

# Synergies Between Domestic and International Tourism: A Pathway to Sustainable Development in Mauritius

**Eric Bindah**

University of Mauritius

[bindahe@yahoo.co.uk](mailto:bindahe@yahoo.co.uk) / [e.bindah@uom.ac.mu](mailto:e.bindah@uom.ac.mu)

**Roshni Ragoobar**

University of Mauritius

## Abstract

Domestic tourism represents a promising emerging market for Mauritius, offering potential economic, socio-cultural, and environmental benefits. With Mauritius heavily reliant on international tourists, any unforeseen disruption can pose significant risks to the economy. This research explores the consumer behavior of domestic tourists in Mauritius, examining whether this market can be further developed to create a more balanced and resilient tourism sector. The concept explored include the significance of domestic tourism, consumer behavior in the tourism industry, and factors influencing tourist behavior. Key factors— motivational factors (e.g., push, pull, and resistance)—are analyzed for their impact on overall domestic tourist satisfaction. This study highlights how strengthening the domestic market can indirectly support international tourism in several ways. A well-developed domestic market builds infrastructure and services that benefit both local and international tourists. During global crises, domestic tourism provides economic stability and ensures continuous demand, helping businesses weather disruptions in international travel. Additionally, domestic tourists can act as ambassadors for the country, enhancing brand visibility and reputation on a global scale. Finally, by smoothing out seasonal fluctuations and sharing resources between both markets, a robust domestic tourism sector lays a strong foundation for international tourism growth. This study employs quantitative research methods, using a survey questionnaire targeted at domestic tourists in Mauritius. A multiple regression analysis of domestic tourism factors was conducted as it was proven to be instrumental in uncovering synergies with international tourism. By understanding domestic tourist motivations and satisfaction drivers, the study provides a foundation for developing strategies that enhance the appeal of Mauritius to international tourists, leading to a more integrated and thriving tourism sector. This paper offers insights for tourism stakeholders, helping them develop strategies that better address the needs and expectations of the domestic market while considering the broader implications for international tourism resilience in Mauritius.

**Key words:** *Domestic Tourism; International Tourism; Consumer Behavior; Tourism Resilience  
Market Synergies*

## 1. Introduction

Tourism has long been a cornerstone of the Mauritian economy. Since the early 1970s, the island's visitor numbers have soared from about 18,000 to nearly 1 million annually (UNWTO, 2020). A significant milestone was achieved in 2009, with record tourist arrivals, thanks to substantial advancements and government efforts to establish Mauritius as a premier destination for markets such as France and Reunion (TSA, 2017). Domestic tourism in Mauritius shows promising growth. Increasing numbers of Mauritians are engaging in local getaways, with domestic tourism expenditure reaching approximately 3.8 million in recent years (TSA, 2017). Understanding the behavior of domestic tourists is crucial for developing targeted products and services and for fostering domestic tourism. The tourism sector is susceptible to various external influences, including political, economic, and environmental factors (Sigala, 2020). The COVID-19 pandemic, for instance, severely impacted international travel and underscored Mauritius's reliance on international visitors. This disruption has spurred a rise in domestic travel, presenting an opportunity to further develop this market (UNWTO, 2020).

Despite this potential, there is a scarcity of research on domestic tourism and consumer behavior in Mauritius. This study seeks to address this gap by analyzing the factors influencing domestic tourist satisfaction and exploring their relevance to international tourism. The aim is to devise strategies that enhance both domestic and international tourism, ensuring sustainable growth for Mauritius. The primary objective of this study is to identify and analyze the synergies between domestic and international tourism in Mauritius. By examining factors influencing domestic tourism satisfaction and behaviors, the study aims to uncover insights that can improve international tourism strategies. Specifically, the study will evaluate how push and pull motivation factors impact overall satisfaction among domestic tourists and determine if these insights can be applied to understand international tourists' motivations.

Furthermore, the study will identify the key elements contributing to domestic tourist satisfaction and explore how these elements compare with those affecting international tourists. It proposes integrated marketing and strategic approaches that leverage findings from domestic tourism to enhance international tourism efforts. By achieving these objectives, the study aims to provide actionable recommendations for tourism policymakers and stakeholders, fostering a unified strategy that maximizes benefits for both domestic and international markets.

