

## A REVIEW OF DOMESTIC TOURISM RESILIENCE RESEARCH AGENDA IN AFRICA POST-COVID-19

Catherine KIFWORO\* 

Tourism Management, Faculty of Human Sciences, Vaal University of Technology, Vanderbijlpark, South Africa, e-mail: ckifworo@gmail.com

Kaitano DUBE 

Ecotourism Management, Faculty of Human Sciences, Vaal University of Technology, Vanderbijlpark, South Africa, e-mail: kaitanod@vut.ac.za

---

**Citation:** Kifworo, C. & Dube, K. (2023). A REVIEW OF DOMESTIC TOURISM RESILIENCE RESEARCH AGENDA IN AFRICA POST-COVID-19. *GeoJournal of Tourism and Geosites*, 51(4spl), 1749–1756. <https://doi.org/10.30892/gtg.514spl15-1170>

---

**Abstract:** Domestic tourism emerged as a recovery strategy post-COVID-19. This study sought to identify domestic tourism research agendas in Africa post-COVID-19. Following a document review methodology, data was collected via an electronic search of journal articles on the Web of Science and SCOPUS. A total of 42 articles were reviewed and analysed using thematic analysis. It was established that product development, marketing, resilience, sustainability and measurement of domestic tourism were the main research agendas. Domestic tourism emerged as a complement rather than a substitute for international tourism. The study sets the agenda for African domestic tourism resilience and sustainability research.

**Key words:** Africa, COVID-19, Domestic Tourism, Resilience, Sustainability

\* \* \* \* \*

### INTRODUCTION

Tourism plays a significant role in the economies of many African countries (Bama and Nyikana, 2021). The COVID-19 pandemic significantly impacted the tourism industry on a global scale (Gössling et al., 2021; Tung, 2021). In Africa, the pandemic propelled domestic tourism to the limelight as many destinations adopted it as a recovery strategy (Giddy and Rogerson, 2021; Mensah and Boakye, 2023; Soliku et al., 2021). Before the pandemic, most African countries relied on international tourism, which was viewed as more lucrative than its domestic counterpart (Emmy et al., 2023; Stone and Nyaupane, 2020). Among its many advantages, domestic tourism presents a more stable demand that is resilient to external threats (Setiawati, 2023; Xi and Xang, 2023). It is also known to aid in the geographical spread of tourism flows and economic benefits as domestic tourists explore remote and unknown areas in their country (World Travel Tourism Council, 2019). However, despite apparent benefits, domestic tourism in Africa is not research-driven and is often relegated to second place after international tourism (Kihima, 2015). It is often considered when international tourism faces a crisis rather than a significant segment (Matiza et al., 2022; Manono and Rotich, 2013).

In support of this opinion, Aburumman et al. (2023) argued that African destinations mostly use domestic tourism to recover from declining international flows. As tourism destinations move beyond recovery from COVID-19, issues of resilience and sustainable growth emerge. While recovery is short-term and mainly focuses on regaining the market share, resilience is long-term (Hynes et al., 2022). It refers to the ability to withstand change or crisis by adapting or maintaining a position (Folke et al., 2010). Hall et al. (2017) proposed that tourism resilience can be viewed from an individual, organisational, or destination level. Prayag (2020) expanded this to describe the levels of tourism resilience as macro level (tourism system), meso level (tourism supply chain), and micro level (tourists, individual businesses and host communities). Some authors consider resilience an alternative development model to sustainability (Lew et al., 2016), while others consider it a complementary concept (Espiner et al., 2017). Sustainability in the context of tourism is the ability to balance social, economic and environmental concerns of tourism.

It is important to note that COVID-19 is not the only crisis in tourism. In the past, the industry has faced other infectious disease outbreaks such as MERS, Ebola (Zhaowen et al., 2023), terror attacks (Novelli et al., 2018), climate change (Dube et al., 2023; Scott et al., 2019), cyclones (Nhamo and Dube, 2021), economic crisis (Bhakat et al., 2023), and war such as the Russia-Ukraine crisis (Kupika and Dube, 2023; OECD, 2022). These crises affect domestic tourism too, hence the significance of developing resilient and sustainable destinations informed by research. This study is a review paper that aims to pinpoint current research trends and identify potential research agendas for domestic tourism post covid.

It also points out practical implications for the industry that can inform resilience-building and sustainability initiatives. The study is novel since previous reviews on African domestic tourism were conducted before 2020, leaving out the post-COVID-19 period. Past reviews were also country-specific country, hence missing out on a regional perspective. This research article is structured as follows: The first section is the introduction, followed by the research methodology. The next part describes the findings, followed by the section on discussion of the findings, while the last part provides a conclusion.

---

\* Corresponding author

## MATERIALS AND METHODS

The research adopted a qualitative document review methodology, as proposed by Bowen (2009). The process involved finding, selecting, appraising and synthesising relevant data (Bowen, 2009). This method has been used to conduct reviews in the past by tourism scholars such as Hambira et al., 2022; Stone et al., 2021.

An online search was conducted on Scopus and Web of Science (WOS) databases, as they are international databases containing a wide range of high-quality publications in tourism. The search, guided by the keyword “domestic tourism\*”, covered the period between April 2020 to August 2023. The initial search generated 553 documents from Scopus and 393 from Web of Science. The search was further refined using inclusion criteria that limited the selection to journal articles published in English focusing on Africa. After applying the criteria, the Scopus database yielded 24 articles, while WOS yielded 29. The two lists were then merged and checked for duplicates and relevance.

After removing 11 duplicates and 7 articles that were not relevant, a final combined list of 33 articles was realised. A further 9 articles were purposively selected from references of the combined list and added to result in a final sample of 42 articles. These 42 articles were then subjected to thematic analysis.

