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# Tourism Demand among the KUST Students

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### ABSTRACT

Tourism demand is crucial for different tourism products in a different location, markets, time frame and at particular prices. Numerous empirical studies have been developed to evaluate the determinants of international tourism demand because tourism is one of the most significant and dynamic economic sectors in the world. Tourism demand function depend on the nations or regions, the time frame, the data type and the type of travel. Due to these factors, tourism demand is crucial for promoting the industry's economic outcome: First off, the tourist sector offers opportunity to raise the country's profile and support efforts to reduce poverty in developing nations Secondly, in developing nations, tourism can produce greater benefits than trade, therefore the study is conducted to find tourism demand among the KUST students. The study employed uses primary data, collected through structured questionnaire and evaluated using descriptive statistics. The results indicate that demographic, social, economic and education are the significant factor of tourism demand. The recommendation are provided in the lower section of the study.

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## 1. INTRODUCTION

A nation's development is significantly influenced by its tourism industry. If we look at 2019, travel and tourism contributed 6.3% to employment and 10.3% to the global GDP. The contribution of travel and tourism to GDP decreases to 5.3% during the pandemic, 2020, and if we talk about the domestic and international visitor expenditure, we can plainly notice a fall of 47.4% and 69.7% respectively. After 2020, when the economy began to recover from Covid-19 and travel and tourism began to play a larger role in GDP, their share increased to 6.1%, 18.2 million employment were restored, and both domestic and foreign visitor expenditure increased by 31.4% and 3.8%, respectively. Now if we narrow down our perspective on Pakistan alone, we can see that tourism also contributes significantly to Pakistan's development. According to the

data, the travel and tourism industry in Pakistan provided 5.8% of the country's GDP and 6.1% of all jobs in 2019. Additionally, during the pandemic in 2020, travel and tourism contributed 3.9% to Pakistan's GDP, 5.2% to employment, and decreased by 24.2% and 39.4%, respectively, for both domestic and foreign visitors' spending. If we look at the GDP contribution after the pandemic, the percentage drops even further to 3.7%. However, if we look at the entire contribution of travel and tourism to employment in Pakistan, it was 5.1% in 2021, with domestic and foreign visitor expenditure rising by 3% and 8%, respectively (WTTC, 2022).

Tourism demand is the need for different tourism products in a specific location or market in a specific time frame and at a specific price. Numerous empirical studies have been developed to evaluate the determinants of international tourism demand because tourism is one of the most significant and dynamic economic sectors in the world. The details of the demand function depend on the nations or regions, the time frame, the data type and the type of travel (Rodriguez et al., 2018). Due to the following factors, defining the impact factors on tourism demand is crucial for promoting the industry's economic outcome: First off, the tourist sector offers opportunity to raise the country's profile and support efforts to reduce poverty in developing nations.

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Second, in developing nations, tourism can produce greater benefits than trade (NGUYEN & NGUYEN, 2020). According to (UNWTO, 2019), tourism contributed 29% of all service exports globally in 2019. Although it is frequently disregarded or overlooked by some tourism operators because young travellers are mistakenly thought to be of low financial worth, the youth and student travel industry is an important sector of the total tourism market. This could be as a result of the stereotype that youth and student travellers have poor incomes and therefore less spare cash to spend on travel. Student travellers exhibit a number of traits that make them an appealing possibility for destination marketers, in addition to the market's enormous financial value. Despite being a long-standing tradition, student tourism has seen substantial changes over time, with these changes appearing in college students' travel behavior, destination preferences, and travel motivation (Davies & Cairncross, 2013).

## 2. LITERATURE REVIEW

The literature section discusses tourism demand as well as the variables that affect it. Designing more effective policy instruments and creating connections to the evidence supporting tourist-led growth both benefit from an understanding of the dynamics of the tourism demand. Although there is conflicting empirical evidence regarding tourism-led growth (Brida et al., 2016). Evidence generally points to tourism making a positive contribution to the economy because it can boost employment, tax revenue, and national income as well as provide extensive and long-lasting links to various economic sectors (Proenca & Soukiazis, 2005).

Educational travel is seen as a method of learning and knowledge acquisition. It refers to any kind of educational programme when participants relocate to a different place primarily to get educational experience there (Sharma, 2015). It began at technical and vocational education institutes and schools, where the main goal of education tourism at the time was to produce skilled labour and quality workers for the industry (Sharma, 2015). For many years, the ideas of education and tourism have been intertwined. Traveling for academic purposes or to learn in a more general sense has been practiced for ages. As it broadens and opens minds, travel may be seen as an educational activity in and of itself. Tourism and education concepts are quite complex and cover a wide range of topics. A person who travels for either their primary or secondary reason to further their education or learn is said to be an educational tourist (Gibson, 1998).