## 2. Literature Review

Domestic tourism, as defined by the United Nations World Tourism Organization (UNWTO), involves citizens traveling within their own country without the need for passports or visas, using their native language and currency (Pierret, 2010). This type of tourism has seen significant growth, with domestic trips globally numbering around 9 billion in 2018, compared to 1.4 billion international trips (UNWTO, 2021). Domestic travelers pursue various activities, including leisure and relaxation (Smith, 1991), business-related events like MICE (Gurkina, 2013), social visits to family and friends (Seaton, 1997), religious and cultural explorations (Blackwell, 2007; Ivanovic, 2008), shopping (Choi, 2016), and eco-friendly experiences (Singh, 2016; Zakia, 2021). Each purpose reflects distinct motivations and behaviors, from seeking relaxation and entertainment to engaging in cultural and environmental pursuits. Understanding these motivations is crucial for developing targeted strategies that can enhance both domestic and international tourism.

Insights gained from domestic tourism behaviors can inform international tourism strategies, enhancing overall sector resilience. For example, understanding local travel motivations and spending patterns can

help tailor international marketing efforts and create integrated strategies that leverage the strengths of both domestic and international tourism (Mazimhaka, 2006; Sandeep & Vinod, 2014).

By recognizing the interdependence of domestic and international tourism, countries can develop cohesive strategies that maximize benefits across both segments. This approach not only strengthens the overall tourism sector but also ensures sustainable growth by balancing the needs and preferences of both domestic and international visitors.

### *Consumer Behaviour*

Consumer behavior in tourism is driven by a combination of internal and external factors that influence travel decisions and experiences. Motivation, a central element in understanding tourist behavior, encompasses various drivers that prompt individuals to travel. These motivations can be categorized into push factors, pull factors, and resistance factors.

Push motivation factors are internal, psychological drivers that compel individuals to travel. They include desires for self-discovery, relaxation, social interaction, and togetherness. For instance, travelers may seek unique experiences, escape from routine stresses, connect with others, or enjoy family and group travel (Narantuya et al., 2021). These motivations often reflect personal needs and emotional desires. Pull motivation factors, on the other hand, are external attractions that draw travelers to a destination. These factors encompass the appeal of the destination's attributes, such as its weather, climate, infrastructure, accessibility, cultural sites, and recreational opportunities (Singh & Bayih, 2020). The attractiveness and features of a destination significantly impact tourists' overall satisfaction and their likelihood of recommending the place to others. Resistance motivation factors involve barriers or obstacles that may deter tourists from visiting a destination. These can include adverse weather conditions, traffic congestion, safety concerns, and lack of transport or accessibility (Li & Cao, 2022). Resistance factors can influence not only the decision to travel but also the level of satisfaction experienced during and after the trip.

Understanding these motivational factors is crucial for tourism marketing and management. While push and pull factors highlight why and what motivates tourists, resistance factors identify potential deterrents that need to be addressed. Integrating insights from these factors can help in designing targeted marketing strategies and improving tourist experiences.

### *Tourist's Satisfaction*

Tourist satisfaction refers to the extent to which a tourist's perceived experience matches the tourist's expectations. (Pizam, Neumann, & Reichel, 1978). In other words, it consists of the reaction of the tourists/visitors after they have experienced a particular trip or holiday at a destination. (Bigne et al., 2001). Tourist satisfaction is also known as post-purchase which indicates whether a tourist is satisfied or dissatisfied after the experience. (Swan & Combs, 1976).

Tourists' satisfaction can be affected by many variables. According to Apar Singh et al. (2016), overall satisfaction is directly and positively affected by push and pull visit motivations. However, according to their research, pull motives are considered to be the most crucial factor in overall satisfaction because when the pull factors are strong, there is a high degree of satisfaction and a greater willingness for recommendations and revisit the country domestically. Moreover, the study of Apar Singh (2016) concluded that there is a strong positive correlation between visitor's satisfaction and willingness to recommend.

### 3. Methodology

The research design for this study incorporated both descriptive and exploratory approaches to address the objectives related to domestic tourism in Mauritius. Descriptive research is employed to outline the state of domestic tourism, focusing on travel trends, patterns, and preferences through quantitative methods. This approach helps in identifying various aspects of domestic tourism without testing specific hypotheses. Exploratory research complemented this by offering insights into new trends and behaviors within the context of domestic tourism, aiming to uncover and understand underlying factors influencing tourist behaviors.

