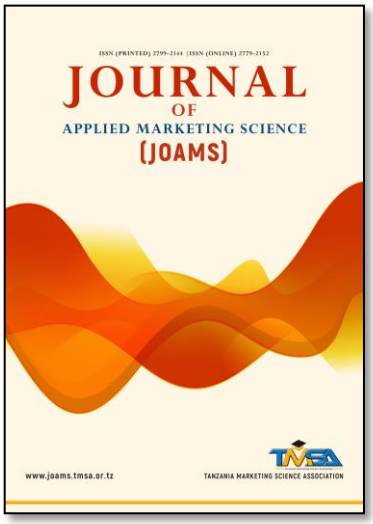

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Sustaining Tourism Sector in Post Covid Era: Assessing Factors for Promoting Domestic Tourism

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Sustaining Tourism Sector in Post Covid Era: Assessing Factors for Promoting Domestic Tourism

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Abstract. Globally tourism plays an essential role in economic development but majority part of the tourism traffic especially in developing economies comes from international travellers with very little contribution from domestic tourists. Sustaining tourism sector increasingly is demanding for more attention to local tourists especially after a hard experience from COVID pandemic. This study used a cross sectional survey of local residents from Tanzania to assess the factors that drives domestic tourism so as to provide key insights on how to sustain the sector. Findings indicate that the demographic indicators such as age, was found to have a positive influence on domestic tourism. Economic indicators such as income, entrance fee and tourism associated costs have found to influence the potential for domestic tourism. Both awareness and experience were also found to have a positive influence on domestic tourism

Keywords: Domestic tourism, destination branding, destination awareness, sustainability

Introduction

Tourism is among the largest global industries whereby more than 10% of global domestic products are directly linked to tourism activities involving hundreds of millions of international and domestic travelers each year (World Tourism Organization, 2007; Scheyvens, 2007). From the global perspective, tourism is among the sector that attracts a stiff competition which is contributed with among other factors products parity and substitutability (Meza and Seric, 2014). Due to recent COVID pandemic, nations are considering policy reviews for sustaining the sector with a focus on promoting local tourism (Gudkov, 2022; Mustafa and Hawari, 2022). The Tanzania tourism sector which is the context for this study for example, its felled from contribution of GDP of 107% in 2019 to 5.3% in 2020. This is a very sharp sign that sector could not be sustained without the global tourists. Statistically tourism destinations from developed economies own 65.5% of the world tourism market share and the remaining 34.5% is competed by the emerging destinations from developing economies including Tanzania (UNWTO, 2015).

For one third of developing countries, tourism is the main export, bringing in relatively strong consumers who are potentially an important market for local entrepreneurs. The value of domestic tourism spending is higher than that of inbound tourism, considering the focus on international tourism and the neglect of domestic tourism growth and research (Pierret, 2011; Omare 2016; Sheresheva and Kopiski, 2016).

The national tourism growth plan for global tourism as opposed to domestic tourism is systematically biased in Sub Sahara Africa (Ngare and Macharia 2017, Mugo, 2012). Developing economies such as Tanzania which this study is based has introduced an economic development and diversification program in which tourism is a priority sector of the economy (Wolfgang and Thome, 2015). The statistics from the Tanzania's Ministry of Natural Resources and Tourism show that the arrivals of non-residents outnumbered the arrivals of residents at different sites. In 2014 only 278221 residents visited the site compared to 332469 non-residents. In 2015 and 2016, the result was the same for residents visiting the site as for non-residents (Tanzania Invest, 2022).

As more developing nations are depending on international tourism (Mora-Rivera, and García-Mora, 2021) the sustainability should be balanced by promoting the local tourism. The recent experience from Covid 19 that restricted the global travel paralayzed the tourism sector in most nations which witnessed the job loss and had taken some time to recover. To ensure the sustainability of the sector one of the key lessons is the promotion of domestic tourism. Building a culture for domestic tourism should take into account preferences of the upcoming generation of millenials. This paper specifically intends to assess the social cultural factors which are essential for driving the local tourism.

