

## The Influence of Socio-Demographic Factors on Perceptions of Domestic Tourism: The Case of Generation Z

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### Abstract

Generation Z is increasingly becoming more powerful regarding influencing family travel choices and emerging as a segment with significant buying potential for tourism, however not much tourism-related studies have been conducted on this generational cohort. This study explored relationships between Generation Z members' socio-demographics and perceptions of domestic tourism in KwaZulu-Natal Province, South Africa. A structured questionnaire survey of 385 Generation Z respondents gave rise to quantitative data for analyses. Descriptive and bivariate analyses were performed to explore variable relationships. Results show that significant number of Generation Z members have tertiary education but largely unemployed, as most of them were still studying at the time this research was conducted. Lack of funds and opportunity seem to be the major limiting factors to their participation in domestic tourism. Generation Z females, older members (above 20 years of age) and respondents with tertiary education are more likely to participate in domestic tourism than their counterparts. This study considers competitive pricing of tourism products and services and more aggressive marketing of local tourism destinations using technology as ways of attracting and retaining members of Generation Z as domestic tourists.

**Keywords:** Generation Z, domestic tourism, socio-demographics, generational cohort, South Africa

### Introduction

Generational cohort is a type of national subculture that reflects the value priorities emphasized during a country's historical period (Egri & Ralsston, 2004). Generation Z, for example, greatly differs from its predecessors in terms of their personality traits, and consumer behaviour. In comparison to earlier generations, Generation Z, from literature analysis (such as Broadbent, Gougoulis, Lui, Pota & Simons, 2017; Fister-Gale, 2015), is a hyper-connected generation with different travel plans and needs, they are highly creative, educated, innovative, and technologically savvy. They are the first generation that cannot relate to a time before the Internet or widespread mobile phone ownership. Broadbent et al. (2017) provide a comprehensive report with information which shows that Generation Z attitudes, behaviours and experiences across 20 countries, are relatively the same. Generation Z members are just beginning to be financially dependent, hence making it interesting for academic researchers and tourism professionals to study their motivations, representations, purchasing behaviour and tourism practices. Some researchers have explored generational differences in product or service consumption. This is also applicable to tourism research which is needful to assess Generation Z perception of tourism, especially domestic tourism. It is common knowledge among tourism professionals and academics that the demand for domestic tourism drives international tourism.

Studies on youth tourism have started to gain popularity among African scholars, especially in South Africa. They include a study that was conducted in Soweto Township by Butler and Richardson (2013); and Dzikiti and Leonard's (2016) study done in Alexandra Township, both in Johannesburg, South Africa. However, studies with focus on Generation Z are rare among African scholars. Internationally, few studies have been conducted on generational cohorts and tourism, such as Benckendorff, Moscardo and Pendergast's (2010) study on Tourism and Generation Y. Studies that focus on Generation Z and tourism are now emerging. This study was conducted in KwaZulu-Natal Province of South Africa. KwaZulu-Natal is one of the nine provinces in South Africa, and it is very popular as a tourism destination. The province is endowed with rich cultural and natural heritage, where visitors can experience a traditional and modern lifestyle, including the big five, a marine paradise, the Indian ocean, history, culture, iSimangaliso Wetland Park, Phezulu Safari Park, the battlefields of the Anglo-Zulu War, and the Drakensberg mountains (Domestic Tourism Survey, 2017; Economic Development and Growth in eThekweni, 2014; Maharaj, Sucheran & Pillay 2006; Tourism KwaZulu-Natal, 2013). The next section presents a literature overview in relation to this study.

