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# Walking tourism management based on tourists' needs for indoor and outdoor activities in the function of sustainable local economic development

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## Abstract

Since the medical system is poorly prepared to use walking as a therapy for keeping mental well-being and taking into consideration people's needs for activities, the advantages of nature and active holidays on the mountain, rural and non-polluted urban areas are a basis for the development of strategies of the walking tourism management. The purpose of the research is to observe the possibility of managing walking tourism based on the needs of tourists for daily indoor and outdoor activities to achieve sustainable local economic development in the area of the tourist destination. The research was conducted using a descriptive method by the questionnaire-based survey. Results indicated that the management of walking tourism should take into account the differences that exist concerning indoor and outdoor activities between tourists of gender, age, marital status, number of children, education, work status, and annual personal investment for tourist travel and vacation. In the last decade, an increase in the number of walking strategies in the cities of highly developed countries has been identified, as well as the incorporation of this strategy into development policies and plans. For efficient and effective management of walking tourism, authors recommend embedding walking tourism in the sustainable local economic development strategy that will contribute to the creation of enabling business environment for the development of all types of tourism destinations through the "demand-driven" tourism offer based on sustainable using natural resources, local infrastructure, and building the capacities of the workforce.

## 1. Introduction

The global covid pandemic is an excellent indicator that it is necessary to approach the management and development of walking tourism strategically. Walking contributes to the overall well-being of people but also to sustainable local economic development. The purpose of this paper is to analyse the needs of tourists for indoor and outdoor activities from the aspect of demographic and socio-economic characteristics, to point out the possibilities of managing walking tourism and the need for walking tourism to be part of the development policies and plans of the tourist destination.

The strategy for sustainable local economic development with integrated walking tourism contributes to the creation of a more suitable business environment for the development of local tourism and more services suitable for the use of natural resources and local infrastructure, as well as the creation of a qualified workforce. Cultural and historical heritage integrated with walking tourism represents the potential for economic development, while the promotion of these values represents the development trend of the tourism sector.

The research paper consists of five chapters including the introduction and conclusion. The literature review and development hypothesis, research methodology, and findings and discussion are presented in the second, third, and fourth chapters respectively.

## 2. Literature Review and Development Hypothesis

Walking has many healths, social, and psychological benefits, as well as building a stronger community based on social scientists' findings that indicate the trend of decreasing the crime rate and improving the local economy by increasing the number of people on the streets, and helping relieves everyday stresses (A Harvard medical school. Special health report, 2023). Also, walking, as a low-carbon-footprint activity, has a sustainable benefit (Molgo & Etfi, 2021). "Especially in the post-COVID crisis period, when a medical system is poorly prepared to use movement as an act which helps with mental wellbeing" (Milojković, et al., 2021, p. 30), the benefits of walking become even more important.

Walking in tourism, as a low-cost form of tourism (UNWTO, 2018), is one of the ways to visit a destination and walking is always integrated with other activities such as recreation, natural and cultural activities, as well as wellness or gastronomy (Molgo & Etfi, 2021). The average benefit-cost ratio for walking and cycling projects is 13:1 showing on a benefit of 13 pounds is realized for one pound of investment (Essex Country Council, 2021). Low-cost tourism is connected with sustainable development (Włodarczyk & Cudny, 2022). In designing walkable places destination managers should take into consideration both destination as a whole and each attraction (Hall & Ram, 2019). Londoño and Medina (2018, p. 688) noted that "the walking routes play a growing role in the marketing, image, and visibility of the destinations". "Walking tourists are substantially different from those groups who are walking for leisure" (Kim & Hall, 2021, p. 5). Due to user experience in online social media and timely and correct tourism data stored in online crowdsource social media, tourists will be able to visit unfamiliar destinations without a lack of previous knowledge (Mor & Dalyot, 2020). Sharipov and Günseli Demirkol (2018) observed walkability as a local authorities' managerial tool for improving the quality of public spaces. As per Ram and Hall (2018, p. 283) "relationship between tourism and walkability also be given recognition in the research literature and in tourism, transport and urban policy-making". To meet the needs of tourists, walking tourism management is useful to make differences between 'casual' and 'serious' walkers, as well as to take into consideration confidence as a partially intangible concept manifests in walkers and walking behaviour, and have a significant influence on the differentiation of individuals and the walks they choose (Davies, 2013). "The tourism product is developed, funded, managed and marketed by both private and public sector entities such as government ministries, tourism authorities, hotels and Destination Marketing Organizations (hereinafter DMOs), all having their own ways of dealing with the product, own limitations and resource-based challenges" (Arikan & Ünsever, 2014, p. 1). The role of a DMO is to realize management processes in a tourist destination which enable destination stakeholders to build tourist experiences and to handle the positive and negative impacts (Reinhold & Beritelli, 2022). DMOs support tourists as well and can be responsible for the geographic area from the local to the national level (Reinhold & Beritelli, 2022). As per Tasci and Ko (2015) novelty, arousal, and escape were the most common need for travel, while social affiliation and self-actualization were at the low level of need for travel. Dodds & Holmes (2022) noted that demographics and travel characteristics contribute to the prediction of sustainable travel behaviour but daily behaviour is still the key criterion of sustainable travel for both business and leisure domestically or abroad. Besides the basic prerequisites for walking such as security, shade, and connectivity, communal and personal needs are important for tourists walking (Ram & Hall, 2018). Since populations such as the less healthy and the unemployed or retired are more affected by environmental characteristics, the promotion of overall physical activity is an important area of inquiry and policy (Forsyth, et al., 2009). The rapid industrial and economic development in many emerging industrialized countries impacted the limited outdoor activity of children from urban areas affecting their interactions with the natural environment and overall physical inactivity as the fourth leading risk

