A CONCEPTUAL MODEL OF MILLENNIAL TOURISTS' DOMESTIC DESTINATION CHOICE: AN EXTENSION OF SOCIAL IDENTITY THEORY

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Abstract. In the era of globalization, the consumption of local products emerges as a key factor in promoting global sustainability, strengthening regional economies, and preserving cultural identities. However, there is limited research on this topic within the context of tourism. A deductive approach was utilized to propose four variables as antecedents of domestic destination choice. The underlying mechanisms in which these variables might lead to domestic destination choice are elaborated using social identity theory and the cognition-affect-behavior (C-A-B) model as the major theoretical underpinning. This study identifies the economic and socio-psychological motives behind the bias toward domestic tourism, along with the factors influencing tourists' perceptions of quality and value. Therefore, a conceptual model is developed to discuss the relative influences of tourism ethnocentrism, national identity, and perceived value on attitude and domestic destination choices, specifically targeting Millennials. Born between 1980 and 1999, this generation, commonly referred to as Millennials (or Generation Y), has emerged as a particularly fascinating consumer cohort. This conceptual paper has the potential to enhance the understanding of destination marketing theory and practice while providing a comprehensive view of the roles of national identity, tourism ethnocentrism, and perceived value toward tourism consumer behavior. Finally, key research propositions derived from the conceptual model outlined, along with suggestions for future research on tourism destination choice.

Keywords: millennials, generation Y, national identity, tourism ethnocentrism, perceived value, attitude, destination choice

1   Introduction

In recent years, there has been an increasing interest in generational analysis in the tourism literature [1–3]. Tsiotsou and Ratten [4] predict that future research will prioritize understanding the behavior of tourism consumers across generations. Among the generational groups, Generation Y or Millennials, widely recognized as those born between 1980 and 1999, stands out as a large generational group with distinctive needs, desires, and expectations [5]. Their substantial size and increasing purchasing power make Millennials a strategically important consumer segment for the global tourism industry [6–8]. This generation represents a highly

mobile population segment with substantial purchasing power and evolving attitude toward travel, some of which have the potential to become widely accepted social trends [9, 10].

In addition, given the significant economic contributions of tourism to host countries, governments and destination marketers need to understand the decision-making process of tourists and the factors that lead to destination choice. Over the decades, different marketing approaches have been employed to understand tourists' behavior and their destination choice [11]. One of the most widely used concepts is perceived value (PV), which is applied to assess tourists' intuition notion on their destination selection based on quality and value considerations [12, 13]. On the other hand, other research indicated that travelers choose their destinations based on symbolic meaning [14, 15]. Among which, Kock et al. [11] recently proposed the concept of Tourism Ethnocentrism (TE), explaining that individuals' destination choices go beyond quality criteria but are guided by a positive ingroup bias. The individuals' attitude toward domestic tourism may be influenced by TE, and they can be viewed as both tourists and residents choices [11]. Furthermore, it is unlikely that economic concerns are the sole motivation behind consumers' preference for domestic vs. foreign products. Consumers' attachment to their country goes far beyond economic concerns, as nationality is part of consumers' identity. Individuals seek to express this identity through consumption, and domestic products often have important social and cultural connotations and may serve as a symbol for national identity [16].

Accordingly, in addition to the factor related to tourists' perception of quality and value, such as perceived value (PV), this study introduces two national bias concepts, tourism ethnocentrism (TE) and national identity (NI). Considering these two national bias factors is particularly relevant in the current context where many governments are launching campaigns to encourage domestic tourism post-pandemic as a means of economic recovery. The COVID-19 pandemic has triggered a global crisis of unprecedented scale, with far-reaching consequences for all facets of society. Developing nations are particularly vulnerable due to their fragile healthcare systems, limited capacity to manage such crises, and overreliance on international tourism, a sector that nearly collapsed between March and May 2020. Although recent reports suggest a potential recovery in the tourism industry due to its inherent resilience, the long-term economic impacts of the global contraction, as outlined by the UNWTO [17]. Thailand, New Zealand [18], Vietnam [19], and other nations have implemented initiatives with a focus on mitigating pandemic-related economic hardship. The goal is the recovery of the tourism industry while supporting and motivating domestic tourists to visit domestic destinations. However, the study of domestic tourism destination selection considering, and approaching it from the perspective of tourists' home country support, has not received much attention [11, 20].