A deductive approach was utilized in the study, applying existing theories to explore domestic tourism behavior. This structured methodology supports the validation of previous research findings and helps to elucidate the relationships between different factors affecting domestic tourism. By using a deductive approach, the study can systematically apply and assess theoretical insights to the current context. A cross-sectional approach was applied to capture a snapshot of domestic tourism in 2024. This method allows for an immediate analysis of tourism behaviors and trends, which is crucial for understanding how recent events have influenced local tourism. Quantitative research methods are chosen for their ability to provide objective, measurable, and generalizable data. This approach ensures that the findings are statistically valid and can be extended to a broader population. Data collection involves both primary and secondary sources. Primary data was gathered through self-administered questionnaires. These questionnaires are distributed online and were pilot tested to ensure clarity and effectiveness, allowing respondents to provide honest and reliable information at their convenience.

Convenience sampling method was used, due to the lack of a predefined sampling frame. With a population size of over 1.3 million, a sample size of approximately 120 respondents was determined using an online calculator, providing a confidence level of 92% and a margin of error of 8%. Pilot testing with 15 participants was conducted to refine the questionnaire to ensure that questions were clear and effectively address the research objectives. The reliability of the questionnaire was assessed using Cronbach's alpha, yielding a value of 0.907 for 24 items, indicating high reliability and consistency.

Ethical considerations are integral to the research process, encompassing the literature review, data collection, and analysis phases. Plagiarism is avoided through proper referencing, and participant consent and confidentiality are maintained throughout the study. Data is collected objectively, with a response rate of 93.3% achieved, reflecting a high level of participant engagement and ensuring the representativeness of the findings.

### 4. Findings and Implications

#### *Demographic Profile*

The sample predominantly consisted of young adults aged 19-25 years, making up 51.8% of the participants. In contrast, older age groups—36-45 years and those above 45 years—represented a smaller segment, each accounting for 7.1% of the sample. Individuals aged 26-35 years constituted 23.2%, while teenagers under 18 made up 10.7% of the respondents. Regarding gender, a significant majority were female (75.9%), with males comprising 24.1% of the sample. Occupation-wise, 46.4% of the respondents were students, reflecting a high representation of young adults in the study. Employees followed as the second largest group at 43.8%, while self-employed individuals and retirees represented 5.4% and 4.5% respectively.

In terms of income, 56.3% of participants earned between Rs0-Rs15,000 monthly, indicating a substantial portion of lower-income individuals who might have been more price-sensitive. The next income bracket, Rs15,000-Rs30,000, included 24.1% of respondents, while 13.4% earned between Rs30,000-Rs50,000, and 6.3% earned above Rs50,000. The average monthly income of the sample was Rs16,964.

Family structure showed that 44.6% of respondents were young adults living with their parents. Other family types included single parents (2.7%), teenagers living with both parents (11.6%), young singles living independently (11.6%), joint families (6.3%), young couples without children (8.0%), married couples with children (11.6%), and retired couples with children (3.6%). Family dynamics likely influenced travel behavior and preferences, impacting travel budgets and decision-making.

### **Push Motivation Factors**

Push motivation factors highlighted the reasons why tourists decided to travel, reflecting their personal motivations and needs. Based on Table 1 below, a high percentage of the sample, ranging from 45.5% to 48.2%, agreed that they had curiosity about new places in Mauritius, a thirst for new knowledge and travel experiences, and an eagerness to discover new things like local cuisines. Only a minority (2.7%) strongly disagreed with the self-exploratory factor. Essentially, the mean varied from 1.96 to 1.87, with a standard deviation (SD) ranging from 0.92 to 0.90. Additionally, a majority of them (46.4% to 30.4%) strongly agreed, and some (40.2% to 35.7%) simply agreed with the relaxation and escape factor.