factor for global mortality (Fang, et al., 2017). The research of Hanna, et al. (2019, p. 1) stated that "outdoor adventure activities as a form of sustainable tourism have potential implications for our understanding of, and engagement with, sustainability, mental health and wellbeing". Indoor activities "have been out of view of many measurement techniques" (Quercia, et al., 2018, p. 17). "People in well-to-do communities did allocate their time in a more diverse way" (Quercia, et al., 2018, p. 17). Sustainable economic development is a process of collaboration between academia, the public, and the private sector, supported by financial organizations and media "in their joint effort to create better conditions for economic development and increase employment" (Milojković, 2016, p. 5). "The educational system has a fundamental role in sustainable development and building a society based on knowledge" (Cimpoiesa & Resitcab, 2022, p. 1). Due to the facts that "the policy of the green economy has become increasingly influential in government policy and decision making over the past few years" (Aytekina & Kayab, 2022, p. 95), and "walking tourism often strengthens local communities and is widely regarded as a sustainable activity with low impact on the environment" (Molgo & Etfi, 2021, 1. Product description), the strategical approach to walking tourism development is preferred solution as in a case of the Country Waterford in Ireland and its walking strategy initiated to protect the wonderful array of landscapes from proximity to several large urban centres and significant points of tourist access to the region and to the state (Waterford County Council, 2005/2006). While the walking strategy for Winchester is focused on walking as „the most normal form of transport for short journeys in the town" developed by the public sector and "local organisations interested in residents' quality of life, the environment, economic vitality, and the attractiveness of the city" (Walking Strategy for Winchester, 2014, p. 3), the Essex waking strategy looks at walking as an easy, safe and normal part of everyday life developed to "inform and influence many other plans, policies and strategies" (Essex Country Council, 2021, p. 7).

To determine the processes of walking tourism management in the function of sustainable local economic development, a basic hypothesis was that direct the processes of walking tourism management to the most frequent tourists' activities related to reading, computers, and restaurants (H1). The following working hypotheses were set: sport as a daily life activity is more important for males than for females (H2); there are differences in most daily life activities of tourists according to age, marital status, number of children, education, work status, and annual personal investment for tourist travel and vacation (H3); nature lovers and supporters of a healthy and active life are meaningful for the walking tourism management (H4); the urban walking tour is most popular among walking tours (H5); association or commercial company is the most common way of organizing a walking tour (H6); tourists prefer shorter walks in the countryside or mountain a few times a year (H7).

## 3. Research Methodology

For data collection, the authors developed the questionnaire with closed-ended multiple-choice questions based on the case of the 'Va' Sentiero' project (Simeoni & De Crescenzo, 2019). The questionnaire was distributed to the general public using academic and social networks. The 467 questionnaires were collected from March 20th to May 2nd, 2022, and used for the research. The data were processed by SPSS software (version 16). The Mann-Whitney test and the Kruskal-Wallis H test were used for the precise indication of statistically significant differences according to demographic and socioeconomic variables.

## 4. Findings and Discussion

The sample consisted of 467 respondents, 310 (66.4%) were females and 157 (33.6%) were males the following age structures: ≤25 years – 82 (17.6%), 26-35 years – 54 (11.6%), 36-45 years – 119 (25.5%), 46-55 years – 128 (27.4%) and ≥56 years – 84 (18.0%). Respondents had the following marital status: single – 125 (26.8%), cohabitation – 61 (13.1%), married – 238 (51.0%), divorced – 29 (6.2%), and widow/widower – 14 (3.0%). The majority of respondents 182 (39.0%) were childless followed by respondents 142 (30.4%) with two children, 100 (21.4%) one child, 41 (8.8%) three children, and 2 (0.4%) four and more children. According to education, respondents 310 (66.4%) with university education dominated followed by respondents 92 (19.7%) with secondary education, 60 (12.8%) with college, and 5 (1.0%) with primary and non-formal education. Based on work status, numerous respondents 280 (69.9%) were employed, 101 (21.6%) unemployed, 30 (6.4%) retired, and 10 (2.1%) other. Respondents 180 (38.5%) were ready to annually invest in tourist trips and vacations less than 500 euros, 159 (34.0%) from 500 to 1,000 euros, and 128 (27.4%) more than 1,000 euros.

The research results of indoor and outdoor activities of respondents in their daily life are shown in Figure 1.