This study focuses on Millennials as the target demographic. Young adults are specifically described as having identities that are constantly changing and adapting [21], and having more

freedom to select diverse lifestyles [22] than at any other life-cycle stage. Because of these characteristics, this population is particularly intriguing for research into the impact of globalization on consumer identities. Members of this group grew up in a marketplace characterized by the internationalization of products and brands [23], and a consumer culture that emphasizes the experiential aspects of shopping [24]. Despite these peculiarities, research on their tourism behaviors within a globalized context remains limited.

Given the dearth of comprehensive research on the travel behavior of Millennials, especially within the context of domestic tourism, and the limited exploration of destination choice from the lens of home-country bias, this study aims to contribute to the understanding of a crucial aspect of travel behavior: destination choice. This research proposes a conceptual model of the psychological processes underlying behavior outcomes for Millennial tourists. The conceptual model explains the influence of national identity, tourism ethnocentrism, and perceived value on Millennial tourists' destination choice.

2   Literature review

2.1   Destination choice

Destination choice has long been a central research theme within tourism studies due to its significance for management and policy-making (see, for example, [14, 25–27]). Despite being a well-established research topic, it is challenging, if not impossible, to derive a "universal" definition of destination choice because of the variety and complexity of the reasons that underpin destination choice [28]. In simple terms, destination choice can be conceptualized as a tourist's selection from a set of destination alternatives [29].

Lancaster's approach [30] has been employed in a number of tourism-based research to analyze and understand the decision-making behaviors of travelers when choosing a holiday destination from the many options accessible. Lancaster argues in his groundbreaking theory that utility is not provided by goods. Instead, utility arises from the characteristics or attributes of the commodities [30]. In other words, consumers derive utility from the characteristics of goods, and their preferences for those items are indirect in that they are required to provide attractive features for consumption [31]. However, considering the complexity of travel decision-making, McCabe et al. [32] claimed that travelers' decision-making strategies varied throughout the decision-making process. It could be intuitive, quick, automatic, and effortless at times, or it could be more rational, slow, deliberate, and laborious at other times [30]. Travelers are more likely to be influenced by biases, emotions, and perceptions than to make a decision based on a deliberate assessment of facts and figures when they adopt a strategy that is quick, automatic, and effortless. One such bias relevant to domestic tourism research is the home country bias. The subsequent

discussion will delve into the concept of perceived value (PV), encompassing quality, value considerations, and other factors related to the home country bias.

2.2   Perceived value

Most marketing scholars agree on the definition of PV as consumers' assessments of the trade-offs between the benefits and sacrifices realized in selecting a given product from those options available at market [33, 34]. Several scholars [13, 35] have investigated the relevance of PV in diverse tourism and hospitality settings. PV, as defined by Zeithaml [36], refers to tourists' perceptions of what they receive from the destination and what they are given for the attainment of that destination. Similarly, Petrick and Backman [37] posit that PV in tourism services is based on tourists' perception of service quality, with financial and non-financial cost perceptions as the determinants. In essence, PV can be understood as the overall assessment made by tourists based on their comparison between the utility or benefits and the perceived costs or sacrifices associated with a destination.

2.3   National identity

According to Ayouby et al. [38, p. 2483], NI is as "the extent to which individuals view themselves as involved with a group, here a nation, that shares an historic territory or homeland, common myths and historical memories, a common, mass public culture, common legal rights and duties for all members, and a common economy with territorial mobility for members". This definition is rooted in an individual's need for a positive group, self-esteem, and overall positive social identity [39]. In addition, NI was defined by Blank and Schmidt [40] as the positive and subjectively significant emotional tie to a nation. People who have a strong sense of NI are more likely to feel good about their decision to follow the norms of the group [41].

