

Impact of marital status on the tourism preferences: empirical investigations from Algerian tourists

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Abstract

This paper studied the impact of tourists' marital status on their choices for tourism. Based on online survey of 168 respondents from Algeria, during June 24, 2023, to January 27, 2024, and using the Chi-square test, it has been found that significant marital status differences in tourism preferences (p-value: $0.047 > 0.05$) is found.

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 & 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. Tourism preferences are individuals' or groups' preferences for travel destinations, activities, lodging, and experiences. Cultural background, income level, age, lifestyle, personal hobbies, and the influence of social media and advertising all have an impact on these preferences. Understanding tourism preferences is critical for travel industry stakeholders since it helps in developing focused marketing strategies, tailoring trip packages, and improving overall visitor happiness. As global travel grows more accessible and diversified, understanding and adjusting to changing tourist preferences is critical for long-term tourism development and competitive advantage.

Marital status is a crucial demographic component in tourism, influencing travel behavior, preferences, spending habits, and decision-making processes. Here is a summary of how marital status affects tourism.

1. Influence on Travel Preferences

- Single travelers frequently prioritize adventure, nightlife, and cultural activities.
- Group or solitary trip adventures.
- Urban areas or locales with vibrant social situations.
- Couples, whether married or in a relationship, like romantic holidays such as beach resorts and countryside retreats.
- Luxury accommodations or honeymoon spots.
- Planning-focused trip experiences.
- Married families with children prefer family-friendly destinations with activities for children.
- Opt for package offers or all-inclusive resorts.
- Prioritize safety, accessibility, and convenience.
- Divorced or widowed persons may consider traveling for healing or rediscovery, such as wellness retreats.
- Be interested in solo or mature group tours.

Look for companionship-based vacation options, such as solo cruises.

2. Spending Behavior

- Married couples and families tend to spend more per vacation, especially with children.
- Singles typically travel more frequently but spend less per trip.

Honeymooners are frequently affluent individuals who desire luxury and exclusivity.

3. Travel frequency and decision making

- Single persons may travel spontaneously.
- Couples commonly make collaborative decisions, resulting in more planned and longer vacations.
- Families typically travel during school holidays and plan beforehand.

4. Marketing Implications.

Tourism marketers use marital status to segment and target clients, resulting in specialized offerings. For example, consider honeymoon packages for newlyweds.

- Offers family-friendly promos, including complimentary stays for kids.
- Organized solo trips or travel meetups.

5. Cultural and regional variations

- Marital status has a significant impact on travel freedom in certain societies, particularly for women.
- Social expectations related to marital status may impact group vs. solo travel norms in different regions.

Marital status influences travel behavior by:

1. Travel Preferences by Marital Status.

- Singles often prefer solitary trips, cultural explorations, and nightlife-centric destinations.
- Couples choose romantic getaways, luxury accommodations, and ambiance-focused destinations.
- Prioritize safety and convenience when selecting family-friendly venues with activities for children.
- Divorced or widowed individuals may benefit from wellness retreats or group excursions that promote personal growth and social connection.

2. Spending Patterns.

According to Sahoo, Nayak, & Mahalik, (2022), married travelers spend more than single tourists, In India, single travelers spend less than married, separated, or divorced tourists. In contrast, previous studies indicated that married visitors may stay fewer days and spend less per person each day than non-married visitors.

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 and Huang, 2014; Petrick & Durko, 2015; Yousefi & Marzuki 2015; Lohmann & Netto, 2016; Ali khan et al., 2019; Baouali, Baziz, and Hadjiedj, 2019; Boukhedimi, 2025a; 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). Hence, tourism has a major impact on economic growth (Temiraliyeva et al., 2021). Moreover, 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). Consequently, 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 explored a quantitative approach with 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 belonged to 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. Furthermore, 85.1% are single, and 74.4% are seeking for job.