## RESULTS AND DISCUSSIONS

It was evident that various methodologies have been employed in domestic tourism post-COVID-19. Most studies were empirical (81%), while 19% were conceptual, indicating an emerging trend of conceptual studies in tourism scholarship. Out of the empirical studies, 50% were quantitative, 26% were qualitative, and 24% were mixed-method studies. Table 1 shows the complete list of these studies and their respective methodologies.

Table 1. Number and methodology of journal articles analysed

QUANTITATIVE	QUALITATIVE	MIXED METHOD	CONCEPTUAL
Aburumman et al., 2023	Chakrabarti and Ekblom, 2023	Chamboko-Mpotaringa and Tichaawa, 2023	Bama et al., 2022
Aina and Ezeuduji, 2021	Melubo, 2020	Chetty and Ndlovu, 2022	Hambira et al., 2022
Bayih and Singh, 2020	Mensah and Boakye, 2023	Chebli et al., 2021	Matiza, 2020
Dlomo and Ezeuduji, 2020	Nyikana and Bama, 2022	Emmy et al., 2023	Mensah and Boakye, 2023
Matiza et al., 2022	Rogerson et al., 2021	Mwawaza et al., 2022	Rogerson and Baum, 2020
Matiza and Kruger, 2022	Saleem et al., 2022	Kifworo et al., 2020a	Shereni et al., 2023
Matiza and Slabbert, 2022	Soliku et al., 2021	Kifworo et al., 2020b	Stone et al., 2021
Nunkoo et al., 2022	Stone and Nyaupane, 2020	Kifworo et al., 2020c	Timothy, 2020
Odunga et al., 2020	Tichaawa, 2021		
Osiako et al., 2022			
Raafat et al., 2023			
Ragab et al., 2020			
Rodgerson and Rodgerson, 2023			
Seyfi et al., 2022			
Vermeulen-Miltz et al., 2022			
Wilkinson et al., 2021			
Wireko -Gyebi, 2022			

### Themes observed in the studies reviewed

The study sought to identify a research agenda for domestic tourism that would propel the segment towards resilience and sustainability in Africa post-COVID-19. The findings revealed the following themes: COVID-19 and domestic tourism, predicting domestic tourism behaviour, marketing of domestic tourism, economic, environmental and social impacts of domestic tourism, and conceptualising domestic tourism. These are illustrated in Table 2.

Table 2. Summary of emerging codes and themes

Code	Emerging sub-theme	Final Research Themes
Impacts of COVID-19 and domestic tourism	Covid and domestic tourism	Resilience
Responses, adaptations and recovery strategies from COVID-19		
Demographic characteristics	Predicting domestic tourism behaviour and demand	Marketing domestic tourism
Psychographic characteristics		
Motivation for domestic tourism		
Preferences for domestic tourism		
Constraints for domestic tourism		
Informal domestic business travellers		
Visiting Friends and Relatives		
Domestic Non-tourists	Segmentation, targeting and marketing	Product development
Technology/ digital marketing		
Domestic tourism and host communities- Social issues	Balancing the economic benefits of increasing domestic tourism numbers versus environmental and social concerns	Sustainability
Conservation/environmental issues of domestic tourism		
Definition and measurement of domestic tourism demand data	Conceptualisation of domestic tourism	Monitoring and evaluation of domestic tourism

### **COVID-19 and domestic tourism**

Most of the reviewed studies on domestic tourism post-COVID-19 were focused on the pandemic and its implications on domestic tourism (Aburumman et al., 2023; Hambira et al., 2022; Nunkoo et al., 2022; Nyikana and Bama, 2022; Salem et al., 2022; Soliku et al., 2021; Vermeulen-Miltz et al., 2022). Some of the studies, however, were not exclusively on domestic tourism but mentioned domestic tourism as a recovery strategy from COVID-19 (Chakrabarti and Ekblom, 2023; Giddy and Rogerson, 2021; Mensah and Boakye, 2023; Rogerson and Baum, 2020; Rogerson et al., 2021; Soliku et al., 2021). Some focused on other aspects of domestic tourism that were not directly related to COVID-19 (Kifworo et al., 2020a; Kifworo et al., 2020b; Kifworo et al., 2020c; Odunga et al., 2020; Timothy, 2020).

The COVID-19 pandemic caused significant disruptions to domestic tourism due to the implementation of total or partial lockdown measures (Soliku et al., 2021; Vermeulen-Miltz et al., 2022). Even when the lockdown was lifted, the perceived risk arising from the pandemic negatively affected the travel intention of domestic tourists (Aburumman et al., 2023). Domestic tourism also emerged as a catalyst in spreading COVID-19 morbidity and mortality, justifying some destinations' containment measures in the pandemic's initial stages (Nunkoo et al., 2021). Despite the disruptions, domestic tourism was the first to recover, as most destinations lifted restrictions locally before allowing international travel (Bama and Nyikana, 2021). Even when the restrictions on international travel were eventually lifted, the stringent travel conditions imposed served as a deterrent to international travel (Rodgerson and Rodgerson, 2021). The preference for domestic tourism was also perpetuated by the perception that "home was safer than abroad" (Wolff et al., 2019, p.6). While this is a positive trend, debates abound on whether domestic tourism is a substitute for international tourism or is a short-term reaction to the COVID-19 pandemic (Seyfi et al., 2022). Indeed, studies such as Matiza and Slabbert (2022) and Matiza et al. (2022) argue that the shift to domestic tourism in many destinations is crisis-induced. This brings to question the ability of African destinations to maintain the momentum towards domestic tourism, hence the concern about resilience.

### **Responses and recovery strategies**

The review revealed immediate responses to the COVID-19 pandemic and long-term recovery strategies by various stakeholders. The initial responses were short-term measures meant to help tourism survive the crisis. They included government responses such as policy and marketing interventions (Mensah and Boakye, 2023). They also included responses by individual tourism businesses such as laying off staff, marketing through social media, price reductions, downsizing and product diversification (Rogerson et al., 2021). There was also stakeholder support for Small and Medium Enterprises (SMEs) in finances and skills development (Soliku et al., 2021). Hence, there was a collaboration between the governmental and private sectors in instituting these response operations (Nyikana and Bama, 2022).