Theoretical review

Theory of Reasoned Action as a Model of Tourism Intention

Reasoned action (TRA) (Ajzen and Fishbein, 1980) notes that individual behavior is influenced by attitude towards the result of behavior and public opinion. The most accurate determinant of behaviour is behavioural intention, according to the theory of reasoned action (Trafimow, 2009). The direct determinants of the behavioural intentions of people are their attitudes towards behavioral success and the subjective norms associated with the behaviour. The reasoned action theory offers a model that has potential advantages for predicting the intention to undertake a behavior based on the attitude and moral beliefs of a person (Southey, 2011). Behavior can be affected by the attitude towards action and the opinion of other people (Terry, and O'Leary, 1995). We live in communities and families, and members of the family may easily influence behaviour either positive or negative. For instance, if they support your intention it means you will act on the intention, on the other hand is, if they disapprove the ideas you will not proceed with the action.

Domestic Tourism

A domestic tourist is defined by Weaver and Lawton (2006) as a person traveling outside his or her natural environment but within his or her normal home country. Domestic tourism includes traveling within the borders of the country itself and staying overnight (Middleton et al., 2009). From these perspectives, we refer domestic tourism as activities done by people who travel and stay in a place within their country but outside their usual environment and spends at a place for any time (even less than hour). The key feature for domestic tourism is that it needs little foreign exchange to grow and is unaffected by seasonality or problems resulting from travel booking systems, international airline schedules, evolving international preferences, perceived security threats, or global economic recession (Scheyvens, 2007). Furthermore, domestic tourists can make a significant contribution to local economic development because they

typically buy more locally produced goods and services than other types of tourists, thereby supporting small-scale businesses and the informal sector (Scheyvens, 2007).

Domestic tourism is the largest generator of jobs, it can create a more consistent market demanding consistent service (Scheyvens, 2007), but also plays a significant role in maintain and improving infrastructure (Athanosopoulos and Hyndman, 2008).

Context of Domestic Tourism in Tanzanian

Domestic tourism in Tanzania is negligible with local residents mainly visiting friends and relatives (Musonda, 2000). Reporting on domestic tourism in Tanzania has been receiving inadequate attention. Consequently constraints facing this kind of tourism are not well understood (Mariki et al, 2011). Domestic tourism in Tanzania is not motivating, although some can afford the park fees and may have time to move around, with local residents mostly visiting friends and relatives (ibid). The number of domestic visitors to various tourists' sites in Tanzania remains extremely low compared to other African countries (Maina, 2006). In the last few years, though, there have been signs of change. Tanzania Invest (2015) has stated that, with the Serengeti National Park, the second largest in Tanzania and the favored destination for local people due to their proximity to the region, Tanzanian domestic tourism is growing annually, currently receiving 450,000 people per year.

According to the report by the World Travel and Tourism Council (WTTC), Tanzania's national travel expenditure accounts for 30.2 percent of the Tanzanian Gross Domestic Product (GDP) direct contribution, which amounted to TZS 2.492 billion or 4.67 percent of GDP in 2014 (Tanzania Invest, 2015). Furthermore, citing WTTC Tanzania Invest (2015) statistics, national transport investment allowed 121,555 jobs to be created in 2014, representing 1.15 percent of the total employment produced in Tanzania for that year. Tanzania's domestic travel spending is projected to increase by 6.1 percent by 2024, creating 170,821 additional jobs.