Table 1. Push Motivation Factors Descriptive Findings

<b>Push Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean</b>	<b>SD</b>
My life is very stressful and I need a vacation to relax	4.5	7.8	21.8	44.9	21.0	2.34	0.92
I want to explore new places and have new experiences	1.8	1.8	16.1	50.9	29.4	1.89	0.79
I seek to escape from routine and daily responsibilities	4.5	8.0	28.6	40.2	18.7	2.35	0.93
I am looking for adventure and excitement	3.6	6.3	22.0	49.1	19.0	2.30	0.90
I need to rejuvenate and recharge my energy	2.7	7.2	24.5	47.3	18.3	2.35	0.89

This indicated that they considered domestic travels to be a way to escape from hectic schedules, relax for a short period, and be away from home. For the social factor, the mean score was 2.43 with a standard deviation (SD) of 1.02, indicating that the SD was not far from the mean. Additionally, 42% agreed that they wanted to meet new people during their domestic trip or vacation and increase their social interactions. This showed a considerable level of agreement. For the togetherness factor, a high percentage (50%) agreed that they enjoyed the company of friends and family when traveling, and a significant proportion (28.6%) disagreed with traveling alone. The mean values for this factor were 1.98 and 2.89, highlighting a moderate degree of agreement. Hence, these push factors were likely to motivate them to engage in domestic travels.

*Synergies Between Domestic and International Tourism in Mauritius*

The interplay between domestic and international tourism in Mauritius reveals notable synergies, underscoring the island's unified appeal across different tourist segments. The push motivation factors illustrate the driving forces behind travel decisions. Domestic tourists seek self-exploration, relaxation, and social interactions, mirroring the motivations of international visitors who are also drawn by the island's potential for new experiences and leisure. For instance, both groups share an interest in Mauritius's unique attractions and the chance to escape daily routines. High agreement on factors like curiosity about new places and a desire for relaxation highlights a common interest in the island's enriching experiences.

**Pull Motivation Factors**

Pull motivation factors reflected the most important data on what attracted domestic tourists. Based on the descriptive findings in Table 2, it was found that a high proportion of the sample (49.1% to 38.4%) agreed that they traveled domestically because Mauritius had regular cultural events, rich historical cultural sites, and other attributes listed in each statement. The highest mean was 2.68% with the lowest standard deviation (SD) of 0.88. However, the highest percentage of disagreements (16.1%) with the second statement indicated that respondents saw Mauritius as having fewer amusement, leisure, and entertainment parks, which did not motivate them. Nevertheless, it could be said that pull factors played a significant role in influencing domestic tourism.

Table 2. Pull Motivation Factors Descriptive Findings

<b>Pull Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean</b>	<b>SD</b>
Mauritius has regular cultural events & festivals and rich historical sites	2.7	4.5	20.5	49.1	23.2	2.14	0.92
Mauritius has many amusements/leisure/entertainment parks	5.4	16.1	28.6	38.4	11.6	2.65	1.05
Mauritius has exotic beaches, nature, mountains, lakes, and rivers	1.8	1.8	13.4	47.3	35.7	1.87	0.84
It is safe and secure to travel in Mauritius	3.6	9.8	38.4	40.2	8.0	2.61	0.90
It has good infrastructure and transportation system	3.6	11.6	39.3	40.2	5.4	2.68	0.88
It offers authentic local Mauritian cuisines which influences me to discover different cultural gastronomy	2.7	6.3	26.8	47.3	17.0	2.30	0.92

*Synergies Between Domestic and International Tourism in Mauritius*

The pull motivation factors further emphasize these synergies. The island's cultural events, natural beauty, and safety are significant pull factors for both domestic and international tourists. Domestic



tourists are attracted to local festivals and natural sites, while international tourists are drawn by Mauritius's exotic beaches and cultural richness. This alignment suggests that enhancing these attributes benefits both segments.

**Resistance Factors**

Table 3 provide descriptive findings on resistance factors. The findings indicated that the majority of respondents (55.4%) agreed that unpredictable weather conditions might prevent them from traveling domestically. Overall, most respondents agreed with the listed resistance factors. The presence of these resistance factors might have demotivated respondents from traveling domestically. The mean scores ranged from the highest (2.49) to the lowest (1.93), and the standard deviations (SD) ranged from 1.03 to 0.76. These SDs seemed to be low, indicating that they were close to the means. Therefore, these resistance factors could have served as an alert to tourism authorities, prompting them to take proactive actions against these issues.

