

Restaurant consumer preferences towards seasonal and local ingredients in two Hungarian destinations

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Abstract

This article investigates and compares the restaurant preferences of Generation Z consumers visiting Lake Balaton and Greater Budapest (Hungary) to identify the subjective perceptions of seasonal and local ingredients in the restaurant industry. Preferences are examined through Q-methodology, with statements generated based on relevant literature. In the study, two distinct samples are employed with 49 consumers from Lake Balaton and 33 consumers from Greater Budapest. These samples are also subjects of a comparative analysis. The research identifies five consumer preference groups (factors) for Lake Balaton and four factors for Greater Budapest. Consumers demonstrate an overall interest in trying local food specialities, primarily driven by a desire to immerse themselves in the food culture of the destinations. The factors exhibit a relatively low commitment to choosing environmentally sustainable restaurants, while consumers aim to support local businesses and job creation. Comparatively, consumers at Lake Balaton place a higher value on local wine offerings, while they consider the food in Greater Budapest's restaurants to be more unique. This study provides information based on Q-methodology research results regarding consumer preferences, offering advice to restaurants on customising their offerings for diverse consumer groups.

Keywords: consumer preferences, Generation Z, seasonal ingredients, local food, Q-methodology.

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1. Introduction

In the restaurant industry, there is a global trend of increasing demand for seasonal, local, and organic ingredients, as well as traditional local cuisine (Alsetoohy *et al.*, 2021; Ozturk & Akoglu, 2020). Before the Covid-19 outbreak, many restaurants were already incorporating locally sourced and sustainably grown items on their menus (Bonn *et al.*, 2016). The pandemic further accelerated consumer preference for locally produced ingredients, while also emphasising the significance of sustainability practices in the restaurant business (Alsetoohy *et al.*, 2021).

This trend is particularly evident among younger generations, such as Generation Z, defined as individuals born between 1996 and 2010 (Monaco, 2018). Generation Z presents a unique challenge for tourism managers and marketers due to their distinct behaviour patterns compared to previous generations, resulting in significant changes in consumer behaviour (Orea-Giner & Fusté-Forné, 2023; Stavrianea & Kamenidou, 2021). However, Generation Z has received less attention than other age groups, such as millennials (Dimitriou & AbouElgheit, 2019). This new generation also brings fresh challenges and transformations to the world of tourism and hospitality, necessitating quick adaptation and response from marketers.

While there is literature on the agrifood industry, such as studies on green, organic, or toxic-free food products (Cicia *et al.*, 2021; Trivedi *et al.*, 2023; Troudi & Bouyoucef, 2020) and comparative analyses of food consumption patterns across countries (Šedík *et al.*, 2019), limited attention has been paid to the comparative analysis of restaurant consumption patterns in two specific destinations. This study provides insights into the preferences of consumer groups in two geographically proximate destinations exhibiting distinct tourism and gastronomic brand profiles.

Even though some international studies have addressed the use of locally sourced food and sustainable products in restaurants (Alsetoohy *et al.*, 2021; Ozturk & Akoglu, 2020; Zocchi & Fontefrancesco, 2020), this topic remains relatively understudied in the context of post-communist countries, such as Hungary, where unique historical and political conditions necessitate specific consideration (Makowska *et al.*, 2024). Moreover, the available research on consumer attitudes towards Hungarian restaurants offering food from locally sourced ingredients is insufficient.

Heightened competition among tourist destinations underscores the necessity of analysing factors that influence tourists' behavioural intentions in their decision-making process. Santos *et al.* (2022) emphasise that emotions towards a destination play a crucial role in shaping tourists' satisfaction levels and subsequently influence future consumer behaviours, including loyalty or disloyalty towards the destination and its tourism offerings. Although regional comparisons are common in tourism studies (Bočkus *et al.*, 2023; Hernandez-Maskivker *et al.*, 2021), existing tourist attitude research has predominantly focused on specific geographical units, with no studies systematically comparing restaurant consumers in two different Hungarian destinations. Therefore, conducting a comparative analysis is particularly valuable for identifying differences among distinct attitude groups concerning destination-specific offerings.

This research investigates and compares the restaurant preferences of consumers visiting Lake Balaton and Greater Budapest, with specific emphasis on the role of seasonal and local ingredients in the restaurant sector, addressing our main research questions:

- What are the primary restaurant consumer preference groups among Generation Z visiting Lake Balaton and Greater Budapest, according to their preference for food based on seasonal and local ingredients?
- What are the similarities and differences among the preferences of Generation Z consumers for food based on seasonal and local ingredients in Lake Balaton and Greater Budapest?

This study contributes to the theories by employing Q-methodology to analyse perspectives on seasonal and local ingredients for the creation of consumer typologies, thereby enriching and expanding the literature on Generation Z's restaurant preferences. From a practical perspective, it also offers significant managerial implications. As Generation Z emerges as a responsible consumer group with increasing purchasing power, the study reveals patterns that can inform targeted marketing strategies in the restaurant industry.

A distinctive aspect of this study is its methodology. The research highlights the importance of Q-methodology for exploratory studies aimed at forming consumer typologies. This approach is suitable for examining consumption patterns and preferences, while simplifying the complexity of respondents' opinions (Ásványi *et al.*, 2022). The results of this Q-methodology study provide an in-depth portrayal of Generation Z's subjective perspectives on restaurants' use of local and seasonal ingredients in their menu composition.

This article is structured as follows. First, the literature review explores responsible consumer trends and the food consumption patterns of Generation Z and examines previous research related to restaurant practices concerning local food culture and the concept of “locality” within hospitality marketing. Next, the Q-methodology and the research specifications are introduced. Then, a comprehensive analysis and comparison of samples as well as consumer preference groups is conducted. The article concludes by presenting its conclusions, theoretical and practical implications, and the limitations of the research.

2. Literature review

2.1. Responsible consumer trends in hospitality

The demand for fresh, seasonal, sustainable ingredients, as well as destination-specific traditional dishes, significantly influences consumer trends, leading to changes in hospitality management (Jang *et al.*, 2011). In the context of restaurant consumers, the term “local” when describing food is primarily associated with the word “fresh” (Conoly & Lee, 2023). A growing number of environmentally conscious consumers place value not only on the quality of the dining experience but also on the sense of contributing positively to the environment when dining at a restaurant (Parker, 2011). Restaurants are striving to incorporate “green foods” into their operations to the greatest extent possible and identify consumers who possess both the intention and willingness to pay (WTP) a premium price for such services (Jang *et al.*, 2011; Mahasuweerachai & Suttikun, 2023).