2.4   Tourism ethnocentrism

Shimp and Sharma pioneered the conceptualization of consumer ethnocentrism (CET) [42], a particular type of ethnocentrism that is relevant to marketing when applied to consumers and their behavior in an international marketplace [43]. According to the authors, CET is "the beliefs held by consumers about the appropriateness and morality of purchasing foreign-made products."

Recent tourism research has highlighted the potential ethnocentric tendencies of tourists, influencing their behavioral patterns and choices [11, 44]. These are systematic ingroup biases that manifest in the prescriptive belief and sense of moral obligation to support the domestic tourism industry [11]. This makes vacationing in one's own nation socially acceptable and a way for ethnocentric tourists to secure domestic jobs. TE was therefore described as a positive ingroup

bias specifically concerned with the domestic tourism economy and its stakeholders, and its construct subsequently underpinned by socio-economic dimensions.

2.5   Attitude

Attitude was defined by Fishbein and Ajzen as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" [45, p. 10]. To clarify the concept, Ajzen and Fishbein suggested defining 'attitude' as the evaluation of an object, concept, or behavior on a favorable-unfavorable or good-bad continuum [46].

In the tourism context, an individual's attitude toward an object (destination) is a function of the belief about the object and its implicit evaluative responses. Such evaluations assume both naturally and inevitably that people form them when thinking about the object [46]. As a result, the psychological trends that tourists express through their positive or negative evaluations of a destination experience are referred to as attitude toward the destination. Similarly, Al Muala [47] also stated that attitude toward a destination is formed by a consumer's positive and negative views or beliefs about that place, making it essential for travel decision-making.

3   Methodology

Due to the emergent nature of studies on home country bias in tourism, this study employs a systematic narrative approach as an initial tool to identify the key research concept, which can be developed into a conceptual model with testable propositions. A systematic approach ensures that a rigorous, transparent, and reproducible selection of articles is collected for thematic analysis, thus facilitating a nuanced understanding of the development of emergent knowledge domains. A comprehensive literature review, drawing from sources such as Scopus, EBSCO, Emerald, Elsevier, and Taylor & Francis, was conducted to systematize existing empirical knowledge on destination choice by tourists exhibiting country bias. The review focused on peer-reviewed journal articles published between 2001 and 2024 within business, economics, social science, marketing, and psychology disciplines. At each stage of the analysis, the researchers triangulated evidence, discussed the relevance of including the reviewed articles, and rewrote discussions to align with the emerging themes in the paper.

Following a detailed analysis of relevant concepts and theories, the research integrated these elements to comprehensively explain the phenomenon under investigation and develop a robust conceptual framework that interconnected them. Once the framework is developed, inferences are drawn from both it and the literature review for future research. In this study, the alignment of emerging themes in the destination choice factors, and social identity theory and cognition-affect-behavior (C-A-B) model literature, informed the proposed framework and the research questions. As much as possible, the researchers leaned on prior research studies to

suggest the operationalization of concepts to eventually empirically test the suggested research questions. The resulting framework was further validated through a focus group discussion with tourism experts to assess its congruency with the proposed research model.

4   Research propositions and Conceptual framework development

4.1   Theoretical framework

The cognition-affect-behavior (C-A-B) model [48] and social identity theory [49] contributed to the theoretical foundation of this study. Based on this, we propose a conceptual model that investigates the interrelationships among NI, TE, PV, attitude and domestic destination choice. The C-A-B model states that decisions start with cognition (i.e., personal beliefs, perceptions, and thoughts that individuals have regarding an issue or object), followed by affect (i.e., emotions or feelings that individuals have regarding an issue or object), and result in behavior (i.e., behavioral intentions or actual actions) [50, 51]. Importantly, the relationship between cognition and behavior is mediated by human emotions. Within this research context, perceived value is conceptualized as a cognitive construct, attitude as an affective construct, and domestic destination choice as a behavioral outcome.