Table 3: Resistance Factors Descriptive Findings

Statement	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	SD
Unpredicted weather conditions	0.9	1.8	14.3	55.4	27.7	1.93	0.76
Traffic congestion	1.8	8.0	22.3	50.9	17.0	2.27	0.90
Fear of uncertainty	4.5	7.1	35.7	42.0	10.7	2.53	0.94
Lack of transport accessibility	3.6	14.3	25.0	42.0	15.2	2.49	1.03
Low safety and security to enjoy nightlife activities	1.8	6.3	32.1	40.2	19.6	2.30	0.92

*Synergies Between Domestic and International Tourism in Mauritius*

The resistance factors reveal shared concerns that affect tourism. Issues such as unpredictable weather and traffic congestion are noted by domestic tourists, indicating that addressing these challenges could improve the experience for all visitors. The similar impact of these resistance factors on travel intentions underscores the need for solutions that cater to both groups. Additionally, the findings also indicated that consumer buying behavior reflects a convergence in how travel decisions are made. Both domestic and international tourists rely on recommendations from friends and family, online reviews, and social media. This commonality in information sources and planning behavior highlights a unified approach to travel decision-making, regardless of the origin of the tourists.

**Tourist Satisfaction**

The results showed that most respondents were somewhat satisfied with domestic tourism products, services, and the overall experience in Mauritius. The highest percentage of respondents being somewhat satisfied ranged from 59.8% to 51.8%. On the other hand, only a minority, ranging between 2.7% to 18%, strongly disagreed with the four statements of satisfaction. The mean scores varied between 2.35 and 2.31. Overall, it can be said that the majority were satisfied. Despite high overall satisfaction, Tourist Satisfaction metrics indicated that there were areas for improvement that affected both groups.

Table 4: Tourist Satisfaction Descriptive Findings

Aspect	Highly Dissatisfied (%)	Somewhat Dissatisfied (%)	Neutral (%)	Somewhat Satisfied (%)	Highly Satisfied (%)	Mean	SD
Overall Satisfaction	3.6	5.4	32.1	46.4	12.5	2.63	0.85
Willingness to Recommend	3.6	7.1	29.6	51.8	8.0	2.58	0.87
Quality of Experience	1.8	8.9	28.6	53.6	7.1	2.57	0.81

### Multiple Regression Analysis

This study also conducted a multiple regression analysis to provide a better understanding of the factors influencing overall domestic tourist satisfaction. By including variables such as push motivation, pull motivation, and resistance factors, this analysis reveals how these elements interact and contribute to tourist satisfaction. Unlike traditional hypothesis testing, which might focus on validating specific predictions, multiple regression allows us to explore complex relationships and patterns that may not be immediately apparent. This approach offers a more comprehensive view of how various influences combine to affect overall satisfaction, enhancing the robustness and applicability of our findings. By conducting a multiple regression, it allows for a deeper insight into the dynamics at play, making the conclusions of this study more relevant and impactful in real-world contexts.

The multiple regression analysis helps identify and quantify the impact of various factors—push motivation, pull motivation, and resistance factors—on domestic tourist satisfaction. This understanding is essential for enhancing the domestic tourism experience, which can, in turn, create a more attractive and complementary environment for international tourists. By examining how these factors influence domestic tourists, the analysis provides insights into what makes domestic tourism appealing and how these attributes could be leveraged or adapted to attract international visitors. The findings from domestic tourism offer valuable lessons on how to attract and satisfy international tourists. For example, if Push and Pull Motivations are found to be strong predictors of satisfaction for domestic tourists, similar strategies could be applied or adjusted to appeal to international tourists. Understanding domestic tourism dynamics allows for the identification of synergies where domestic and international tourism efforts can support each other. For instance, if domestic tourists are motivated by certain factors that could also attract international visitors, strategies can be designed to enhance these factors across both segments.

Table 6 provide the model summary of the multiple regression analysis. It revealed an  $R^2$  value of 0.191, which signifies that these predictors account for 19.1% of the variance in tourist satisfaction. The adjusted  $R^2$  of 0.160 indicated a slightly reduced model fit, suggesting that while the predictors have some explanatory power, other factors might also influence satisfaction.

The ANOVA results show that the model is statistically significant with a p-value of  $<0.001$ . This implies that collectively, Push Motivation, Pull Motivation, and Resistance Factors have a meaningful impact on overall tourist satisfaction.