## **Literature review**

### ***Theoretical framework – Generational theory***

Generational theory was conceptualised by Karl Mannheim in the year 1952 and three major 'tenets' in a chronological manner were listed as the bases from which this theory was derived. The tenets are 'location', 'actuality' and 'units'. Location refers to the span of time a cohort of people was born. The second tenet – actuality, relates to the manner a generation responds to social changes and how these responses helped in shaping their personalities. The last tenet - units, relates to the sub-cohorts within the broader generation segment (Leask, Fyall & Barron, 2013). The theory maintains that the individuals in each generation are influenced by economic, political and socio-cultural background with historical events, and major historical event changes the society as a whole (Dechane, 2014). Chen and Shoemaker (2014) further state that the formation of individuals' personalities in a historical environment can result from significant events that predominate the individuals. Generations are therefore different and distinct from each other in terms of behaviour and tastes as the behaviours displayed by a young generation may be different from an ageing generation. Dechane (2014) notes it is significant to add that the characteristics of any generation develop from historical events and family legacies.

Similarly, Robinson (2019) argues that the misunderstanding surrounding generation as a term comes from numerous factors. The first is the merging of generation with cohort (a group of people with a shared characteristic), and the second factor is the insensitivity to the multiple nature of time, and the third factor is the complexity of biographical and historical connections. The study by Robinson recognises the vital role of historical and socio-cultural happenings in shaping a generation's experiences and characters while engaged in tourism.

### ***Generation Z***

Individuals in Generation Z, according to Berkup (2014) can be considered the first truly digital native generation, born between 1995 and 2012. Though they were born by Generation X parents (people born between 1960s-1970s), Generation Z is mostly influenced by the Millennial or Generation Y. Similar to Generation Y, Generation Z is also familiar with advanced technology, but have higher awareness concerning privacy, guided by their critical thinking about politics and humanity, and they want their doings to have impacts on the rest of the world (Half, 2016). Presently, the workforce is occupied by four distinct generations: Baby-boomers, Generation X, Generation Y, and Generation Z. Baby-boomers are individuals born

between 1946 and 1964 (Gardiner, Grace & King, 2015). They tend to be self-absorbed, individualistic, cynical and focused on social causes; although they have strong social skills, they lack technical skills (Beutell & Wittig-Berman 2008). Generation X members were born between 1965 and 1976 (Gardiner et al., 2015), majority of individuals from this generation either returned home to an empty house or were sent to partake in after-school programmes (Lancaster & Stillman, 2003) which resulted in them becoming resourceful and independent. Generation Y, also known as the Millennial is the first universal Generation, and this refers to individuals who were born between 1977 and 1994; people from Generation Y (Gardiner et al., 2015) have similar characteristics and attributes irrespective of their country of origin.

Previous studies find Generation Z a significant cohort in the tourism industry, due to few factors. First is their ability to influence families' travel choices (Barnes, 2018; Martin & Bush, 2000). Second, is their preference for experiences rather than possessions which increases their propensity for travelling in search of fun experiences (Barnes, 2018). The tourism industry is recognised as one of the most influential economic sectors oriented towards multi-generational visitors and served by a multi-generational labour force (Leask et al., 2013).

### ***South Africa's Domestic Tourism and Generation Z***

Much work has been done on domestic tourism in South Africa, including KwaZulu-Natal Province (such as Dlomo & Ezeuduji, 2020; Ezeuduji & Dlomo, 2020a, b; Lianda & Leonard, 2016; Makhaola, 2017; Visser & Hoogendoorn, 2011). This upturn of research interest in domestic tourism in developing countries underpins a well-established stream of research in developed countries (Rogerson & Zoleka, 2005). Mazimhaka (2007) asserts that, unlike international tourism, domestic tourism is the foundation of tourism and usually does not have peak and off-peak seasons as domestic tourism takes place all through the year. Domestic tourism contributes greatly to the growth and development of the tourism industry in South Africa. Quinn (2010) views domestic tourism as the same day or overnight travel within or outside the same state and territory, by residents of a country within their country excluding travelling for work or school travel.

The emergence of domestic tourism in South Africa was dominated by the country's minority white population during the apartheid era (pre-1994). However, after the apartheid period, there has been significant growth in the South African tourism industry, with the sector now the country's key economic component since 1994. The tourism industry has the most potential, either directly or indirectly, to achieve the country's major objectives of job creation, economic growth, and poverty alleviation in all provinces (IFP Executive Policy Summary - Tourism, 2019).