Recovery strategies for the entire tourism industry and those specific to domestic tourism were also featured widely. Domestic tourism served as a recovery strategy for many destinations (Chakrabarti and Ekblom, 2023; Hambira et al., 2022; Mensah and Boakye, 2023; Nyikana and Bama, 2022; Rodgerson and Baum, 2020; Shereni et al., 2023; Soliku et al., 2021). Some scholars argue that domestic tourism is only a springboard to recovery that has short-lived gains (Nyikana and Bama, 2022). Before the pandemic, some African destinations did not focus on domestic tourism but relied heavily on international tourism (Emmy et al., 2023). This raises concerns about whether destinations will maintain attention to domestic tourism or revert their focus to the seemingly more lucrative international tourism and neglect the domestic market.

In addition to its role in revitalising the tourism sector, domestic tourism also experienced a significant decline during the pandemic that warranted attention. Therefore, strategies focused on domestic tourism recovery and long-term growth emerged from the review. One emerging strategy was product diversification beyond the current product offering (Stone et al., 2021). Kifworo et al. (2020c) observed that product variety was ranked higher than disposable income in determining participation in domestic tourism. Empirical evidence indicates that preferences in international markets differ from those in domestic markets; hence necessitating product customisation to cater to the domestic tourism market (Adinolfi et al., 2021; Melubo, 2020; Stone et al., 2021). Beyond availing the right product offering, it is also essential to adopt marketing strategies that appeal to the domestic market (Chamboko-Mpotaringa and Tichaawa., 2023). As stated earlier, the domestic market exhibits heterogeneity, rendering a generic marketing approach impractical (Matiza et al., 2022).

Technology use in marketing also took centre stage, with social media being instrumental in domestic tourism post-pandemic marketing (Aina and Ezeuduji, 2021). Adopting digital marketing by domestic tourists necessitates a comprehensive understanding of their favoured platforms (Chamboko-Mpotaringa and Tichaawa, 2023). For instance, social media influencers greatly influenced the Millennials and Generation Z market (Aina and Ezeuduji, 2021; Raafat et al., 2023). In addition to advertising, public education and awareness creation are essential in stimulating a travel culture among the local communities (Soliku et al., 2021). Marketers must also know and understand how to effectively package their marketing messaging for the domestic market. Where possible, the destination image should be co-created with the locals to avoid the stereotypical Western image that targets international tourists (Melubo, 2020; Stone and Nyaupane, 2020).

In addition to developing a suitable product and effectively promoting it to the intended target market, it is crucial to ascertain that it is affordable. One of the significant constraints to domestic tourism in Africa has been the lack of disposable income (Adinolfi et al., 2021; Aina and Ezeuduji, 2021; Kifworo et al., 2020c). Various initiatives were put forward post-COVID-19 to mitigate this constraint. Melubo (2020) suggested supporting economic opportunities for locals to create disposable income. (Giddy and Rogerson., 2021) suggested affordable or dual pricing for domestic tourists. Other initiatives encouraged a culture of saving for holidays. Adinolfi et al. (2021) proposed savings for tourism through stokvels and lay-by-lay arrangements that enable tourists to pay for their holidays at their own pace as they meet other obligations.

### **Domestic tourism behaviour and demand**

With domestic tourism being viewed as a significant recovery strategy by most tourism destinations (Mensah and Boakye, 2023), there has been a need to grow domestic tourism to the pre-pandemic level and beyond. Previously, it has been erroneously assumed that the international tourism product equally appeals to domestic tourists (Kifworo et al., 2020b). Thus, studies focused on predicting domestic tourism behaviour and demand are critical. Many factors, including demographic characteristics, psychographic characteristics, preferences, constraints and motivation, determine tourist demand. These factors are used to profile and segment the market, as demonstrated by Matiza and Kruger (2022), who profiled domestic tourists based on socio-demographics, push factors, constraints and willingness to pay.

Age, education, marital status, occupation, and gender are significant demographic determinants of domestic tourism demand (Kifworo et al., 2020b; Dlomo and Ezeuduji, 2020; Matiza and Kruger, 2022). For instance, females with tertiary education are more likely to travel than their male counterparts (Aina and Ezeuduji, 2021). In addition to demographic factors, psychographic characteristics have also been used in domestic market segmentation. Matiza et al. (2022) identified four psychographic segments that could be targeted for domestic tourism: Psychocentric, Traditional idealist, Apprehensive and Despondent domestic tourists. Preferences inform tourism product development and shape marketing messages (Kifworo et al., 2020a). Mwawaza et al. (2022) noted domestic tourists' preference for diverse and affordable tourism products. Domestic tourists also prefer technology-based marketing, mainly social media (Aina and Ezeuduji, 2021; Dlomo and Ezeuduji, 2020). Additionally, domestic tourists prefer destinations with enhanced security (Dlomo and Ezeuduji, 2020), and with niche tourism products (Chebli et al., 2021; Kifworo et al., 2020a). Motivation and constraints are other significant drivers of tourism demand. Among the constraints revealed by the study were a lack of disposable income, lack of product variety, lack of travel culture, and high cost of tourism products (Aina and Ezeuduji, 2021; Adinolfi et al., 2021; Kifworo et al., 2020c; Melubo, 2020; Mensah and Boakye, 2023; Shereni et al., 2023). Other constraints are a lack of local interpretation services (Melubo, 2020) and health risks (Aburumman et al., 2023).

As for motivation, both pull and push factors significantly affected domestic tourist satisfaction and intention to visit and revisit (Bayih and Singh, 2020; Osiako et al., 2022). The push factors represent the reason for wanting to participate in tourism, while the pull factors are destination attributes that respond to the need. Wireko-Gyebi (2022) noted that students in tertiary institutions were motivated by escapist and social motives. The domestic market exhibits pull and push factors heterogeneity (Matiza and Slabbert, 2022; Matiza et al., 2022). This calls for a differentiated approach, as not all domestic tourists are alike. Though not fully exploited, Indigenous knowledge systems are pull factors for domestic tourism and could be used to develop niche tourism products (Shereni et al., 2023). Chebli et al. (2021) supported the sentiment and observed that domestic tourists seek niche authentic, and immersive cultural experiences instead of mass tourism.