Social identity theory (SIT) proposed by Tajfel [52] was also used to provide theoretical support for our model of domestic destination choice. A core principle of SIT posits that individuals strive to establish a positive self-identity, which can be demonstrated by their attachment to groups [53]. This theory provides insight into how social connections influence a person's desire to advocate for their home country, in that the stronger a person's sense of belonging as a member of a country, the more favorable the choice will likely be of that country as a tourism destination.

4.2   Research propositions

The national identity effect

National identity and Tourism ethnocentrism

A person's national identity encourages them to have an in-group bias, which leads to CET. Individuals with strong national identities, emotionally attached to their home country, are motivated to act in the country's best interests, including protecting the domestic economy [54, 55]. Such individuals may perceive open economies and foreign goods as threats to the domestic economy and, in turn, hurt the nation's standing. This tendency is consistent with social identity theory, which holds that people associate their self-esteem with a group's identity; thus, they want to maintain a positive group's identity.

While previous research has explored the link between NI and local product preference [56], this study extends this inquiry to the realm of tourisms. NI and TE are conceptually and empirically distinct from one another [57]. NI pertains to an individual's overall sense of belongingness to their country, whereas TE is primarily concerned with the feeling of duty and support to travel within that place [11]. Separating these constructs can determine whether Millennial tourists' sense of pride in their residency enhances their belief that tourism contributes positively to the economy. The first proposition is:

Proposition 1: Millennial tourists' national identity positively influences their tourism ethnocentrism.

National identity and Perceived value

According to the social identity principle, when a stimulus (such as a product) is related to a consumer's social identity, there is an affective transfer from the social identity to the product, determining a favorable response to the product and influencing product evaluation [58]. As a result, consumers with a stronger sense of identification with a social group tend to view products associated with that group more positively [59]. In this regard, customers' value perceptions of a country (and its products) are expected to be linked to a sense of belonging to an in-group (i.e., a home country). From these logics, it can be reasonably inferred that it can also be applicable in tourism context. For this reason, we will propose that a strong sense of NI positively impacts PV of domestic destinations, addressing a notable research gap in this area. Thus, the following proposition is advocated based on previous literature:

Proposition 2: Millennial tourists' national identity positively influences perceived value.

National identity and Attitude

Given that social identity often leads to in-group bias, characterized by favorable evaluations and attitude toward the in-group [60], it is reasonable to expect that activated social identities would similarly elicit positive attitude. This concept is also explored in the context of NI [40], which refers to an individual's identification with and positive connection to their country, often considered a significant aspect of self-concept [61]. Consumers with a strong NI tend to exhibit preference for products originating from their own country [58]. Research on specific products [62, 63] suggests that consumers who have a strong place identity tend to value these products more if they are produced in their region or country. The same argument can be applied to the tourism context. Based on these considerations, we put forward the following proposition:

Proposition 3: Millennial tourists' national identity positively influences their attitude toward domestic destinations.

The tourism ethnocentrism effect

Tourism ethnocentrism and Attitude

Previous research has shown that consumers with high levels of ethnocentrism tend to favor domestic products over foreign ones [64]. Saffu et al. [65] further emphasize the role of ethnocentrism in shaping consumer attitude. Jianlin et al. Jianlin, Ning [66] found a positive correlation between consumer ethnocentrism and attitude toward domestic products, suggesting that ethnocentric consumers believe that domestic producers offer superior quality. Similarly, Qing et al. Qing, Lobo [67] demonstrated the significant impact of consumer ethnocentrism on attitude toward domestic fruit purchases. Conversely, Shimp Shimp [68] found that non-ethnocentric consumers tend to have a more favorable attitude toward foreign goods. Overall, the stronger a consumer's ethnocentric beliefs, the more likely they favor domestic goods and have a positive attitude toward them over foreign goods. Based on these findings, we develop proposition that Millennials with higher levels of TE will exhibit more positive attitude toward domestic destinations. The proposition is:

Proposition 4: Millennial tourists' tourism ethnocentrism positively influences their attitude toward domestic destination.

