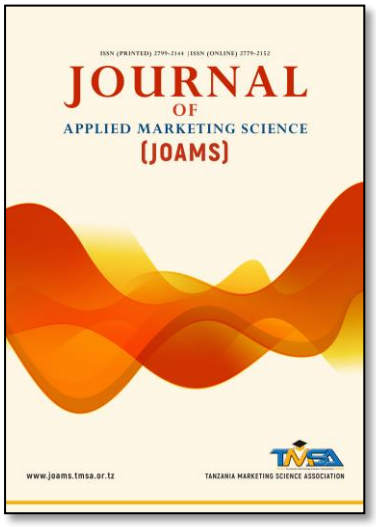


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Inclusive Domestic Tourism: What Drives Domestic Tourism Visit Among Youths from Generation Y and Z

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INCLUSIVE DOMESTIC TOURISM: WHAT DRIVES DOMESTIC TOURISM VISIT AMONG YOUTHS FROM GENERATION Y AND Z

Emmanuel Chao & Jaraj S. Kikula

Abstract

Domestic tourism is of a key relevance when it comes to sustainability of the tourism sector. In spite of this relevance, the growing population preferences and choices can influence the way which domestic tourism performs. This study aims at investigating what drive youth visit to domestic tourism destination with a focus on generation Y and Z. This study used a cross-sectional research design in collecting the relevant data. Purposive sampling technique was used to obtain the required sample size from the study population.

Data were gathered using a semi- structured questionnaire which consisted of both open and closed ended questions. A total sample of 119 respondents was selected from the study population of local residents in Tanzania and all of them were recollected back. The study used both qualitative and quantitative data analysis techniques.

Findings indicated that age, sex, destination exposure, disposable income has a positive influence on youth visit to a domestic tourist destination, while destination costs had a negative influence. The study is limited in terms of the coverage of data used. Data were collected from one country, which limits the generalizability to other countries and contexts

Keywords: Domestic tourism, destination branding, generation theory, destination costs, destination experience

1. Introduction

Tourism is among the largest global industries with a contribution of about 1.4 trillion USD by the year 2023 (UNWTO, 2023). Sustaining this sector is of critical concern for many countries (Gudkov, 2022; Mustafa and Hawari, 2022) due to a recent COVID pandemic which has revealed some vulnerabilities of the sector. Among the very noted challenges of this sector which were witnessed by the COVID pandemic is the sustainability threat especially where the revenue generated is heavily depended on international tourists. Furthermore, it is important to note that demand for domestic tourism can drive international tourism (Aina and Ezeuduji, 2021).

The majority of developing and emerging economies depend entirely on the international tourists to sustain the domestic tourism (Mora-Rivera, and García-Mora, 2021), but there should be a

balanced for sustainability to be assured. This study intends to explore the context of the domestic tourism destination with a focus on understanding what drives the youth participation in the sector. Youth have a significant role when it comes to sustaining tourism. The study has used Tanzania as a research area. This nation has experienced relatively a very small growth of domestic tourism since 2014 (Tanzania Invest, 2022) in spite of introducing an economic development and diversification program where tourism was given a priority (Wolfgang and Thome, 2015). There are differences in generations and such differences influence perception and choices. Youths from Generation Z (born between 1995 to 2012) differ in terms of their personality traits, and consumer behaviour (Aina and Ezeuduji, 2021). Generation Z is a hyper-connected generation with different travel plans, highly creative, educated, innovative, and technologically savvy (Broadbent, Gougoulis, Lui, Pota & Simons, 2017; Fister-Gale, 2015). Due to technology drive Generation Z attitudes, behaviours and experiences across 20 countries, are relatively the same (Broadbent et al., 2017). Categorisation of youth differs across the globe with a few overlaps in some countries. UN defines youth as the category of individuals between the ages of 15 and 24 years (UNESCO, 2013). In Tanzania, the youths are classified between the ages of 15 and 35 years (National Youth Policy of Tanzania, 2007). One of the most relevant definitions of youth tourism is given by WTO stating that: Youth travel involves all independent trips for periods of less than one year by individuals aged 16–29 which are motivated somehow, by a desire to experience other cultures, develop life experiences from formal and informal learning opportunities outside one's usual environment (UNWTO-WYSE, 2011). Youth tourism is one of the important market niche that provides equal opportunities to government and private sector practitioners (UNWTO, 2008) because youth travel has been one of the dynamic and fastest growing markets of the global tourism sector (Preko et al, 2019). Research in domestic youth tourism (DYT) is still at its infant stage, particularly in Africa (Preko et al, 2019).

