Understanding a tourism culture amongst students to advance domestic tourism in South Africa

Ray, G. and Wakelin-Theron, N.*
Department of Tourism, School of Tourism and Hospitality
College of Business and Economics
University of Johannesburg
Johannesburg, South Africa
geneviever@uj.ac.za; nicolaw@uj.ac.za

Corresponding author*

Abstract

This study focuses on higher education institution (HEI) students – with the view to understanding how tourism has evolved over the years and the part played by the youth in consuming domestic tourism in South Africa. The research seeks to determine if there is a tourism culture among young adults. Thus, the aim is to investigate what South African youth regard as do

mestic tourism, what type of tourism they consume, possible constraints or elements that motivate youth to travel domestically, and possible reasons youth venture into tourism. Put differently, this paper examines tourism development in South Africa, higher education (HE), youth participation, and domestic tourism. The study employed a quantitative research method. In this regard, a survey was conducted on students attending tourism programmes. The researchers established a lack of substantial information regarding South African youth's participation in the country's domestic youth tourism. This finding prompted further investigation that revealed that youth do have tourism knowledge and provided numerous reasons for their decision to study tourism albeit as a second career choice. Students consume tourism mainly when traveling to VFR, and to reconnect with family. These students indicated that they did not have a culture of travelling. In addition, the results revealed that saving is not a priority for the surveyed students. However, when circumstances change, they will most likely participate in tourism. Various types of tourism were consumed, with most of the land transportation being associated with recreational tourism.

Keywords: Domestic tourism, motivation elements, tourism types, youth tourism.

Introduction - Tourism Development in South Africa

South Africa is a diverse country that has become a fast-growing tourist destination – with most visits being repeat visits from its long-haul destinations. The South African tourism industry is vitally important for the country's economy, as it generates income-creation; job opportunities, investment stimulation and infrastructure development. As such, the tourism sector should be nurtured to ensure its inclusive and sustainable growth (Saarimen, 2009). The tourism industry experienced an exponential growth after South Africa's first free, democratic presidential election in 1994. This contributed to the country becoming one of the world's fastest-growing tourist destinations (DEAT, 2000). Prior to that, white travellers dominated South Africa's domestic tourism market. The intense political situation characterised by apartheid hindered the promotion of domestic tourism both internally and externally. Previously disadvantaged black South Africans were excluded from domestic tourism. Rogerson and Gustav (2007) stress that black South Africans were not allowed to visit mainstream attractions such as beaches, hotels, and other facilities. The transition from a segregated nation to a unified one -– marked by peace, democracy, and the celebration of multi-ethnicity – served as a powerful tool for marketing the country, which attracted many tourists world-wide.

South Africa is an *"entire world in one country"*: it has a multitude of attractions, as well as various languages and cultures. Although South Africa is a popular destination among tourists globally, its domestic tourism remains underexplored (NDT, 2017). The Domestic Tourism Growth Strategy 2012-2020 indicates that adults' participation in domestic tourism increased by 44% in 2011. The main reason for domestic trips by locals is VFR (NDT, 2017). Existing literature will now be reviewed, to establish what is happening within the South African HE context.

Higher Education on Tourism in South Africa

South Africa's post-1994 HE system was subject to some far-reaching administrative, policy and legislative changes, as well as the restructuring of HEIs (HESA, 2009). A transformation framework – based on three pillars, namely, enlarged participation, improved responsiveness, as well as greater co-operation and partnerships – was designed (DHET, 2012). However, HEIs' retention rates have dropped significantly, owing to high dropout rates and substantial financial problems that contribute to academic exclusion. Increased costs of academic qualifications and the restructuring of HE programmes also contribute to the high dropout rates (HESA, 2009). The DHET (2011) undertook to eradicate inequality and discrimination by developing a culture of democracy and human rights, in line with the fundamental priorities of the South African HE (OECD, 2008; DHET, 2011). The DHET (2012) recognised the persistence of discrimination based on language, race, social class, gender, and disability. In this regard, the DHET stated the centrality of the youth to South Africa's future, as they have the potential to contribute socially and economically. However, the DHET is aware that young people, especially in rural areas, continue to be victims of the uneven access to HE, poor community infrastructure, and low education standards (DHET, 2012).