The WTP for sustainable food is influenced by various factors. Galati *et al.* (2021) argue that the opinions of other tourists significantly affect potential guests' behavioural intentions and WTP. Additionally, consumers' intention to pay a premium for green products is influenced by their environmental attitudes and the perceived ease of purchasing such goods (Galati *et al.*, 2023). Furthermore, the presence of certifications impact consumers' perceptions by reducing information asymmetry and providing additional assurances about the lower environmental and social impact of the product or process (Galati *et al.*, 2023). Conversely, Futtrup and Grunert (2023) found that while price-conscious consumers hold positive expectations regarding certified organic labelling, they tend to avoid visiting restaurants with such certifications due to anticipated high costs. Nonetheless, explicit (online) communication of specific consumption values, such as functional aspects (restaurant ambience, staff behaviour), emotional, and epistemic (menu options) factors, can significantly influence customers' intentions towards organic food restaurants (OFRs) (Ray *et al.*, 2023).

Food-related lifestyles have emerged as a defining form of psychographic segmentation, encompassing the general characteristics of consumers, including their gastronomic activities, attitudes, interests, and opinions (Bacig & Young, 2019). Kim and Huang (2021) state that locavores (those whose diets consist

only or principally of locally grown or produced food) hold three fundamental beliefs: the superiority of local food, an opposition to imported food, and a commitment to supporting the local community. They are therefore more likely to perceive a restaurant offering locally sourced products as authentic. Additional research indicates that if tourists perceive a low level of emotional benefit, they tend to express greater dissatisfaction with local food offerings (Seongseop *et al.*, 2021). Nevertheless, a study conducted by Lang and Lemmerer (2019) investigating consumer perspectives revealed that environmental benefits ranked only 15th out of 18 listed benefits, thus challenging the prevailing research and marketing assumption that environmental sustainability serves as the primary motivation for restaurant patrons to choose local foods.

While responsible consumption in hospitality has become a new research trend in Western Europe and North America, little previous research has examined it in the context of post-communist countries – among them, Hungary. Previous studies conducted in post-communist European countries also highlight the emerging role of the country-of-origin effect as a form of patriotism in response to the challenges of purchasing foreign goods during the socialist era (Makowska *et al.*, 2024; Velčovská & Valečková, 2018). Local food consumption in Hungary, however, is a less researched topic. Gonda *et al.* (2022) argue that local products have become a new trend in tourism and hospitality and domestic tourists preferring local food have emerged as an important consumer segment at Hungarian destinations. Beke *et al.* (2022) found that sustainable quality of life is becoming increasingly important to the younger generation in Hungary, particularly concerning healthy eating. They examined the main motivational and purchasing incentive factors, identifying hedonistic experiences (such as joy, the discovery of new foods, and curiosity about new flavours) as the most significant. Health benefits and nutritional content were found to be less influential motivators.

2.2. Generation Z food consumption patterns

Generation Z has become a responsible consumer group with rising purchasing power that significantly influences the direction of sustainable foodservice (Huang *et al.*, 2022; Mitić & Vehapi, 2021). According to Orea-Giner and Fusté-Forné (2023), however, Generation Z reports that adopting sustainable consumption patterns can be challenging due to the high cost of sustainable food. Zuo *et al.* (2022) indicate that Generation Z food preferences are multifaceted, involving four dimensions: dish evaluation, dietary choice, marketing innovation, and service quality. Additionally, this generation shows a keen interest in the health benefits of food products and adopts a value-based perspective, preferring food items that provide good value for money (Mitić & Vehapi, 2021).

Marketing products to young consumer segments through “green” messaging is now widespread, as Generation Z prioritises product attributes associated with environmental conservation and personal well-being (Orea-Giner & Fusté-Forné, 2023; Su *et al.*, 2019). Environmental concerns positively impact Generation Z’s willingness to pay more for green products, partly due to their generally lower disposable income; however, they may be significantly influenced by green marketing efforts (Gomes *et al.*, 2023). Nonetheless, situational, cultural, and restaurant-related factors are crucial in shaping Generation Z’s moral judgement regarding restaurant choices (Huang *et al.*, 2022). Orea-Giner and Fusté-Forné (2023) noted that living in rural areas with substantial agricultural and livestock activities can support the adoption of sustainable consumption practices through the use of local foods. Additionally, the feeling of a “warm glow” can motivate Generation Z to patronise green restaurants, as they often view these establishments as socially and environmentally responsible rather than profit-driven (Mahasuweerachai & Suttikun, 2022).

Generation Z travellers seek experiences that connect them with local cuisine as a means of cultural preservation and interaction with local people, appreciating both local knowledge and service (Orea-Giner & Fusté-Forné, 2023). Similarly, Hoang *et al.* (2024) found that millennial and Generation Z

travellers are particularly inclined to prioritise the culinary experience at restaurants offering traditional food, sometimes overlooking other factors such as hygiene in favour of the unique culinary experience.

2.3. *Reflection of local food culture in restaurants*

Given the growing significance of the food experiences for tourists and its direct impact on their satisfaction with dining environments, restaurants need to concentrate on factors such as offering traditional cuisine and opportunities to engage with local food cultures (Coughlan & Saayman, 2018). Munjal *et al.* (2016) proposed that hospitality professionals should actively seek out and document traditional local dishes, ultimately incorporating them into guests' dining experiences. For many restaurants, emphasising their concept's connectedness to the local food culture in their personal and online communication presents an opportunity worth exploring (Csapody *et al.*, 2022). Menus based on locally sourced ingredients can significantly contribute to visitors' identification with a destination and facilitate a deeper understanding of its unique characteristics, establishing an implicit connection with the region (Home *et al.*, 2020). Reflection on locality is essential, as it not only enhances consumers' loyalty but also contributes to the preservation of local cultural and culinary identity (Laškarin Ažić *et al.*, 2023). Strategies that foster collaboration between restaurants (creators of the final products) and the province (suppliers of raw materials) can be accomplished by forging synergetic relationships, establishing networks of gastronomic routes, and elevating the value of local products (Millán Vázquez de la Torre *et al.*, 2016).

2.4. *Concept of locality in restaurant marketing*

Sourcing food from local food systems and incorporating components of the local food heritage are frequently observed strategies used by restaurants to promote sustainability (Huang & Hall, 2023). Rahman *et al.* (2018) state that offering locally sourced food can enhance the restaurant's image and lead to heightened guest satisfaction. For restaurants, effectively communicating their use of local ingredients can positively influence consumer perceptions, evoking favourable emotions that, in turn, impact their intention to revisit (Bacig & Young, 2019). Kim and Huang (2021) advise restaurant managers to tailor their marketing strategies and promotions accordingly, underscoring the value of highlighting the distinctive aspects of locavore practices in marketing messages to enhance market competitiveness. However, emphasising the contribution to the local economy proves to be more impactful than solely focusing on potential environmental protection aspects (Lang & Lemmerer, 2019). When tourists consume regional cuisine, they generate a market potential that can also promote the advancement of sustainable farming, preserve traditional agricultural landscapes, and bolster the local economy (Sims, 2009).