Regarding identifying market segments for domestic tourism, Kifworo et al. (2020b) identified viable demographic segments of non-tourists with the highest potential for conversion into domestic tourists. These include the youth, retirees/empty nesters and high-income earners who favour outbound tourism. Studying non-tourist perspectives yields information on why people are not participating in tourism, informing marketing and product strategies required to harness new markets (Kifworo et al., 2020b; Matiza and Kruger, 2022). Tichaawa (2021) identified five segments of informal domestic business travellers that could be harnessed for domestic tourism.

These are informal salespeople, shop owners, herdsmen, local farmers and wholesalers. Visiting Friends and Relatives (VFR) is another significant segment that drives domestic tourism in Africa and has excellent potential for expansion (Rodgerson and Baum, 2020; Tichaawa, 2021). However, there are concerns about whether VFR will move beyond numbers and sustain domestic tourism in the long run (Rodgerson and Rodgerson, 2023).

### **Resilience and Sustainability Concerns for Domestic Tourism**

Growing domestic tourism in Africa has socioeconomic and environmental implications that destinations must navigate as they strive towards resilience (Chetty and Ndlovu, 2022; Rodgerson and Baum, 2020). Economically, there have been concerns about whether destinations can bear the economic implications of expanding domestic tourism in Africa, as citizens may not have the spending capacity of international visitors who bring in foreign currency (Bama et al., 2022). These concerns underscore the issues pertaining to domestic tourism expenditure. Tourism businesses are concerned about reduced income from implementing dual pricing to attract cash-strapped domestic tourists who cannot afford tourism priced for the international market (Rodgerson and Baum, 2020).

The COVID-19 pandemic demonstrated the need to reposition through price cuts, marketing and product innovation to attract domestic tourists to nature-based destinations, which were previously highly dependent on international tourism (Chakrabarti and Ekblom, 2023; Giddy and Rodgerson, 2021). While others view this shift as critical in sustaining income in the short run, some argue that price reduction will taint the destination's image, reduce profitability (Rodgerson and Baum, 2020) and result in mass tourism with adverse environmental effects (Stone et al., 2021). Consequently, there is a need to move beyond increasing domestic tourism numbers to environmental protection (Chetty and Ndlovu, 2022) and provide satisfying experiences for customer loyalty and long-term resilience (Chebli et al., 2021).

On the social front, it is suggested that making domestic tourism more accessible to host communities around protected areas helps to mitigate human-wildlife conflicts as communities appreciate and support conservation (Wilkinson et al., 2021). Increasing access goes beyond reducing the cost of tourism. It involves including host communities as tourism partners rather than just hosts. Inclusion can be achieved by involving them in marketing, creating products that appeal to locals and favourable pricing (Stone and Nyaupane, 2020). Promoting community-based tourism can also achieve social justice within tourism destinations. Environmental concerns about domestic tourism were also emergent. Promoting

domestic tourism may negatively affect the protected areas in nature-based destinations with high visitations (Stone et al., 2021). Environmental concerns also extend to domestic beach tourists. The beach is a popular destination with domestic tourists (Kifworo et al., 2020a). According to Chetty and Ndlovu (2022), beachgoers are known to be careless with waste disposal/and exhibit poor waste management. They further advocated for the inclusion of tourists in stakeholder collaboration for sustainable tourism in areas such as environmental education, code of conduct, enforcement and policing. The other environmental concern is the contribution of domestic tourism to carbon emissions. Though domestic travel in Africa is mainly short-haul, domestic tourism may still localise emissions unless low-carbon transport is used (Seyfi et al., 2022). Thus, domestic tourism providers and consumers need to adopt low-carbon initiatives.

#### **Definition and measurement of domestic tourism demand data**

The definition and measurement of domestic tourism have consistently been debated among tourism researchers. This discourse has been challenging due to the need for precise data collection indicators, sources and methods and ambiguity in definitions of domestic tourism (Ragab et al., 2022). Traditionally, domestic tourism has been defined as the activities of persons travelling to and staying outside their usual environment but within their country of residence for less than one year for leisure, business and other personal purposes unrelated to work or employment (UNWTO, 2010). These traditional definitions have been challenged, including travel within one's country of residence, same-day excursions, one's usual environment, and travel to contested territories within one's country (Timothy, 2020).

Additionally, certain activities, such as those associated with visiting friends and relatives (VFR) or engaging in business-related travel, resemble leisure activities or align with work-related travel. Consequently, the definition of domestic tourism becomes ambiguous (Rodgerson and Baum, 2020). Thus, there is a need to re-conceptualise the parameters of domestic tourism. It is commendable that tourism satellite accounts have been used to measure the economic contribution of domestic tourism (Odunga et al., 2020). However, other aspects, such as accounting for all the domestic tourist flows, still need to be improved. Quantifying domestic tourism contributes to the discourse on whether domestic tourism is merely a recovery strategy or a resilient and sustainable segment.

#### **DISCUSSION**

For most African destinations, COVID-19 propelled and gave prominence to domestic tourism. While domestic tourism kept many destinations afloat during the pandemic and has been instrumental in recovery, stakeholders are concerned about its ability to thrive beyond the crisis in Africa. It is, therefore, vital to interrogate domestic tourism as Africa transitions from being a host destination reliant on external tourism source markets to its own source market. Two prominent angles arise, one being how to grow the segment and the second one being ensuring resilience and sustainability. The review findings focus on increasing access and returns concerning growing domestic tourism. Domestic tourist expenditure is seen as less than international tourism, which translates to less income. As Rodgerson and Baum (2020) stated, domestic tourists are majorly cash-constrained nationals and, hence, have a reduced ability to pay more for tourism. This constraint leads to price reductions, hence, reduced business income. This limitation is also observed by the OECD (2022), which posits that domestic tourism cannot compensate for the loss of international tourism, which comes with the further advantage of strong foreign currencies.