Nonetheless, some transformation has occurred: tourism qualifications which were previously reserved for white students are now dominated by black African female students (Universum, 2014). It suffices to note that academically, tourism is a multidisciplinary theoretical subject. According to Pawson (2002), tourism was not originally perceived as a "pure" academic discipline using the same approach as science, history and or mathematics. Now, it is increasingly being recognised as a serious academic endeavour that is both important and credible (Saayman, 2005; Wang & Ryan, 2007; DoL, 2008; Felisitas, Molline, & Clotildah, 2011; Hanekom, 2014). The implementation of tourism as a school subject aimed to introduce students to a career path filled with many entrepreneurial opportunities in various multidisciplinary tourism sectors operating in an innovative technology environment (NDT, 2017; Wakelin-Theron, Ukpere & Spowart, 2018).

For years, tourism was not accepted as a formal educational discipline. The academic environment started to change a decade prior to 2000, when relatively slow progress in accepting tourism as an academic field was achieved (DEAT, 2000; Saayman, 2005). Nevertheless, due to the ambiguity about tourism as a learning area, limited research was conducted on matters other than the economic impacts of tourism, which ultimately dented its credibility as a subject. However, tourism is now offered at tertiary level up to a doctorate level (HESA, 2009). For Davis (2013), tourism is an industry that includes various aspects of other disciplines that introduce individuals to a world filled with possibilities. Indeed, tourism presents opportunities not available to many other social subjects, and it offers a variety of geographically spread domestic and international locations with many desirable jobs opportunities that attract students to the tourism industry (Davis, 2013; WEF, 2014). With 1.24 billion international arrivals in 2016, compared to 25 Million in the 1950s, Davis (2013) predicts that by 2021, the tourism sector will account for 69 million jobs, globally (WEF, 2014).

Youth Participation

The youth constitutes the focus group of this study, as it plays an important role in terms of its contribution to the economic growth of South Africa. The youth group comprises people between the ages of 15 and 35years (Jones, 2011). National demographics show that the youth constitutes the biggest percentage of the South African population, at about 66% (Department of Labour (DoL), 2012). However, for the purposes of this research, the focus was on the youth aged between 18 and 35. This is because individuals in this category make their own decisions concerning what they do with their time and how they spend their money (Holmes, 2014).

Youth tourism is a growing trend globally. Youths are participating in the alternative tourism experience. Alternative tourism is a form of tourism which is consistent with social, natural and community values where both the guest and host participate and relates to positive experiences (Holmes, 2014). For Govender and Rogerson (2010), the modern initiative in youth tourism is not limited to youth hostels, backpacking, education and teaching, working holiday programmes, cultural exchange programmes, language courses, au pair work, adventure travel, and volunteering which is better known as voluntourism. Although South Africa has been experiencing an expansion of its youth tourism, limited participation from the domestic youth is evident (Rogerson, 2007; Govender & Rogerson, 2010). It suffices to stress that youth participation in the domestic tourism market participation is very important for the future economic growth and development of South Africa. Research has revealed the existence of various elements that impede the participation of locals in South Africa's domestic tourism. As a host-destination, South Africa benefits from youth tourism. The latter has been responsible for development in both rural and urban areas. Nevertheless, participation in language tourism is still a relatively new endeavour, although various institutions offering language courses have opened in inner-city areas and coastal towns (Correia, 2011). People enrolled at these language institutions are from various parts of the world, namely, Africa, Asia, the Americas, and Europe (Correia, 2011). It must be noted that backpacking has grown substantially in South Africa over the past few years (Rogerson, 2007).

However, researchers emphasise the lack of substantial information regarding South African youths participation in the country's domestic youth tourism. This finding prompts researchers to conduct further investigations in that regard. The central question is whether this lack of participation is due to their lack of interest or other underlying elements/factors.

Domestic Tourism in South Africa

The National Department of Tourism (NDT) defines domestic tourism as occupants' visits within the economic ground of their country of residence. Tilastokeskus (2018) conceives domestic tourism as consisting in the people of a specific country travelling to and remaining in places inside their residential country, but outside their unusual environment – for not more than 12 months – for leisure, business, or any other purposes. STATSSA (2017) construes domestic tourism as individuals travelling outside their ordinary environment, to any place more than 40km away from their residence and which they do not visit more than once a week.