Table 6: Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.437	0.191	0.160	0.688

- Model 1: Predictors: Push Motivation, Pull Motivation, Resistance Factors
- Dependent Variable: Overall Domestic Tourist's Satisfaction

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1	12.477	3	4.159	8.472	<0.001
	52.304	108	0.485		
	64.781	111			

- Model 1: Dependent Variable: Overall Domestic Tourist's Satisfaction

Coefficients

Model	Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	0.862		2.582	0.011		
	Push Motivation Factor	0.254	0.231	2.198	0.030	0.635	1.576
	Pull Motivation Factor	0.329	0.306	2.852	0.005	0.622	1.607
	Resistance Factor	0.058	0.049	0.456	0.649	0.938	1.066

- Model 1: Dependent Variable: Overall Domestic Tourist's Satisfaction

In terms of individual coefficients, push motivation positively affects tourist satisfaction, with a coefficient (B) of 0.254 and a p-value of 0.030. This suggests that increased push motivation contributes to higher satisfaction. Similarly, pull motivation has a significant positive effect on satisfaction, evidenced by a coefficient (B) of 0.329 and a p-value of 0.005. This indicates that stronger pull factors enhance tourist satisfaction. In contrast, resistance factors did not significantly influence satisfaction, as reflected by a coefficient (B) of 0.058 and a p-value of 0.649.

## 5. Discussion and Recommendations

The analysis revealed that push motivation and pull motivation are significant predictors of domestic tourist satisfaction, while resistance factors do not have a significant effect. Push motivation ( $B = 0.254$ ) and pull motivation ( $B = 0.329$ ) positively impact satisfaction, showing that enhancing these motivations can improve the overall experience for domestic tourists. This insight is crucial for understanding what drives satisfaction and can help in creating a more appealing environment for international tourists as well. The effectiveness of push and pull motivations in enhancing domestic tourist satisfaction suggests that similar strategies could be adapted to attract international tourists. For instance, if certain attributes are found to be attractive to domestic tourists, they may also appeal to international visitors, albeit potentially in a different context or with some adjustments.

The significant impact of push and pull motivations on domestic satisfaction indicates that these factors are critical in shaping tourist experiences. By applying these insights, tourism strategies can be developed to attract international tourists. For example, if Push and Pull Motivations are effective domestically, similar strategies—such as emphasizing unique local experiences or appealing attractions—could be tailored to meet international tourists' expectations.

The dynamics of domestic tourism helps identify synergies where domestic and international tourism efforts can reinforce each other. For instance, if certain factors are motivating for domestic tourists, they might also attract international tourists, creating opportunities for cross-promotional strategies and integrated marketing campaigns. It also includes improving infrastructure to cater to both domestic and international visitors. Our understanding of domestic motivations helps tailor strategies that align with international needs, ensuring that growth in tourism is sustainable and beneficial across both segments.

The findings of this study inform policies aimed at boosting both domestic and international tourism. Policies designed to enhance satisfaction for domestic tourists can be adapted to improve the experience for international visitors. For instance, offering incentives could benefit both groups. Insights from the analysis of this study can help in making informed decisions about resource allocation. By understanding which factors significantly influence domestic satisfaction, resources can be strategically invested in areas that will benefit both domestic and international tourism, maximizing the overall impact.

However, this study has its fair share of limitations. The study's findings are subject to several limitations that should be considered. Firstly, the sample may not fully represent the broader population of domestic tourists, potentially skewing results if certain demographic groups, such as younger individuals or students, are over-represented. This limitation could affect the generalizability of the findings to other age groups or demographic segments.

Additionally, the study's scope is limited to specific variables like push motivation, pull motivation and resistance factors, while other potential factors such as cultural differences, seasonal variations, or socio-economic influences are not explored. These omitted variables might also impact tourist satisfaction and could provide a more comprehensive understanding if included. Although the study suggests that strategies effective for domestic tourism might be adapted for international tourists, cultural and contextual differences may require tailored approaches for international markets.

Nevertheless, aligning domestic tourism findings with international tourism objectives supports a cohesive strategy for overall tourism growth. By integrating insights from domestic tourism, strategies can be developed that support long-term goals, benefiting both local and international markets. This strategic vision helps in crafting initiatives that enhance the tourism sector comprehensively.