A domestic tourist is a person traveling within his or her home country (Weaver and Lawton, 2007). According to Middleton et al (2009) domestic tourism involves traveling within the borders of the country itself and staying overnight. Domestic tourism does not depend on foreign exchange and is less affected by seasonality (Scheyvens, 2007). According to the author, domestic tourism can also influence positively the local economy because it involves the purchase of domestic products and services (Scheyvens, 2007). According to Mustafa (2012) domestic tourism contributes significantly to investment and reducing unemployment in developing economies.

Within a context of Tanzania which has been used in this study, the country has experienced a lower number of domestic tourists compared to other countries in Africa (Tanzania Invest, 2015). Tanzania's domestic travel spending is projected to increase by 6.1 percent by 2024, creating 170,821 additional jobs. In spite of these promising projections, there is a question of how to make youth to be more active in the sector, which is a key issue that this study aims at investigating.

2.0 Theoretical review

2.1 Youth and generational theory

Mannheim (1952) conceptualized the generational theory with the three tenets i.e. are 'location', 'actuality' and 'units'. Location according to him is the time span a cohort was born. Actuality refers to the way a generation is shaped by social changes in terms of personalities. Units refer to a segment of cohorts within a broader generation (Leask, Fyall & Barron, 2014). This theory suggests that economic, political and socio-cultural background influence people in each generation (Dechane, 2014). Individuals' personalities are to a large extent an outcome of historical events that predominate the individuals (Chen and Shoemaker, 2014). Aina and Ezeuduji (2021) argued that there are varieties of generations in terms of behaviour and tastes due to ageing. In other words, the behaviour displayed by younger generation will be different from the older ones due to different time of the cohorts.

Historical and socio-cultural events play an essential role in shaping a generation's experiences and characters while engaged in tourism. The digital native generation (individuals in generation Z) are those who were born between 1995 and 2012 (2014). According to Aina and Ezeuduji (2021), this generation is influenced by the Millennial or Generation Y (born between 1977 and 1994) but was born by generation X parents (born between 1960s-1970s). According to Half (2016) Generation Y and Z are similar in terms of their familiarity with technology, but generation Z is relatively advanced in terms of awareness on privacy, shaped by critical thinking about politics and humanity and want to impact the rest of the world. The generation Z cohort has a significant role in the tourism industry due its ability to influence families' travel plans (Barnes, 2018; Martin & Bush, 2000) and preference for experiences as opposed to possessions (Barnes, 2018).

One of the most relevant definitions of youth tourism is given by WTO stating that: Youth travel involves all independent trips for periods of less than one year by individuals aged 16–29 which are motivated somehow, by a desire to experience other cultures, develop life experiences from formal and informal learning opportunities outside one's usual environment (UNWTO-WYSE, 2011). Youth tourism is one of the important market niche that provides equal opportunities to government and private sector practitioners (UNWTO, 2008) because youth travel has been one of the dynamic and fastest growing markets of the global tourism sector (Preko et al, 2019). Research in domestic youth tourism (DYT) is still at its infant stage, particularly in Africa (Preko et al, 2019).

2.2 Push and pull motivational theory and domestic tourism destination

The theory of PP motivations was used for explaining the reasons why people travel (Uysal and Jurowski, 1994). Research in leisure travel view push factors as socio-psychological needs that drive a tourist's choice for a tour, while the pull factors are those circumstances that attract a tourist to a specific destination once the decision has been concluded (Baniya and Paudel, 2016; Khuong and Ha, 2014; Pearce and Lee, 2005).

PP motivation theory is applicable in studying the motives of tourists' destination choice (Baloglu and Uysal, 1996; Yoon and Usyal, 2005; Battour et al., 2014; Dayour, 2013). Push factors explain the internal desires to travel and pull factors, explain a person's decision on destination choice attributes (Crompton, 1979; Yoon and Usyal, 2005). These two sides are independent and interdependent (Battour et al., 2012). From this perspective Social and demographic as well as economic factors can work both ways when it comes to influence of youth in the decision concerning domestic tourism destination choices.