The cost of tourism is a concern in most African tourism destinations (Mwawaza et al., 2022; Woyo, 2021). Beyond availing the right products to the right target audience, it is crucial to ensure they are affordable. The industry has been mitigating affordability by using a dual pricing model with lower rates to lure the domestic market. However, this can also be challenging as tourism establishments strive to ensure that the domestic market yields comparable income to the international market. At this point, it would be prudent to segment the domestic market into high-end and budget markets.

The high-end domestic market seeks premium and unique products. Evidence shows that some domestic tourists do not rank income or cost of products as a constraint but rather find the lack of product variety to be most challenging (Kifworo et al., 2020c). This segment is okay with paying a premium for unique and memorable experiences and would benefit from niche products. Thus, this is an opportunity to create high-end tourism products that attract premium domestic tourists who would otherwise opt for outbound tourism. This market share is, however, small.

The budget domestic tourists who form the majority are price sensitive and would benefit from the dual pricing. Other behavioural strategies, such as encouraging a culture of saving for holidays, are also helpful. Tour operators in some parts of Africa have tapped into groups that save together, such as Stokvels in South Africa (Adinolfi et al., 2021) and Chamas in Kenya (Mathuva, 2022). Other initiatives involve flexible pre-payment modes that allow payment by instalment.

Regarding marketing, it is necessary to contextualise domestic tourism within the African region by utilising preference research to customise products and marketing messages (Kifworo et al., 2020b; Matiza and Kruger, 2022). Since the domestic market is not homogenous, a heterogenous approach based on identified market segments should be adopted (Matiza et al., 2022). Research should also move beyond focusing only on current tourists to include examination of non-tourists. People not currently participating in tourism (non-tourists) present potential new market segments that can increase participation in destinations with low domestic tourism (Li et al., 2016). It is also evident that technology, especially social media influencers, is very influential in creating awareness of remote destinations and instilling a travel culture amongst peers. Growing domestic tourism may also include the inclusion of locals in tourism marketing, management and supply chains. Arrangements to allow locals to have controlled access to cultural and natural resources that were historically at their disposal can contribute to a change in perspective towards tourism. Additionally, as destinations grow domestic tourism, measures should be taken to ensure that destination carrying capacity is not exceeded. Over tourism in the form of congestion, competition for amenities, transportation, accommodation, and challenges in waste management in the

destination may occur. More studies are required to ascertain whether domestic tourism results in less carbon footprint given that it is often short-haul. Green tourism should be incorporated into awareness messages for domestic tourism, such as carbon literacy. The awareness will empower domestic tourists to make sustainable travel choices.

Destinations must move domestic tourism beyond recovery to build resilience towards future crises and sustainability. In order to achieve this, there is a need for a mechanism that can monitor progress and identify potential adverse effects requiring mitigation. Developing a monitoring and evaluation framework for domestic tourism is crucial in clarifying definitions, data sources, indicators to be measured, and methods to be used. The framework will facilitate continuous monitoring and periodic assessment of resilience and sustainability.

## CONCLUSION

Several practical implications and research gaps have emerged from this review that require further attention as part of the domestic tourism research agenda. Firstly, the industry and other stakeholders should treat domestic tourism as a complement to international tourism rather than a substitute, competitor, or fallback option whenever there is a crisis. Whereas international tourism compensates in terms of relatively higher returns, domestic tourism compensates in stability and ironing out seasonality. The two segments should be marketed and developed simultaneously as informed by customised research.

Secondly, there is also a need to empower SMEs in African domestic tourism destinations regarding capacity building, access to finance, carbon literacy and digital technology, as they serve a large proportion of the budget domestic tourism segment. Thirdly, in terms of research gaps, there is a need for research on domestic tourism product preferences and marketing strategies targeting new segments such as the VFR, informal business travellers and niche or special interest tourism. Fourthly, research on domestic tourism's economic, social and environmental impacts should be conducted. This will be instrumental in informing domestic tourism's resilience and sustainability measures. Lastly, studies on redefinitions and measurement of domestic tourism are needed. These will help to develop a robust monitoring and evaluation strategy to measure and monitor resilience and sustainability. They will also contribute to theory development for domestic tourism.

**Author Contributions:** Conceptualization, C.K and K.D.; methodology, C.K and K.D.; software, C.K and K.D.; validation, C.K and K.D.; formal analysis, C.K and K.D.; investigation, C.K and K.D.; data curation, C.K and K.D.; writing - original draft preparation, C.K and K.D.; writing - review and editing, C.K and K.D.; visualization, C.K and K.D.; supervision, C.K and K.D.; project administration, C.K and K.D. All authors have read and agreed to the published version of the manuscript.

**Funding:** Not applicable.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The data presented in this study may be obtained on request from the corresponding author.

