

Assessing the impact of marital status on the staying length : empirical investigations from Algerian tourists

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Abstract

This study explored the influence of tourists' marital status on their staying length for tourism. Based on online survey of 168 respondents from Algeria, during June 24, 2023, to January 27, 2024, and using chi-square test, it has been found that no significant marital status differences in (p -value: $0.49 > 0.05$) is achieved.

Keywords: Domestic tourism; Tourists; Algeria, Chi square test; SPSS.

Introduction

Tourism is seen and considered as a normal consumer activity, with economic implications playing a significant role in shaping travel (Guleria and Kaushal, 2020). Furthermore, the United Nations World Tourism Organization estimates that ecotourism accounts for 10-15% of the tourism business. In addition, tourism, like petroleum and commerce exports, is a major source of foreign cash. Thus, the tourist business is rapidly developing as a result of rising living standards and increased leisure time. (Cui et al, 2016; Zhang et al, 2004). Furthermore, this paper examines if marital status influence tourism length among Algerian respondents by reviewing some previous studies literature and assessing the study's findings.

2. Literature review

Tourism is one of the primary driving forces in this area. Many research on tourism have been evaluated in this respect (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; Baouali, Baziz, and Hadjiedj, 2019; Boukhedimi, 2024; Lee & Kim, 2023). Furthermore, motivation drives all human action (Berkman and Gilson, 1978). The discussion about motivation in the tourism industry has grown. Psychological, cultural, and social elements all influence consumer behavior, including motivation, perception, ego involvement, loyalty, and commitment (Guleria & Kaushal, 2020).

Thus, tourism has a major impact on economic growth (Temiraliyeva et al., 2021). Furthermore, the United Nations World Tourism Organization (UNWTO) stated that the tourism industry is critical to country growth and community welfare (Syufa'at, 2021). Furthermore, suppliers employ pricing to influence crucial parameters (Lohmann & Netto, 2016). Furthermore, the tourism industry is critical for creating direct and indirect jobs through small-scale businesses, guide services, community activities, and infrastructure development (Islam, 2015). As a result, the decision-making process that influences tourism demand for a certain product has two components: determinant and motivating (Lohmann & Netto, 2016).

3. Methods

Method of Sampling

This study used a quantitative approach and simple random selection to collect 168 responses from Algerian participants via an online survey held between June 24, 2023 and January 27, 2024.

4. Results and discussion

Descriptive statistic

The study sample comprised 168 participants, with women accounting for 51.8% and men for 48.2%. Most of responders (71.4%) were aged between 18 and 25, and 21.4% aged 26 to 35. Only 4.8% are 36-46 years old, with 2.4% being 47 years or older. Additionally, 85.1% are single, and 74.4% are seeking for job.