As Givens and Dunning (2019) state, effective "storytelling", wherein restaurants communicate the names of producers and the sources of their procurements, can be useful in shaping consumer perceptions. The menu serves as a primary tool through which restaurants engage with consumers and influence their decision-making (Shafieizadeh & Tao, 2020).

Transparency is necessary to avoid accusations of greenwashing. Alsetoohy *et al.* (2021) recommend that restaurants seeking media exposure with sustainable messages should undergo scrutiny and obtain accreditation from credible "green" associations or authorities. Duram and Cawley (2012) highlight that restaurants often encounter significant costs when striving to be featured on sustainable restaurant listings, despite such listings being regarded as a vital source of information for guests seeking green dining options.

3. **Methodology**

In this study, we addressed research gaps by delving into the distinct consumer preference groups within Generation Z of food based on seasonal and local ingredients. To achieve this, we used Q-

methodology to explore and compare restaurant consumer preferences in two destinations. Our analysis focused on Lake Balaton and Greater Budapest as Hungary's two popular destinations. In 2022, the Lake Balaton region was the most popular destination within Hungarian rural areas, accounting for 32% of all guest nights. Greater Budapest was ranked third, contributing to 8% of the total guest nights in rural Hungary (Hungarian Tourism Agency, 2023).

The two destinations exhibit distinctive tourism and gastronomic brand profiles. Lake Balaton is acknowledged as a popular, year-round destination, providing a wide range of leisure opportunities. It is positioned as a place for waterfront relaxation, complemented by a variety of active, cultural, gastronomic, and health-related tourism offerings. Lake Balaton's gastronomic offering is highlighted in the tourism strategy of Hungary (Turizmus 2.0) as offering a "wide range of gastronomic experiences", attracting visitors from diverse demographic and geographic backgrounds, with a highly varied range of available offerings (Hungarian Tourism Agency, 2021, p.191).

Greater Budapest encompasses active and eco-tourism products, enriched with historical attractions. It is important to note that the destination excludes the Hungarian capital, Budapest. However, it includes the Danube Bend region, Lake Velence – Hungary's third-largest natural lake – as well as historically significant cities such as Gödöllő and Székesfehérvár. As defined by the Hungarian Tourism Agency, this integrated tourism region encourages the extension of stays during visits to Budapest. From a gastronomic perspective, promotional messages for the Greater Budapest area emphasise a "rural taste adventure in a day", intending to involve visitors in local culinary experiences (Hungarian Tourism Agency, 2021, p.191).

3.1. Overview of Q-methodology

Q-methodology is relatively seldom used to explore issues within the agro-food business (Mandolesi *et al.*, 2023) and restaurant management (Kim, 2018). However, its application is becoming increasingly prevalent in tourism research, as evidenced by a growing number of studies in this domain (Ásványi *et al.*, 2022; Ásványi & Chaker, 2023; Nikraftar & Jafarpour, 2020; Stergiou & Airey, 2011). Previous research has demonstrated that the application of this methodology is suitable for understanding consumer attitudes and behaviour in a specific market, thereby facilitating the formation of market target groups (Hofmeister-Tóth & Simon, 2006).

As a hybrid tool mixing qualitative and quantitative methods (qualiquantology), Q-methodology is, however, frequently used to elucidate subjective opinions, attitudes, and value orientations (Hofmeister-Tóth & Simon, 2006; Stenner & Stainton Rogers, 2004). Because previous studies have demonstrated its suitability for this purpose (Kim, 2018; Nikraftar & Jafarpour, 2020), we used Q-methodology to identify various patterns of food preferences and restaurant consumer attitudes, rather than to quantify the number of individuals with specific perceptions or beliefs.

It employs quantitative methods, such as correlation and factor analysis, to discern typologies and systematically analyse individual cases (Brown, 1996). In contrast to other research methods in the social sciences, Q-methodology focuses on analysing participants rather than variables to determine specific typologies (Hofmeister-Tóth & Simon, 2006). In Q-methodology research, "factors are clusters of people for a set of variables" (Stergiou & Airey, 2011, p. 316), specifically individuals who hold similar perspectives related to the study's theme.

While Q-methodology offers several advantages, it has certain limitations. Stergiou and Airey (2011) argued that determining the precise research questions and problems best suited for Q-methodology remains challenging. Nevertheless, Barry and Proops (1999) suggest that this methodology represents an attempt to structure and comprehend subjectivity coherently for all readers. Due to its

methodological underpinnings in factor analysis, some scholars emphasise Q-methodology's capacity to facilitate scientific investigation of subjective phenomena (Previte *et al.*, 2007). This appeal, particularly for tourism researchers, lies in its focus on the subjective lived experiences of individuals (Stergiou & Airey, 2011). While quantitative methods identify overall trends and proportions within a population, Q-methodology may enhance these findings by providing insights into the underlying intellectual reasoning and understanding behind these trends (Barry & Proops, 1999; Stergiou & Airey, 2011). Nonetheless, the application of Q-methodology entails considerable time investment, including formulating Q statements, and often necessitates personal assistance to help participants complete the evaluation table (Barry & Proops, 1999). Since, in Q-methodology, the participants are the variables rather than the samples, a large number of participants is not required – an optimal range is 10–50 respondents (Q-sorters) (Hofmeister-Tóth & Simon, 2006).

3.2. Steps of Q-methodology research

First, we defined our research aim, which emerged from the identified gap in the literature. We aimed to conduct a comparative analysis of the restaurant consumer preferences in Generation Z with special regard to food based on seasonal and local ingredients in two Hungarian destinations, Lake Balaton and Greater Budapest.

The second step involved analysing the literature available through academic databases, such as Web of Science and Science Direct, all pertaining to the research objective. As a result of the literature review, we formulated the main research questions:

- What are the primary restaurant consumer preference groups among Generation Z visiting Lake Balaton and Greater Budapest, according to their preference for food based on seasonal and local ingredients?
- What are the similarities and differences among the preferences of Generation Z consumers for food based on seasonal and local ingredients in Lake Balaton and Greater Budapest?

Our analysis of recent studies also led to the identification of eight key themes related to consumer preferences and restaurant attributes associated with seasonal and local food: (1) use of seasonally, locally available ingredients; (2) a local focus in restaurant concepts; (3) restaurant consumers' willingness to pay; (4) convenience and speed; (5) food neophilia/neophobia; (6) connection to local communities; (7) role of special diets; and (8) environmentally friendly and sustainable practices.