Destination Brand and branding

The term destination brand is defined as the sum of perceptions that a person has concerning a certain tourism destination (whether based on experience, hearsay or prejudice), which influence his attitude towards that destination at an emotional level; exists in the eyes of the beholder (Cretu, 2011). A destination brand generates sets of expectations or experiences of a destination prior to a visit (Qu *et al*., 2011). The primary role of the destination brand is to help prospective tourists to build expectations, or promise of a memorable travel experience that is matchlessly associated with a certain destination (Ritchie and Crouch 2003; Blain *et al*., 2005). A destination brand plays a significant role in influencing tourists' choices over which destination to visit (Reisinger and Turner, 2003; Chiappa *et al*., 2012; Parida eta al, 2016). In this study, destination brand is defined as a unified expression of a destination that combines the way stakeholders would prefer the destination to be perceived (the identity of a place) and the way tourists define the destination (an image of a place).

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.

Sustainability of Destination Branding

Sustainability has been an essential part of marketing strategy in tourism. For a business firm to enjoy strategic benefits, it must invest considerably on '*sustainability*' (Jones *et al*., 2007; Dyllick and Muff, 2015). It is only business firms that have adopted sustainable marketing approaches will survive in today's competitive business environment Sustainable marketing ensures a business firm operates within a finite resource system while delivering long-term benefits to its current and future stakeholders as well as the entire communities. The impact of sustainable marketing touches the broad systems including industries, value chains, institutions. Sustainable marketing provides alignment for internal organizational processes and organizes resources that generate value for stakeholders.

Zouganeli and colleagues (2012) identified the fundamental principles of sustainability of destination branding as: (1) all key stakeholders should be involved in creating brand values, promises as well as benefits. (2) The brand values and promises must be linked or aligned with the key stakeholders' interests. (3) the brand must deliver benefits (value) at all levels i.e. social, economic, cultural and environmental levels, and (4) the brand should ensure the economic and social wellbeing of existing and future stakeholders, consumers/tourists and entire local communities. The often used measure for sustainability of destination is by the extent to which stakeholders are highly attached and committed to the destination brand with intention of ensuring that the destination sustains while delivering value to current stakeholders without compromising the interest and benefits of future stakeholders and entire communities.

Hypothesis development

This section explore the link between various factors and how they influence domestic tourism. Factors proposed ranges from social, demographic and economic. The choice of the factors are based on the previous studies and the suggestion from theoretical frameworks.

Demographic features (Age)

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 are related to income. Young people do have several

expenses compared to matured adults because during their early years even if they have job, family and investment demands are critical factors that determine the direction of their expenditures. Those who have retired have little family responsibilities and have made some savings or investments. Seyidov and Adomaitienė (2016) who observed that the age of local Azerbaijani travelers were among demographic factors which affected their travel behaviour especially in the duration of their trip and also affected their choice for a tourism destination. We anticipate age to have a positive impact on tourism, thus:

H1: Age has a positive influence on domestic tourism

Average income (personal factors)

From classical economic thinking, demand which is desire and ability to purchase influences the economic transactions. As the income raise, people tends to have extra amount of money that they can set aside for extra spending. From the global perspective, the nations with high GDP per capital tends to have high number of tourists compared to those nations with low income. Increasing number of developing economies are attaining the middle income status a shift which will also be reflected in extra spending activities. Stokes and Lucas (2011) who observed that people with low income travel much less than those with high incomes. Access to disposal income and specifically the disposal income of a population are the most important factor driving participation in domestic tourism (Vanhove, 2012; Mora-Rivera, and García-Mora, 2021). We anticipate the increase in income to influence the domestic tourism thus:

H2: Income has a positive influence on domestic tourism

Tourism costs

Cost is an important feature when it comes to spending decision. Even with the increase in income, the rational economic thinking suggests people do consider the cost side of spending. The long-term orientation cultural component which is among the cultural dimensions proposed by Hofstede suggested some nations aspects such as savings tends to be more important in making the business decisions. Kruger and Douglas (2015) made a study of domestic tourism in South Africa among blacks and the findings indicated that cost was one of the key constraints for domestic tourism. Stokes and Lucas (2011) on the other hand 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). The cost component can be reflected in terms of entrance fee as well as other associated costs. For the sake of getting to understand the specifics of the costing element we will explore both the entrance fee and general related costs of tourism. Related or associated costs include the costs related to meals, accommodation, travels and similar expenses which are essential for accomplishing the trip. We hypothesize that both entrance fee and associated costs will lower the potential for domestic tourism thus:

H3a Entrance fee has a negative impact on domestic tourism

H3b Associated tourism costs has impact on domestic tourism

Awareness (Branding) and Experience

Level of awareness and the experience a person has concerning a particular tourism destination has implications on the decision to engage on

tourism. The awareness component is connected to the branding of a given destination. Such awareness can emerge from the branding initiatives or the prior exposure. Exposure in previous travels in a given destination leaves memories for revisiting. Also access to word of mouth from experienced travelers tends to raise the curiosity of wanting to visit a given destination. Sangsue (2014) suggested that a destination brand generates sets of expectations or experiences of a destination prior to a visit. Hence, the primary role of the destination brand is to help prospective tourists to build expectations, or promise of a memorable travel experience that is matchlessly associated with a certain destination (Ritchie and Crouch 2003; Blain *et al*., 2005). It widely accepted that a destination brand plays a significant role in influencing tourists' choices over which destination to visit (Reisinger and Turner, 2003; Chiappa *et al*., 2012). We thus hypothesize:

H4a: Level of destination awareness has a positive influence on domestic tourism

H4b: Experience has a positive influence on domestic tourism

Research methods

Research design

This study used a descriptive research design that allows the researcher to obtain information concerning the phenomena' status and describe what exists concerning variables or conditions in a situation. This method is preferred because it allows gathering in-depth information. Data was collected from the local residents in Tanzania. General estimates from Tanzania National parks, the domestic tourists are at the average of 30,000 annually.

Study Context

Tanzania tourism sector has generated a value of about 1.4 billion dollars form 2021 compared to 2020 when it was severely affected by COVID pandemic. The tourism sector contribution from GDP felled from 107% in 2019 to 5.3% in 2020. In 2021 there was 922,692 tourists an increase of 48.6% from 620, 867 in 2020. Tanzania is important destination for Africa and thus relevant for being selected in this study because it earned a title of leading destination in 2021 and has allocated 25% of its total area of for wildlife national part and protected areas (Tanzania Invest, 2022).

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.

Survey was the main method of data collection, which was complemented by key informant interview and documentary review. Data were gathered using a semi- structured questionnaire which consisted of both open and closed ended questions. Documentary review was used to complement the survey method. Records on domestic tourist were obtained from TANAPA Office in Dar es Salaam Region and Ministry of Tourism and Natural Resources.

Measurement, Data Validity and Reliability

The details on the variable measurements are attached in Table 1. Data Validity which measure the degree to which the instrument measures what is supposed to measure (Mugenda and Mugenda, 2003) was 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. On the other hand, the content validity of the research instrument was determined by seeking expert's opinions, mainly from the supervisors and colleagues. Changes were revised where necessary, keeping into consideration of all the study variables.

Reliability is the extent to which data collection instruments yield consistent findings, similar observation and conclusion among researchers (Saunders, *et al.*, 2012). A pilot test was carried to test the reliability of the research instruments. Twenty-eight individuals were selected for pilot test; who were not a part of the study population (i.e. obtained from College of Business Education). Respondents were asked the same questions on the same concept to see if they provided the same answers, in the similar conditions. Cronbach's Alpha Co – efficient used to checks (internal consistency) the responses against the research objectives. Instruments are reliable when Cronbach's Alpha scale at 0.7 and above is obtained (Miller, 2003; Sheskin, 2011). During the data analysis, the average Cronbach's Alpha value was found to 0.778, which implies that the items under each variable were consistent.