## References

1. Ahebwa, W. & Philip E., 2021. COVID-19 and Uganda's tourism sector: Reviving the industry through the national budget. Uganda: International Growth Centre (IGC).
2. Albughuli, M., 2011. Exploring motivations and values for domestic travel from an Islamic and Arab standpoint: The case of Saudi Arabia. M.A Dissertation, University of Waterloo, Ontario, Canada.
3. Apak, Ö. & Gürbüz, A., 2023. The effect of local food consumption of domestic tourists on sustainable tourism. *Journal of Retailing and Consumer Services*, 71, p. 103192.
4. Auralia, W.K., 2011. A critical analysis of domestic tourism promotion in Kenya. [Online] Available at:  
[http://erepository.uonbi.ac.ke/bitstream/handle/11295/96790/AURALIA\\_W.\\_KAROKI\\_INDEPENDENT\\_STUDY\\_PAPER\\_2011.pdf?cv=1&isAllowed=y&sequence=1](http://erepository.uonbi.ac.ke/bitstream/handle/11295/96790/AURALIA_W._KAROKI_INDEPENDENT_STUDY_PAPER_2011.pdf?cv=1&isAllowed=y&sequence=1)
5. Bernini, C. & Cracolici, M. F., 2015. Demographic change, tourism expenditure and lifecycle behavior. *Tourism Management*, 47, pp. 191-205.
6. Bin C., & Ji L., 2022. Study on tourism consumer behavior and countermeasures. *Computational Intelligence and Neuroscience*, 2022, 12, pp.1-12
7. Blackwell, R., 2007. Motivations for religious tourism, pilgrimage, festivals and events. In: *Religious tourism and pilgrimage festivals management: An international perspective*. pp. 35-47.
8. Chen F. S., & Chen, F. C., 2010. Experience quality, perceived value, satisfaction, and behavior intentions for heritage tourists. *Tourism Management*, 31(1), pp. 29-35.
9. Tsai, M. C., 2007. Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. *Tourism Management*, 29(6), pp. 1166-1171.
10. Choi, M. H. C., 2016. Progress in shopping tourism. *Journal of Travel & Tourism Marketing*, 33(1), pp. 1-24.
11. Dann, G., 1977. Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), pp. 184-194.
12. Cohen, E., 2004. Food in tourism: Attraction and impediment. *Annals of Tourism Research*. 31, 4, pp. 755-778
13. Fratu, D., 2011. Factors of influence and changes in the tourism consumer behaviour. *Bulletin of the Transilvania University of Braşov*, 4(53).
14. Gantuya Narantuya, O. L., 2021. Understanding of travel motivations of domestic tourists. *Journal of Tourism and Services*, 12(22).
15. Gjerald, O., 2005. Sociocultural impacts of tourism: A case study from Norway. *Journal of Tourism and Cultural Change*, 3(1), pp. 36-58.
16. Gurkina, A., 2013. Travel experience in hotels for MICE industry. s.l.: HAAGA-HELIA University of Applied Sciences.
17. Hubert Job, H., & Paesler, F. 2013. Links between nature-based tourism, protected areas, poverty alleviation and crises—The example of Wasini Island (Kenya). *Journal of Outdoor Recreation and Tourism*, 1–2, pp. 18-28.
18. Hyde, K. & Rob., L., 2003. The nature of independent travel. *Journal of Travel Research*, 42, pp. 13-23.
19. Ivanovic, M., 2008. Cultural tourism. Cultural tourism. First Publisher: Juta academic publishing, Cape Town, South Africa ISBN: 978-0702171857. DOI:10.13140/RG.2.1.4522.6323
20. Bigne, J.E., Sanchez I, & Sánchez, G.J., 2001. Tourism image, evaluation variables and after-purchase behavior: Interrelationships. *Tourism Management*, 22(6), pp. 607-616.
21. Klenosky, D. B., 2002. The pull of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40, pp. 385-395.
22. Koç, E., 2003. An analysis of consumer behavior in the Turkish domestic tourism market. *Dogus Üniversitesi Dergisi*.