Building on these themes, we formulated a set of 30 statements in the Hungarian language, aligned with the restaurant offerings of the destinations. As Damio (2016) argued, the statements consisted of subjective opinions rather than facts, aiming to evoke emotional responses regarding the topic. To ensure clarity, these statements underwent pre-testing with five Generation Z students and were subsequently adjusted, shortened, or rephrased as needed.

For data collection, we recruited undergraduate students representing Generation Z from Corvinus University of Budapest, as participants in the study to complete the Q-sorts. We formulated the Q-sort tables using Microsoft Excel, providing detailed instructions for the completion of the evaluation tables. Subsequently, we disseminated these tables to participants via the university's intranet, and asked them to submit the finalized Q-sort assessments via email. The data collection process occurred during two distinct periods: from 30 September to 12 October 2021, resulting in 49 valid responses from travellers to the Lake Balaton region, and from 10 to 31 March 2022, yielding 33 valid responses from travellers to Greater Budapest. We formulated contingency questions to screen out those who had not visited the respective destinations within the past 12 months. Some Q-sorts were invalidated during the process (Lake Balaton sample: 2 invalid sorts; Greater Budapest sample: 3 invalid sorts) due to incomplete filling out or not meeting the criteria established by the contingency questions.

1. Research objective

- Investigating and comparing restaurant consumer preferences in two Hungarian destinations

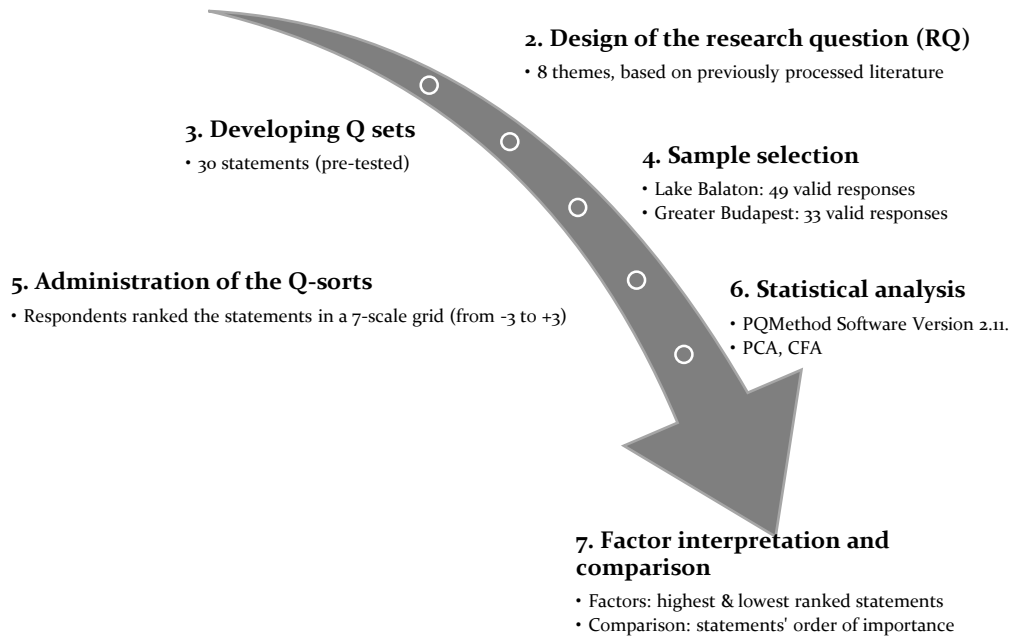


Figure 1: Steps of research

Source: own editing, based on Ásványi *et al.* (2022)

During data collection, respondents in both cases were asked to place the statements in the Q-sort table (evaluation table of quasi-normal distribution, Figure 2), indicating their strong agreement (+3), neutrality (o), or strong disagreement (-3) with the statements. Within a 7-point scale, there could be three instances associated with a value of -3; four instances with -2; five instances with -1; six instances with a neutral (o) value; five instances with +1; four instances with +2; and three instances of +3 with no possibility of exceeding or diminishing these counts.

-3 (3 statements)	-2 (4 statements)	-1 (5 statements)	0 (6 statements)	+1 (5 statements)	+2 (4 statements)	+3 (3 statements)

Figure 2. Q-sort table

We analysed the data analysis using PQMethod software version 2.11, exploring solutions with varying numbers of factors for both samples. For factor extraction, analysis included two techniques: centroid factor analysis (CFA) and principal component analysis (PCA). The study used the VARIMAX rotation method. Subsequently, we flagged Q-sorts to maximise differentiation between factors. First, we conducted automatic pre-flagging, followed by manual flagging based on a review of the loadings. There is no definitive, objectively correct way to determine the number of factors to extract; however, simpler

solutions with fewer factors are generally preferred (Mandolesi *et al.*, 2023). In this study, the final determination of the number of factors was guided by relevant correlation coefficients (with a maximum value of 0.5 between individual factors), Eigenvalue (with a minimum value of 1), and variance level (with a minimum of 60%). Furthermore, each factor was required to encompass responses from at least two participants. As a result, we identified five factors among the sample of travellers to Lake Balaton, and four factors among travellers to the Greater Budapest area.

4. Results

4.1. Factors identified among restaurant consumers at Lake Balaton

In the case of travellers to Lake Balaton, the first factor (LB-A) identified is the “immersed localists”, characterised by their strong emphasis on immersing themselves in the destination’s culture, particularly its food culture. For them, experiencing the local culture is paramount, and they actively seek opportunities to engage with the local population, avoiding the behaviour typical of outsider tourists. They demonstrate a keen interest in food and beverages made of seasonal and locally sourced ingredients, such as wines from the Balaton wine region. Additionally, they exhibit attentiveness to specific dietary requirements.

“Culinary enthusiasts” as the second group (LB-B) share certain similarities with the previous factor. They also display an interest in the destination’s food culture and are open to trying local dishes and ingredients, but they rely more on their instincts when selecting restaurants and meals. These travellers are less motivated by novelty during their journeys and tend to prefer familiar products, fruit and vegetables, regardless of location and season. Seasonal ingredients do not hold particular significance for them, and they do not consider the food and drink offerings at Lake Balaton’s hospitality establishments to be particularly unique.

The third group (LB-C) is characterised by their price sensitivity, yet they express a willingness to indulge in local cuisine during their travels, provided it is available at an affordable cost. These “price-sensitive localists” associate freshness with short supply chains and locally sourced products. While they value comfort, location, and quick service when choosing a restaurant, sustainable certification and special dietary options do not hold significant appeal for them.

