

## Examining the effect of gender on Algerian tourists' interest in tourism

Dr. Chems Eddine BOUKHEDIMI<sup>1</sup>

<sup>2</sup>University of Tizi Ouzou, Department of commerce. Algeria

Received: 24 Oct 2024

Accepted & Reviewed: 25 Oct 2024,

Published : 31 Oct 2024

### Abstract

This study explored the influence of tourists' gender on their passion for tourism through online survey that of 168 respondents from Algeria, conducted June 24, 2023, and January 27, 2024, among using participants chi-square with in version 26. The results show no significant gender differences in tourism passion (p-value:  $0.17 > 0.05$ ).

**Keywords:** Tourism; Tourists; Algeria; Gender, Chi square test; SPSS.

### Introduction

Tourism is seen as a typical consumer activity that number and economic forces that are major factors influencing travel (Guleria, & Kaushal, 2020). Further, Ecotourism comprises 10-15% of the tourism industry, according to the United Nations World Tourism Organization (Nigatu & Tegegne, 2021). In addition to that, Tourism, alongside petroleum and trade exports, is a key sector for earning foreign currency. Thus, tourism industry is expanding quickly due to better living standards and more leisure time. (Zhang et al, 2004; Cui et al, 2016). Further, this paper investigates whether gender categories affect tourism interest among Algerian respondents, by highlighting the literature review and analyzing the study's results.

### **2. Literature review**

Interest in tourism is the main factors driving in this field. In this regard, many studies related to tourism have been reviewed (Valle et al, 2006; Swarbrooke & Horner, 2007; Hung, & Petrick, 2011 ; Masiero & Nicolau, 2012; Chen, Bao & Huang, 2014 ; Petrick & Durko, 2015; Yousefi & Marzuki 2015; Lohmann & Netto, 2016; Ali khan et al 2019; Boukhedimi, 2024; Lee & Kim, 2023). Besides, Motivation drives all human behavior (Berkman & Gilson, 1978). The discussion of motivation in the tourism sector has expanded. Consumer behavior is influenced by psychological, cultural, and social factors, with psychological factors including motivation, perception, ego involvement, loyalty, and commitment (Guleria, & Kaushal, 2020).

Thus, Tourism significantly influences economic growth (Temiraliyeva et al, 2021). Moreover, the United Nations World Tourism Organizations (UNWTO) reported that the tourism sector is essential for national development and community welfare (Syufa'at, 2021). Additionally, Suppliers use price to affect key factors (Lohmann & Netto, 2016). Furthermore, tourism industry is essential for generating direct and indirect employment through small-scale industries, guiding services, community services, and infrastructure development (Islam, 2015). Therefore, the decision-making process affecting tourism demand for a specific product involves two factors: determinant and motivational (Lohmann & Netto, 2016).

### **3. Methods**

#### **Method of Sampling**

This study used a quantitative design and simple random sampling to gather 168 responses from Algerian participants through an online survey conducted between June 24, 2023, and January 27, 2024.

#### 4. Results and discussion

##### Descriptive statistic

The study sample includes 168 participants, with women comprising 51.8% and men 48.2%. Most respondents (71.4%) are aged 18-25 years old, while 21.4% are 26-35 years old. Only 4.8% are 36-46 years old, and 2.4% are 47 years or older. Additionally, 85.1% are single, and 74.4% are looking for jobs.

**Table 1:** Demographic Characteristics of Participants

Variables	Frequency (n)	Rate (%)
<b>Gender</b>	<b>168</b>	<b>100 %</b>
Men	81	48.2 %
Women	87	51.8 %
<b>Age</b>	<b>168</b>	<b>100 %</b>
18-25 years Z	120	71.4%
26-35 years Y	36	21.4 %
36-46 years Y	08	4.8 %
47 years and above X	04	2.4 %
<b>Socio-professional status</b>	<b>168</b>	<b>100 %</b>
Employed	43	25.6 %
Seeking opportunity	125	74.4 %
<b>Marital status</b>	<b>168</b>	<b>100 %</b>
Married	25	14.9 %
Single	143	85.1 %

Source: Survey data

##### Chi square test result

The Chi-square test results show a p-value of 0.17, exceeding the significance level of  $\alpha = 0.05$  (5%). This confirms the independence of the variables, validating the null hypothesis and rejecting the alternative hypothesis. Thus, there is no significant difference in tourism intentions across gender groups. Table 2 further indicates that interest in tourism does not significantly vary by gender. Most women (97.7%) and all men express a passion for travel, demonstrating engagement from all gender categories in inbound and outbound tourism.

**Table 2.** Cross tabulation of the study

	Yes	No	Total
<b>Men</b>	81	0	<b>81</b>
<b>Women</b>	85	2	<b>87</b>
<b>Total</b>	166	2	<b>168</b>

**Source:** Survey data

## 5. Conclusion

This paper examines the impact of gender on tourism intentions among Algerian tourists. As a result, it has been decided that both men and women are involved in tourism. The findings of this research are valuable. While size (N=168) could be viewed may the limit a limitation, (CLT) affirms that theorem sample indicates representative a sample size of 30 or more number representative (Chang et al, 2006; Polya, 1920; Johnson, 2004; Tomothy, 2005; Berenson et al, 2012 ; Naval, 2013; El Sherif, 2021; Boukhedimi et al, 2023; Sriram, 2023).

Another limitation is that the survey was conducted online, and associating it with a face-to-face study may yield more relevant findings. Additionally, participants showed higher concentration above some factors (for example, unmarried, unemployed, and especially respondents who are aged between 18-25 years old). Therefore, it is welcomed to take into consideration these points by other researchers.

