tab. 1). IBUSZ organizes trips to almost all the destinations surveyed, which confirms its leading position in the Hungarian tour operator market. Also worth mentioning is the offer of Unitravel Utazásszervező Kft. With their help, you can visit 5 destinations and buy 10

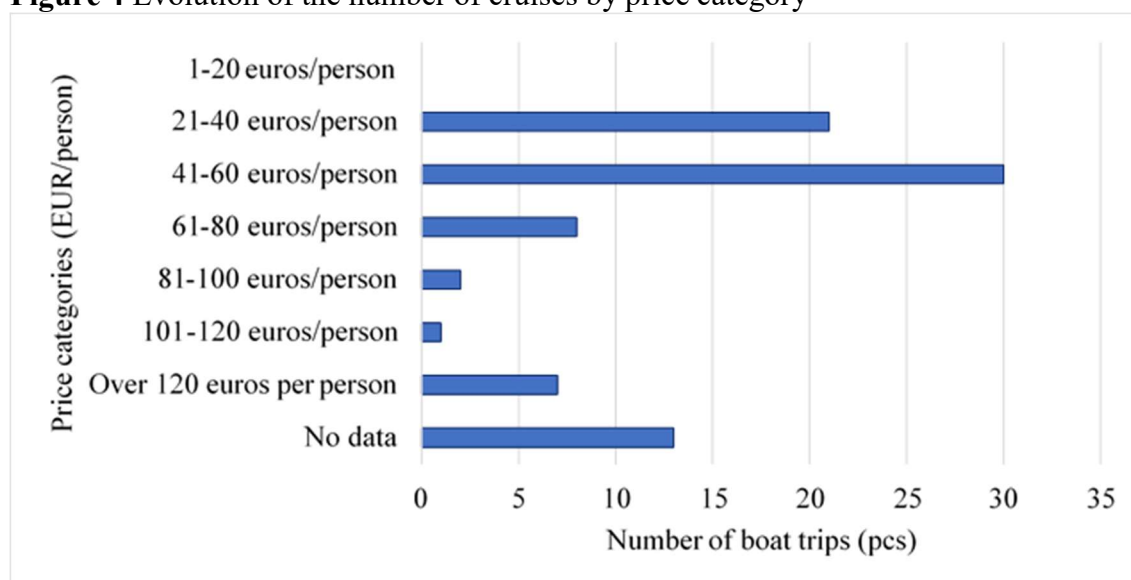
coastal boat trips. Sun & Fun Holidays Ltd. offers the 2nd highest number of excursions (11), but they are only available in 3 destinations (Tab. 1).

Table 1 A crosstab on travel agencies and the destinations of the Greek trips they offer

Travel agency \ Destination	Attica	Halkidiki	Karpathos	Kefalonia	Corfu	Crete	Lefkada	Olympos Riviera	Peloponnese	Rhodes	Zakynthos	Total
1000Út	-	-	-	-	-	4	-	-	1	1	-	6
Anett Tours	-	-	-	-	-	-	-	2	-	-	-	2
Anubis Travel	-	-	-	-	-	2	-	-	-	3	-	5
Budavár Tours	2	-	-	-	2	-	-	-	-	1	2	7
Fehérvár Travel	2	-	-	-	-	-	-	1	-	-	-	3
IBUSZ	1	1	2	4	2	2	4	1	-	1	3	21
Kartago Tours	-	-	-	-	-	4	-	-	-	2	2	8
Morea	-	-	-	-	-	1	-	-	-	-	-	1
OTP Travel	-	-	-	-	-	-	-	-	-	4	-	4
Proko Travel	-	-	-	-	-	1	-	-	-	-	-	1
Sun&Fun	-	-	-	-	-	5	-	-	-	4	2	11
Unitravel	-	-	-	1	2	3	-	-	-	1	3	10
Utazom.com	1	-	-	-	-	-	-	-	-	-	-	1
Vista	1	-	-	-	-	1	-	-	-	-	-	2
Total	7	1	2	5	6	23	4	4	1	17	12	82