Tourism ethnocentrism and Destination choice

Existing research suggests that ethnocentrism serves a functional role by motivating individuals to align their behavior with their cultural beliefs. Existing research suggests that ethnocentrism serves a functional role by motivating individuals to align their behavior with their cultural beliefs. In particular, highly ethnocentric consumers tend to exhibit a preference for domestic products over foreign imports [69].

Building upon this body of knowledge, we propose that ethnocentric travelers are more likely to choose domestic travel destinations for their leisure trips, driven by a sense of nationalistic duty to support the local tourism industry. This proposition is supported by a number of studies demonstrating the significant influence of ethnocentrism on consumers' purchasing decisions, particularly in favoring domestic goods over foreign alternatives (e.g. [39, 70]). This study focuses on domestic tourism destination choice as the key behavioral outcome, recognizing its substantial exploration in tourism literature and its importance to both academic and industry stakeholders. Hence, we propose the following proposition based on this finding:

 Proposition 5: Millennial tourists' tourism ethnocentrism positively influences their domestic tourism destination choice.

The perceived value effect

Perceived value and Attitude

Numerous studies have indicated a strong correlation between perceived value and customer's attitude toward the object evaluated (e.g., [71-73]). For instance, Ducoffe [71] posits that a mega event that offers high value is likely to foster positive visitor attitude. This suggests that visitor attitudes are influenced by the internalization of value, which is formed through affective and cognitive evaluations [74, 75]. From these logics, it can be reasonably inferred that it can also be applicable in tourism context. For this reason, we will propose the effect Millennials's perceived value on attitude toward domestic destination, suggesting that the increase in perceived value is conductive to enhance attitude towards destination. The proposition is:

Proposition 6: For Millennial tourists, perceived value positively influences their attitude toward domestic destination

Perceived value and Destination choice

In order to improve product/service characteristics to meet the needs of tourists, service providers must grasp the impact of PV on tourist behavior [76]. It is widely acknowledged that customers are more inclined to make purchases when they perceive a good or service to be of high value [36]. Similarly, customers' expectations of the value derived from a service or product experience influence their purchase decisions [76].

Within the tourism context, some research highlight PV as a key determinant of tourist outcomes [77, 78]. When the PV is high, tourists will have higher intention to purchase. Petrick and Backman [37] discovered that tourists' intentions to return are positively correlated with the PV. Huang and Hsu [79] also indicated that the concept of PV is a critical predictor of revisit intention. When consumers are thinking about revisiting a destination, PV is a significant factor. Tourists are then guided by this PV while deciding whether or not to go. Based on the above studies, the following have been predicted:

Proposition 7: For Millennial tourists, perceived value positively influences their domestic destination choice.

Attitude and Destination choice

Tourist attitude is an effective predictor of tourist decision for traveling to a certain destination [80, 81]. According to the theory of planned behavior [82], attitude, subjective norms, and perceived behavioral controls influence behavioral intentions. The intention behind an attitude can affect external behaviors [82, 83]. According to Um and Crompton [26], attitude has a significant role in deciding whether a prospective destination is chosen as part of the evoked set and in choosing a final destination. Lee [84] also discovered that tourist attitude affects future

tourist behavior. Thus, if tourists construct a favourable attitude toward a destination, they are more likely to show a desire to visit it. Hence, we propose the following proposition based on this finding:

Proposition 8: For Millennial tourists, attitude positively influences their domestic destination choice.