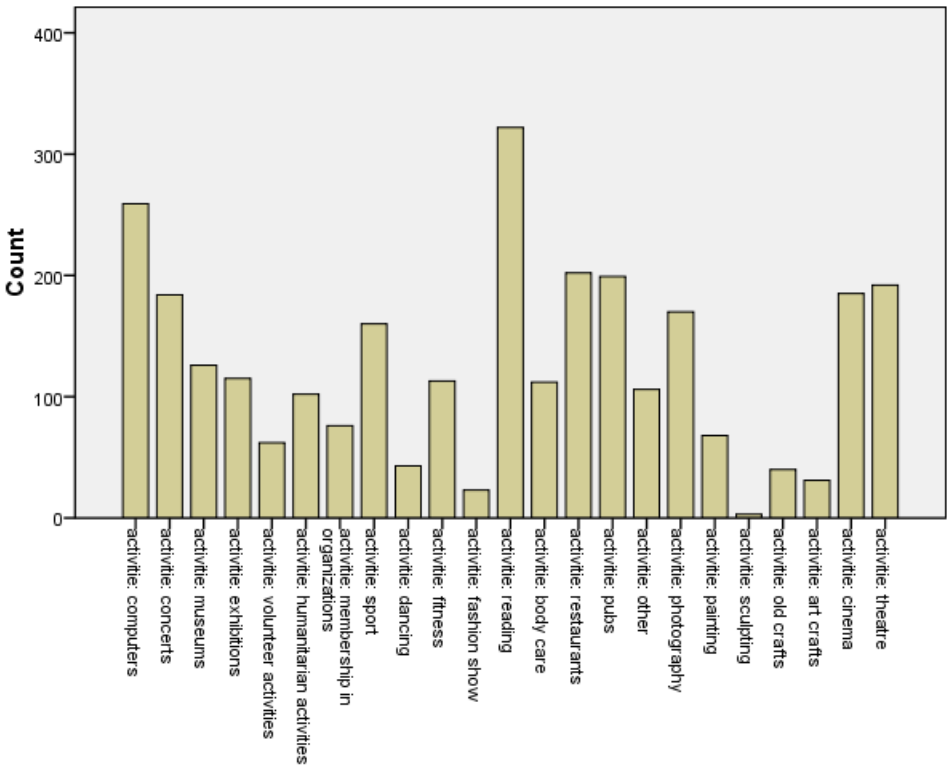


**Figure 1.** The most common activities of respondents in their daily life

**Source:** Authors' calculations

The most frequent activity was **"**reading" (A12) supported by 322 (69.0%) respondents followed by activities: "computers" (A1) and "restaurants" (A14) supported by 259 (55.5%) and 202 (43.3%) respondents respectively. In addition, the following activities were chosen by the respondents: "pubs" (A15) 199 (42.6%), "theatre" (A23) 192 (41.4%), "cinema" (A22) 185 (39.6%), "concerts" (A2) 184 (39.4%), "photography" (A17) 170 (36.4%), "sport (A8) 160 (34.3%), "museums" (A3) 126 (27.0%), "exhibitions" (A4) 115 (24.6%), "fitness" (A10) 113 (24.2%), "body care" (A13) 112 (24%), "other" (A16) 106 (22.7%), "humanitarian activities" (A6) 102 (21.8%), "membership in organizations" (A7) 76 (16.3%), "painting" (A18) 68 (14.6%), "volunteer activities" (A5) 62 (13.3%), "dancing" (A9) 43 (9.2%), "old crafts" (A20) 40 (8.6%), "art crafts" (A21) 31 (6.6%), "fashion show" (A11) 23 (4.9%), and "sculpting" (A19) 3 (0.6%) respondents. The results of descriptive statistics confirmed hypothesis H1 that the processes of walking tourism management should be directed at the most frequent tourists' activities such as reading, computers, and restaurants.

The research determined whether there are differences in the daily life activities between women and men when it comes to the processes of walking tourism management and its direction based on tourists' indoor and outdoor activities (Table 1).

**Table 1.** The results of the Mann-Whitney test statistics by gender

| | A1 | A12 | A17 | A18 | A19 | A20 |
|---|---|---|---|---|---|---|
| **Mann-Whitney U** | 20849,500 | 19606,000 | 22898,500 | 23433,500 | 24333,000 | 23296,500 |
| **Wilcoxon W** | 69054,500 | 32009,000 | 35301,500 | 35836,500 | 36736,000 | 35699,500 |
| **Z** | -2,939 | -4,283 | -1,251 | -1,071 | -,010 | -1,555 |
| **Asymp. Sig.** | ,003 | ,000 | ,211 | ,284 | ,992 | ,120 |
| | **A21** | **A22** | **A23** | **A2** | **A3** | **A4** |
| **Mann-Whitney U** | 24003,000 | 22421,500 | 20938,000 | 19931,500 | 21449,000 | 23013,000 |
| **Wilcoxon W** | 36406,000 | 34824,500 | 33341,000 | 32334,500 | 33852,000 | 35416,000 |
| **Z** | -,559 | -1,639 | -2,893 | -3,776 | -2,725 | -1,286 |
| **Asymp. Sig.** | ,576 | ,101 | ,004 | ,000 | ,006 | ,198 |
| | **A5** | **A6** | **A7** | **A8** | **A9** | |
| **Mann-Whitney U** | 23437,500 | 22165,500 | 23062,500 | 15413,000 | 23761,500 | |
| **Wilcoxon W** | 35840,500 | 34568,500 | 71267,500 | 63618,000 | 36164,500 | |
| **Z** | -1,108 | -2,200 | -1,445 | -7,878 | -,831 | |
| **Asymp. Sig.** | ,268 | ,028 | ,149 | ,000 | ,406 | |
| | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** |
| **Mann-Whitney U** | 22936,500 | 24272,500 | 18345,000 | 22679,500 | 24078,500 | 23316,000 |
| **Wilcoxon W** | 35339,500 | 72477,500 | 30748,000 | 70884,500 | 72283,500 | 71521,000 |
| **Z** | -1,368 | -,121 | -5,879 | -1,400 | -,217 | -1,019 |
| **Asymp. Sig.** | ,171 | ,904 | ,000 | ,161 | ,828 | ,308 |

**Source:** Authors' calculations

Results of the Mann-Whitney U test and Cohen's criteria for interpreting differences (Cohen, 1988) indicated small statistically significant differences for the following activities: A1 between males (Md=1, n=157) and females (Md=1, n=310), U=20849,500, z = -2,939, p = 0,003, r = 0,136; A12 between males (Md=1, n=157) and females (Md=1, n=310), U=19606,000, z = -4,283, p = 0,000 r = 0,198; A23 between males (Md=0, n=157) and females (Md=0, n=310), U=20938,000, z = -2,896, p = 0,004 r = 0,134; A2 between males (Md=0, n=157) and females (Md=0, n=310), U=20938,000, z = -2,896, p = 0,004 r = 0,134; and A13 between males (Md=0, n=157) and females (Md=0, n=310), U=18345,000, z = -5,879, p = 0,000 r = 0.272, and the medium significant difference regarding the activity: A8 between males (Md=1, n=157) and females (Md=0, n=310), U=15413,000, z = -7,878, p = 0,000 r = 0.365.