Fig.1. Gender-distribution of the sample

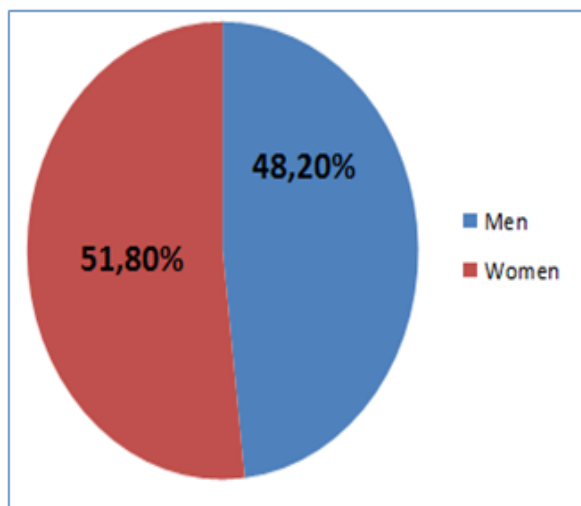


Fig.2. Age-distribution of the sample

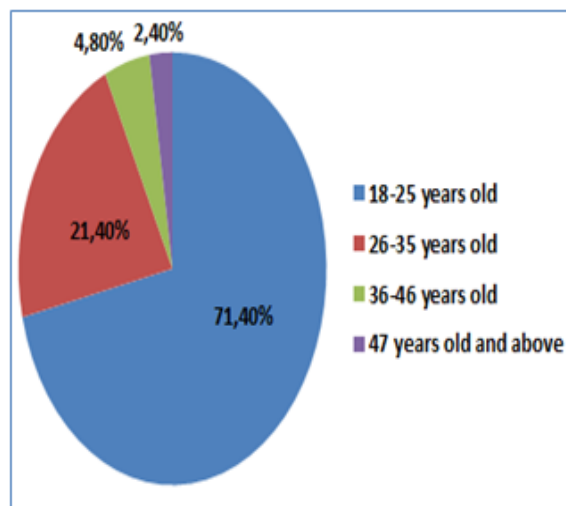


Fig.3. Activity-distribution of the sample

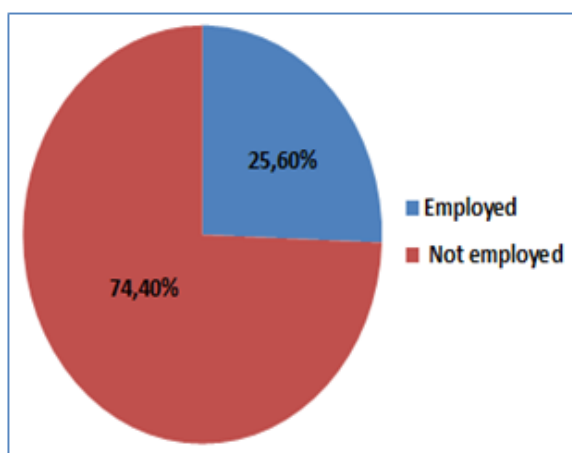
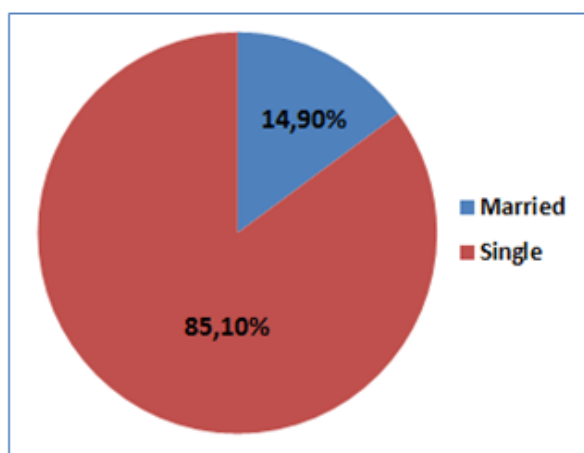


Fig.4. Marital status-distribution of the sample



Result of the Chi square test

The Chi-square test generates a p-value of 0.49, which is above the significance limit of $\alpha = 0.05$ (5%). This validates the variables' independence, supporting the null hypothesis and rejecting the alternative hypothesis. Thus, there is no discernible difference in tourism duration among marital status groups. As reflected in the

table 1 it has been confirmed that duration in tourism is not considerably affected by marital level. The majority of married (14.9%) and unmarried participants (85.1%) showed a desire to travel, across all duration.

Table 1. Cross tabulation of the study

	Under one week	7-10 days	More than 10 days	Total
Married	5	12	8	25
Not married	45	62	36	143
Total	50	74	44	168

Source: Survey data

5. Conclusion

This article investigates the effect of marital status on domestic tourism intentions among Algerian participants. As a result, it has been determined that both married and single respondents participate in tourism. The conclusions of this study are valuable. While the final size (N=168) may be considered as a restriction, (CLT) confirms that a sample size of 30 or more people is representative (Chang et al, 2006; Polya, 1920; Johnson, 2004; Tomothy, 2005; Berenson et al, 2012; Naval, 2013; El Sherif, 2021; Sriram, 2023).

Another restriction is that the survey was conducted online, and combining it with a face-to-face study could produce more meaningful results. Furthermore, participants showed higher concentration than several variables (for example, unmarried, unemployed, and particularly respondents aged 18-25 years old). Other researchers are encouraged to consider these suggestions.

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