Source: Authors' elaboration

Figure 4 Evolution of the number of cruises by price category



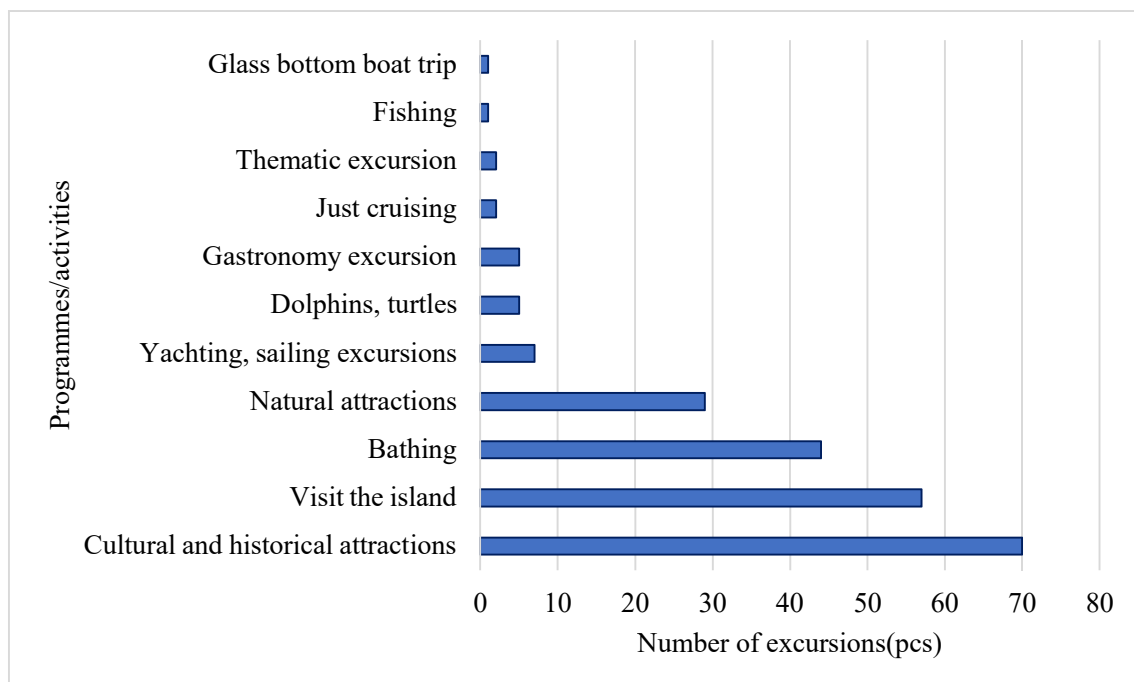
Source: Authors' elaboration

The travel agencies surveyed offer similar products at almost the same price. Looking at the price categories, 37.0% (30) of the trips fall into the €41-60 per person price category and

25.9% (21) into the €21-40 per person price category, i.e., these two categories cover almost two thirds of the trips. All products priced above €120 per person are Santorini coastal boat trips. This is because Santorini is one of the most popular Greek islands, so there is a high demand for excursions that introduce tourists to the island (Fig. 4).

When grouped by programs and activities, some coastal boat trips are listed in several categories (Fig. 5). The grouping was based on the main purpose(s) of the trip. For example, a trip was only included in the subcategory "monasteries and other sacred attractions" if its primary program was to visit a monastery or church, and not just as an additional program during a city visit. However, if both a visit to the city and a visit to the monastery were part of the main program of the trip, then both categories were assigned to the product. It can be said that the coastal boat trips mainly take tourists to a nearby island, where cultural and historical attractions are most often presented. One fifth of the trips (44) include the possibility of swimming, but this is rarely the sole purpose of the trip. The number of excursions to natural attractions is also high, but even in this category, most of them are combined with some other activity (bathing, city visit, island visit). Travel agencies offer few yacht (catamaran) excursions to passengers, with only 7 of the products surveyed. Tourists do not get these products through tour operators but buy them from a local supplier.