Relatedly, KwaZulu-Natal has the second largest provincial economy after Gauteng, in South Africa, and economic activities in KwaZulu-Natal are centred in the Durban-Pinetown metropole, Pietermaritzburg, Empangeni and Richards Bay (Tourism KwaZulu-Natal (TKZN), 2009). KwaZulu-Natal has two World Heritage Sites namely: The Isimangaliso Wetlands Park which has a wilderness area, lakes, an ancient marine reserve and a coastal dune forest; and uKhahlamba Drakensberg Park, which has a mountain range and caves with Khoisan paintings (TKZN, 2013).

Hammed and Christine (2018) note that Generation Z are aware of different tourism activities and appear modest during tourist experiences. Research done in Britain by Carr (2002) shows domestic youth tourists [Generation Y] to be more active than the international youth tourist. According to the World Bank (2014), youth universally are seen as an essential active group in tourism activities since they travel for various reasons including business and leisure. One of the major problems that have dominated the African youth travel is the emphasis on international than domestic travel which is also evident in South Africa tourism (Rogerson,

2007). Lianda and Leonard's (2016) study concerning the barriers of youth participation in domestic tourism at Alexandra Township, Johannesburg (South Africa), shows that socioeconomic barriers such as poverty which is linked to unemployment contribute to the non-participation of youth in domestic tourism. Similar findings were obtained by Butler and Richardson (2013) regarding their study in Soweto, South Africa. Additionally, empirical results from Xu, Morgan and Song (2009) showed that even though young student travellers have relatively low income and depend mainly on scholarships and student loans, they still fund their travelling, which is due to the high interest they have in tourist activities (as with Chiu, Ramli, Yusof & Ting, 2015). Four vital elements describing tourism consumer behaviour of Generation Z identified in literature, are highlighted below:

1. Inclination toward last-minute decisions: Generation Z members were born during the technology advancement and it makes it easier for them to search and book travel products while at work, lunchtimes and during commuting to work. This further allows them take advantage of last minute bargains which sometimes result to savings in costs and time (Wang, Xiang & Fesenmaier, 2014).
2. Continuous search for opportunities: Mignon (2003) notes that Generation Z members are endlessly looking for more tourism opportunities. Also, Prayag and Hosany (2014) concluded in their study that the common pattern of young travellers is, they portray the needs for strengthening self-knowledge and looking for personalized tourism activities or amenities, thus the continuous search of opportunities.
3. Use of word-of-mouth recommendation sources to choose their destinations: Litvin, Goldsmith and Pan (2008) affirm that word-of-mouth has both positive and negative outcomes on tourism products. It has also played traditional significant role as information source in the travel and tourism industry.
4. Increasing use of low-cost services: Chiu et al. (2015) state that most of the young travellers prefer mostly to stay in hotels, and sometimes in relatives and friend's houses. This finding is also in line with a study by Horner and Swarbrooke (2016) where young travellers will stay at the friend's or relative's house to save their budget.

Financial limitations are one of the greatest challenges that Generation Z faces when deciding to travel (Donaldson & Gatsinzi, 2005), but other reasons according to the African Economic Outlook (2012), why African youth from the age 15 – 24 years specifically may not get involved in domestic tourism are due to joblessness and increase in illiteracy rate. It was also noted, that the youth unemployment rate, for example in Gauteng Province of South Africa is relatively high where fifty-five percent of 15 – 24 year olds are unemployed (Gauteng Province Economic Development, 2013). Claveria (2017) also notes that Generation Z members are financially cautious and are very careful choosing the products and services they pay for. Dorsey (2018) also notes that Generation Z were given the aftershocks of recession as they were coming of age, and forcing their parents who were right at the middle of the recession to always caution them [Generation Z] about their spending, which resulted into a generation conservativeness about spending. Consistent with Dorsey's findings, Du and Ellen (2019) affirm that Generation Z experienced a suffocated childhood having grown up during the Great Recession which shaped their childhood. The next section presents how the study' data collection was designed and done.