**Acknowledgments:** The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

**Conflicts of Interest:** The authors declare no conflict of interest.

## REFERENCES

- Aburumman, A., Abou-Shouk, M., Zouair, N., & Abdel-Jalil, M. (2023). The Effect of Health-Perceived Risks on Domestic Travel Intention: The Moderating Role of Destination Image. *Tourism and Hospitality Research*, 14673584231172376. [https://doi.org/10.1177\\_14673584231172376](https://doi.org/10.1177_14673584231172376)
- Adinolfi, M.C., Harilal, V., & Giddy, J.K. (2021). Travel Stokvels, Leisure on Lay-by, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 302–317. <https://doi.org/10.46222/ajhtl.19770720-102>
- Aina, A.O., & Ezeuduj, I.O. (2021). The Influence of Socio-Demographic Factors on Perceptions of Domestic Tourism: The Case of Generation Z. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1503-1515. <https://doi.org/10.46222/ajhtl.19770720.175>
- Bama, H.K.N., Nyathela-Sunday, T., & Makuzva, W. (2022). What Innovations Would Enable the Tourism and Hospitality Industry in Africa to Re-Build? *Worldwide Hospitality and Tourism Themes*, 14(6), 557-564. <https://doi.org/10.1108/WHATT-05-2022-0058>
- Bama, H.K.N., & Nyikana, S. (2021). The effects of COVID-19 on future domestic travel intentions in South Africa: a stakeholder perspective. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 179-193. <https://doi.org/10.46222/ajhtl.19770720-94>
- Bayih, B.E., & Singh, A. (2020). Modelling domestic tourism: Motivations, satisfaction and tourist behavioural intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>
- Bhakat, A., Nirmalya, D.A.S., & Guchhait, S. (2023). Temporal Change of Foreign Tourism in Sri Lanka: A Study on Economic Perspective. *Journal of Environmental Management and Tourism*, 14(6), 2786-2798. [https://doi.org/10.14505/jemt.v14.6\(70\).25](https://doi.org/10.14505/jemt.v14.6(70).25)
- Bowen, G.A. (2009). Document analysis as a qualitative research method. *Qualitative research journal*, 9(2), 27-40.
- Chakrabarti, S., & Ekblom, A. (2023). Covid-19 pandemic effects and responses in the Maasai Mara Conservancy. *Tourism and Hospitality Research*. [https://doi.org/10.1177\\_14673584231162275](https://doi.org/10.1177_14673584231162275)
- Chamboko-Mpotaringa, M., & Tichaawa, T.M. (2023). Sustainability of digital marketing strategies for driving consumer behaviour in the domestic tourism industry. *Studia Periegetica*, 43 (3). <https://doi.org/10.58683/sp.570>
- Chebli, A., Kadri, B., & Said, F.B. (2021). Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists. *Journal of Tourism and Services*, 12(23), 61-85. <https://doi.org/10.29036/jots.v12i23.274>
- Chetty, P., & Ndlovu, J. (2022). Impact of Environmental Education on Waste Disposal Behaviour of Beachgoers on the Durban Central Beachfront. *African Journal of Hospitality, Tourism and Leisure*, 11(6), 1899-1912. <https://doi.org/10.46222/ajhtl.19770720.331>