The results of the non-parametric technique Mann-Whitney U test indicated existing small statistically significant differences in the daily life activities between male and female populations regarding the activities related to computers, reading, theatre, concerts, and body care that influence the direction of walking tourism management, and the medium significant difference related to sport confirming the hypothesis H2. The mentioned activities are more important for males than for females. Based on these results, in the process of walking tourism management, it is necessary to pay attention to the differences that exist between the female and male populations and create strategies according to the needs of the user groups. Activities of the management of

walking tourism should be designed to satisfy the needs of people who are interested in reading, computers, and restaurants, as well as the sports-oriented male population.

The research activities showed the existence of significant differences in daily life activities by the grouping variables: age, marital status, number of children, education, work status, and annual personal investment for tourist travel and vacation (Table 2).

**Table 2.** Kruskal – Wallis test results

**Daily life activities by the grouping variable: age**

| | **A1** | **A12** | **A17** | **A18** | **A19** | **A20** | **A21** | **A22** | **A23** | **A2** | **A3** | **A4** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 5,778 | 23,854 | 1,188 | 15,394 | 4,768 | 4,874 | ,970 | 18,579 | 15,856 | 4,767 | 16,209 | 15,348 |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **Asymp. Sig.** | ,216 | ,000 | ,880 | ,004 | ,312 | ,300 | ,914 | ,001 | ,003 | ,312 | ,003 | ,004 |
| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** | |
| **Chi-Square** | 4,150 | 13,583 | 19,427 | 18,759 | 14,143 | 31,056 | 9,623 | 13,691 | 6,746 | 32,650 | 6,164 | |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| **Asymp. Sig.** | ,386 | ,009 | ,001 | ,001 | ,007 | ,000 | ,047 | ,008 | ,150 | ,000 | ,187 | |

**Daily life activities by the grouping variable: marital status**

| | **A1** | **A12** | **A17** | **A18** | **A19** | **A20** | **A21** | **A22** | **A23** | **A2** | **A3** | **A4** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 6,592 | 20,504 | 6,633 | 7,060 | 2,899 | 7,053 | 3,667 | 6,169 | 4,561 | 3,726 | 2,547 | 3,195 |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **Asymp. Sig.** | ,159 | ,000 | ,157 | ,133 | ,575 | ,133 | ,453 | ,187 | ,335 | ,444 | ,636 | ,526 |
| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** | |
| **Chi-Square** | 3,287 | 3,387 | 20,113 | 14,855 | 3,767 | 21,887 | 11,380 | 5,030 | 9,807 | 10,270 | 1,673 | |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| **Asymp. Sig.** | ,511 | ,495 | ,000 | ,005 | ,438 | ,000 | ,023 | ,284 | ,044 | ,036 | ,796 | |

**Daily life activities by the grouping variable: number of children**

| | A1 | A12 | A17 | A18 | A19 | A20 | A21 | A22 | A23 | A2 | A3 | A4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 2,632 | 12,962 | 6,357 | 5,329 | 2,760 | 9,119 | ,524 | 5,552 | 4,483 | 9,899 | 2,953 | 4,069 |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **Asymp. Sig.** | ,621 | ,011 | ,174 | ,255 | ,599 | ,058 | ,971 | ,235 | ,345 | ,042 | ,566 | ,397 |
| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** | |
| **Chi-Square** | 7,410 | 10,903 | 13,898 | 13,506 | 7,914 | 17,528 | 7,875 | 3,494 | ,736 | 13,159 | 1,832 | |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| **Asymp. Sig.** | ,116 | ,028 | ,008 | ,009 | ,095 | ,002 | ,096 | ,479 | ,947 | ,011 | ,767 | |

**Daily life activities by the grouping variable: education**

| | A1 | A12 | A17 | A18 | A19 | A20 | A21 | A22 | A23 | A2 | A3 | A4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 6,407 | 23,416 | 10,384 | 1,375 | 1,526 | 5,522 | 1,931 | 4,689 | 14,096 | 5,356 | 22,193 | 15,122 |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **Asymp. Sig.** | ,171 | ,000 | ,034 | ,849 | ,822 | ,238 | ,748 | ,321 | ,007 | ,253 | ,000 | ,004 |
| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** | |
| **Chi-Square** | ,998 | ,898 | 14,075 | 4,550 | 1,810 | 2,164 | 9,378 | 2,351 | 9,297 | 6,636 | 3,619 | |
| **df** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| **Asymp. Sig.** | ,910 | ,925 | ,007 | ,337 | ,771 | ,706 | ,052 | ,672 | ,054 | ,156 | ,460 | |

**Daily life activities by the grouping variable: work status**

| | A1 | A12 | A17 | A18 | A19 | A20 | A21 | A22 | A23 | A2 | A3 | A4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 4,950 | 17,535 | 1,788 | 5,246 | 16,578 | 36,117 | 18,205 | 11,818 | 18,286 | 5,511 | 13,291 | 12,546 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **df** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **Asymp. Sig.** | ,422 | ,004 | ,878 | ,387 | ,005 | ,000 | ,003 | ,037 | ,003 | ,357 | ,021 | ,028 |

| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 12,657 | 4,163 | 20,494 | 9,488 | 8,229 | 13,346 | 10,905 | 6,503 | 11,041 | 20,837 | 5,233 |
| **df** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **Asymp. Sig.** | ,027 | ,526 | ,001 | ,091 | ,144 | ,020 | ,053 | ,260 | ,051 | ,001 | ,388 |