Figure 5 Grouping of boat trips by program/activity



Source: Authors' elaboration

DISCUSSION

Within the tourism sector, shipping tourism is one of the most dynamically growing sectors today (Irimiás, et al., 2019; Klein, 2011). It contributes to the growth of local economies by creating many jobs and generating extra revenue for businesses directly and indirectly involved in nautical tourism. But the costs of setting up and maintaining the infrastructure needed to provide a good quality service are huge. The biggest problem for coastal boat trips is that tourists do not spend a night in the destination they visit, so they spend less (Brida & Zapata, 2009; Burchacz, et al., 2017; Klein, 2011). And the very nature of mass tourism has a negative impact on the living standards and living conditions of the local population in the absence of regulation and coordination (Klein, 2011). They are also destructive to the built and natural environment, both for ships and their passengers (Verikokkou, 2021). This is why it is important to have a certain level of monitoring and regulation of nautical tourism to minimize the negative impacts and maximize the positive ones. This will improve the quality of life of the local population and make tourists more satisfied with the product (Ehtiyar, 2016; Brida & Zapata, 2009).

It is worth looking at the products of nautical tourism separately, as the consumers of each product have significantly different characteristics. Hotel cruise passengers are more likely to be older and have higher incomes, and their main motivation to buy is relaxation and recreation, as well as the amenities available on board (CLIA, 2021; Hung & Petrick, 2011). The results of our research show that price plays a significant role in coastal boat trips, as they are only a complementary product in the tourism market, and thus consumers are more price sensitive than for hotel cruises. In addition, the main motivating factor for day cruises is to visit the natural and cultural attractions in the area. These results are supported by a number of previous research findings (Diakomihalis & Lagos, 2011; Diakomihalis, 2007). Yachting and sailing is a niche market in tourism. The main motivation for this market segment is the feeling of freedom, the love of boating as a sport and the increase of prestige. Typically, older, high-income men are the primary consumers of the product (Diakomihalis, 2007; Ilchuk, et al., 2019). The results of the analyses carried out in our research are very similar to the international results mentioned above.

CONCLUSION

Based on the literature review, it can be concluded that the analysis of nautical tourism is worthwhile to focus on. As well as being one of the fastest growing sectors in tourism today,

it also has a significant impact on the environment (Klein, 2011; Irimiás, et al., 2019). It has the potential to contribute to the growth of local economies by creating many jobs and generating additional income for businesses directly and indirectly involved in nautical tourism. But the costs of setting up and maintaining the necessary infrastructure are huge. One of the biggest problems of boat tourism is that tourists do not spend the night in the visited destination, and therefore do not spend money (Brida & Zapata, 2009; Klein, 2011; Burchacz, et al., 2017). Regarding the impact on the social environment, it is essential to note that, in the absence of regulation and coordination, and due to the nature of mass tourism, it negatively affects the living conditions of the local population (Klein, 2011). Both the built and natural environment are damaged by ships and their passengers. This is why it is important to monitor and regulate nautical tourism to minimise the negative impacts and maximise the positive ones. This will improve the quality of life of the local population and make tourists more satisfied with the product (Brida & Zapata, 2009; Ehtiyar, 2016).

The research suggests that travel agencies should focus on shipping tourism products in Greece, as there is a strong demand for coastal boat trips and cruise tours are becoming increasingly popular in the Hungarian market. Shipping, like almost every other industry, has been affected by the Covid19 virus, but in the long term no major changes are expected in the market, according to the experts surveyed. It is important to stress, however, that the recovery of the passenger shipping industry after the pandemic will not be immediate but may take a year or two.

Hungarian tourists on coastal boat trips in Greece are demanding and have high expectations. This is supported by the fact that the motivation survey shows that for them, boating alone, bathing and recreation are not enough. During the excursions, there is a desire to learn about Greek cultural values and to discover natural treasures. Travel agencies should focus more on products that meet this kind of demand. Human factors also play an important role in satisfaction and it is important to keep this in mind. The human factors that had the greatest impact on the participants were the helpfulness and competence of the staff.

Thanks to the high response rate, our results can be used as a starting point for further research involving a wider population. This information can be useful for domestic travel operators to further tailor their offer to domestic demand.

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