Table 1: Measurement and definition of variables in details

Variables definition and unit of measurement
Dependent variable (Domestic Tourism)**Binary: 1 if a resident has visited any local tourist attraction, Y= 0 if otherwise**
Independent variables
AGE - Age of the higher learning students in years
HHI Household income of higher learning students in TZS
AC Associate costs in TZS
EF Entrance Fees in TZS
E Experience in tourism in number of years
A Awareness (dummy variable 1 if a respondent is aware on tourist attraction and 0 if Not)

Table 2: Correlation Matrix of Independent and dependent variables

	Age	HHS	A	E	Av. I	EF	AC	Prob. of Visit or Not
Age	1	-0.027	-0.035	0.090	0.337	-0.072	-0.066	-0.062
HHS		1	-0.119	0.057	-0.170	0.032	-0.001	-0.037
A			1	0.234	-0.155	-0.145	-0.092	0.576
E				1	0.173	-0.026	0.088	0.205
Av. I					1	0.004	-0.051	-0.095
EF.						1	0.161	-0.252
AC							1	-0.159
Prob. of visit or not visit								1

Results

This section provides an overview of the results obtained from the binary logistic regression model was applied for analysis. The model adopted 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.

Table 3: Determinants of domestic tourism

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
Experience	1.131	0.514	4.846	1	0.028	3.098	1.132	8.476
Average monthly income	1.131	4.514	4.846	1	0.000	3.098	1.132	8.476
Awareness on Tourists attractions	1.966	3.064	3.415	1	0.001	1.140	1.017	1.126
Entrance fees	-0.902	1.000	5.556	1	0.018	1.001	1.000	1.002
Costs Associated with tourism	-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		

H1 suggested that Age has a positive influence on domestic tourism. The findings above further indicated that the age was a strong predictor of domestic tourism participation at p = 0.049, a Wald statistic of 3.885 and an Exp (B) of 1.400. A Wald statistic of 3.885 demonstrates that age, contributed significantly to domestic tourism participation. Exp (B) value indicates that when the age increases by 1.400 the odds ratio is 0.336 times as large, and therefore matured age is 0.336 times more likely to influence visit to domestic tourist attractions than those with lower age. This could mean that older residents are more likely to intend to visit internal tourists' attractions than younger ones. This might be true because older individuals in most cases have accumulated experience and have many sources of funds to finance the activity compared with younger ones.

H2 suggested that Income has a positive influence on domestic tourism. The findings indicated that associated tourism costs has impact on Tourists attractions at p = 0.001, a Wald statistic of 3.843 and an Exp (B) of 1.000. Exp (B) value indicates that when the associated tourism costs increases by 1.00 the odds ratio is 1.966 times less, and therefore the local residents are 1.966 more less likely to visit domestic attractions than those who the cost have not changed. Hence reject the null hypothesis.

H3a suggested that Entrance fee has a negative impact on domestic tourism. The findings show that, entrance fees had negative and significant influence on domestic tourism, (β= -0.902,P=0.018). This means that as a unit of entrance fees increases, it decrease the probability of visit domestic tourist attractions. This implies that, entrance fees in tourist attractions occupations do influence involvement in domestic tourism.

H3b Associated tourism costs has impact on domestic tourism. The findings reveal that cost associated with tourism had negative but significant influence on domestic tourism (β =-1.000,P = 0.050). This means an increase in fees and costs associated with domestic tourism is likely to discourage domestic tourists. 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).

H4a suggested that the Level of a destination awareness has a positive influence on domestic tourism. The findings further indicated that Awareness on Tourists attractions was another strong predictor of domestic tourism attraction at p = 0.001, a Wald statistic of 3.415 and an Exp (B) of 1.140. A Wald statistic of 3.415 demonstrates that awareness on tourists attractions, contributed significantly to participation on domestic tourism. Exp (B) value indicates that when the awareness on tourist attractions increases by 1.140 the odds ratio is 1.966 times as large, and therefore the local residents are 1.966 more likely to visit domestic attractions than those who are not aware on tourist attraction. Hence reject the null hypothesis.

