

**Tourism Planning &
Development**



Destination Marketing Organisations: The Need for a Child-centred Approach to Diaspora Tourism

Journal:	<i>Tourism Planning & Development</i>
Manuscript ID	RTHP-2020-0250.R1
Manuscript Type:	Research Note
Keywords:	destination marketing organisations, diaspora, children, tourism, child-centred

SCHOLARONE™
Manuscripts

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5 Dear editor and reviewers,
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9 All your comments have now been addressed. To facilitate the review, different colours have
10 been used. I hope you will unanimously agree that all comments have been taken into account.
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12 Thank you very much in advance for the time you are going to dedicate to review this paper
13 again.
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15 We are looking forward to hearing from you
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19 Regards,
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REVIEWER 1

Responses to reviewer 1 – Modifications are in **RED** in the text

<p>This research note is guided by the argument that Destination Marketing Organizations (DMOs) need to work with diaspora families and take a child-centered approach to destination marketing by actively engaging with the diaspora children. Overall, the note is well written and focuses on an interesting topic.</p>	<p>Thank you very much!</p>
<p>I will like to point out that, some countries of origin are reliant on diaspora spending and they use the diaspora interest and nostalgic memories to forge political and economic ties with their counter parts. I have two comments:</p>	<p>Totally agree with your comment</p>
<p>A brief overview on what kind of experiences diaspora markets seek in their country of origin and placing those in the context of childhood memories/nostalgia would strengthen the paper. There are several studies which have examined motivations of this market and need to be cited.</p>	<p>Done in the <i>conceptual framework</i> section under the subsection '<i>diaspora and tourism</i>'</p>
<p>Also, the conclusion section is brief. Some reference should be made to the theoretical underpinnings stressed in the introduction section. Some themed examples can be offered of how the DMOs can engage with the children through their parents.</p>	<p>The conclusion has now been updated following your advice. References have been made to the theoretical underpinnings highlighted in the introduction</p>

REVIEWER 2

Responses to reviewer 2 – Modifications are in **GREEN** in the text

I enjoyed reading about this research note and think it makes some relevant points	Thank you!
However, it seems some of the claims made are already foregone conclusions rather than based on a rather small pilot study of 56 individuals. I would suggest to scale back the claims made and highlight the potentials of the pilot study rather than jumping to conclusions based on related research.	We have toned down the conclusion by substantially rewriting it to highlight we have conducted a pilot survey and the statements are indicative and not conclusive
For example, Figure 1 might apply here but this cannot yet be determined from the pilot study. Or the point about key features of holiday destinations for children which do not follow here in the context of diaspora tourism.	It has now been made clear that the use of figure 1 is not determined by the results of the pilot study
Another example is under aims and objectives where the authors already argue that DMOs should develop a marketing strategy to encourage diaspora tourism. These claims sit oddly here and allude to foregone conclusions rather than the aim and objectives of the study.	The last paragraph of the introduction has been rewritten to avoid foregone conclusions. The same has been done on the section aims and objectives.
Other over-claims are in the conclusion, stating that DMOs are ‘failing’ to reach diaspora children. This cannot be concluded from a small pilot study or stating that the pilot study explored the role played by families in the transmission of social capital about the homeland.	The conclusion has been substantially rewritten in order to scale back the claims made and highlight the potentials of the pilot study for further in-depth qualitative research in this space.
One would expect these to be much more complex issues usually requiring further research, especially qualitative research approaches.	Totally agree! This has been mentioned in the conclusion
Other points: it would be better to write out the abbreviations CoO and CoR.	Done!
More detail is needed on the administration of the questionnaires using Google forms. It is not clear how the participants were reached.	More details have been provided
I can see the potential of this pilot study but it needs to limit its claims based on its small sample size rather than overreaching.	Thank you! The claims have been toned down and we have mentioned that the outcome is just indicative and not conclusive.

I hope the authors find my feedback useful and am looking forward to the revised research note.

Thank you for your feedback

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Destination Marketing Organisations: The Need for a Child-centred Approach to Diaspora Tourism

Abstract

There is sufficient evidence in academic scholarship that points to the important role diaspora tourism plays for the economies of homeland communities and countries. Given previous research shows a decreased level of attachment to the homeland in the second generation of immigrants, this research seeks to explore the effects of childhood experiences on adult behaviours and outcomes in relation to diaspora tourism. Findings presented in this research note are based on data from a pilot study which utilised online questionnaires administered to diaspora adults and focused on childhood memories. The research reveals the important role played by families in transmitting knowledge, memories, traditions and other cultural practices to diaspora children. Destination Marketing Organisations (DMOs), however, are neglecting to engage this lucrative market partly because communication strategies are aimed at adults of the diaspora and not at children. Based on these findings, we propose DMOs take a child-centred approach by actively engaging diaspora children to devise tourism marketing strategies that are child-friendly.