**Daily life activities by the grouping variable: annual personal investment for tourist travel and vacation**

| | **A1** | **A12** | **A17** | **A18** | **A19** | **A20** | **A21** | **A22** | **A23** | **A2** | **A3** | **A4** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 7,060 | 9,723 | ,125 | 4,291 | 1,789 | 1,502 | 2,779 | 6,442 | 23,545 | 10,412 | 22,835 | 6,673 |
| **df** | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| **Asymp. Sig.** | ,029 | ,008 | ,939 | ,117 | ,409 | ,472 | ,249 | ,040 | ,000 | ,005 | ,000 | ,036 |

| | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** | **A11** | **A13** | **A14** | **A15** | **A16** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Chi-Square** | 1,139 | ,750 | 10,065 | 4,935 | ,036 | ,322 | 3,135 | 2,383 | 27,848 | 8,956 | ,237 |
| **df** | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| **Asymp. Sig.** | ,566 | ,687 | ,007 | ,085 | ,982 | ,851 | ,209 | ,304 | ,000 | ,011 | ,888 |

**Source:** Authors' calculations

Using the Kruskal-Wallis H Test, there were statistically significant differences regarding the following activities:

- A12 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=23.854, p=0.000, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the ≥56 *age group*, and at the lowest level in the ≤25 *age group*.
- A18 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=15.394, p=0.004, Md=0; regarding the mean values of group ranks, A18 was at the highest level in the 26-35 *age group*, and at the lowest level in the 36-45 *age group*.
- A22 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=18.579, p=0.001, Md=0; regarding the mean values of group ranks, A22 was at the highest level in the 26-35 *age group*, and at the lowest level in the ≥56 *age group*.

- A23 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=15.856, p=0.003, Md=0; regarding the mean values of group ranks, A23 was at the highest level in the 36-45 *age group*, and at the lowest level in the ≤25 *age group*.
- A3 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=16.209, p=0.003, Md=0; regarding the mean values of group ranks, A3 was at the highest level in the ≥56 *age group*, and at the lowest level in the ≤25 *age group*.
- A4 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=15.348, p=0.004, Md=0; regarding the mean values of group ranks, A4 was at the highest level in the ≥56 *age group*, and at the lowest level in the ≤25 *age group*.
- A7 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=19.427, p=0.001, Md=0; regarding the mean values of group ranks, A7 was at the highest level in the ≥56 *age group*, and at the lowest level in the ≤25 *age group*.
- A8 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=18.759, p=0.001, Md=0; regarding the mean values of group ranks, A8 was at the highest level in the ≤25 *age group*, and at the lowest level in the ≥56 *age group*.
- A9 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=14.143, p=0.007, Md=0; regarding the mean values of group ranks, A9 was at the highest level in the ≤25 *age group*, and at the lowest level in the ≥56 *age group*.
- A10 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=31.056, p=0.000, Md=0; regarding the mean values of group ranks, A10 was at the highest level in the 26-35 *age group*, and at the lowest level in the ≥56 *age group*.
- A11 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=9.623, p=0.047, Md=0; regarding the mean values of group ranks, A11 was at the highest level in the ≤25 *age group*, and at the lowest level in the 26-35 *age group*.
- A13 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=13.691, p=0.008, Md=0; regarding the mean values of group ranks, A13 was at the highest level in the ≤25 *age group*, and at the lowest level in the 26-35 *age group*.
- A15 between the *age groups* (≤25, n=82, 26-35 n=54, 36-45 n=119, 46-55 n=128, ≥56 n=84), $c^2$ (4, n=467)=32.650, p=0.000, Md=0; regarding the mean values of group ranks, A15 was at the highest level in the 26-35 *age group*, and at the lowest level in the ≥56 *age group*.

The in-depth analysis indicated that the youngest age group (up to 25 years) most prefer the following daily activities: sport, dancing, fitness, and fashion shows, while the least prefer activities such as reading, going to the theatre, museum or on exhibition, as well as membership in organizations. The younger age group (26-35 years) is interested in pubs, cinema, painting, and body care, while it is the least interested in fashion shows. The middle age group (36-45 years old) prefers going to the theatre, while they are least attracted to painting and body care. The oldest age group (over 56 years) chooses reading, visits to museums and exhibitions, and being a member of the organization, while the least attracted are going out to the cinema, pub, playing sport, dancing, or fitness.

- A12 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=20.504, p=0.000, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the *divorced group*, and the lowest level in the *single group.*
- A7 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=20.113, p=0.000, Md=0; regarding the mean values of group ranks, A7 was at the highest level in the *single group*, and the lowest level in the *widow/widower group.*
- A10 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=21.887, p=0.000, Md=0; regarding the mean values of group ranks, A10 was at the highest level in the *widow/widower group*, and the lowest level in the *married group.*
- A11 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=11.380, p=0.023, Md=0; regarding the mean values of

group ranks, A11 was at the highest level in the *cohabitation group*, and the lowest level in the *married group.*

- A14 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=9.807, p=0.044, Md=0; regarding the mean values of group ranks, A14 was at the highest level in the *widow/widower group*, and the lowest level in the *married group.*
- A15 between the *marital status groups* (single, n=125; cohabitation, n=61; married, n=238; divorced, n=29; widow/widower, n=14), $c^2$ (4, n=467)=10.270, p=0.036, Md=0; regarding the mean values of group ranks, A15 was at the highest level in the *cohabitation group*, and the lowest level in the *widow/widower group.*

Singles are attracted to organization memberships, cohabiting couples are attracted to fashion shows, restaurants, and pubs, while divorcees choose fitness. Those who are married are least interested in fitness and fashion shows, while those who are divorced are least interested in membership organizations, restaurants, and pubs.