- Dlomo, N.C., & Ezeudjuji, I.O. (2020). Local Residents' Assessment of South Africa as a Domestic Leisure Travel Destination. *African Journal of Hospitality, Tourism and Leisure*, 9(3), 335-348. <https://doi.org/10.46222/ajhtl.19770720-22>
- Dube, K., Nhamo, G., Kilungu, H., Hambira, W.L., El-Masry, E.A., Chikodzi, D., & Molua, E.L. (2023). Tourism and Climate Change in Africa: Informing Sector Responses. *Journal of Sustainable Tourism*, 1-21. <https://doi.org/10.1080/09669582.2023.2193355>
- Emmy, T., Callixte, K., & Mahina, J.N. (2023). Domestic Tourism Strategies and its Implications on Economic Growth: Case Study of Rwandan National Parks. *East African Journal of Business and Economics*, 6(1), 193-202. <https://doi.org/10.37284/eajbe.6.1.1290>
- Espiner, S., Orchiston, C., & Higham, J. (2017). Resilience and sustainability: A complementary relationship? Towards a practical conceptual model for the sustainability-resilience nexus in tourism. *Journal of Sustainable Tourism*, 25(10), 1385-1400. <https://doi.org/10.1080/09669582.2017.1281929>
- Folke, C., Carpenter, S.R., Walker, B., Scheffer, M., Chapin, T., & Rockstrom, J. (2010). Resilience thinking: Integrating resilience, adaptability and transformability. *Ecology and Society*, 15(4), 20. <https://www.jstor.org/stable/26268226>
- Giddy, J.K., & Rogerson, J.M. (2021). Nature-Based Tourism Enterprise Adaptive Responses to COVID-19 in South Africa. *GeoJournal of Tourism and Geosites*, 36(2), 698-707. <https://doi.org/10.30892/gtg.362spl18-700>
- Gössling, S., Scott, D., & Hall, M. (2021). Pandemics, tourism, and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Hall, C.M., Prayag, G., & Amore, A. (2017). *Tourism and Resilience: Individual, organisational and Destination Perspectives*. Channel View Publications. <https://doi.org/10.21832/9781845416317>
- Hambira, W.L., Stone, L.S., & Pagiwa, V. (2022). Botswana nature-based tourism and COVID-19: transformational implications for the future. *Development Southern Africa*, 39 (1), 51-67. <https://doi.org/10.1080/0376835X.2021.1955661>
- Hynes, W., Trump, B.D., Kirman, A., Haldane, A., & Linkov, I. (2022). Systemic resilience in economics. *Nature Physics*, 18(4), 381-384. <https://doi.org/10.5751/ES-10385-230434>
- Kifworo, C., Okello, M., & Mapelu, C. (2020a). The influence of travel preferences on domestic tourism participation behaviour in Kenya: An analysis of tourists and non-tourists. *International Journal of Tourism and Hospitality Reviews*, 7 (1), 40-50. <https://doi.org/10.18510/ijthr.2020.715>
- Kifworo, C., Okello, M.M., & Mapelu, C. (2020b). Demographic Profiling and Domestic Tourism Participation Behavior in Nairobi County, Kenya. *Journal of Tourism Management Research, Conscientia Beam*, 7(2), 155-169. <https://doi.org/10.18488/journal.31.2020.72.155.169>
- Kifworo, C., Okello, M., & Mapelu, C. (2020c). The Role of Constraints in Determining Domestic Tourism Participation Behaviour: A Comparison of the Perspectives of Domestic Tourism Participants and Non-Participants. *Ottoman Journal of Tourism and Management Research*, 5(2), 643-661. <https://doi.org/10.26465/ojtmr.2018339534>
- Kihima, B.O. (2015). Domestic tourism in Kenya: Trends, Initiatives and practices. *The East African Review*, 50(May), 22-39. <https://doi.org/10.4000/eastafrica.289>
- Kupika, O.L., & Dube, K. (2023). A Resilient Tourism Future for Developing Countries: Conclusions and Recommendations. In *COVID-19, Tourist Destinations and Prospects for Recovery: Volume Three: A South African and Zimbabwean Perspective*, 293-310, Cham: Springer International Publishing.
- Lew, A.A., Ng, P.T., Ni, C.C., & Wu, T.C. (2016). Community sustainability and resilience: Similarities, differences and indicators. *Tourism Geographies*, 18(1), 18-27. <https://doi.org/10.1080/14616688.2015.1122664>
- Li, H., Meng, F., & Zhang, Z. (2016). Non-participation of Domestic Tourism: Analysing the Influence of Discouraging Factors. *International Journal of Tourism Research*, 18(6), 567-578. <https://doi.org/10.1002/jtr.2074>
- Manono, G., & Rotich, D. (2013). Seasonality Effects on Trends of Domestic and International Tourism: A Case of Nairobi National Park, Kenya. 3(1), 131-140.
- Mathuva, D. (2022). Savings Groups in Kenya: A Contextualised Literature Review on Savings Groups in Kenya. In Redford, D.T. & Verhoef, G. (Eds.) *Transforming Africa* 163-178, Emerald Publishing Limited, Bingley. <https://doi.org/10.1108/978-1-80262-053-520221013>
- Matiza, T., & Kruger, M. (2022). Profiling the South African Recreational Domestic Tourist in the Era of COVID-19. *Leisure Sciences*, 1-22. <https://doi.org/10.1080/01490400.2022.2046525>
- Matiza, T., Kruger, M., & Slabbert, E. (2022). Delineating the South African domestic tourist's behaviour amid a crisis: A psychographic segmentation approach. *The Retail and Marketing Review*, 18(2), 1-17. [https://hdl.handle.net/10520/ejc-irmr1\\_v18\\_n2\\_a2](https://hdl.handle.net/10520/ejc-irmr1_v18_n2_a2)
- Matiza, T., & Slabbert, E. (2022). Tourism Reset: Reimagining South African Domestic Tourism in the Era of Covid-19. *Tourism Review International*, 26(1). <https://doi.org/10.3727/154427221X16098837280037>
- Matiza, T. (2020). Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk. *Journal of Tourism Futures*, 8(1), 99-108. <https://doi.org/10.1108/JTF-04-2020-0063>
- Melubo, K. (2020). Is there room for domestic tourism in Africa? The case of Tanzania. *Journal of Ecotourism*, 19(3), 248-265. <https://doi.org/10.1080/14724049.2019.1689987>
- Mensah, E.A., & Boakye, K.A. (2023). Conceptualizing Post-COVID 19 Tourism Recovery: A Three-Step Framework. *Tourism Planning and Development*, 20(1), 37-61. <https://doi.org/10.1080/21568316.2021.1945674>
- Mwawaza, S.M., Kariuki, A.C., & Ndubi, E.O. (2022). Tourism Product Influence on Domestic Tourist's Choice of Mombasa County, Kenya. *African Journal of Hospitality, Tourism and Leisure*, 11(3), 1188-1198. <https://doi.org/10.46222/ajhtl.19770720.284>
- Nhamo, G., & Dube, K. (2021). *Cyclones in Southern Africa*. Springer International Publishing.
- Novelli, M., Burgess, L.G., Jones, A., & Ritchie, B.W. (2018). 'No Ebola... still doomed'—The Ebola-induced tourism crisis. *Annals of Tourism Research*, 70, 76-87.
- Nunkoo, R., Daronkola, H.K., & Gholipour, H.F. (2022). Does domestic tourism influence COVID-19 cases and death? *Current Issues in Tourism*, 25(3), 338-351. <https://doi.org/10.1080/13683500.2021.1960283>
- Nyikana, S., & Bama, H. (2023). Domestic tourism as a recovery strategy in the face of COVID-19: Insights from South Africa. *Acta Commercii*, 23(1), a1066. <http://dx.doi.org/10.4102/ac.v23i1.1066>
- Odunga, P.O., Manyara, G., & Yobesia, M. (2020). Estimating the direct contribution of tourism to Rwanda's economy: Tourism satellite account methodology. *Tourism and Hospitality Research*, 20(3), 259-271. <https://doi.org/10.1177/1467358419857786>
- OECD (2022). *OECD Tourism Trends and Policies 2022*, OECD Publishing, Paris. Available at: <https://doi.org/10.1787/a8dd3019-en>
- Osiako, P.O., Kummitha, H.R., & Szente, V. (2022). Motivational decisions, satisfaction, and revisit behaviour of domestic tourists: An empirical analysis. *GeoJournal of Tourism and Geosites*, 44(4), 1442-1449. <https://doi.org/10.30892/gtg.44432-964>