### **Research methodology**

As this study is concerned with how socio-demographic factors relate with domestic tourism perceptions, it is therefore convenient to use quantitative approach of data collection (a positivist research paradigm). This study therefore used structured questionnaire to collect



primary data for this study. The ethical clearance for this research was obtained from the researchers' host institution, prior to the study. Questionnaires were distributed, using a purposive sampling method (non-probability sampling method as there was no database to estimate the actual research population) in four major towns in KwaZulu-Natal Province of South Africa, namely: Durban, Pietermaritzburg, Richards Bay, and St. Lucia. The study areas were chosen as they are very popular tourism destinations in the province. Out of the 400 questionnaires that were handed to Generation Z respondents in these towns, 385 completed questionnaires were usable for data analysis. Data for this study were collected between February and November 2020. Questionnaire items emanated from the variables found in literature reviewed, and researchers' own knowledge. Questionnaire variables are mostly made up of attitude statements set on a Likert scale (scaling agreement or disagreement, using a standard set of responses, which were quantified using coding). This measurement scale regarding attitude statements was supported by Veal (2011). Most of the questionnaire variables are close-ended questions in a form of matrix questions, to help save time for respondents, and to increase the comparability of responses (Chawla & Sondh, 2011).

IBM's Statistical Package for Social Sciences (SPSS) software, version 25, was used for data analysis, employing descriptive (frequencies of responses) and bivariate analyses (comparing respondents' socio-demographic factors with domestic tourism perceptions. Mann-Whitney U test was used to check for significant results. For the purpose of Mann-Whitney U test, socio-demographic variables such as respondents' age, gender, employment status, were re-coded into two categories, to allow for the performance of the Mann-Whitney U test. All tests were conducted at 95% confidence interval. We also subjected study dimensions to reliability test (using Cronbach's Alpha) to check for the level of internal consistencies of variables used to explain five domestic tourism perception dimensions (general domestic tourism perception, attitude to domestic tourism, financial influence, decision-making, social media & technology influence). Our reliability test results proved that variables used by the study to explain these domestic tourism perception dimensions show internal consistency among them. Previous scholars proposed a cut-off point of 0.7 to denote internal consistency in social science research (such as Bühl & Zöfel, 2005; George & Mallery, 2003; Hair, Black, Babin & Tatham, 2005). These dimensions' reliability tests achieved Cronbach's Alpha coefficients greater than 0.7. We present the results and discussion in the next section.

## Results and discussion

Results (Table 1) show that KwaZulu-Natal Generation Z respondents in this study are mostly South African by nationality; are more females; mostly living in Richards Bay and Durban; mostly 18 to 25 years of age; have tertiary education; mostly studying or unemployed; and have participated in domestic tourism. Those who have not participated in domestic tourism gave their reasons for non-participation to be mostly due to lack of funds and opportunity. This shows that despite their participation limitations, this generation is not averse to domestic tourism.

This study result somewhat agrees with the presentation by the African Economic Outlook (2012), which reveals that some of the reasons why African youth between 15 and 24 years specifically may not engage in domestic tourism are due to unemployment and an increase in the illiteracy rate. In this study, Generation Z members do engage in domestic tourism and they mostly have Western education. Most members of Generation Z are still studying, hence financial and opportunity constraints remain 'the stumbling blocks' in this study area.