- A12 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=12.962, p=0.011, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the *≥4 number of children group*, and at the lowest level in the *0 number of children group*.
- A2 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=9.899, p=0.042, Md=1; regarding the mean values of group ranks, A2 was at the highest level in the *0 number of children group*, and at the lowest level in the *≥4 number of children group*,
- A6 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=10.903, p=0.028, Md=0; regarding the mean values of group ranks, A6 was at the highest level in the *≥4 number of children group*, and at the lowest level in the 2 *number of children group*,
- A7 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=13.898, p=0.008, Md=0; regarding the mean values of group ranks, A7 was at the highest level in the *≥4 number of children group*, and at the lowest level in the *0 number of children group*.
- A8 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=13.506, p=0.009, Md=0; regarding the mean values of group ranks, A8 was at the highest level in the *0 number of children group*, and at the lowest level in the *≥4 number of children group*.
- A10 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=17.528, p=0.002, Md=0; regarding the mean values of group ranks, A10 was at the highest level in the *0 number of children group*, and at the lowest level in the *≥4 number of children group.*
- A15 between the *number of children groups* (0, n=182; 1, n=100; 2, n=142; 3, n=41; ≥4, n=2), $c^2$ (4, n=467)=13.159, p=0.011, Md=0; regarding the mean values of group ranks, A10 was at the highest level in the *0 number of children group*, and at the lowest level in the *≥4 number of children group.*

People without children prefer to go to concerts, do sports and fitness, and go out to pubs, while people with four and more children prefer to read, participate in humanitarian activities, and become a member of organizations. People without children are least interested in reading and membership in organizations, while people with two children are least interested in humanitarian activities. People with four or more children are least interested in concerts, sports, fitness, and going out to pubs.

- A12 between the *education groups* (without formal education, n=2; primary education, n=3; secondary education, n=92; college, n=60; university, n=310), $c^2$ (4, n=467)=23.416, p=0.000, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the university education group, and at the lowest level in the without formal and the secondary education group.
- A17 between the *education groups* (without formal education, n=2; primary education, n=3; secondary education, n=92; college, n=60; university, n=310), $c^2$ (4, n=467)=10.384, p=0.034, Md=0; regarding the mean values of group ranks, A17 was at the highest level in the primary education group, and at the lowest level in the secondary education group.
- A23 between the *education groups* (without formal education, n=2; primary education, n=3; secondary education, n=92; college, n=60; university, n=310), $c^2$ (4, n=467)=14.096, p=0.007, Md=0; regarding the mean values of group ranks, A23 was at the highest level in the university education group, and at the lowest level in the without formal and primary education group.

- A3 between the *education groups* (without formal education, n=2; primary education, n=3; secondary education, n=92; college, n=60; university, n=310), $c^2$ (4, n=467)=22.193, p=0.000, Md=0; regarding the mean values of group ranks, A3 was at the highest level in the university education group, and at the lowest level in the without formal and primary education group.
- A4 between the *education groups* (without formal education, n=2; primary education, n=3; secondary education, n=92; college, n=60; university, n=310), $c^2$ (4, n=467)=15.122, p=0.004, Md=0; regarding the mean values of group ranks, A4 was at the highest level in the university education group, and at the lowest level in the without formal and primary education group.

People with a university degree prefer reading, and going to the theatre, museum, or exhibition, while photography is an activity that attracts people with primary education. People with primary and no formal education are least interested in reading, theatre, museums, and exhibitions, while people with secondary education are least interested in reading and photography.

- A12 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=17.535, p=0.004, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the self-employed group, and the lowest level in the student group.
- A19 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=16.578, p=0.005, Md=0; regarding the mean values of group ranks, A19 was at the highest level in the other group, and the lowest level in the student, unemployed, and retired groups.
- A20 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=36.117, p=0.000, Md=0; regarding the mean values of group ranks, A20 was at the highest level in the self-employed group, and the lowest level in the student group.
- A21 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=18.205, p=0.003, Md=0; regarding the mean values of group ranks, A21 was at the highest level in the other group, and the lowest level in the retired group.
- A22 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=11.818, p=0.037, Md=0; regarding the mean values of group ranks, A22 was at the highest level in the student group, and the lowest level in the retired and other groups.
- A23 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=18.286, p=0.003, Md=0; regarding the mean values of group ranks, A23 was at the highest level in the employed group, and the lowest level in the student group.
- A3 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=13.291, p=0.021, Md=0; regarding the mean values of group ranks, A3 was at the highest level in the retired group, and the lowest level in the student group.
- A4 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=12.546, p=0.028, Md=0; regarding the mean values of group ranks, A4 was at the highest level in the other group, and the lowest level in the student group.
- A5 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=12.657, p=0.027, Md=0; regarding the mean values of group ranks, A5 was at the highest level in the self-employed group, and the lowest level in the employed group.
- A7 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=10.494, p=0.001, Md=0; regarding the mean values of group ranks, A7 was at the highest level in the student group, and the lowest level in the unemployed, retired and other groups.

- A10 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=13.346, p=0.020, Md=0; regarding the mean values of group ranks, A10 was at the highest level in the retired group, and the lowest level in the student group.
- A15 between the *working status groups* (student, n=71; unemployed, n=30; self-employed, n=46; employed, n=280; retired, n=30; other, n=10), $c^2$ (5, n=467)=20.837, p=0.001, Md=0; regarding the mean values of group ranks, A15 was at the highest level in the student group, and the lowest level in the retired group.