The NTSS (2017) stresses the need to encourage domestic tourism, as it has the potential to grow and is far greater than the international tourism market. One probability is to convert VFR tourists, as the majority (70%) of domestic tourists are travelling for VFR purposes (NDT, 2017). Yet, SA Tourism Domestic Survey (2015) reveals that people are not travelling because they cannot afford to travel, they have no reason to take a trip, they do not have time to travel, and they are unemployed and dislike travelling. The survey also reflects that 48% of the South African adult population cannot not afford to travel because of lack of income. The research further indicates that South Africa needs to encourage a culture of travel among all South Africans working, together with the key industry role-players. The country should also devote

more resources towards unlocking and encouraging domestic travel. The 'short left' campaign concept should be very efficient in promoting South Africa's domestic tourism so that VFR tourists can buy inn and explore and consume more tourism products and services.

Domestic tourism relates specifically to trips taken by locals within their own destination or host-country (NDT, 2017). In terms of the volume, domestic tourism is greater than international tourism. Domestic tourism is a relatively new undertaking among the majority of the South African population, as it occurs more often amongst the population in the 20th century (Rogerson & Gustav, 2007; Domestic Tourism Growth Strategy, 2012-2020). Leisure tourism in South Africa expanded due to the initial rail transportation. The engagement in leisure tourism was promoted through South Africa's railways (Rogerson & Gustav, 2007). The expansion of leisure tourism was fostered by railway travel from the inner parts of the country to coastal areas.

The then Minister of Tourism, Derek Hanekom, stressed in 2013 that domestic tourism is the 'spine of a prosperous destination'. He particularly referred to this year since South Africans spent about R125 billion on domestic travel. This has contributed to its geographical spread, which was assisted by job creation and the reduction of seasonality impacts (Hanekom, 2015; NDT, 2017). The literature review reveals the existence of various elements that determine the growth and continuous development of domestic youth tourism (NDT, 2017).

The elements that persuade individuals to travel include South Africa's historical background to seek wisdom that may derive from the understanding of the cultural and political aspects and other personal motivations (NDT, 2017). The additional elements that influence the growth and development of domestic tourism are economic, social and political aspects. These are the main elements that eventually determine whether the youth will travel. As it becomes evident, all these elements have an influence on the levels of stagnation and growth of domestic tourism. However, the current international state of affairs, which is characterised by a favourable dollar versus rand exchange rate, could have a salutary effect on South Africa's domestic tourism and its economy at large. Nonetheless, the innovative promotion of South Africa's domestic tourism, has become imperative.

Domestic Tourism in Gauteng

According to the Gauteng Tourism Authority (GTA) (2017), Gauteng is an extraordinarily commanding province regarding the tourism sector. It is the economic hub for both international and domestic/local travellers and is the heartland of the South African economy. The GTA (2017) identifies three marke segments: (1) the well-to-do Mzanzi families between the ages of 25 and 45 years and earning R10 000 or more. Their reasons for travelling are to spend time with friends and families in a new and different location, as well as to expose their children to different experiences. The second segment is the new horizon families that are 35 years of age and older and earn from R5 000 to R10 000. Their motives for travelling are to educate their children and to offer them opportunities to develop their views, as well as to reward themselves for hard work (GTA, 2017). The third segment is the up-and-coming who are aged between 18 and 35 years and who are regarded as the youth in South Africa. The above market segments are all about experiences. The youth tend to share their experiences with a wide range of audiences through their social networks (GTA, 2017). Youth tourists also tend to be more resilient during economic downturns; therefore, the domestic tourism market cannot ignore this market segment. According to the GTA (2017), Gauteng receives 25% (4.3 million) of the total day trips within South Africa, with only 13% (3.1 million) overnight trips. Currently, most of the travellers are VFR reasons (71%), business purposes (12%), and travelling for holiday (9%).

Research Questions

This research seeks specifically to determine whether tourism students are actively involved in and understand the tourism market. The four research questions that this study seeks to answer are:

(1) What do South African youth regard as domestic tourism?
(2) What type of tourism did the youth consume?
(3) What constraints or motivational elements hinder or foster the youth's ability to travel domestically?
(4) What are the possible reasons for students' decision to venture into tourism as a study discipline?