23. Kotler, P. & Armstrong, G., 2017. Principles of Marketing. London: Pearson.
24. Kotler, P., 2009. Marketing Management: A South Asian Perspective. India: Pearson Education.
25. Mazimhaka, J., 2006. The potential impact of domestic tourism on Rwanda's tourism economy. M.A Dissertation. Graduate School of Humanities, University of the Witwatersrand.
26. McCool, S., 2006. Managing for visitor experiences in protected areas: Promising opportunities and fundamental challenges. *Parks*, 16(2), pp. 3-9.
27. Mill, R.C. & Morrison, A.M. (2002) *The Tourism System*. Kendall Hunt Pub, Dubuque. /Hunt.
28. Omondi, S., 2017. Determinants of consumer buying behaviour for domestic tourists in Kenya. Africa: M.A Dissertation, United States International University.
29. Pierret, F., 2010. Some points on domestic tourism. UNWTO. [Online] Available at: [http://www.econostrum.info/Le-gouvernement-algerien-veut-promouvoir-le-tourisme-domestique\\_a4024.html](http://www.econostrum.info/Le-gouvernement-algerien-veut-promouvoir-le-tourisme-domestique_a4024.html) [Accessed 26 August 2024].
30. Pizam, A., Neumann, Y. and Reichel, A., 1978. Dimensions of Tourist Satisfaction with a Destination Area. *Annals of Tourism Research*, 5, pp. 314-322.
31. Richards, G., & Wilson, J., 2003. New horizons in independent youth and student travel: Summary report. (2e ed. ed.) International Student Travel Confederation (ISTC). [http://www.atlas-euro.org/pages/pdf/FINAL\\_Industry\\_Report.pdf](http://www.atlas-euro.org/pages/pdf/FINAL_Industry_Report.pdf)
32. Sandeep, K. & Kumar, V., 2014. Perception of socio-cultural impacts of tourism: A sociological review. *International Research Journal of Social Sciences*, 3(2), pp. 40-43.
33. Scott A. Cohen, Prayag, G & Moital, M., 2014. Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), pp. 872-909.
34. Seaton, A. & Palmer, C., 1997. Understanding VFR tourism behavior: The first five years of the United Kingdom tourism survey. *Tourism Management*, 18(6), pp. 345-355.
35. Sharpley, R. & Stone, P., 2014. Socio-cultural impacts of events: Meanings, authorized transgression and social capital. In: *The Routledge Handbook of Events*. pp. 360-374.
36. Shoemaker, S. & Lewis. R. C., 1999. Customer loyalty: The future of hospitality marketing. *International Journal of Hospitality Management*, 18, pp. 345-370.
37. Sigala, M., 2020. Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, pp. 312-321.
38. Singh, S. Dash. T. & Vashko, I., 2016. Tourism, ecotourism and sport tourism: The framework for certification. *Marketing Intelligence and Planning*, 34(2), pp. 236-255.
39. Solomon, M., 1996. *Consumer Behavior*. 3rd ed. Englewood Cliffs, NJ: Prentice-Hall.
40. The Tourism Satellite Account (TSA), 2017. TSA Report. s.l.: Statistics Mauritius.
41. United Nations Development Programme, 2012. The future we want: Biodiversity and ecosystems—Driving sustainable development. United Nations Development Programme Biodiversity and Ecosystems Global Framework 2012–2020.
42. UNWTO, 2020. UNWTO highlights potential of domestic tourism to help drive economic recovery in destinations worldwide. [Online] Available at: <https://www.unwto.org/news/unwto-highlights-potential-of-domestic-tourism-to-help-drive-economic-recovery-in-destinations-worldwide> [Accessed 26 August 2024].
43. Wicks, B., 2022. Domestic tourism trends: Insights from travel behavior research. *Journal of Travel Research*, 61(2), pp. 223-240.
44. Williams, S., 2015. *Tourism Management*. 2nd ed. Pearson Education.
45. Wu, D.C., Chenyu, C., Liu, W., & Chen, J. L., 2022. Impact of domestic tourism on economy under COVID-19: *Annals of Tourism Research Empirical Insights*. 2022 Nov; 3(2): 100055.
46. Zhang, H., 2016. Impact of domestic tourism on regional development: Evidence from China. Beijing: M.A Dissertation, Beijing Tourism University.
47. Zakia, K., 2021. Ecotourism in Indonesia: Local community involvement and the affecting factors. *Journal of Governance and Public Policy*, Volume 8(2), pp. pp93-105.