H4b suggested that Experience has a positive influence on domestic tourism. The study findings in shows that Experience was a strong predictor which have positive significant influence on domestic tourism participation at p=0. 028; β= 1.131. This means that holding other independent variables constant (to zero), additional of one unit (number of year) in experience on tourism tend to increase the

probability of visit to tourist attraction by 1.131 times compared to not visit. This implies a positive and statistical significant influence of experience (as social factors) on domestic tourism participation; hence rejecting the null hypothesis.

Discussion

Domestic tourism plays a significant role in sustaining a tourism sector of the future. The need for promoting domestic tourism is for enhancing the ability to respond to future global economic challenges as well as promoting the culture of tourism which will have a positive impact on international tourism. The study has examined various demographic and economic factors in terms of their influence on domestic tourism and a significant number of the hypotheses have been supported.

Demographic features such as age has found to have a positive influence on domestic tourism. This finding is supported by Seyidov and Adomaitienė (2016) who observed that the age and marital status of local Azerbaijani travelers were among demographic factors which affected their travel behaviour especially in the duration of their trip and also affected their choice for a tourism destination.

Economic indicators such as income, entrance fee and tourism associated costs have found to influence the potential for domestic tourism. While income increases the influence for domestic tourism due to availability of disposable income (Vanhove, 2012; Mora-Rivera, and García-Mora, 2021), the entrance fee and associated tourism costs on the other hand has a negative impact.

These findings are in line with Khan (2011) observation that, domestic tourism is associated with finance for travel and time for leisure. Vanhove (2012) argues that the most important group of factors that drive participation in tourism is economic factors. Income and specifically the disposal income of a population are the most important factor driving participation in domestic tourism (Vanhove, 2012; Kruger and Douglas, 2015). Vanhove (2012) 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. 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).

Both awareness and experience has been considered to have a positive influence on domestic tourism. Exposure in previous travels in a given destination leaves memories for revisiting. Also access to word of mouth from experienced travelers tends to raise the curiosity of wanting to visit a given destination. A destination brand generates sets of expectations or experiences of a destination prior to a visit (Sangsue 2014; Lee 2012). Furthermore, promise of a memorable travel experience is associated with a certain destination (Ritchie and Crouch 2003; Blain et al., 2005).

From these findings it is quite clear that the promotion for domestic tourism should be centred around age and income but some efforts to enhance the opportunities for exposure such as special promotions for the site visits will generate a potential for future domestic tourists as a result of prior exposure. On average majority of the local tourists are cost sensitive and thus the policy for

affordable domestic tourism as well as segmentation approach is essential for the sector.

Study limitation and implication

Study limitation

The study is limited in terms of the coverage of data that has been used. Data being collected from one country, there is a limitation in terms of scope of generalizability to other countries and contexts. Further, the study use a crossectional design which was collected one time. This may hinder a capture for detailed information, which is not normally captured in a quantitative study.

Research implications

There could be differences in drivers for domestic tourism that is influenced by culture. Future research can explore the influence of cultural dimensions on domestic tourism. National strategy and policy can play an essential role in influencing the potential for domestic tourism; thus, we propose for future studies to examine these relationships.

National history and patriotism can also play an essential role when it comes to domestic tourism. We anticipate future research can explore the relationship between these dimensions using both qualitative and quantitative methods

International tourism could also influence to some extent the potential for local tourism. We propose future studies to explore how the international tourism in a given destination can influence the local tourism.

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 lesson from the recent COVID pandemic has reminded the relevance of sustaining the investment tourism sector by promoting both local and international tourism. The study recommends the need for governments to think tourism from an inclusive perspective. This inclusive approach to domestic tourism should take into account the demographic and economic aspects such as the cost of accessing the sites and quality of the experience.

With respect to experience and awareness, the tourists' agents and operators should be more innovative and create a long term plans and strategies for increase awareness of the available tourists' products and attractions

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