Fig.1. Gender-distribution of the sample

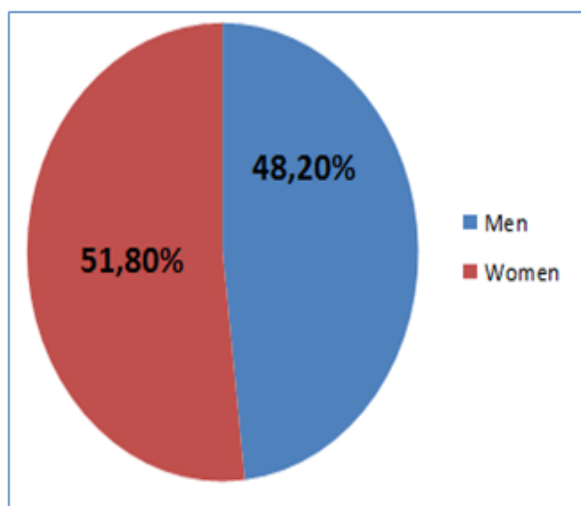


Fig.2. Age-distribution of the sample

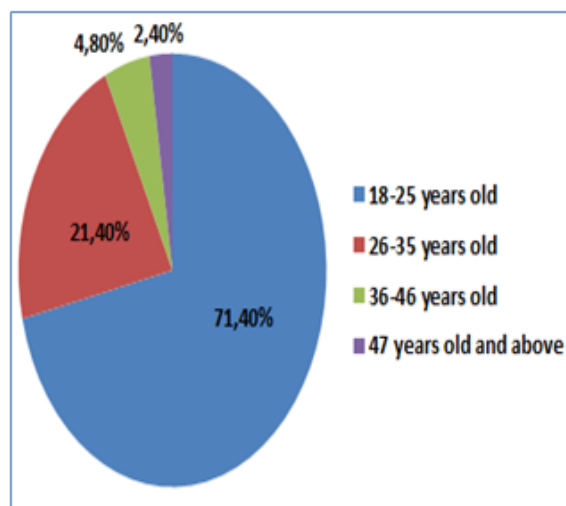


Fig.3. Activity-distribution of the sample

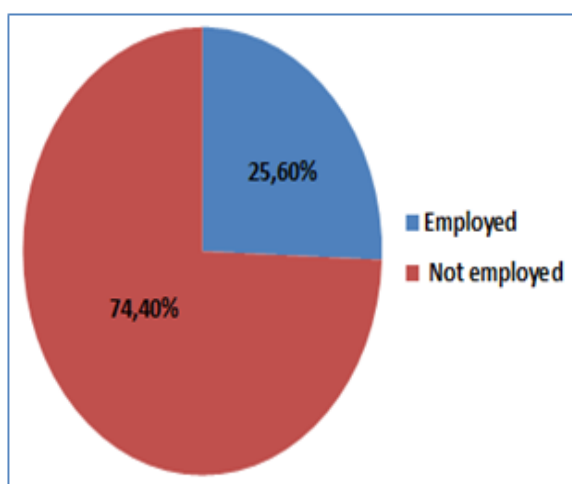
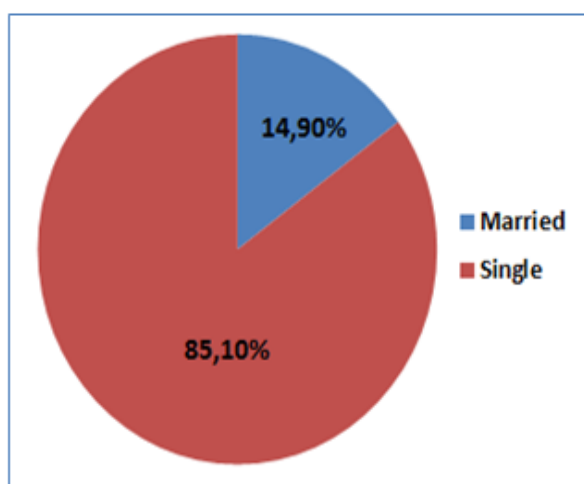


Fig.4. Marital status-distribution of the sample



Result of the Chi square test

The Chi-square test generates a p-value of 0.047 which is above to the significance limit of $\alpha = 0.05$ (5%). This validates the variables' dependence, supporting the alternative hypothesis and rejecting the null hypothesis. Thus, there is a significant difference in tourism choices among marital status groups. As reflected in the table 1 it has been confirmed that preferences in tourism are considerably affected by marital level. The majority of married (48%) preferred extern tourism and the most of unmarried participants (50.35%) showed a desire to travel, across all destinations (intern and extern tourism).

Table1. Cross tabulation of the study

	Intern tourism	Extern tourism	All	Total
Married	7	6	12	25
Not married	23	72	48	143
Total	30	78	60	168

Source: Survey data

5. Conclusion

This article investigates the effect of marital status on tourism preferences among Algerian participants. As a result, it has been determined that the majority of married tourist chooses intern locations, and other marital status group preferred extern and intern 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; Urdan, 2005; Berenson et al, 2012; Bajpai, 2013; Elsherif, 2021; Sriram, 2023; Boukhedimi, 2025b).

Another restriction is that the survey was conducted online, and combining it with a face-to-face study could produce more meaningful results. Furthermore, other researchers are encouraged to consider these suggestions related to include more variables (age group, educational status, income level...)

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