International student travel makes up a significant portion of youth tourism and educational tourism in general. According to Hsu and Sung (1997) international students play a significant role in the consumption of travel-related goods and services, yet many locations haven't taken notice. In general, international students are persons who want to complete some educational objectives before returning home. However, it's crucial to keep in mind that international students aren't just studying in the host countries. The knowledge received at the destination is solely academic. Meeting people from different cultures, exploring the local area (to a smaller or greater level), and many other things that can be viewed as touristy are all included. Both in developing and developed nations, the income of the country of origin, accommodations, comparable costs, and infrastructural development are

frequently significant drivers of tourism demand. Proenca and Soukiazis, (2005) discovered that in the instance of Portugal, income has the greatest impact on demand, whereas accommodation capacity has the most impact on supply in terms of drawing in more tourists. According to Habibi (2017), a bigger inflow of tourists to Malaysia is influenced by factors including money, hotel rooms, and political stability. Regarding Thailand, appears to be far away.

Tourism today faces a strong growth in visitor arrivals. In comparison to measuring income elasticity in terms of visitor arrivals, Peng et al. (2015) discovered that income elasticity has lower values when measured in terms of spending. Growth in tourism between 2004 and 2013 was solely driven by physical tourism demand (tourist arrivals and overnight stays), not by tourism-related spending. It is clear that neither the amount spent on tourism nor the actual physical indicators of demand will be as great as they were in the past. According to predictions of visitor arrivals for the years 2020–2030 (UNWTO, 2017), the average annual growth rate of visitor arrivals in advanced economies will be 1.8, which is lower than the previous forecasts (2.6 for the years 2010–2020 and 2.7 for the years 1995–2010) As a result, the growth rate of tourism is declining in terms of visitor arrivals and most likely will be even lower in terms of visitor spending.

Determining the factors affecting tourism demand, demographic factors can be found one of significant affecting tourism demand. It can be divided into two main categories, natural and social structure. The natural segment compose of age and gender, while the social element are composed of, education, family status and urbanization (Liddle 2014). The natural elements of demographic shows, especially age is found to be the most significant factor of tourism demand, as people consumption pattern changes with life spin (Li, 2013). Additionally, Gender is also found a significant factor the tourism demand. Eugenio-Martin, (2011) found that gender differences are have a vital role in tourism decision making. In demographic factors, education is found to be another important element influencing the decision making in travel and tourism (Li et al. 2020). It evident from literature review that, higher level of education have positive association with tourism demand (Bernini and Cracolici, 2015). Economic factors, like income and prices are also found is a major determinant of tourism demand, likely the study of Peng et al. (2015) found that income positively associated with tourism demand.

## 3. METHODOLOGY

### 3.1. Data Description

The study uses primary data, as the study is descriptive in nature. The data was collected through structured questionnaire, containing closed and open ended questions. The target population is Kohat University of Science and Technology (KUST), which is further divided into four departments, biological sciences, chemical and Pharmaceutical sciences, physical sciences, and social sciences. Furthermore, total number of 206 samples was collected through proportionate random sampling technique was used to collect the data from all the four departments. Table 1 shows the sample size composition, which show that a total of 54 samples was collected from biological sciences, 33 from chemical and pharmaceutical sciences, 24 from physical sciences and 95 from social sciences.

**Table 1**  
Sample size composition

Departments				
	Biological Sciences	Chemical & Pharma: Sciences	Physical Sciences	Social Sciences
Samples	54	33	24	95

**3.2. Variables of the Study**

The variables in the model consist of factors namely, Tourism demand, Demographic factors, Social Factors, Education and Income. Demographic factors consists of age, gender and family status. Social factors consists of two items namely, personality and use of social media. Education has two items, education level and faculty, income also has two factors, earning members and income sources. Lastly tourism demand is measured on one item namely travel to tourism destination of students in last 12 months. All the items are measured on nominal scale.

**4. Results & Analysis**

Table 2 represent the demographic factors affecting the tourism demand among the Kust students. The data revealed that 67% respondent were in favor of tourism, while 33% of respondent were not interested in tourism. In female respondent, 65 % female favor the tourism while, 45%female respondent negatively. Similarly in male respondents 69% male student favor tourism while 31% male students were found less likely in favor of tourism demand. The family status is also a significant factor affecting tourism demand. Accordingly, 72% of respondent having nuclear family system respondent in favor of tourism, while 28% were less likely to favor the tourism. Joint family system were also found the determining factor in tourism demand, therefore, 62% respondent from jointly family system respondent positively and 38% respondent negatively.

