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Volume 16, 2013 - Issue 6

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Current Issues in Tourism Letter

A multilevel analysis on the determinants of household tourism expenditure

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Pages 612-617 | Received 05 Jul 2012, Accepted 21 Aug 2012, Published online: 02 Oct 2012

Cite this article https://doi.org/10.1080/13683500.2012.725714

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Abstract

Previous studies on household tourism expenditure determinants focused mainly on the effects of family characteristics on tourism spending behaviour. However, possible influence of regional characteristics on tourism expenditure and hierarchical data structure in their analyses were overlooked. This study is the first to apply a multilevel analysis to investigate the determinants of household tourism expenditure. The analytical results indicate that household head age, household income, car ownership and Internet usage positively influence tourism expenditures. Home loan and health and insurance expenditures negatively impact tourism expenditures. Regional factors,

such as average household income and industry structure, have direct and moderating effects on tourism expenditure.

Keywords:

tourism expenditure | regional characteristics | family characteristics | multilevel analysis | hierarchical data

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