Abstract:

**Purpose**
– The purpose of this paper is to investigate antecedents of households' local demand for domestic tourism in Jordan.

**Design/methodology/approach**
– A sample of 600 households is surveyed and a two-stage demand model is estimated. Stage 1 identifies the antecedents of the probability of entering the domestic tourism market. Stage 2 identifies the antecedents of households' expenditures on domestic tourism. The Heckit method is used to estimate the first stage and the OLS is used to estimate the second stage.

**Findings**
– Certain socio-economic factors (household characteristics, individual characteristics and ability variables) impact the local demand for domestic tourism, as do price and income variables.

**Research limitations/implications**
– The generalizability of results to other countries is limited.

**Practical implications**
– Identification of antecedents of local demand for domestic tourism helps governments to formulate and modify future tourism strategies.

**Originality/value**
– This paper contributes to the literature by including socio-economic variables in the domestic tourism demand model. Further, there is a dearth of studies in Jordan in general and regarding domestic tourism in particular.

**Keywords:**
Jordan, Tourism, Government policy, Domestic tourism, Local demand, Heckit method, Socio-economic factors

**Type:**
Research paper

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