## References

- Ali Khan, M., Sohaib Zubair, S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty. Case of online shopping in Pakistan. *South Asian Journal of Business Studies.*, 08(03), pp283-302.DOI 10.1108/SAJBS-01-2019-0016.
- Berkman, H. W., & Gilson, C. C. (1978). *Consumer behavior: Concepts and strategies*. Encino.
- Boukhedimi, C. E. (2024). *Analyzing the impact of the age of Algerian tourists on their interest in tourism*. *Age*, 168, 100..
- Boukhedimi, C. E., Ahmed, A., Ataş, M. F., & Barbakadze, T. (2023, March). Analysis of impact of demographic factors on the consumption of organic foods in green marketing perspective: an international survey-based study. *Management and Entrepreneurship: Trends of Development*. *Management and Entrepreneurship: Trends of Development*, 1(23), 71-83, <https://doi.org/10.26661/2522-1566/2023-1/23-07>.
- C.Urdan, T. (2005). *Statistics in plains English*. London : Lawrence Erlraum associates publishers. .
- Chang, H. J., K. Huang, and C. Wu. (2006). Determination of sample size in using central limit theorem for weibull distribution. *International Journal of Information and Management Sciences*, 17(3), 153-174.
- Chen, G., Bao, J. and Huang, S.S,. (2014). Segmenting Chinese backpackers by travel motivations. . *International Journal of Tourism Research*, 16, 355–367.
- Cui, Fangnan, et al. (2016). "An overview of tourism risk perception. " *Natural Hazards.*, 82, 643-658.

- EL SHERIF, M. (2021). *Applied Medical Statistics for Beginners*. <https://stats4drs.com>.
- G, Lohmann & A P Netto. (2016). *Concepts, Models and Systems: Tourism Theory*. UK: CABI.
- Guleria, S., & Kaushal, M. R. . (2020). CONSUMER BEHAVIOR IN CONTEMPORARY TOURISM INDUSTRY. *International Research Journal of Management Sociology & Humanity ( IRJMSH )*, 11(09).
- Hung, K., and Petrick, J.F. (2011). Why do you cruise? Exploring the motivations for taking cruise holidays, and the construction of a cruising motivation scale. *Tourism Management.*, 32, 386–393.
- Islam, M. S. (2015). Study on factors influencing tourism: Way forward for sustainable tourism in Bangladesh. *Journal of Tourism, Hospitality and Sports.*, 6(1), 1-13.
- Lee, J., & Kim, J. J. (2023). A Study on Market Segmentation According to Wellness Tourism Motivation and Differences in Behavior between the Groups—Focusing on Satisfaction, Behavioral Intention, and Flow. . *International Journal of Environmental Research and Public Health.*, 20(2), 1063 <https://doi.org/10.3390/ijerph20021063>.
- Mark Berenson, David Levine, Kathryn A. Szabat, Timothy C Krehbiel . . (2012). *Basic Business Statistics: Concepts and Applications* . Pearson Higher Education AU.
- Masiero, L. and Nicolau, J.L. (2012). Price sensitivity to tourism activities: looking for determinant factors. *Tourism Economics*, 18, 675–689.
- Naval, B. (2013). *Business Statistics*. PEARSON Education Inc.
- Nigatu, T.F., & Tegegne, A.A. (2021). Potential resources, local communities' attitudes and perceptions for outdoor recreation and ecotourism development in urban fringe harego and bededo conserved forest, south wollo zone, ethiopia. . *GeoJournal of Tourism and Geosites.*, 39 (4spl), 11421–1429. <https://doi.org/10.30892/gtg.394spl13-786>.
- Oliver. Johnson. (2004). *Information Theory and the Central Limit Theorem* . London : Imperial College Press. .
- Petrick, J.F. and Durko, A.M. (2015). Segmenting luxury cruise tourists based on their motivations. *Tourism in Marine Environments.*, 10, 149–157.
- POLYA, G. (1920). Uber den Zentralen Grenzwertsatz der Wahrscheinlichkeit-Srechnung und das Momenten. *Mathematische Zeitschrift.*, 08., pp197-198.
- Rish, i. S. (2023). *Student Affairs by the Numbers: Quantitative Research and Statistics for Professionals*. Taylor & Francis.
- Swarbrooke, J., & Horner, S, . (2007). *Consumer behaviour in tourism*. Elsevier-Routledge.
- Syufa'at, A. Z. (2023 ). Halal Tourism: The Development of Sharia Tourism in Baturraden Banyumas, Indonesia. *International Journal of Social Science and Religion (IJSSR).*, 4(3), DOI: <https://doi.org/10.53639/ijssr.v4i3.194>.

- Temiraliyeva, Z., Abdykulova, K., Baibasheva, G., Sadykov, Z., Nakipova, G., & Tokaeva, L. (2021). Economic analysis and factors influencing the development of tourism. . *Journal of Environmental Management & Tourism*, , 12(8), 2109-2120.
- Valle, P.O., Silva, J.A., Mendes, J. and Guerreiro, M. (2006). Tourist satisfaction and destination loyalty. *International Journal of Business Science and Applied Management*, 1(1), 25-44.
- Yousefi, M. and Marzuki, A. (2015). An analysis of push and pull motivational factors of international tourists to Penang, Malaysia. *International Journal of Hospitality and Tourism Administration*, 16, 40–56.
- Zhang SY, Yi WC, Wang EP,. (2004). Consumer psychology of risk perception. . *Adv Psychol Sci*, 12(2), 256-263.