PREFERED SPORT TOURISM DESTINATIONS OF SLOVAK AND HUNGARIAN TOURISTS

Abstract
The number of Central European sport tourists (Czech Republic, Hungary, Poland, Slovakia), on the world tourism market has been increased in the last 2 decades. After the political changes in 1989 many citizens started travelling to discover the western world. At the beginning of this period the main motivation was to shopping and visiting the cultural attractions. Nowadays many travelers expect to find destinations where they can find mental and active holiday offers as well. From 2010 we started and international research program in Slovakia and Hungary what kind of travel habits have our citizens. In the survey 2210 Hungarian and 2965 Slovak adults were involved using a questionnaire. For this paper we selected few topics to evaluate: what kind of destinations do adults chose, how often do they travel in winter and summer time, and what issues are important for them during holidays. The analysis has shown us, that there are no major differences between Slovak and Hungarian travelers. Many of them (around 50%) like the most travelling to the seaside in the summer and every fourth of them to the mountains in the winter. Around 80% of them mentioned that physical rest is very important during their holidays spending time with friends and family.

Key words: sport tourism, destinations, importance