Methodology

A quantitative research design was implemented – with a survey being distributed to a sample of 120. The survey was distributed at a Gauteng Comprehensive University that offers both degrees and diplomas. This enabled the researcher to obtain various perspectives on the different qualifications. Seventy questionnaires were completed and returned, 30 of which were incomplete and thus unusable.

Data Collection Instrument

The self-administered questionnaire containing 19 questions was circulated. Questionnaires were distributed at a Comprehensive University based in Johannesburg, which offers a combination of degree, diploma and post-graduate Tourism qualifications on two separate campuses. These students were purposively selected to determine whether tourism students are actively involved in and understand the tourism market. Seven questions were based on the motivation and possible elements experienced by the youth who travel domestically. The presentation format used for the abovementioned two groups of questions was typology classification. The five remaining questions related to the young-adult respondents' opinions (open-ended questions). These questions provided them with the opportunity to voice their concerns regarding the South African domestic tourism market and the products they consume.

Results

The research results reveal that the majority of students studying towards a tourism qualification do have an interest in travel, and that some did participate in domestic tourism. One of the study objectives was to determine the elements that constrain or motivate youth participation in domestic tourism. From the total population, more than 60% of the students studied towards a diploma, while less than 25% were pursuing a degree; the remaining 15% of students were studying towards an education degree with some tourism modules. These students have an opportunity to teach tourism at school level, when they graduate. Some of the respondents indicated that they did travel regularly, whereas others stated that they travelled or were willing to do so during the considered period. Less than a quarter of the respondents admitted that they did not travel, while just more than 10% stated that they would not, or did not travel due to financial factors, or did not participate because of a lack of relevant documentation and the absence of time due to their studies. They indicated that they would rather seek full-time employment as they do not have funds to travel currently.

The study recognised that the youth consumed different types of tourism including VFR, leisure, education, and religious. The most popular type of tourism consumed by the "tourism youth" was VFR. Indeed, of the 61 respondents who travelled during the investigated period, 44 visited friends and relatives, as opposed to 34 who travelled for leisure. A very small number of respondents travelled for religious reasons and educational expeditions. When reflecting on the question about purposes, modes of transport used, destinations or provinces visited, and explanations for not travelling, the respondents did not have any limitations. In other words, these students could tick numerous categories. The respondents who did not participate in domestic tourism evoked financial limitations, or the view that domestic tourism was too expensive. Alternatively, they indicated that they did not have time to travel, or that they had no interest or motivation to travel, or that they did not have sufficient information about products and services within the domestic tourism. However, when the respondents were asked if they would participate if their future circumstances changed, they provided positive answers. Some indicated that once they have a full-time position, they would engage in travel-related activities.

The following provinces were visited the most: (1) Kwa Zulu Natal, (2) Limpopo, (3) Western Cape, (4) Mpumalanga, (5) North West Province, (6) Free State, (7) Eastern Cape, and (8) Northern Cape. However, a vast majority indicated that they travelled within Gauteng. One person shared that s/he had travelled internationally while just more than 10% had travelled intra-continentally. The most popular modes of transportation used by the respondents were private vehicles, public road transportation, and airlines. This is in line with the WEF's (2014) observation that most Africans still travel by land transportation.

The view, prior to the study, was that students would use public transportation to get around more than they would use private vehicles, domestically. Nonetheless, the results revealed that a greater number of students used private vehicles to travel. The constraint of this result is the inability to establish if the vehicles in question belonged to the students themselves, or to immediate family members. The type of transportation infrequently used was the rail system. The latter was used by less than 5% of the respondents.

The next aspect relates to the additional information pertaining to responding students' employment, their personal savings, as well as the products and services they consume. More than 75% of the respondents were unemployed whereas the rest were employed part-time or were involved in their work-integrated learning (WIL). As such, these students cannot be regarded as full-time employees as WIL is measured against their academic timeframe.