Students show the least interest in reading, sculpting, old crafts, going to the theatre, museums, exhibitions, and membership in organizations. Unemployed and retirees are least interested in sculpting and fitness, while pensioners are least attracted to activities related to arts and crafts, going to the cinema, fitness, and going out to pubs. Students prefer to go to the cinema, the gym, or the pub, while the self-employed opt for reading, old crafts, and volunteering. Employed people prefer going to the theatre and are least interested in volunteering activities. Retirees are most likely to choose to go to a museum and membership in an organization, while others prefer sculpting, art crafts, exhibitions, and least fitness.

- A1 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=7.060, p=0.029, Md=1; regarding the mean values of group ranks, A1 was at the highest level in the 500-1000 euro group, and at the lowest level in the <500 euros group.
- A12 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=9.723, p=0.008, Md=1; regarding the mean values of group ranks, A12 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A22 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=6.442, p=0.040, Md=0; regarding the mean values of group ranks, A22 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A23 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=23.545, p=0.000, Md=0; regarding the mean values of group ranks, A23 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A2 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=10.412, p=0.005, Md=0; regarding the mean values of group ranks, A2 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A3 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=22.835, p=0.000, Md=0; regarding the mean values of group ranks, A3 was at the highest level in the >1000 euro group, and the lowest level in the 500-1000 euros group.
- A4 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=6.673, p=0.036, Md=0; regarding the mean values of group ranks, A4 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A7 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=10.065, p=0.007, Md=0; regarding the mean values of group ranks, A7 was at the highest level in the >1000 euro group, and the lowest level in the 500-1000 euros group.
- A14 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=27.848, p=0.000, Md=0; regarding the mean values of group ranks, A14 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.
- A15 between the *annual personal investment for tourist travel and vacation groups* (<500 euros, n=189; unemployed, n=30; 500-1000 euro, n=159; >1000 euro, n=128), $c^2$ (2, n=467)=8.956, p=0.011, Md=0;

regarding the mean values of group ranks, A15 was at the highest level in the >1000 euro group, and the lowest level in the <500 euros group.

Tourists who annually invest more than 1,000 euros prefer reading, cinema, theatre, concerts, museums, exhibitions, and the membership of organizations, restaurants, and pubs, while tourists who invest from 500 to 1,000 euros prefer computer activities. The least interested in computers, reading, cinema, theatre, concerts, exhibitions, restaurants, and pubs are tourists who invest up to 500 euros per year. The least interested in museums and membership in organizations are tourists who invest from 500 to 1000 euros.

There were statistically significant differences regarding all daily life activities except activity A16, for all grouping variables. Hypothesis H3 was confirmed.

The survey on respondent's indoor and outdoor activities indicated (Table 3):

- most respondents are nature lovers (82.4%) and lead a healthy and active life (85.2%) which confirmed hypothesis H4.
- slightly more than half of respondents are users of walking tours (52.9%);
- there are almost an equal number of respondents who are partial users of walking tours (40.5%) and who would like to become a user of walking tours (39.8%);
- the largest number of respondents opted for the walking tour with mountain scenery (67.5%), and the rest for the countryside walking tour (15.4%), the urban walking tour (12.6), and others (4.5%). Hypothesis H5 was not confirmed.
- the most common way of organizing a walking tour was by self-guided (67.5%), by association or club (16.3%), by a commercial company (3.9%), and by others (12.4%). Hypothesis H6 was not confirmed.
- respondents usually went walking or hiking in the countryside or mountain less than ten times a year (76.7%), but some respondents go walking up to 20 (13.5%), 30 (4.7%), and more than 30 (5.1%) times a year;
- respondents generally prefer walks lasting 45 min - 90 min (56.5%), to walks from 90 min - 240 min (37.0%), and at least walks from 240 min - 7h (6.4%). Hypothesis H7 was confirmed.

**Table 3.** Indoor and outdoor activities

| **Are you a nature lover?** | | |
|---|---|---|
| **Value label** | **Frequency** | **Percent** |
| **Partially** | 75 | 16.1 |
| **Yes, completely** | 385 | 82.4 |
| **Indifferent** | 7 | 1.5 |
| **Total** | 467 | 100.0 |
| **Do you lead a healthy and active life?** | | |
| | **Frequency** | **Percent** |
| **No, and I would not like it** | 1 | .2 |
| **No, but I would like it** | 65 | 13.9 |
| **Yes, partially** | 261 | 55.9 |
| **Yes, completely** | 137 | 29.3 |

| | | |
|---|---|---|
| **Indifferent** | 3 | .6 |
| **Total** | 467 | 100.0 |

**Are you a user of the walking tour?**

| | **Frequency** | **Percent** |
|---|---|---|
| **No, and I would not like it** | 18 | 3.9 |
| **No, but I would like it** | 186 | 39.8 |
| **Yes, partially** | 189 | 40.5 |
| **Yes, completely** | 58 | 12.4 |
| **Indifferent** | 16 | 3.4 |
| **Total** | 467 | 100.0 |

**What kind of walking tour would you choose?**

| | **Frequency** | **Percent** |
|---|---|---|
| **Urban walking tour** | 59 | 12.6 |
| **Countryside walking tour** | 72 | 15.4 |
| **Walking tour with mountain scenery** | 315 | 67.5 |
| **Other** | 21 | 4.5 |
| **Total** | 467 | 100.0 |

**How do you organize a walking tour?**

| | **Frequency** | **Percent** |
|---|---|---|
| **By commercial company** | 18 | 3.9 |
| **By association or club** | 76 | 16.3 |
| **Self-guided** | 315 | 67.5 |
| **Other** | 58 | 12.4 |
| **Total** | 467 | 100.0 |

**How many times did you go walking/hiking in the countryside/mountain this year?**

| | Frequency | Percent |
|---|---|---|
| **<=10** | 358 | 76.7 |
| **11-20** | 63 | 13.5 |
| **21-30** | 22 | 4.7 |
| **>=30** | 24 | 5.1 |
| **Total** | 467 | 100.0 |

**What kind of walk do you prefer?**

| | Frequency | Percent |
|---|---|---|
| **45 min - 90 min** | 264 | 56.5 |
| **90 min - 240 min** | 173 | 37.0 |
| **240 min - 7h** | 30 | 6.4 |
| **Total** | 467 | 100.0 |

**Source:** Authors' calculations

The statistical analysis of the research indicates that the management of walking tourism should develop activities based on natural values, well-being packages, tourist-guided mountains, countryside, and urban easy and medium walking trails strongly focusing on existing and potential users of walking tours.