Table 1: Respondents' profile (from survey data; N = 385)

Variable	Category	Frequency (%)
Are you South African?	Yes	74.1
	No	25.9
Your gender	Female	58.4
	Male	41.6
Where do you live?	Richards Bay	42.7
	Durban	30.4
	Pietermaritzburg	16.8
	St. Lucia	10.2
Your age group	21 – 25	57.0
	18 – 20	28.8
	15 – 17	14.2
Highest level of education attained	Tertiary education	67.5
	Secondary education	29.4
	Primary education	3.1
	No western education	0.0
Your employment Status	Employed	18.2
	Unemployed	11.2
	Studying	70.1
Have you ever visited anywhere in South Africa, as a tourist or visiting friends and relatives, outside your usual environment?	Yes	76.4
	No	23.6
If No, Why?	I am not aware of any domestic tourism activities	2.8
	I am not interested	8.5
	I have limited funds	41.5
	I have never had the opportunity	47.2

Results in Table 2 show that respondents have knowledge of the domestic tourism sector, were mostly positive towards being aware of the benefits of tourism in South Africa, including the positive impacts that domestic tourism have on the South African residents. They are mostly aware of tourism attractions, and have an interest in travelling and knowing South Africa. These findings support Mignon's (2003) notion that Generation Z members are endlessly looking for more tourism opportunities. Similarly, Prayag and Hosany (2014) note that young travellers portray a common pattern of their constant need for strengthening self-knowledge and looking for personalized tourism activities or amenities, thus the continuous search of opportunities. Hammed and Christine (2018) affirm that Generation Z members are aware of different tourism activities and appear modest during tourist experiences. Also, research done on young Malaysians' travel behaviour and expenditure patterns in domestic tourism by Chiu et al. (2015) show that the young generation enjoys travelling more than any generation before them. In this study however, females and respondents with tertiary education seem to have more positive outlook of domestic tourism than their counterparts. The study by Dlomo and Ezeuduji (2020); and Ezeuduji and Dlomo (2020a, b) in KwaZulu-Natal, South Africa also found that young (18-30 years of age), female, and employed residents, and those with tertiary education, show higher demand for domestic tourism than their counterparts. Jucan and Jucan (2013) posit that women worldwide have high involvement in tourism whether it is through being visitors, hosts or employees in the tourism destination sector. More so, analysis from Domestic Tourism Survey (2017) indicated that females participated more in domestic tourism than the males.

Regarding Generation Z members' attitude towards domestic tourism, most of them stated that they have a positive attitude towards domestic tourism, and acknowledged that it is good for South Africans and residents to travel, know and experience South Africa, and to attract foreign visitors to South Africa. They see South Africa as an excellent tourism destination with quality tourism products and experience, hence advised their friends and



relatives to travel domestically. Respondents above the age of 20 years and those with tertiary education tend to have more positive attitude towards domestic tourism than their counterparts. Findings by Prayag and Hosany (2014) showed a common pattern of young travellers that portray the need for strengthening self-knowledge and looking for personalised tourism activities. Respondents have positive attitude and affinity to domestic tourism. This may be good for South African Tourism as local demand for a tourism destination encourages international demand for the destination. South African Generation Z members agreed to the statement: ‘It is good to have foreign visitors coming to South Africa’, more than non-South Africans.