**Table2**  
Tourism and Demographic Factors

Gender					
Tourism	Male	Female	Total	Percentage	
Yes	60	78	138	67	
No	26	41	68	33	
Family Status					
Tourism	Joint Family	Nuclear	Others	Total	Percentage
Yes	68	69	1	138	67
No	42	26	0	68	33

Tourism demand was also evaluated on the basis of social factors i.e. personality and use media. The personality was measured in three categories, conservative, social and moderate, similarly social media use was used to checked whether it matters in tourism demand or not. Table 3 provide the results of social factors affecting tourism demand, the results indicate interesting results, students having conservative personality shows greater intent (71%) in tourism demand, followed by social mind personality

(70%) and moderate personality (61%). It was interesting to see that the conservative mind also favor the tourism, and if get opportunity they will like to travel for tourism motive. The numbers of students attached with social responded positively in the favor of tourism, accordingly, among the social media users, 72% of student mostly favor tourism among all others categories.

**Table 3**  
Tourism and Social Factors

Personality						
Tourism	Social	Conservative	Moderate	Total	Percentage	
Yes	78	20	40	138	67	
No	34	8	26	68	33	
Use of Social Media						
Tourism	Never	Sometimes	Frequently	Every time	Total	Percentage
Yes	5	58	37	38	138	67
No	0	37	14	17	68	33

Education is also in of the significant factor in determining the demand for tourism, table 4 shows such results, it is evident from the table that 67% of educated student responded in favor of tourism while 33% having no interest in tourism demand, Moreover the data reflect that undergraduate are more passionate in travel and tourism

among all the students. When tourism demand is compared on the basis of faculty, chemical sciences were the leading (79%) responded, that favor the tourism, secondly the social sciences (71%) and the least responses in the favor was physical sciences (46%).

**Table 4**  
Tourism and Education Factors

Education Status						
Tourism	Undergraduate	MS/M.Phil	Doctorate	Total	Percentage	
Yes	131	4	3	138	67	
No	65	3	0	68	33	
Faculty						
Tourism	Biological Sci:	Chem & Pherm	Physical	Social	Total	Percentage
Yes	34	26	11	67	138	67
No	20	7	13	27	68	33

Tourism and income are correlated, the more the income the more having the opportunities to travel, in this regarded the responded were asked about the income and income sources. It is evident from the table 5 that most of responded having single earning members, followed by two, three and more than three members. The data shows that, as number of earners increases, more money is available to

travel. Similarly tourism demand varies with different level of income sources, as the agriculture sources generate less income, therefore response rate against the tourism and travel was higher in these responded. Moreover income sources from business sector generate greater tourism demand with highest response rate of 74%, followed by private (67%) and Government (67%) sector.

**Table 5**  
Tourism and Income

Earning Members						
Tourism	One Member	Two Member	Three Member	More than Three Mem;	Total	Percentage
Yes	62	38	22	16	138	67
No	34	22	6	6	68	33
Income Sources						
Tourism	Agriculture	Business	Govt Servant	Private	Total	Percentage
Yes	13	40	48	25	138	67
No	10	14	23	12	68	33

## 5. CONCLUSION AND RECOMMENDATIONS

The purpose of this study was to analyze the tourism demand among the university students. For this a total of 206 samples was collected from the all the departments of the university through well-structured questionnaire. The data was analyzed by descriptive statistic, such as averages and percentages. The results shows that, 67% of respondent favor the tourism demand while 33% shows their interest against our study hypothesis. The gender study shows that male student's slightly higher percentage (69%) in favor of tourism demand than female (65%) counter parts. Furthermore the family status is found to another important component affecting tourism demand. The results shows that, students having nuclear family system have higher percentage in favor of tourism demand while joint and other type of family system are less likely to favor the tourism demand. Personality also matters in determining the tourism demand, interestingly, students having conserving personality are found to be the higher percentage, secondly the students having social behavior also have higher trend after conservative mind students.

It is generally argued that social media is the platform for spreading information and awareness. Similar is the case in tourism demand, we found that the students that are mostly attached with social media showed their desire in travel and tourism with 71% positive response. Regarding education and tourism demand nexus, the study found 67% positive response in favor of tourism demand and 33% students are found less likely to go for travel and tourism. When tourism demand is compared on the basis of faculty, chemical sciences were the leading (79%) responded, that favor the tourism, secondly the social sciences (71%) and the least responses in the favor was physical sciences (46%). Moreover the earning members, income play also important role in determining tourism demand. Tourism demand is found higher in those students having higher number of earners, Moreover the private sector and business sector shows greater influence in determination of tourism demand. The study founds greater role of demographic, economic, social and education factors. It mean that there is greater demand of tourism in young and educated students, which is a good sign for tourism products and tourism sector development. It is therefore suggested that students awareness, study and travel programs should be arranges by the university.

### Competing Interests

The authors have declared that no competing interests exist.

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