When the respondents were asked whether they saved, less than 30% responded affirmatively, while less than 20% of responded negatively, and more than 50% of the respondents confessed that they only saved occasionally. The results indicate that, generally, these student groups did not have a saving-culture; that is, saving money was not really these students' priority. A number of students revealed that they spent significant amounts on data, public transportation (taxi, Taxify and Uber), food (fast-food), entertainment (artisan food, cocktails, nightlife), fashion wear, toiletries, petrol, and the day-to-day upkeep of their own vehicles. A large proportion of females included lay-buy under "other".

Table 1: Demographics of the respondents

Variable	Category	Frequency %
Gender	Male	27.1
	Female	72.9
Race	Black	75.7
	White	4.3
	Coloured	14.3
	Indian	5.7
Age group	18-20	37.1
	21-24	41.4

	25-30	18.6
	30-35	2.9
Qualification	BA in Education	7.1
	BA in Tourism	22.9
	Diploma in Tourism	38.6
	B-Tech in Tourism	14.2
	BA Honours in Tourism	12.9
	Masters in Tourism	4.3
Employment status	Yes	24.3
	No	75.7
Industry of employment	Tourism sector	64.7
	Other sectors	35.3
Employment type	Full-time employment	52.9
	Part-time employment	41.2
	Work-integrated programme	5.9
Savings	Yes	28.6
	No	18.5
	Sometimes	52.9

The last section of the questionnaire prompted the respondents to spontaneously express their opinions and share their perceptions regarding domestic tourism. The respondents highlighted that travel was too expensive that several students would rather save or use their money on their basic subsistence expenditure, instead of using it on travelling. This is even contrary to Holmes' (2014) observation that students spend considerable money on their studies. However, a relatively minor response rate was registered among students who approached domestic tourism from the perspective of its contribution to social improvements within their community. Hence, these students stressed that tourism was regarded as positive, because of its contribution to local economic development and growth, job creation and community upliftment. They also viewed it as an alternative way of living and doing things, which encourages students to explore, despite racial and cultural differences. Yet, a large number of responses indicated that students were not active domestic tourists. The main concern students have about domestic tourism is its promotion and subsequent marketing of innovative authentic products and services. It was found that the domestic tourism's marketing campaign was not significant and did not appeal to the youth and should therefore be improved. In other words, the current promotion strategy is not reaching and attracting the local youth, because it is neither appealing nor financially accessible. The youth needs instant access to information, as this is the millennial way of thinking and, currently, the medium used is unable to effectively capture the youth. The latter recommended the use of mobile technology's various social platforms such as Facebook, Twitter, Instagram, Flicker ant other.

The respondents stressed the imperative to implement new innovative tourism promotion methods that accommodate different market segments. Students believe that once that is done, more youth would be aware of the country's products and services and might consume those that appeal to them and motivate them to travel within South Africa. Students also emphasised the need for the tourism industry to encourage youth travellers to familiarise themselves with their country's local innovative tourism products and services, before travelling aboard. Encouraging locals to travel in South Africa should motivate them to travel intra-continentally and intercontinentally. Intra-continental travel would not only increase comradery among Africans, but would also strengthen the African continent economically. Thus, local stakeholders need to introduce and promote a travel culture among students and locals, to emphasise the pricelessness of the travel experience. Stakeholders need to work together, as they are central to the success of the establishment of a tourism culture. Yet, the open-ended questions revealed that most of the respondents partake in tourist activities. Most of the respondents showed an interest in participating in such recreational activities as dining, going to a park, watching sports, and going to a club.

The next open-ended questions related to whether the respondents believe that tourism only accommodates a certain group of people. Less than 50% of the respondents indicated that tourism does not only provide for one specific group. However, more or less the same amount of respondents believed that tourism only catered for a specific group of people. Some respondents acknowledged that tourism did not accommodate a specific group and stressed that one's race and appearance did not prevent them from participating in tourism today. In other words, any person is free to consume travel and tourism products and services. Those who did not have an opinion conceded that tourism did not cater for specific people based on race or gender or beliefs. Some respondents noted that in terms of their current position, it was easier for somebody with additional disposable income than the average black working class person to travel. The majority of the respondents observed that to travel domestically was very expensive, even if it was categorised and portrayed as reasonable in the media. Less than 50% of the respondents believed that tourism catered for a certain group, based on their answer on the financial implications of travelling. They stressed that it was expensive to get around and to pay entrance fees to certain attractions, especially if one came from a large or less able socio-economic background. These students stated that tourism was something that only people in the social upper class can afford, not everyone from a rural area can participate in it. One respondent affirmed that tourism only accommodated normal healthy people and added that it was difficult for individuals with disabilities to travel, as their needs were not fully catered for, especially concerning public transportation and some visitor attractions. This makes their experience unpleasant.