- Prayag, G. (2020). Time for reset? COVID-19 and tourism resilience. *Tourism Review International*, 24(2), 179–184. <https://doi.org/10.3727/154427220X15926147793595>
- Raafat, M., Montaser, N., & Soliman, D. (2023). The Impact of Social Media Influencer's credibility on the Travel Intentions of the Egyptian Millennials: Applied to Domestic tourism. *GeoJournal of Tourism and Geosites*, 47(2), 656–663. <https://doi.org/10.30892/gtg.47234-1066>
- Ragab, A., Smith, S., Ragab, A.M., & Meis, S. (2020). Domestic Tourism Statistics: A Comparative Analysis of Demand Data Coverage and Method. *Tourism Review International*, 24(1), 5–21. <https://doi.org/10.3727/154427220X15791346544752>
- Rogerson, C.M., & Rogerson, J.M. (2023). VFR Travel and COVID-19 Impacts: The South African Experience. *GeoJournal of Tourism and Geosites*. 48(2), 1717-724. <https://doi.org/10.30892/gtg.482spl05-1071>
- Rogerson, C.M., & Rogerson, J.M. (2021). COVID-19 and changing tourism demand: research review and policy implications for South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 1–21. <https://doi.org/10.46222/ajhtl.19770720-83>
- Rogerson, J.M., Lekkau, R.J., Mashapa, M.M., & Rogerson, C.M. (2021). COVID-19 and Local Business Responses: Evidence from South Africa's most Tourism-Dependent Locality. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 388–405. <https://doi.org/10.46222/ajhtl.19770720-107>
- Rogerson, C.M., & Baum, T. (2020). COVID-19 and African tourism research agendas. *Development Southern Africa*, 37(5), 727–741. <https://doi.org/10.1080/0376835X.2020.1818551>
- Salem, I.E., Elkhwesky, Z., & Ramkissoon, H. (2021). A content analysis for Government's and hotels' response to COVID-19 pandemic in Egypt. *Tourism and Hospitality Research*, 22(1), 42–59. <https://doi.org/10.1177/14673584211002614>
- Seyfi, S., Hall, C.M., & Saarinen, J. (2022). Rethinking sustainable substitution between domestic and international tourism: a policy thought experiment. *Journal of Policy Research in Tourism, Leisure and Events*, 1-15. <https://doi.org/10.1080/19407963.2022.2100410>
- Shereni, N.C., Musavengane, R., & Woyo, E. (2023). COVID-19, Domestic Tourism and Indigenous Knowledge Systems in Zimbabwe. *Studia Periegetica*, 41(1), 135–152. <https://doi.org/10.58683/sp.501>
- Soliku, O., Kyiire, B., Mahama, A., & Kubio, C. (2021). Tourism amid COVID-19 pandemic: Impacts and implications for building resilience in the ecotourism sector in Ghana's Savannah region. *Heliyon*, 7(9). <https://doi.org/10.1016/j.heliyon.2021.e07892>
- Setiawati, I.D. (2023). Role and Determinants of Domestic Tourism Demand in Indonesia. *Economics Development Analysis Journal*, 12(3), 293–304. <https://doi.org/10.15294/edaj.v12i3.68495>
- Stone, L.S., & Nyaupane, G.P. (2020). Local residents' pride, tourists' playground: the misrepresentation and exclusion of local residents in tourism. *Current Issues in Tourism*, 23(11), 1426–1442. <https://doi.org/10.1080/13683500.2019.1615870>
- Stone, L.S., Mogomotsi, P.K., & Mogomotsi, M. (2021). The Impacts of Covid-19 on Nature-based Tourism in Botswana: Implications for Community Development. *Tourism Review International*, 25(2). <https://doi.org/10.3727/154427221X16098837279958>
- Tichaawa, T.M. (2021). Business Tourism in Africa: The Case of Cameroon. *Tourism Review International*, 21(2) 181–192. <https://doi.org/10.30892/gtg.38437-771>
- Timothy, D.J. (2020). Domestic tourism: Challenging the notion through a geopolitical lens. *Tourism Review International*, 24(1), 67–73. <https://doi.org/10.3727/154427220X15845838896251>
- Tung, L.T. (2021). Impact of the COVID-19 Pandemic on Global Tourism: A Synthetic Analysis. *African Journal of Hospitality Tourism and Leisure*, 10(2), 727–741. <https://doi.org/10.46222/ajhtl.19770720-129>
- UNWTO. (2010). *International Recommendations for Tourism Statistics 2008*. United Nations Publication. New York.
- Vermeulen-Miltz, E., Clifford-Holmes, J.K., Snow, B., & Lombard, A.T. (2022). Exploring the Impacts of COVID-19 on Coastal Tourism to Inform Recovery Strategies in Nelson Mandela Bay, South Africa. *Systems*, 10 (4) 120. <https://doi.org/10.3390/systems10040120>
- Wilkinson, C.E., Brashares, J.S., Bett, A.C., & Kelly, M. (2021). Examining Drivers of Divergence in Recorded and Perceived Human-Carnivore Conflict Hotspots by Integrating Participatory and Ecological Data. *Frontiers in Conservation Science*, 2, 681769. <https://doi.org/10.3389/fcosc.2021.681769>
- Wireko-Gyebi, S. (2022). Tertiary students' motivation for leisure travel: implications for domestic tourism. *Anatolia*, 33:4, 603–613. <https://doi.org/10.1080/13032917.2021.1985541>
- Wolff, K., Larsena, S., & Øgaard, T. (2019). How to define and measure risk perceptions. *Annals of Tourism Research*, 79, 102759. <https://doi.org/10.1016/j.annals.2019.102759>
- World Travel Tourism Council. (2019). *Domestic tourism importance and economic impact*. In World Travel and Tourism Council. Available at: <https://www.wttc.org/publications/2018/domestic-tour>
- Woyo, E. (2021). *The sustainability of using domestic tourism as a post-COVID-19 recovery strategy in a distressed destination*. In *Information and Communication Technologies in Tourism 2021: Proceedings of the ENTER 2021 eTourism Conference*, January 19–22, 2021, 476–489, Springer International Publishing.
- Xu, L., & Xing, M. (2023). *Study on the Impact of Major Public Health Emergencies on Chinese Tourism Industry*. In 2023 9th International Conference on Humanities and Social Science Research ICHSSR 2023, 1157–1164, Atlantis Press.
- Zhaowen, L., Kexian, W., Mengran, W., Yike, X., Yafeng, Y., Chenxi, Z., & Yang, Z. (2023). Tourism Rebounds Analysis—Lessons from Baltics Countries. In *Tourism Analytics Before and After COVID-19: Case Studies from Asia and Europe*, 47–64. Singapore: Springer Nature Singapore.