Cretu (2011) view destination branding as the sum of perceptions that a person has concerning a certain tourism destination. Main role of the destination brand is to build expectations for prospective tourists (Ritchie and Crouch 2003; Blain *et al*., 2005) and influence tourists' choices on the destination to visit (Reisinger and Turner, 2003; Chiappa *et al*., 2012; Parida eta al, 2016). There have been different perspectives on how destination branding, however, there is a general principal that, destination branding is a collaborative coordinating process. Destination branding can be described as a dynamic and complex process that aims at building and communicating the unique identity of a destination through integrating efforts, interests, resources and the public at large (Kaplanidou and Vogt, 2003; Kwortnik and Hawkes, 2011).

Identity and image features represent the unique destination attribute in the form of natural and man-made tourism resources. Destination branding set of marketing activities that includes; (1) support the creation of a name, symbol, logo, wordmark or other graphics that both identifies and differentiates a destination; (2) convey the promise of a memorable travel experience that is uniquely associated with the destination; and (3) that serve to consolidate and reinforce the recollection of pleasurable memories of the destination experience, all with the intent purpose of creating an image that influences consumers' decisions to visit the destination in question as opposed to an alternative one; (4) reduce consumer search costs and perceived risk (Blain *et al*., (2005 p 337). When these activities are combined in a consistent way, create a destination identity and an image that influences tourists' choice.

2.3 Hypothesis Development

2.3.1 Social and demographic influences on youth visit to domestic brand destination

Mugo (2012) found that, demographic factors have a positive influence on demand for domestic tourism. Valek *et al*. (2014) conducted a study on Socio-demographic characteristics affecting sport tourism choices and found four socio-demographic characteristics (gender, age, level of education and income) significantly affect a tourist's choice of sports related domestic travel.

Demographic factors such as age plays an essential role when it comes to tourism (Valek et al, 2014). As a person grows there is a growing propensity to demand higher level needs. This is consistent with the Henzberg theory of hierarchy of needs. Age also is related to other key attributes which relate to income. Seyidov and Adomaitienė (2016) who observed that the age was among the demographic factors

which affected travel behaviour especially in the duration of the trip and choice of a tourism destination. We thus hypothesize:

H1: Age has a positive influence on youth visit to a domestic tourism destination

Globally, women travel statistics indicate that women now drive the world travel economy (Gutsy, 2023). Women are earning more, spending more and influencing all levels of the tourism industry. According to Gutsy (2023) 80% of all travel decisions are made by women regardless of who they travel with, who pays for the trip or where they go. A woman is the decision maker, 75% of people who take cultural, adventure or nature trips are women.

H2: Sex has an influence on youth visit to a domestic tourism destination

2.3.2 Influence on learning and exposure

Brand awareness and exposure on a particular tourism destination has implications on the decision to visit tourism destination. The destination brand awareness can be built from the word of mouth, or other communication mix. Destination brand awareness is also determined by the level which a particular destination promotes itself through relevant channels. Destination brand awareness can lead to exposure and the experience created from this exposure will determine the potential for future visits. Every destination has a set of expectations (Sangsue, 2014) which will define the experience from the visits. Destination brand has a significant role in influencing tourists' destination choices over (Reisinger and Turner, 2003; Chiappa *et al*., 2012). Within a context of youth, they tend to have a high level of curiosity and inquisitive minds. When a domestic tourism has made a significant investment in promoting its brand awareness among youth, there will be a positive implication for a visit. Furthermore, we anticipate that the exposure of a given domestic brand will have a positive influence on future visits among the youth due to positive memories. We thus hypothesize;

H3: Destination exposure has a positive influence on youth visit to a domestic tourism destination

H4: Destination brand awareness has a positive influence on youth visit to a domestic tourism destination

2.3.3 Economic influence

Demand for a service is a function of a desire and ability to purchase. Disposable income often provides the ability for an individual to make choices. As a national GDP raises, it will often uplift individuals to have extra income that can be used for an extended number of choices. It is quite obvious that people with low-income travel less than those with high incomes (Stokes and Lucas, 2011). Vanhove (2012) and Mora-Rivera, and García-Mora, (2021) argued that access to disposal income is the important factor which influences participation in domestic tourism.