The final research objective of this article was to establish the possible reasons for students' decision to venture into tourism as a career path. Some students stressed that they chose to study tourism just to have a vocational qualification. Others indicated that they just felt lucky that it enabled them to gain access to a Higher Education Institution. Yet another group mentioned that they perceived the tourism industry as able to absorb them, as it was portrayed as a career with a variety of job opportunities in various sectors (Travel agents, Tour Operators, Marketing and branding, Call centre, destination development, front of house operations and research). Only, one participant confessed that he did not know why he was studying tourism. However, eight respondents indicated that they enrolled for tourism either because their first qualification choice was already full, or they were not accepted for it, that is, they were only allowed to study tourism. Lastly, two of the students noted that tourism was offered as a major in their qualification, and that they would like to teach it at school level. Yet, some respondents mentioned that they studied towards a tourism qualification because it is a broad industry which they perceived as offering well-paid jobs which were easily accessible. Other respondents were of the view that studying tourism would allow them to travel and learn about different cultures. Less respondents indicated that they studied tourism due to a true internal need or passion. Some noted that they had tourism as a school subject and showed a true interest in the subject. Others indicated that it was the only qualification that they were granted entry to, that is, it was an imposed career. Some respondents mentioned that although tourism is a demanding service-based industry, it allows them to work and meet many people from diverse cultural backgrounds, which will teach them so much more in the world of work which is highly diverse in terms of cultures.

Recommendations

This research has proven that students studying tourism have a clear understanding of domestic tourism. However, some of them are of the opinion that more can be accomplished by encouraging students and the youth in general to travel domestically, especially for recreational purposes. That entails the innovative development of products and services that will appeal to the youth as consumers now and in the near future. These products and services should be affordable. Therefore, tourism collaborators need to market domestic tourism to the youth more vigorously, intensifying their curiosity in domestic tourism as a product. During the

period this research was conducted, only one advertisement was televised in relation to tourism, which did not really motivate the youth to travel. More marketing could be done on social media, as this is the platform that the youth engage with. This is unlike the "viaMzansi" campaign that addressed the youth but was regarded as ineffective. It is evident, that airing a single advertisement once a day will not motivate the youth to travel. Thus, advertisements should be aired regularly, and should promote recreational products and services consumed by the youth.

The youth participating in the research also stressed that the marketing of festivals and fun attractions that appeal to them needs more endorsement because as they are the once seeking such entertainment and experiences. Clearly, South African tourism agencies need to start promoting products and services to the youth in a more appealing and innovative manner. This will have hopefully a significant influence in terms of motivating students to travel. Backpacking, which is identified as a major segment of youth tourism, allows tourists to travel domestically – at more affordable rates. This is one of the largest segments of tourism practised in Australia domestically and internationally. Consequently, backpacking contributes immensely to the Australian Gross Domestic Product (GDP) (Rogerson, 2007). Nonetheless, this segment of tourism is perceived as low class by many respondents, while some were unaware of it. For this reason, tourism collaborators are encouraged to work collectively to strengthen domestic tourism through collaborations with Johannesburg Tourism Company (JTC), South Africa Tourism (SAT), Gauteng Tourism Agency (GTA), and Sho't Left – a tourism programme encouraging travel (NDT, 2017). These stakeholders ought to have interactive campaigns with HEIs so that they could directly inform the youth of available products and services as well as promote the valuable experiences associated with travel (Wakelin-Theron, 2014). HEIs, in both private and public sectors, offering tourism qualifications are encouraged to have compulsory educational excursions as part of their tuition programmes; this will gradually establish interest as well as a lifestyle of travel among the youth. A number of students mentioned that travelling is costly and that this is one of main factors hindering their participation in domestic tourism. Generally, it is more affordable for international tourists to visit South Africa, in comparison to locals travelling domestically.