The fourth factor (LB-D), comprising the “conscious localists”, exhibits a dual consciousness. On one hand, they are environmentally conscious consumers, which is reflected in their preference for purchasing local products and seeking food derived from local raw materials. Supporting local producers plays a crucial role in their choices. Furthermore, they demonstrate a keen curiosity for the local gastronomic culture, actively seeking menus featuring local ingredients at Lake Balaton. On the other hand, they are also considered conscious restaurant patrons who plan their restaurant visits by reputable restaurant guides (e.g., Michelin) or review platforms (e.g., TripAdvisor). In contrast to the previously mentioned groups, price sensitivity is less pronounced among this segment.

Lastly, the fifth factor (LB-E), comprising the “price-sensitive comfort-seekers”, exhibits significant price sensitivity, with the quality of food and beverages at Lake Balaton being of less decisive importance to them. Their primary considerations involve the comfort, location, and efficiency of restaurant services. They actively seek establishments that cater to special dietary needs, but they do not perceive the restaurant offerings at Lake Balaton to be particularly distinctive.

Table 1: *Factors of consumers at Lake Balaton*

FACTORS	LB-A	LB-B	LB-C	LB-D	LB-E
QSORTS	Immersed Localists	Culinary Enthusiasts	Price-Sensitive Localists	Conscious Localists	Price-Sensitive Comfort-Seekers
# of respondents	16	8	5	11	9
% expl. variance	21	10	10	17	12

Our research involving the Lake Balaton sample did not yield any consensus statement at the significance level ($p > 0.05$). Nevertheless, the results revealed a degree of unity among respondents concerning certain statements. Most expressed the view that by sampling local dishes, they could gain insights into the food culture of the destination. Furthermore, respondents displayed a consistent perspective on the inclusion of references to the local origin of food and beverages in restaurant menus, such as naming producers. Such practices were not perceived as mere marketing ploys but were associated with highly positive values in terms of environmental sustainability and food quality. Regarding the link between local food consumption and job creation, however, the results indicated a lack of motivation for consumers to opt for local food, with each factor displaying neutrality on this matter. Nevertheless, such perceptions can be easily altered through conscious communication and consumer education.

Moreover, the findings shed light on characteristics contributing to the formation of distinct groups, wherein significant differences and contradictions emerged among factors. The most significant characteristic in this regard was the attitude towards special dietary offerings (e.g., vegan, gluten-free, and lactose-free options), with respondents displaying various perspectives on this matter. Additionally, the issue of a willingness to pay higher prices for restaurants that adhere to sustainable principles also evoked contrasting opinions among the respondents.

4.2. *Factors identified among restaurant consumers in Greater Budapest*

“Social localists” (GB-A) specifically look for food made from local ingredients during their travels, which they associate with higher quality and consider fresher. Social impacts are also decisive for them; they believe buying local products creates jobs, and they expect restaurants to support local communities with further actions. At the same time, they do not tend to behave as outsider tourists nor to look for offerings suitable for special diets.

At the same time, “comfort-seeker sceptics” (GB-B) are especially interested in local ingredients during their trips around Greater Budapest, the goal of which is to get to know the local food culture more thoroughly by tasting. However, they do not think that the local ingredients would be of significantly higher quality than imported ones. Comfort aspects are decisive in their case when choosing a restaurant as they do not like to spend much time dining out. It is also very important for them to eat food for a relatively low price during their travels.

For the third factor (GB-C), “price-sensitive globalists”, comfort and cost aspects are also important. However, they are neither specifically interested in local food nor looking for environmentally conscious restaurants. Based on the results, they are clear fans of imported food and buy fruit and vegetables regardless of their season.

Finally, the group of “special-dietary localists” (GB-D) are primarily distinguished from other factors by the need for an offer suitable for special dietary requirements. In addition, the use of seasonal and local ingredients is a decisive aspect for them when choosing a restaurant. During their travels, they cannot

be considered price sensitive, and they do not want to behave as outsider tourists when visiting Greater Budapest.

Table 2: Factors of consumers in Greater Budapest

FACTORS	GB-A	GB-B	GB-C	GB-D
QSORTS	Social Localists	Comfort-Seeker Sceptics	Price-Sensitive Globalists	Special-Dietary Localists
# of respondents	9	9	6	9
% expl. variance	18	16	14	16

Similar to the Lake Balaton sample, statistically significant ($p < 0.05$) consensus statements could not be identified among those travelling to destinations around Budapest. However, based on the results, it can be said that the respondents had a similar opinion regarding one statement: by tasting local dishes, they will also get to know the food culture of Greater Budapest.

4.3. Differences and similarities among factors

The empirical findings reveal differences and similarities among various factors (Table 3). The results show that respondents across diverse factors express some preference for consuming dishes made from locally sourced ingredients when dining out. Nevertheless, only social localists (GB-A) strongly believe that the use of local ingredients results in higher quality, which is less conspicuously articulated within other factors (So1). This phenomenon is underscored by the observation that except for the social localists (GB-A), other factors consider the use of local ingredients as a subordinated aspect when choosing a restaurant. However, for price-sensitive comfort-seekers (LB-E), tasting high-quality local foods when visiting Lake is not a priority.

Table 3: Factor Q sort values for restaurant consumers at Lake Balaton and in Greater Budapest

Statements	LB-A	LB-B	LB-C	LB-D	LB-E	GB-A	GB-B	GB-C	GB-D
01. If I know that a dish is made from local ingredients, it also means higher quality for me.	++	o	+	+	o	+++	o	-	++
02. When choosing a restaurant in [destination's name], its price level is the primary decision criterion.	o	o	+++	---	+++	+	++	+++	--
03. The culinary offerings of [destination's name] are significantly diverse, characterised by uniqueness.	+	-	o	o	--	o	+	-	-
04. When travelling to [destination's name], a priority is to taste high-quality, local foods.	o	+	--	+	---	++	--	o	-
05. When I am in [destination's name], comfort and speed of service are the primary criteria when eating out.	+	o	+++	-	+++	o	+++	+++	-
06. If a restaurant in [destination's name] follows sustainable operational principles, I am willing to pay a somewhat higher price for their service.	o	o	--	+	o	o	+	-	+
07. Even in the summer, I seek dishes made with tropical fruit, regardless of how far they are imported from.	--	+++	---	--	o	-	--	++	o
08. When I am in [destination's name], the label "local" is not appealing to me; I prefer to choose internationally recognised ingredients and wines.	---	+	-	---	--	---	-	+	---
09. When visiting [destination's name], I stick to the familiar flavours and dishes from home.	---	---	o	---	---	--	---	--	--
10. When I am in [destination's name], greater variety is more important to me, so it doesn't matter if a product is made socially responsibly.	-	o	-	-	+	o	-	+	--