Kruger and Douglas (2015) studied domestic tourism in South Africa findings indicated that cost was one of the key constraints for domestic tourism. Similar findings were also observed by other authors (Stokes and Lucas, 2011; Sheresheva and Kopiski, 2016) who showed that the travel behaviour of people is strongly related to ability to afford the related costs. Domestic travellers tend to be

more cost conscious than international ones (Forbes *et al*, 2014). Youth are expected to be influenced in similar vein by these economic drivers. We anticipate the youth who has disposable income to engage more in domestic tourism destination compared to the rest, but we also anticipate the cost of accessing a given tourism destination such as entrance fee and related costs such as travel and accommodation will have a negative influence on visit to domestic tourism destination. We thus hypothesize;

H5: Disposable income has a positive influence on youth visit to a domestic tourism destination
H6: Destination costs have a negative influence on youth visit to a domestic destination

3.0 Research Methods

3.1 Research design and study context

This study used a cross-sectional research design because the focus was not for predictive purpose. Data was collected from the local residents in Tanzania. This study intends to explore the context of the domestic tourism destination with a focus on understanding what drives the youth participation in the sector. Tanzania which has been used in this study, has experienced a relatively small growth of domestic tourism since 2014 (Tanzania Invest, 2022) in spite of introducing an economic development and diversification program where tourism was given a priority (Wolfgang and Thome, 2015). Tanzania is an important destination for Africa and thus relevant for being selected in this study because it earned a title of the leading destination in 2021 and has allocated 25% of its total area of wildlife national parks and protected areas (Tanzania Invest, 2022).

3.2 Sampling and data collection

Purposive sampling technique was used to obtain the required sample size from the study population. Purposive sampling is widely used in research to effectively identify and select information-rich cases to use limited resources (Patton, 2002). Purposive sampling is preferred because of the nature of the study, which demands inclusion of respondents who are aligned to the study objective. The targeted population is Tanzania local residents. A total sample of 119 respondents was selected from the study population of local residents and all of them were recollected back. The efficiency in the collection was due to the fact that the questionnaires were filled and collected back. The unit of analysis in this study was the local residents. Data collection was done through a survey using a semi- structured questionnaire which consisted of both open and closed ended questions. Documentary review was also used to complement the survey method.

3.3 Measurement, data validity and reliability

The details of the variable measured were as follows: Age was measured in terms of number of years. The sex was measured using the binary numbers representing male and female. The household Average Monthly Income (AMI) was measured using the amount of money a household receives. The cost related to visiting a tourism destination (DC) was measured in

terms of expenses related to visiting a given destination. Destination experience (DE) was measured by the number of years which the individual has experienced a given destination. Destination brand awareness (DBA) was measured by a dummy variable.

Data Validity (Mugenda and Mugenda, 2003) were tested by providing questionnaires to 28 individuals who were not a part of the study population to observe whether it suited the study objectives. The questions in the questionnaire were asked twice in a twisted way but were asked the same questions within an interval of three days to establish whether the questionnaire elicited the same response. The content validity was established by seeking an expert's opinions, mainly from the supervisors and colleagues.

Reliability check (Saunders, *et al.,* 2012) was conducted by pilot test that involved twenty-eight individuals who were not a part of the study population. Respondents were asked the same questions on the same concept to see if they provided the same answers, in the similar conditions. The average Cronbach's Alpha value was found to be 0.778, which implies that the items under each variable were consistent (Miller, 2003; Sheskin, 2011).

4.0 Data Analysis and Results

The study used both qualitative and quantitative data analysis techniques. The relationship between independent variables and a dependent variable was analyzed using binary regression models. The model was appropriate since dependent variable was dichotomous or binary in nature. The model was adopted given that it meets the basic assumptions that all independent variables or predictors can be continuous (interval/ratio) or categorical (ordinal/nominal) and the outcome variable must be binary (Field, 2009).

In order to ensure an accurate understanding and analysis of the regression model, it is critical to test for normality, homoscedasticity of residuals, and independence of residuals, multicollinearity and linearity. All the tests were assessed and passed to proceed with regression analysis.

4.1 Descriptive findings

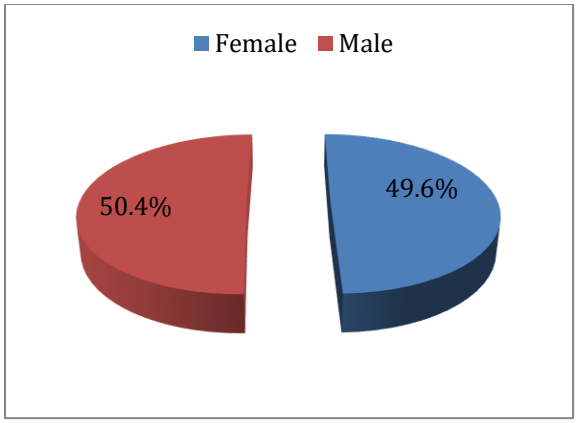
4.1 Profile of Respondents

This subsection summarizes background characteristics of respondents. The important demographic characteristics influencing domestic tourism among higher learning students from the selected colleges including age, sex, education level, marital status, and household size were analyzed. These characteristics are important in marking necessary attributes which influence the domestic tourism among higher learning students.