Table 2: Relationship between socio-demographic factors and study variables

Statement <sup>a</sup>	Mean	Standard deviation	Relationship between sociodemographic factors and study variables <sup>b</sup>
<b>Generation Z perception of domestic tourism</b>			
I am aware of tourism benefits in South Africa	4.24	.730	**Females agree more than males **More than Secondary (Matric) agree more
I am interested in knowing and travelling South Africa	4.41	.815	**Females agree more than males **South Africans agree more
I am well aware of tourism attractions in South Africa	3.91	.924	*More than Secondary (Matric) agree more
I am knowledgeable of the domestic tourism sector	3.64	1.023	*More than Secondary (Matric) agree more *Unemployed respondents agree more
I am aware of the positive impacts of residents visiting their own country	3.90	.898	**Females agree more than males *More than Secondary (Matric) agree more
<i>Reliability Statistics: Cronbach's Alpha= .735</i>			
<b>Generation Z attitude in relation to domestic tourism</b>			
I have a positive attitude towards domestic tourism	4.37	.755	*age group- above 20 agree more
It is good for South Africans and residents to travel, know and experience South Africa	4.52	.711	**South Africans agree more
It is good to attract foreign visitors to South Africa	4.40	.762	*age group- above 20 agree more *More than Secondary (Matric) agree more *Unemployed respondents agree more
I have advised my friends and relatives to travel domestically	3.83	1.045	*age group- above 20 agree more **Females agree more than males
South Africa is an excellent tourism destination with quality tourism products and experience	4.23	.896	N.S
<i>Reliability Statistics: Cronbach's Alpha= .758</i>			
<b>Financial resource as a function of participation in domestic tourism</b>			
I have available financial resource to travel South Africa	2.52	1.117	**More than Secondary (Matric) agree more **Unemployed respondents agree more
I have sponsors (such as, parents and relatives) to give me financial resource to travel domestically	2.66	1.193	*age group- above 20 agree more
I know some travel agencies who can provide advice to me on how to travel South Africa in an affordable way	2.70	1.256	*age group- above 20 agree more **More than Secondary (Matric) agree more *Unemployed respondents agree more **South Africans agree more
I know more affordable ways of travelling within South Africa	2.97	1.207	*More than Secondary (Matric) agree more
<i>Reliability Statistics: Cronbach's Alpha= .711</i>			
<b>Generation Z and decision making regarding domestic tourism</b>			
My <b>parents</b> do get me involved in domestic tourism decisions for the family	3.04	1.300	**age group- above 20 agree more
My <b>relatives</b> do get me involved in domestic tourism decisions for their family	3.01	1.161	**age group- above 20 agree more



My <b>friends and colleagues</b> do get me involved in their domestic tourism decisions	3.35	1.153	**age group- above 20 agree more **Unemployed respondents agree more *South Africans agree more
My parents, guardians and relatives do take my advice seriously when they want to travelling domestically	3.22	1.268	*age group- above 20 agree more
I have no option but to just agree with any domestic tourism decision by my parents and guardians, for the family	2.89	1.201	**age group- above 20 agree more
<i>Reliability Statistics: Cronbach's Alpha= .762</i>			
<b>Social media &amp; technology influence on domestic tourism</b>			
I do check online reviews regarding tourism attractions in South Africa before travelling	3.74	1.144	**More than Secondary (Matric) agree more *Unemployed respondents agree more
I do find it necessary to take photos, upload and submit reviews on social media regarding the tourism sites I visited	3.87	1.049	*age group- above 20 agree more *Unemployed respondents agree more
I do feel motivated to visit tourism sites and participate in activities I saw on the internet and social media	4.04	.983	**Unemployed respondents agree more
I do prefer visiting and staying on tourism sites with internet access provision	4.16	1.020	*Unemployed respondents agree more
I cannot just imagine domestic tourism activities without Internet and social media	3.80	1.201	*South Africans agree more
<i>Reliability Statistics: Cronbach's Alpha= .702</i>			

Notes: *“Questionnaire was structured and itemised along a 5-point Likert-type scale, where 1 = Strongly disagree; 2 = disagree; 3 = Neutral; 4 = agree; 5 = Strongly agree.*

*<sup>b</sup>Mann-Whitney U test significance: N.S = no significant results; \* =  $p < 0.05$ ; \*\* =  $p < 0.01$ .*

Source: Survey Data (2020)

Most of the respondents, because they are either studying or unemployed attested that they do not have enough financial resource to travel South Africa. They also stated that they do not know affordable ways of travelling within South Africa. This is not surprising, due to their employment status, as unemployed respondents agree more to these limitations than their counterparts. Previous studies in South Africa have alluded to the financial constraints that youths have regarding travelling domestically (such as Butler & Richardson, 2013; Dlomo & Ezeuduji, 2020; Lianda & Leonard, 2016). This study found that more than 76% of Generation Z members attested to have travelled domestically, though the frequency of travel may be low. The findings by Xu et al. (2009) posit that even though young student travellers have relatively low income [no jobs] and depend mainly on scholarship and student loans, they still fund their travelling, which is due to the high interest they have in tourist activities (see also Chiu et al., 2015).