The mediating role of attitude

A substantial body of research in consumer behavior has established attitude toward products as a significant mediating variable. Many authors have demonstrated its relevance as a mediator between different variables [85, 86]. This highlights the importance of considering attitude toward products as a crucial mediating element in certain relationships and contexts. For instance, Jianlin et al. [97] verified that the relationship between Chinese consumers' ethnocentrism and purchase intention is mediated by their attitude toward domestic products. Similarly, Chaturvedi et al. [87] confirmed the mediating role of attitude in the relationship between consumer ethnocentrism and the intention to purchase locally sourced organic food. Taking these results into consideration in the context of domestic tourism, we propose that Millennials' attitude mediate the relationship between their TE and destination choice. The proposition is:

Proposition 9a. Attitude mediates the relationship between Millennial tourists' tourism ethnocentrism and their domestic tourism destination choice.

Previous research in consumer behavior has extensively explored the direct impact of NI on the intention to purchase local products [58, 88] and the direct influence of attitude toward local products on purchase intention [67, 89]. However, within the specific context of tourism, studies examining the mediating role of attitude toward local products between NI and purchase intentions remain limited. This research gap presents an opportunity to delve deeper into the underlying mechanisms influencing consumer decisions regarding local products in tourism settings, leading to a more comprehensive understanding of the underlying mechanisms. Therefore, in this study, we have proposed the following proposition:

Proposition 9b: Attitude mediates the relationship between Millennial tourists' national identity and their domestic tourism destination choice.

Drawing from the CAB framework, this research develops proposition that a mediating relationship exists between Millennial tourists' perceived value and their choice of domestic destinations, with attitude serving as the mediating variable. Thus, the following proposition was formed:

Proposition 9c: Attitude mediates the relationship between Millennial tourists' perceived value and their domestic tourism destination choice.

4.3   *Conceptual framework development*

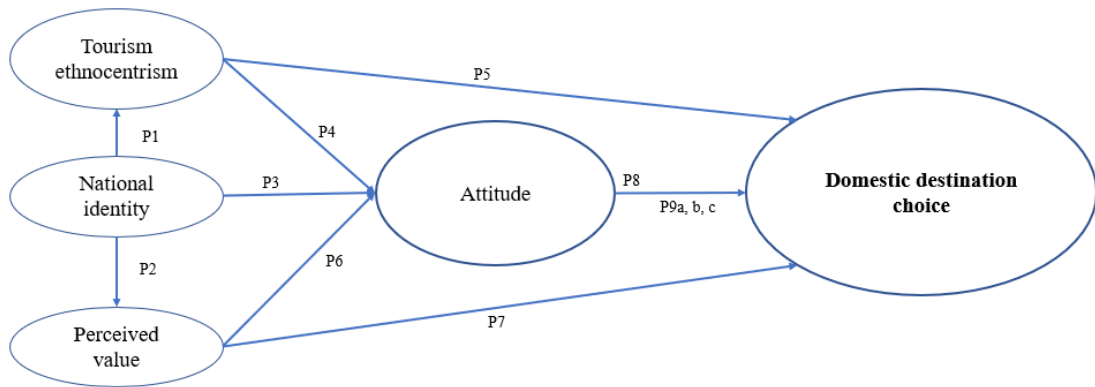Based on the above propositions, the proposed research model is Figure 1.

Figure 1. Proposed research model

5   Research implications and Limitations

5.1   Theoretical implications

This study makes several contributions to literature.

First, the findings offer a foundational understanding of the relationships between NI, TE, PV, and attitude toward domestic destination. The mediating role of attitude is emphasized, exemplified by domestic tourism destinations in our study context. Attitude toward destination is proposed to be a significant mediator between NI and destination choice, as well as between TE, PV, and destination choice. These findings highlight the importance of consumer perceptions and attitudes toward local destinations in tourist behavior.

Second, this study builds upon the well-established phenomenon of consumer bias toward domestic products by exploring the underlying motivations behind this preference in the context of tourism. This study shows that this bias is driven by (at least) two distinct motives. The first, TE, stems from an economic perspective, driven by consumers' belief in and moral obligation to support the domestic tourism economy. This motive has received a lot of attention from researchers in (international) marketing and is further emphasized in this research. The second motive, NI, originates from a socio-psychological perspective, reflecting the desire for self-enhancement through positive identification with one's nation. In a broader sense, this study demonstrates the importance of recognizing and comprehending the numerous motives that

drive consumer behavior. It adds to the growing body of research that combines various theories and approaches to gain a deeper comprehension of behavior in international business.