4.1.1 Sex

The sex of respondents was analyzed in order to determine the gender composition. From a sample of 119 respondents, 60 (50.4%) of the respondents were male while 59 (49.6%) were female (See Figure 1). The gender composition was relatively balanced and this is the evidence of lack of bias. This composition provides also the justification for the comparative statistics which are conducted to test the groups.

Figure 1: Sex of Respondents



4.1.1 Age

Age of respondents is one of the most important characteristics in understanding the respondent's view about the particular problem. The descriptive presentation of age is important for understanding the generation through which the respondents belong. The results (see table1) show that, 0.8% and 38.7% of respondents had age below 20 years and between 21-24 years respectively. Further, 60.5% of respondents had age between 25 to 29 years while 5.9 had more years between 30 to 34. There was no respondent who was above 35 years. The age category is consistent with the Tanzania national policy on the definition of youth (Tanzania National Youth Policy, 2007).

Table 1: Age of Respondents

Age	Frequency (n=119)	Percent (%)
Below 20	1	0.8
21-24 years	46	38.7
25-29 years	65	54.6
30-34 years	7	5.9
35 and above years	0	0
Total	**119**	**100.0**

4.2 Results from regression

4.2.1 Testing for regression assumptions

Levene's Test was conducted to test for Heteroscedasticity to determine if the variances of independent variables are equal. The null hypothesis assumes that the variance of the error variance (Var (Ut) = σ^2) of the dependent variables is constant and the same for all observations (Homoscedasticity). When this assumption is violated, the error variance varies for different observations, and then Heteroscedasticity exists (Gujarati, 2004). As proposed by Levene's Test assumes for Homoscedasticity when the P > 0.05. Looking at Levene statistics values, p = 0.396 > 0.05), therefore the variances are equal across all independent variables.

Multicollinearity refers to the degree of correlation between predictor variables (Field, 2013). The general rule of thumb under regression model is that the predictor variables are not highly correlated with each other. Multicollinearity in the data occurs when the independent variables are too highly correlated with each other. VIFs < 10 indicates no or little multicollinearity; but when VIFs > 10 assumes that coefficients are poorly estimated and that multicollinearity in the regression model is a problem that should be handled accordingly (Sheskin, 2011). The collinearity diagnostic test was done and the results (see table 2) revealed that the VIFs for all predictor variables were found to be less than 10, indicating that multicollinearity is probably not a problem among the predictor variables.

Table 2: Multicollinearity Statistics on Independent Variables

Variables	Tolerance	VIF
Age of respondents	0.474	2.109
Destination Brand Awareness (DBA)	0.599	1.670
Experience in domestic tourism (DE)	0.750	1.334
Average monthly income in Tsh (AMI)	0.535	1.870
Destination Cos in Tsh (DC)	0.880	1.136

Further to this, analysis was concerned with the application of Pearson correlation to assess the strength of relationships among the predictor variables and the dependent variable. Correlation coefficient (r) ranges between $-1 \leq r \leq 1$, and when $0.7<r<1$ indicates fairy strong relationship (Saunders, *et al.*, 2012). The table 3 presents the correlation coefficient of the variables under consideration. It was found that the independent variables correlate with each other, r ranging between 0.015 and 0.588.

Table 3: Correlation Matrix of Independent and dependent variables

	Age	SEX	DBA	DE	AMI	DC
Age	1	0.334	-0.035	0.090	0.337	-0.072
SEX		1	-0.136	-0.023	0.000	0.050
DBA			1	0.234	-0.155	-0.145
DE				1	0.173	-0.026
AMI					1	0.004
DC						1

4.2.2 *Factors influence domestic tourism among youth*

During this study the binary logistic regression model was applied to establish the determinants of domestic tourism among undergraduate students in Tanzania. Furthermore, The six independent variables were included in the model to predict the influence of youth visit to visit to domestic tourism destination. The overall significance of the model was assessed using an Omnibus test of model coefficients which produced the Chi-square of 81.043 at p = 0.000 and the Hosmer and Lemeshow test with Chi-square equals to 5.439 and p-value equals to 0.607. The two measures together indicate that the binary logistic regression model estimated had enough power to predict determinants for domestic tourism. The Nagelkerke's R^2 was 0.799 while the Cox and Snell R Square was 0.491indicating a strong relationship between prediction and grouping. The impact of each variable is presented in Table 4

.

