

Gender and age differences in choice of holiday destination: case of Langkawi, Malaysia

ABSTRACT

While gender and age are considered as important demographic factors in tourism segmentation, lack of attention has been given by tourism researchers. Moreover, gender and age analysis within tourism studies are still limited, particularly in the context of choice of destination. The aim of this paper is to examine the role of gender and age in determining the destination choice. Langkawi has been chosen as a location for the study due to its popularity among the local and international tourist. Survey questionnaire is used as a tool for data collection. A total of 529 Langkawi holidaymakers participated in the study. T-test and ANOVA has been employed to analyse the data. The findings indicate that gender and age both influence Langkawi being chosen as a holiday destination. Male and female consumers place different emphasis on the selection of Langkawi as a destination of choice. These findings suggest that tourism advertisers and destination promoters need to be aware of different needs and wants of both males and females. However, tourists of different ages evaluate Langkawi similarly, which marketers can use a variety of promotion packages for all age group. The study's practical implications and limitations are discussed.

Keyword: Gender; Age; Destination choices; Langkawi