Third, this study contributes to tourism literature by highlighting the effects of social identities on individuals' attitudes and travel behavior. The present study focuses on consumers' NI and its effects on globalized consumption behaviors within the tourism context, which emerged as an important issue in the glocalization phenomenon. Tourists' interactions with in-groups and out-groups amplify their group identity, such that tourists tend to compromise their personal interests to adhere to the group's collective aims around tourism consumption [90]. Limited empirical research has examined how social identities influence international consumption patterns, particularly in non-Western contexts [91, 92].

Finally, the research enriches the literature on ethnic Millennials as a lucrative market for brands in the global marketplace and opens up opportunities for more effective marketing communications to this particular group of consumers. Constantly negotiating between their multiple social identities, Millennials are simultaneously connected to multiple ancestral or affiliative communities that enrich their multi-faceted selves [93, 94].

5.2   Managerial implications

The model proposed has several practical implications for tourism marketers and managers at tourism destinations.

As developing countries strive to position themselves within the competitive global tourism market, identifying the key determinants of domestic travel preferences becomes critical. By developing a comprehensive understanding of Millennials' decision-making processes, government officials and marketers may provide valuable insights into the relative importance of various factors influencing their choice of domestic destinations. This understanding enables them to devise appropriate strategies to market their services effectively.

For domestic tourism marketers, NI and TE levels provide valuable insights for the development of distinct marketing strategies. The TE scale, for instance, can be utilized as a segmentation variable to assist marketers in developing and delivering TE-related strategies and relevant messages to different segments of target tourists.

Promoting the consumption of local products is a pivotal strategy for preserving cultural identity, fostering sustainability, and bolstering local economies. It is essential to comprehend the underlying motives behind the consumption of local products in an increasingly globalized world where consumers have access to a wide variety of goods from around the globe. Marketing strategies need to take into account the emotional and cultural connections that customers form with local products, promoting the added value that these products represent in terms of identity

and belonging. In this way, we anticipate that our study will serve as a foundational step for future research that further explores the dynamics of local consumption within the tourism sector.

5.3   Limitations and Future directions

As with any other research, the present study has limitations. A primary limitation is that the proposed theoretical model, derived from existing literature and theories, remains untested. Without testing it out, the current research cannot confirm or disprove the validity of those propositions. This proposed model only provides the basic ideas and directions for future research. Further research effort is necessary to confirm the empirical value of this proposed model.

Second, the suggested model focuses on the domestic tourism context, in which only the influence of the predispositions of TE, NI, and PV on tourists' behavior are investigated in the domestic tourism context. It would be interesting to further expand the model to investigate the international tourism context.

Third, the study sample is comprised of a millennial majority. Previous research has highlighted generational differences in tourist behavior [95]. A comparative analysis of tourist behaviors across different generational cohorts would be a valuable contribution to the field. Future research should explore the perceptions of other generational cohorts toward ethnic embedded marketing communications to gain a deeper understanding of both intergenerational similarities and differences.

Furthermore, future studies should empirically examine the conceptual model in different research contexts. For example, examining the model in the context of airline, hotel, car rental, and other tourism product selections could yield novel insights and provide valuable practical implications for tourism marketers.

6   Conclusion

Factors influencing tourists' preferences or choice of holiday destination have been extensively investigated across diverse perspectives. However, recent global trends, including globalization and the COVID-19 pandemic, may have significantly impacted these factors. A conceptual framework is developed to analyze the main variables that would affect domestic Millennial tourists choice of holiday destination. While numerous studies have explored these factors pre-pandemic, a research gap exists regarding their relevance in the post-COVID-19 era. This research contributes to understanding the evolving preferences of domestic travelers and provides valuable insights for developing effective tourism recovery strategies.

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