Results show that respondents generally are more involved in domestic tourism decisions with their friends and colleagues, than with their parents and relatives. However, more matured respondents (age group - above 20 years) attest that they are more involved in tourism decisions making with their family, relatives, friends and colleagues. These results support the findings of Swinyard and Sim (1987) who reported that older children have a little more influence than younger children in the travel information search. In African setting, youths are not always consulted regarding most family decisions, especially when these youths are still living with their parents ‘under the same roof’. Decisions are made mostly by their parents for them. It is clear that this situation applies in holiday decision making. Results of this study are therefore dissimilar to studies conducted outside the African continent. For example, Huang and Petrick (2010) state that young travellers aged between 18 and 25 years are expected to be very influential. Other scholars alluded that although, the husband and wife are the family’s chief decision-makers, the child’s influence cannot be ignored during tourism decision making (Wang, Hsieh, Yeh, & Tsai, 2004).



On enquiring the social media and technology influences on Generation Z members' perception of domestic tourism, it was very clear that the Internet and social media play very strong roles in their domestic tourism activities. This is not a surprising finding for members of Generation Z, who are known as the digital natives. The Internet and social media mediate their demand for domestic tourism sites and activities. They check online reviews regarding tourism attractions in South Africa before travelling. This supports Monaco's (2018) research finding that post-millennials exclusively use the web to source for information pertaining purchasing decisions and making reservations. They prefer tourism sites with Internet access, and find it necessary to take photos, upload and submit reviews on social media regarding the tourism sites they have visited. More matured respondents (those above the age of 20 years) and those with tertiary education or still studying in tertiary institutions agree more than their counterparts. Social media is now the new form of word-of-mouth marketing (Yoo & Gretzel, 2011). Kim and Fesenmaier (2017) stated that sharing travel experiences in social media is important for traveller's post-trip experiences and emotions.

Hjalager and Jensen (2012) also posit that online behaviour changes depending on traveller's socio-demographic characteristics, hence in this study, the more educated cohorts of Generation Z seem to have more affinity to domestic tourism. We conclude this paper in the next section.

## Conclusion

Previous literature attest that Generation Z members are increasingly becoming influential regarding family travel choices and emerging as an important segment that possess significant buying power for tourism products and services. This study, conducted in sub-Saharan African setting, however found that respondents generally are more involved in domestic tourism decisions with their friends and colleagues, than with their parents and relatives. Our study results suggest that more matured respondents (age group - above 20 years) are more involved in tourism decisions making with their family, relatives, friends and colleagues. The study findings show that a high number of Generation Z members have tertiary education but are largely unemployed, as most of them were still studying at the time this research was conducted. As previous research suggested, this study also found lack of financial resource and opportunity to be the major limiting factors to Generation Z's domestic tourism participation. We further found that Generation Z females, older members (above 20 years of age) and respondents with tertiary education are more likely to participate in domestic tourism than their counterparts. To attract and retain this generation as domestic tourists in South Africa, we recommend competitive pricing of tourism products and services using strategies that can reduce operational costs, and more aggressive marketing of local tourism destinations using technology. Future studies can be conducted in other provinces of South Africa and other sub-Saharan Africa nations or regions, to have more robust findings regarding the perception and participation of African Generation Z population in domestic tourism. This study is exploratory and not conclusive in nature in terms of geographical scope, and has a study limitation of relatively low sample size. To address the major limitation of this study regarding relatively low sample size, large scale studies (larger geographical scope) involving much higher sample sizes can use higher level and more accurate statistical analyses which are more designed for statistical predictions and structural relationships, such as regression analyses and structural equation modelling. By so doing, more conclusive results will be obtained.

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