Statements	LB-A	LB-B	LB-C	LB-D	LB-E	GB-A	GB-B	GB-C	GB-D
11. I enjoy trying local foods of [destination's name], as it allows me to also explore the destination's culinary culture.	+++	+++	++	+++	++	+++	+++	+++	+++
12. When travelling to [destination's name], it's important to me to visit environmentally conscious restaurants.	o	-	-	+	---	-	o	--	-
13. If I know that a restaurant in [destination's name] uses local ingredients, I consider all other aspects secondary when dining out.	-	---	---	o	--	+	---	---	o
14. The offerings of [destination's name] restaurants can be considered somewhat stereotypical; their menus often revolve around the same dishes.	++	++	++	o	+++	o	o	+	-
15. When I travel to [destination's name], I expect a restaurant to have a wide selection of international beverages.	--	-	o	-	-	-	---	-	o
16. During my travels to [destination's name], I prefer to behave as an "outsider tourist" avoiding contact with the local population and their food culture.	---	---	o	--	+	---	-	-	---
17. When dining out in [destination's name], it gives me a sense of satisfaction to know that I am also creating employment for the local population (e.g., producers, restaurant employees).	+	++	+	o	o	++	++	o	++
18. When I travel to [destination's name], it is a primary consideration for me that a restaurant supports local market players as well.	+	+	+	++	-	++	+	o	+
19. During my travels to [destination's name], I gladly consume dishes made from local ingredients in restaurants.	+++	+++	+++	+++	++	+++	+++	+	+++
20. In the restaurants of [destination's name], fruit and vegetables should definitely come from the region to ensure their freshness.	+	-	++	++	-	++	++	o	+
21. I believe that a restaurant in [destination's name] should primarily offer local wines to its guests, while international drinks should not appear on the wine list.	++	--	o	++	-	+	+	---	---
22. I think, imported fruit can get to restaurant kitchens just as quickly as local ones; the source does not influence me when choosing a restaurant.	o	o	-	--	o	--	-	++	o
23. When I am in [destination's name], my restaurant selection is based on restaurant guide ratings (e.g., Dining Guide, Michelin) or review sites (e.g., Tripadvisor).	--	++	+	+++	++	-	-	++	+
24. Restaurants in [destination's name] are expected to use the same fruit and vegetables even in winter, no matter if they come from distant areas.	-	++	---	--	+	o	--	++	+
25. In [destination's name], I look for restaurants with a "green" certification.	--	--	--	o	--	-	--	--	o
26. If the local nature of a dish is emphasised in a restaurant in [destination's name] (e.g., by mentioning producers), I consider it merely a marketing concept with no other intention behind it.	-	--	-	-	o	--	o	--	--
27. When travelling to [destination's name], it is less important to me that a restaurant represents the local food culture; I prefer international cuisines.	-	+	o	-	+	--	o	o	o
28. [destination's name] has a diverse range of ingredients, so when I am there, I opt for local choices, as they have a shorter journey to my plate.	o	+	++	++	-	+	o	-	++
29. It is important to me to consume seasonal dishes made from locally available ingredients when travelling to [destination's name].	++	-	+	+	-	+	+	o	++
30. The most important thing for me is that the menu includes dishes suitable for special diets; other factors (e.g., the origin of ingredients) are secondary when I eat out in [destination's name].	+++	--	--	o	++	---	+	+	+++
(Note: +++ = +3; ++ = +2; + = +1; o = 0; - = -1; -- = -2; --- = -3)									

Dishes made with non-seasonal, imported fruit appear to be a very divisive question. While price-sensitive localists (LB-C) disagree with their use, culinary enthusiasts (LB-B) seek dishes made with tropical fruit, regardless of where they are imported from. However, a preference was mirrored among most factors (except for LB-B and GB-C) for products labelled “local”, as respondents considered them appealing.

Furthermore, all groups expressed some level of interest in trying local culinary specialities, primarily motivated by the intent to delve into the host region's food culture. This is additionally supported by the fact that factors (except for LB-C and LB-E) do not tend to behave as outsider tourists while travelling. A consensus emerges across the factors that they do not seek familiar flavours when travelling, except for the price-sensitive localists (LB-C), who are neutral in this regard.

Overall, the factors exhibit a comparatively lower degree of commitment to patronising environmentally sustainable restaurants. Most of the factors are not willing to pay a higher amount for sustainable restaurants, except for the conscious localists (LB-D), who manifest some inclination towards these dining establishments. This is also proven by the fact that a significant majority of the factors (7 out of 9) do not actively seek restaurants with a “green” certification. Conversely, social sustainability aspects emerge as more influential determinants in the restaurant selection process. For most of the factors under consideration, it gives a sense of satisfaction that their consumption of local food contributes to bolstering local market players and generating employment for local people.

In restaurant selection, respondents generally consider comfort and speed of service as important aspects, specifically the price-sensitive localists (LB-C) and price-sensitive comfort-seekers (LB-E) from Lake Balaton and the comfort-seeker sceptics and price-sensitive globalists (GB-B and GB-C) from Greater Budapest. Nevertheless, it is a divisive question to choose restaurants based on restaurant guides. While conscious localists (LB-D) seek restaurants in restaurant guides' ratings and on review sites, immersed localists (LB-A), social localists (GB-A), and comfort-seeker sceptics (GB-B) do not pay attention to these evaluations. It is also noticeable that the immersed localists (LB-A) and special-dietary localists (GB-D) place the highest importance on restaurants offering options that cater to dietary sensitivities and special eating habits, while for most factors, this is a less important aspect.

Regarding restaurant pricing, most groups exhibit lower levels of price sensitivity, especially conscious localists (LB-D). However, price-sensitive comfort-seekers (LB-E), price-sensitive localists (LB-C), and price-sensitive globalists (GB-C) consider restaurant pricing as the primary decisive criterion when eating out.

4.4. Differences and similarities between the samples

The comparison of results between the two sample groups also holds significant importance. Employing a comparative approach with the entire dataset, we calculated the average values assigned to each statement, weighted by the number of respondents belonging to each factor. Table 4 showcases the order of importance assigned to each statement by restaurant consumers visiting Lake Balaton and Greater Budapest. The ranking reflects the relative significance of statements, ranging from the most important (1st rank) to the least important (30th rank) across both sample groups.