## 5. Conclusion

Based on research and facts that „tourism is a major part of the contemporary experience economy" (OECD Studies on Tourism, 2012), and „walking tourism is now one of the most popular ways to experience a destination"(UNWTO, 2019), the sustainable local economic development strategies with the specific goal related to the local tourism development, should integrate the cultural and historical heritage with walking tourism as a new tourism area. The management of walking tourism should be a part of the strategic action plan with activities that are more targeted female population, middle-aged adults, employed people with university education, and families with children, as well as the development and promotion of tourism through the design of tourist packages with a value of up to a thousand euros in cooperation with tour operators. Among the most frequent tourists' daily life activities are reading, using a computer, and going to restaurants. The management of walking tourism should include activities designed to attract the population, with special orientation on the male population, interested in reading, computers, restaurants, and sport. People with several children, a university education, self-employed, and ready to invest more than 1000 euros in their tourist trip or vacation showed a strong need for reading, while the need for reading is least pronounced among the youngest (up to 25 years), without children, with a lower educational level, students, and those ready to invest less than 500 euros in a tourist trip or vacation. Painting, as a daily life activity, is most present among younger people (26-35 years old), and least present among the middle-aged population (36-45 years old). Going to the cinema is the activity most preferred by the younger population (26-35 years old), students, and ready to invest more than 1,000 euros in a tourist trip or vacation. Going to the cinema is the activity most preferred by the younger population (26-35 years old), students, and ready to invest more than 1,000 euros in a tourist trip or vacation, while the least preferred by the oldest (over 56 years old), retired people and ready to invest up to 500 euros in a tourist trip or vacation. Going to the theatre is preferred by the middle-aged population (36-45 years old), university-educated, employed, and ready to invest more than 1000 euros in a tourist trip or vacation, while the youngest (up to 25 years old), with a lower level of education, students and ready to invest up to 500 euros for a tourist trip or vacation. Visiting museums, exhibitions, and membership in organizations are daily life activities that are most often used by the oldest (over 56 years), university-educated, retired, and ready to invest more than 1,000 euros in a tourist trip or vacation, while the mentioned activities are the least represented by the youngest (less than 25

years), with a lower level of education, students and ready to invest less than 1,000 euros in a tourist trip or vacation. Sports activities are most often chosen by the youngest (up to 25 years old), without children, while the oldest (over 56 years old) and people with several children choose the least. Dance, fitness, and fashion are activities most often chosen by the youngest (up to 25 years), while the oldest (over 56 years old) and couples who prefer cohabitation are the least frequently chosen. Body care is the most frequent activity among younger people (26-35 years old), and the least frequent among middle-aged people (36-45 years old). Pubs are mostly visited by younger people (26-35 years old) and students, and least often by the oldest (over 56 years old) and pensioners. Pubs and restaurants are chosen by single people, people without children and ready to invest more than 1,000 euros in a trip, and less often by divorced people, people with several children and those who invest less than 500 euros in a trip. Concerts are attractive to those who invest more than 1,000 euros in their travel and vacation, while they are least visited by people with several children, and those who invest up to 500 euros in travel. Humanitarian activities are most often carried out by people with more than four children, followed by people without children, with one and three children, while the least common are people with two children. Photography is an activity that attracts people with primary education, least of all people with secondary education. The sculpture is the least interesting for students, the unemployed, and pensioners, while the rest show interest. Old crafts are the least interesting for students and pensioners, while self-employed people and others prefer to do them. Art crafts are the least attractive to retirees. Voluntary activities are most often performed by the self-employed, while the least frequently by employees. Computers are mostly used by people who invest 500 - 1,000 euros in their travel and vacation, while the least are those who spend up to 500 euros for the trip.

Therefore, the management of walking tourism should take into account the differences that exist concerning indoor and outdoor activities between tourists of gender, age, marital status, the number of children, education, work status, and annual personal investment for tourist travel and vacation.

Especially in the post-covid crisis period when the health systems slowly and selectively recognize the importance of movement for people's health, the advantages of the natural environment, and well-being concepts supported by tourist-guided medium strongly walking trails on the mountain, rural and urban areas focusing on both existing and potential users of walking tours, are a platform for the development of strategies of the walking tourism management.

Strong community awareness and its full participation "enabling the revitalization of the local productive practices and non-episodic actions of the cultural and tourist-related valorisation of local territories" (Belliggiano, et al., 2021, p. 17). Significant potential for creating tourism development strategies are findings that students like classes in nature more that contribute “to involve young people more significantly in planning and organizing local events” (Trišić, et al., 2023a, p. 13), as well as on the strengthening of local institutions in the development of sustainable tourism (Trišić, et al., 2023b, p. 11). The authors recommend upgrading the strategy for sustainable local economic development by embedding the walking tourism component. This research was conducted in Serbia and the region so the results avoid generalizing and request special attention for applying to other countries and cultures. Future research will be focused on analysing the factors that increase levels of tourist walking as follows: public health, climate change mitigation, public green space, and personal health (Kim & Hall, 2022).

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