Table 4: Determinants of domestic tourism among youth

Variable	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
							Lower	Upper
Age	0.336	0.171	3.885	1	0.049	1.400	1.002	1.955
Sex	-2.418	1.150	4.425	1	0.035	0.089	0.009	0.848
Experience (DE)	1.131	0.514	4.846	1	0.028	3.098	1.132	8.476
Average monthly income (AMI)	1.131	4.514	4.846	1	0.000	3.098	1.132	8.476
Awareness of Tourists attractions (DBA)	1.966	3.064	3.415	1	0.001	1.140	1.017	1.126
Costs Associated with tourism (DC)	-1.000	1.032	3.843	1	0.050	1.000	1.000	1.000
Constant	5.221	2.880	3.286	1	0.007	1.005		

4.2.3 Demographic factors influencing domestic tourism participation

H1 suggested that Age has a positive influence on youth visit to a domestic tourism destination

The findings show the age of youth was another predictor of visit in a domestic tourism destination (β= 1.966, p< 0.05). Wald statistic of 3.885 and an Exp (B) of 1.400 demonstrate that age contributed significantly to youth visit of a domestic tourism destination. Exp

(B) value indicates that when the age increases by 1.400 the odds ratio is 0.336 times as large, and therefore youth who are matured are 0.336 times more likely to visit domestic tourist destination than those with lower age.

This could be explained by the fact that matured youth have accumulated experience and have many sources of funds to finance the activity compared with younger ones. The findings seem to support those of Seyidov and Adomaitienė (2016) who found that the age and marital status were among demographic factors which affected the travel behavior.

H2 suggested Sex has an influence on youth visit to a domestic tourism destionation

The Wald criterion shows that sex of students made a significant contribution in influencing visit of domestic tourism destination. The model produced a p-value of 0.035 and the Wald of 4.425. Exp (B) values which indicated that a logit of male students to visit domestic tourist attraction against not to visit decreased by 2.418 as compared to female students. The findings imply that, male students were more likely not to intend to visit the tourists' attractions compare to females. These findings seem to support other researchers in the field. Globally, women travel statistics indicate that women now drive the world travel economy. Women are earning more, spending more and influencing all levels of the tourism industry. According to Gutsy (2023), 80% of all travel decisions are made by women regardless of who they travel with, who pays for the trip or where they go. A woman is the decision maker, 75% of people who take cultural, adventure or nature trips are women.

4.2.4 Socio- cultural factors influencing domestic tourism participation

H3 suggested that Destination exposure has a positive influence on youth visit to a domestic tourism destination

The study findings show that Destination Exposure (DE) had a significant positive influence on youth participation domestic tourism destination ($\beta = 1.131.$, $p < 0.05$).

H4 suggested that Destination brand awareness has a positive influence on youth visit to a domestic tourism destination

The findings further indicated that Destination Brand awareness (DBA) among youth was also found to be a positive predictor of a visit in the domestic tourism destination visit ($\beta = 1.966$, $p < 0.001$). Wald statistic of 3.415 and an Exp (B) of 1.140 demonstrates that the destination brand awareness contributed significantly to youth participation on domestic tourism. When the destination brand awareness increases by 1.140 the odds ratio is 1.966 times as large, and therefore youth are 1.966 more likely to visit domestic attractions than those who are not aware.

4.2.5 Economic factors influencing domestic tourism participation

H5: Disposable income has a positive influence on youth visit to a domestic tourism destination

The findings show that, disposable income (DI) had a positive and significant influence on domestic tourism participation (β= 1.131, $p< 0.000$). The implication is that the higher the disposable income the more involvement in domestic tourism destination. The findings are in line with those of Stokes and Lucas (2011) who observed that people with low income travel much less than those with high incomes. Moreover, these findings agree with Vanhove (2012) who argued that income and specifically the disposal income of a population is the most important factor that drives participation in domestic tourism. Vanhove (2012) continues to argue that the relationship between disposable income and outbound tourism demand is income-elasticity relationship whereby when disposal income increases by one percent, demand for outbound tourism increases by more than one percent.