To investigate the differences in the order of importance between the two samples, we compared the Lake Balaton sample to the Greater Budapest sample. Notably, both groups exhibited similar views on four statements. The foremost ranked statement for both groups was the inclination to try local food to explore the gastronomic culture of the destination (1st rank). Additionally, the enjoyment of consuming dishes made from local ingredients during their travels held great significance for both groups (2nd rank). Moreover, respondents from both samples showed opposition towards eating the same dishes as

they do at home (30th rank). Similarly, both groups displayed a neutral stance towards selecting a restaurant based on some form of restaurant guide or review page (13th rank).

Nonetheless, the investigation reveals regional distinctions observed in certain statements between the two samples. A difference lies in the perception of local wines on the drinks list. The respondents visiting Greater Budapest deem it notably crucial and search for local wines, while those from the Lake Balaton area rank it 14 places further back. A considerable difference of 12 points also emerges concerning the perception of restaurant offerings in the two destinations, with respondents describing it as stereotypical in the case of Lake Balaton. Additionally, a significant difference was noted in the view that respondents travelling to Greater Budapest, which centred on the origin of fruit and vegetables in a restaurant, guaranteeing fresher food. Conversely, for the Lake Balaton sample, the inclusion of dishes suitable for special diets ranked higher by six places in terms of importance.

Table 4. Differences between the two samples according to the statements' order of importance

Statement # ¹	Lake Balaton sample		Greater Budapest sample		Difference ²
	$\bar{X}$	Order (rank)	$\bar{X}$	Order (rank)	
21	10,388	5	18	19	-14
14	7,735	3	16,182	15	-12
20	12,224	12	9,273	5	7
30	10,408	6	13,364	12	-6
3	19,735	22	17,364	17	5
24	17,918	19	14,455	14	5
29	11,776	9	8,818	4	5
2	13,837	14	12,273	10	4
6	14,327	15	13,273	11	4
18	12,082	11	10,909	7	4
22	18,837	20	16,455	16	4
4	17,327	17	18,364	20	-3
26	21,714	24	22,364	27	-3
27	17,531	18	18,727	21	-3
1	10,796	8	9,818	6	2
10	17,143	16	17,727	18	-2
12	19,306	21	19,455	23	-2
7	20,959	23	18,727	22	1
8	23,776	29	23,091	28	1
13	21,796	25	20,545	24	1
15	22,653	26	21,909	25	1
17	10,245	4	7	3	1
25	23,388	27	22,091	26	1
28	12,02	10	12,091	9	1
16	23,429	28	25,818	29	-1
5	10,51	7	11	8	-1
9	27,388	30	26,909	30	0
11	2,388	1	1,545	1	0
19	2,796	2	3,091	2	0
23	12,49	13	14,364	13	0

¹ The statements are listed in descending order of the absolute values of the differences.

² Positive difference values, indicative of a higher ranking in the Lake Balaton sample, are highlighted.

5. Discussion

The study identifies distinct Generation Z restaurant consumer preference groups visiting Lake Balaton and Greater Budapest. The results reveal both similarities and differences among these factors based on their food consumption patterns and attitudes, supporting the findings of Bacig and Young (2019) regarding the significance of food-related lifestyles in psychographic segmentation.

Based on our findings, respondents across more factors exhibit a preference for dishes made from locally sourced ingredients when dining out (Gonda *et al.*, 2022). Notably, social localists (GB-A) hold a strong belief in the use of local ingredients leading to higher quality (Mahasuweerachai & Suttikun, 2022). This also aligns with Rahman *et al.*'s (2018) findings that offering locally sourced food can enhance a restaurant's image and elevate guest satisfaction. Positive word-of-mouth (WOM) marketing can affect potential guests' intentions to choose local food as well as to pay a premium for these products (Galati *et al.*, 2021, 2023). Moreover, local food also serves as an opportunity to experience authenticity through the destination's cuisine, thereby promoting sustainable food tourism (Sims, 2009).

Contrary to findings by Conoly and Lee (2023), a lack of consensus regarding the connection between local ingredients and freshness was identified in our study, stemming from the divergent subjective perceptions of the consumer groups analysed. While certain respondents in Greater Budapest strongly associate local ingredients with freshness due to their proximity and presumably shorter supply chains, other participants in Lake Balaton do not necessarily draw this connection so explicitly. This may be attributed to their focus on alternative considerations, such as taste, cultural immersion, or even misconceptions surrounding local sourcing practices in the destination (Lang & Lemmerer, 2019; Laškarin Ažić *et al.*, 2023; Orea-Giner & Fusté-Forné, 2023). Additionally, the marketing efforts of the restaurant or the consumers' previous experiences with local foods may also influence their perceptions.

Our study revealed that although many respondents appreciated the concept of supporting local businesses and job creation (Kim & Huang, 2021), the direct link between local ingredients and freshness was not universally recognised as a significant motivational factor. This discrepancy highlights the complexity of consumer preferences and the nuanced relationship they maintain with the concept of local food.

As demonstrated by Sims (2009), when tourists partake in regional cuisine, it generates market potential by supporting sustainable farming, helping to preserve traditional agricultural landscapes, and bolstering the local economy. Hence, specific restaurant consumers (such as social localists) can be effectively targeted with marketing messages connected to social responsibility (Parker, 2011). This form of communication can also positively influence consumer perceptions, evoking favourable emotions (Mahasuweerachai & Suttikun, 2022), that, in turn, influences their revisit intention (Bacig & Young, 2019).

The study also shows, however, that there is a relatively low commitment among Generation Z to support environmentally sustainable restaurants in general. While restaurants often incur substantial costs in their efforts to secure inclusion on "green" restaurant listings (Duram & Cawley, 2012), our study demonstrates that most consumers do not actively seek green certifications when travelling, in contrast to the findings of Jang *et al.* (2011). Consequently, it may not be economically viable for restaurants to pursue such listings if they entail a high cost.

Research conducted using Q-methodology demonstrates a significant potential for altering the attitudes of consumer groups regarding statements that were initially perceived as neutral. Mitić and Vehapi (2021) argued that Generation Z adopts a value-based perspective, preferring food items that provide good value for money. However, our study showed neutrality in various groups concerning the

willingness to pay a higher price for food provided by restaurants following sustainable operational practices (Orea-Giner & Fusté-Forné, 2023). In contrast, Gomes *et al.* (2023) argued that environmental concerns positively impact Generation Z's willingness to pay more for green products, and they may be influenced by green marketing efforts. By taking deliberate measures, such as transparently communicating the sources of their products, restaurant managers and chefs can encourage consumers to invest more in these services. Additionally, another statement that emerged as relatively neutral is the level of importance attached by consumers to a restaurant's representation of the local food culture; some groups prefer international cuisines. To make the local food culture and dishes more appealing to Generation Z, restaurants could attempt to present their food and beverages in a contemporary and appealing manner (Hoang *et al.*, 2024; Orea-Giner & Fusté-Forné, 2023).