Based on the findings of this study, it is recommended that the local government, along with its tourism collaborators, be influential in subsidising rates for students at public attractions. Another recommendation is to evaluate the feasibility of convincing accommodation and transportation providers to offer students small discounts on rates, provided that they present valid identification documents (student cards). Students will thus be inspired to travel domestically. Lastly, the Ministry of Tourism, the Department of Education, as well as HEIs offering tourism qualifications need to work collectively to debunk the myth that working in the tourism industry is glamourous, that it pays high wages, and allows everybody to travel. Indeed, a high number of participating students had the misconception that the tourism industry is only about exploring the world, overlooking the fact that this is a multibillion-dollar industry with many benefits. More should be done to portray various tourism positions, and different sectors need to stress that tourism is economically-driven and demands hard workers since it is a service-based industry. As such, it requires staff who have a travel culture, have experienced tourism themselves, and are willing to serve travelling, when working in a tourism sector in the near future.

Limitations

One of the main challenges faced by the researcher was voluntarily getting students to partake in the study. This had an effect on the sample used. The largest restriction faced during this investigation was the fact that the research was conducted on two different academic campuses. The diploma students were more helpful in terms of completing the questionnaire than those who studied towards a degree. In future, a similar study should include broader

aspects and should be extended to a larger group of young adults between the ages of 18 and 35. This will help to understand non-tourism qualification students' perspectives on what they regard as domestic tourism, what motivates or hinders them to travel domestically, and what type of tourism they consume recreationally. A possible study could seek to determine what disabled youth consume and the element that either advance or hinder domestic tourism as far as they are concerned. A greater understanding expectations and needs and wants is essential, as the youth will be consumers of tourism in the near future (WEF, 2014).

Conclusion

Tourism offers many growth opportunities in terms of economic and social development as well as recreational activities. Based on the literature, the domestic tourism market shows remarkable growth (NDT, 2017). A change has been identified in social trends among locals who are more aware and keen to include travel within their lifestyles and during their recreational time, as long as products are innovative, authentic, of good quality and appealing to the youth. Although the apartheid laws that restricted non-white South Africans from travelling have been revoked, many of them still believe that tourism is for specific groups of people. Thus, the focus of this investigation was to acquire the tourism industry youth's perspective on domestic tourism, since tourism is an important aspect of the lifestyle of many of them. The results of the enquiry established that tourism students participated in travelling. The investigation confirmed that many of them have travelled or will be travelling in the near future. The research identified visiting friends and relatives, participating in leisure tourism experiences, travelling for educational and religious purposes, as well as travelling for recreational purposes as the main reasons for youth's participation in domestic tourism.

Tourism stakeholders need to focus more on innovative domestic products and services, capturing youth entertainment and experiences. Developing countries focus primarily on domestic tourism, instead of international tourist arrivals. Domestic tourism is an important component in the endeavour to foster social and economic development so that South Africa can become an autonomous destination that does not rely mainly on international tourists who tend to be more seasonal in South Africa. Thus, the focus should be on encouraging a travel lifestyle among all South Africans, regardless of age, race, social class, or disabilities. The promotion of local tourism means a decrease in leakages and more benefits for local entrepreneurs and tourism business owners.

Growth in the domestic segment of tourism is attainable. This article has revealed an interest from locals to travel domestically. Indeed, most of the respondents who travelled or were willing to travel were identified as students travelling with adult supervision (2014) yet, partaking in recreational activities. The study found that students intend to travel domestically, but they are hampered by certain elements that make it difficult for them to travel on a frequent basis and for purposes other than VFR, leisure, education, and religion (NDT, 2017). With additional promotion/marketing efforts and support from stakeholders, domestic tourism can become South Africa's main source of tourism-based income. Thus, this article has established that students do intend to travel domestically in the near future and that more promotional strategies need to be implemented to encourage their participation. In so doing, the national government's goal of increasing domestic tourism trips from 2.8 million to 4.1 million by 2020 (GTA, 2014) becomes more attainable and realistic. With regard to the tourism academics, further enquiry is needed in terms of the discipline, careers, prior travel experience, and research. Dedicated training is also required, to expose students to the various job opportunities, once enrolled for a qualification, and requirements for such positions. This will give students preference when applying for the industry work – which will enhance their products and services knowledge and nurture a travel culture.

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