H6: Destination costs have a negative influence on youth visit to a domestic destination

Findings reveal that the cost associated with tourism had a significant negative influence on youth visit to domestic tourism destination (β= -1.000, $p< 0.05$). Further, the entrance fee was also found to negatively influence the youth visit to domestic tourism destination (β= -0.902, $p< 0.018$). This means an increase in fees and costs associated with domestic tourism will discourage youth visit to a domestic tourism. Stokes and Lucas (2011) showed that the travel behaviour of people in terms of the amount of travel made (measured by trips, distance and time spent travelling) is strongly related to ability to afford the related costs (fees, accommodation and meals).

Domestic tourism as a destination plays an essential role in sustaining a tourism sector. This is most likely assured when youth are engaged in the equation of domestic tourism.

The experience from COVID 19 which was characterized by closure of national boundaries was an eye opening concerning the dangers of over dependence of international visitors as the main source of sustaining the tourism sector. Participation in a domestic tourism as a destination is something that is nutured and youth should be a focal point in this initiative.

5.0 Discussion

The study aimed at assessing the drivers of youth visit to domestic tourism destination. The results found a positive influence of social and demographic factors such as age and sex on youth visits to the domestic tourism destination. This finding consistent with the observation by Seyidov and Adomaitienė (2016) who found that the age has an influence on the choice of a tourism destination.

The study also assessed the economic factors and how they influence the youth visit to a domestic tourism destination. The economic factors were divided into three clusters i.e. disposable income, entrance fee and

cost of accessing the destination. The findings have indicated that the disposable income has positive influence on youth visit to a domestic tourism destination. This is in line with Vanhove (2012) and Mora-Rivera, and García-Mora (2021) who suggested that the increase in disposable income will influence the domestic tourism.

This implies that those youth who come from a middle or high class economic clusters will have more chances to visit than those who are from low income class. The findings also reveal that the extent to which youth participate in domestic tourism is partly a function of the level of national development. As a country economic condition improves, it will trigger the potential for youth to visit domestic tourism destinations. Vanhove (2012) and Kruger and Douglas (2015) suggested that the disposable income of a nation plays a key role in promoting domestic tourism.

On the other hand, the cost for accessing the tourism destination and the entrance fee had a negative influence on youth participation in the domestic tourism. This implies that when the local tourism destination is located in a distant place, it can hinder the visits, especially when there is an increase in travel and accommodation expenses. Further, when the entrance fee is high, it will tend to discourage the visit to a domestic tourism destination. Economic factors are quite relevant when it comes to participation in tourism (Vanhove, 2012). Domestic tourism according to Khan (2011) is associated with finance for travel and time for leisure. Travel behaviour was found to be closely related to ability to afford the related costs (Stokes and Lucas, 2011).

Domestic tourism exposure is the level of awareness one has concerning a particular destination. Both destination brand awareness and prior exposure to a given tourism destination has influence on domestic tourism. Exposure in previous travels in a given destination leaves memories which will influence revisiting especially when the experience was positive. A domestic tourism destination as a brand generates expectations even prior to a visit (Sangsue 2014; Lee 2012).

6.0 Study limitation and implication

6.1 Study limitation

The study is limited in terms of the coverage of data used. Data were collected from one country, which limits the generalizability to other countries and contexts. Further, the study used a cross-sectional design, where data were collected at one time. This can hinder detailed information, which is not normally captured in a quantitative study.

6.2 Research implications

Future research can explore the influence of cultural dimensions on youth participation in domestic tourism because there could be potential differences among nations due to cultural differences. National strategy and policy can play an essential role in influencing the potential for youth visit to domestic tourism, thus future studies can explore in this area.

National patriotism can play an important role in youth visit to domestic tourism destination. Future research can

explore the relationship between this national history and patriotism and how it contributes to the youth active visit to domestic tourism destinations.

6.3 Business and policy implications

In emerging and developing economies, there has been a growing for one-sided tourism campaigns, which focus on attracting the international travellers. As a lesson from the recent COVID pandemic has reminded the need for an inclusive approach to domestic tourism. The study recommends the need for governments to think domestic tourism as a process which is inclusive, but every step has to be carefully designed to meet current and future challenges and opportunities. This inclusive approach to domestic tourism should take into account the social, demographic and economic conditions of a given population.

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