Differences in the order of importance of specific statements align with the main associations concerning the food and beverage specialities of the two destinations. Lake Balaton's recognition as a wine region explains why respondents generally deemed its wine offerings to be more significant than those of Greater Budapest. Leveraging these local products in restaurant offerings can substantially enhance visitors' connection with a destination and deepen their understanding of its distinctive attributes (Home *et al.*, 2020).

6. Conclusions and implications

Using Q-methodology, this study examines the restaurant preferences of Generation Z in two Hungarian destinations, resulting in five distinct consumer groups in Lake Balaton and four in Greater Budapest. Comparing the two destinations, in general, restaurant consumers in both Lake Balaton and Greater Budapest had similar views on trying local food to explore gastronomic culture, enjoying dishes made from local ingredients, and not seeking familiar flavours when travelling. However, we also observed some differences. Restaurant consumers at Lake Balaton placed a higher value on the local wine offering but considered food in restaurants to be more ordinary. In contrast, Greater Budapest consumers regarded restaurant offerings as more unique, with dishes suitable for special diets rated as relatively important.

In the study, the belief in the higher quality of dishes made with local ingredients is most pronounced among the social localists (GB-A), even though, all factors demonstrate an overall interest in trying local food specialities, primarily driven by a desire to immerse themselves in the culinary culture of the host region. Food prepared with non-seasonal, imported fruit appears to be a topic of contention, with price-sensitive localists (LB-C) objecting to their use at the highest level. The research indicates that the factors exhibit a relatively low commitment to supporting environmentally sustainable restaurants, while consumers, such as social localists (GB-A), derive satisfaction from supporting local businesses and creating jobs, making them receptive to messages focused on social responsibility.

6.1. Theoretical implications

The research provides insights into the complex interplay of aspects influencing Generation Z restaurant choices. We identified localism as a significant aspect of food preferences. The identification of different consumer groups, such as immersed localists (LB-A) and culinary enthusiasts (LB-B), highlights the importance of localism and culinary preferences in influencing consumer choices. This suggests that consumers' interest in local food culture plays a significant role in their dining decisions. Consumers' positive associations with practices such as naming producers on menus suggest that transparent communication about the origin of food and beverages can positively influence their perceptions. For distinct consumer groups, the contribution to the improvement of socioeconomic conditions emerges as a motivator for choosing restaurants that use locally sourced ingredients. Providing information and certifications on "locality" can build trust and enhance the overall dining experience. However, the identification of consumer groups like price-sensitive localists (LB-C) and

price-sensitive comfort-seekers (LB-E) underscores the importance of price sensitivity in consumer decision-making.

From a methodological perspective, this study demonstrated that Q-methodology can provide researchers in the restaurant business field with opportunities to expand and enrich the range of methodological approaches available for advancing knowledge. This work also proposes a comparative approach to examine local food consumption patterns in various destinations. Regional differences in preferences between Lake Balaton and Greater Budapest indicate that consumer behaviour is also influenced by the specific characteristics – such as the food and beverage offering – of the destination (Santos *et al.*, 2022). This study underscores the importance of acknowledging the local context in future research. By tailoring their focus to specific sociocultural and geographical settings, tourism researchers can gain a better understanding of the unique factors that influence consumer behaviour and preferences regarding local food consumption in various destinations.

6.2. Practical implications

This research also provides practical implications for restaurants, prompting them to re-evaluate their business models and marketing strategies. The identification of diverse consumer groups, each with unique characteristics and preferences, suggests that a one-size-fits-all approach may not be effective in the hospitality industry. Managers may conduct surveys to assess their target consumer group's inclination towards locavores, thereby providing valuable insights into their food preferences and needs. This approach enables restaurants to segment its market and adjust its marketing strategy accordingly.

This research highlights that certain consumer groups (e.g. social localists, immersed localists, price-sensitive localists, conscious localists) can serve as target markets for restaurants offering local and seasonal ingredients. Considering the significance of authenticity for these consumers, promoting the restaurant's distinctiveness and the origin of the ingredients used may prove especially effective in enhancing the perception of authenticity in restaurants serving local food.

Simultaneously, it is evident that some Generation Z groups require different offerings and messages to be effectively targeted. For instance, price-sensitive comfort-seekers (LB-E) value the presence of reasonably priced menu items, comfort-seeker sceptics (GB-B) actively seek restaurants with elevated comfort and quick service, and special-dietary localists (GB-D) can be targeted by including food and beverages that meet special dietary requirements (e.g. gluten-free, lactose-free) on the menu (Beke *et al.*, 2022). Restaurants need to understand and cater to the specific needs and motivations of different Generation Z consumer segments.

Locally sourcing food and incorporating components of the local food heritage can play a pivotal role in a restaurant's concept, yielding multifaceted effects (Huang & Hall, 2023). As noted by Munjal *et al.* (2016), traditional local food on the menu can be leveraged by restaurants. Restaurant owners and managers can develop messages that enhance consumer awareness of local food, such as providing information about its significance to the community. The emphasis on social impacts, such as job creation and support for local communities, suggests that consumers are not only concerned about personal experiences but also about the broader impact of their choices. This approach has the potential to increase customer engagement with and participation in local food consumption. Restaurant marketers should focus on highlighting the unique qualities of local cuisines by demonstrating how these attributes align with consumers' values. Implementing a national or destination-level certification system would underscore the restaurants' dedication to the triple-bottom-line sustainability framework.

In our study, the consistent interest across different consumer groups in exploring the culinary culture of a destination implies that cultural exploration through food is a key motivator for some consumer groups. Therefore, hospitality professionals should actively seek new opportunities to incorporate local food into the guest experience. In addition to the need to preserve our gastronomic heritage, the sustainability of food traditions is crucial for the transmission of culture to future generations. Therefore, local culinary practices should also be featured in restaurant menus.

6.3. Limitations and further research

The study has limitations that can be improved in future research. One constraint in our research using the Q methodology is the necessity to restrict the number of statements (30 statements) to maintain the engagement of respondents throughout the Q-Sort process. This means that certain topics may need to be combined or, in some cases, excluded. A further limitation arose from the sole use of written Q-statements during data collection, which may have led to issues with interpretation. In future research, incorporating face-to-face interviews could enhance the depth of understanding of participants' viewpoints and attitudes on the subject under investigation. Moreover, the examination of undergraduate university students as respondents limits the generalisability of the findings to other generations engaged in food tourism. Additionally, it should be noted that the respondents were Hungarian travellers, which means that the food culture of the destinations and their domestic food milieu may only exhibit slight differences. To address this limitation, future research should encompass a broader age range and also include foreign tourists.

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