

# Enhancing the memorable experience of Hungarian regional tourism among Chinese tourists

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## **Abstract**

On the one hand, the changes in consumer behavior and expectations in recent years have also significantly reshaped tourism, with a focus on experiences. On the other hand, new policies have opened China to outbound tourism, and it has now grown to become one of the world's largest markets. The latter is also true for the Hungarian capital, unlike other regions. The aim of the research is to explore the motivations and expectations of Chinese travellers and to understand what experiences a region in Hungary has to offer to attract Chinese travellers. The results showed the importance of product placement in tourism, the dominant role of the intangible story and its communication channel, the potential popularity of TikTok and its potential in the Relaxation and Knowledge seekers of the region of Szeged - Makó - Hódmezővásárhely.

**Subject Areas:** *Consumer Behaviour, Hedonic Products, Segmentation*

**Track:** Tourism Marketing