Keywords: Destination Marketing Organisations; Diaspora; Children; Tourism; Child-centred

Destination Marketing Organisations: The Need for a Child-centred Approach to Diaspora Tourism

Introduction

Despite being seen as silent stakeholders in the tourism industry, children play a significant role in influencing decision-making within the family (Lugosi, Golubovskaya, Robinson, Quinton & Konz, 2020; Lugosi, Robinson, Golubovskaya & Foley, 2016). There is, in fact, a growing body of knowledge that points to the active role played by children in influencing their parents' spending patterns and purchase behaviour, particularly when it comes to holidays and vacations (Mohammadi and Pearce, 2020). The growing awareness that children have a role to play in society now and not just in the future is a significant development led by advancements in the interdisciplinary field of childhood studies (Canosa, Graham & Wilson, 2020). The emerging focus in the social sciences on children's agency and participation in research, policy, and practice (Spyrou, 2019) is a promising direction for business, hospitality, and tourism disciplines that have traditionally lagged behind (Lugosi et al., 2020). Understanding how agency is enacted during childhood and in future tourism choices is essential for diaspora tourism due to the strong connection children establish with their homeland or Country of Origin (CoO) of their parents.

This research note is guided by the argument that Destination Marketing Organisations (DMOs) need to work with diaspora families. Given previous research has shown a decreased level of place attachment to the homeland from the first to the second generation (Huang et al., 2018), this study proposes new ways to **develop and maintain a stronger relationship with children from the diaspora**. In this respect, some strategies **will be presented to achieve this objective**.

Conceptual Framework

Destination Marketing Organisation (DMO)

The role of a DMO is quite broad as it goes from stimulating growth to supporting stakeholders, ensuring online visibility of the destination; coping with emergency crises; sustaining tourism resources; and maintaining appeal *inter alia* (Duffy & Kline, 2018). Interestingly, Page (2019) highlights an important point regarding the strategies used by DMOs to improve the performance of destinations. According to the author, DMOs use traditional business tools such as branding strategies, internet, technology, segmentation strategies, etc. Less interest is placed on individuals as a strategy to boost the performance of the destination. As for assessing a destination's performance, DMOs usually evaluate against customer satisfaction, quality of relationship with the tourism industry stakeholders, benefits of the industry for the local economy, and so forth (Gowreesunkar, Séraphin & Morisson, 2017). Less interest is shown for the diaspora market (Corsale & Vuytsyk, 2015) and children, in particular, as a potential target market (Séraphin, 2020).

Children and their participation in the tourism industry

Children are neither passive nor powerless (Hutton, 2016); however, historically, they have been marginalised in social research due to traditional views of childhood as a 'subordinate group in need of protection in order to be prepared for adulthood' (Kehily, 2008: 5). Developments in the interdisciplinary field of childhood studies and international efforts to afford children full human rights – sanctioned by the most ratified international human rights treaty, the United Nations Convention on the Rights of the Child (UNCRC, 1989) – have contributed to a significant conceptual shift that recognises children's right to participate in matters that affect them, including tourism policy and planning (Canosa, Graham & Wilson, 2019).

There is growing evidence in tourism scholarship that children play an essential role in the choice of family holidays (Lugosi et al., 2016; Schänzel & Yeoman, 2015). They are being referred to as co-creators of travel experiences with their parents (Khoo-Lattimore, Prayag & Cheah, 2015). Children can play a significant role in the sustainability of the tourism industry

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3 if they are actively included and engaged in tourism research, policy and planning (Canosa et
4 al., 2020).

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7 Meaningful consultation with children around tourism policy and planning concerns, however,
8 is glaringly missing. Although research *on* and *with* children is gaining momentum in tourism
9 research (Kerr & Price, 2018; Yang, Chiao Ling Yang & Khoo-Lattimore, 2020), there is an
10 evident lack of attention to their participation in tourism planning, including communication
11 and marketing strategies to improve the performance of destinations.
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17 *Diaspora and Tourism*

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21 The diaspora is the geographic dispersion of people belonging to the same community (Bordes-
22 Benayoum, 2002). According to Cohen (1997), there are different types of diaspora, based on
23 the reason for leaving the homeland, including victim/refugee diaspora; trade diaspora;
24 imperial diaspora; labour diaspora; and cultural/hybrid/postmodern diaspora (Minto-Coy,
25 2016; Huang et al., 2018; UN DESA, 2019). Given diasporic communities are not
26 homogeneous, there is little consistency in how identities and attachment to the homeland
27 change over time (Huang et al., 2018; Li, McKercher & Chan, 2019).
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34 The children of first-generation migrants are generally referred to as second-generation
35 immigrants, and their parents' homeland experiences may be considerably different. While
36 there is a vast amount of literature about first-generation immigrants (Huang et al., 2018;
37 Atputharajah, 2016), second-generation diasporas members are slowly becoming a topic of
38 interest amongst scholars and policymakers alike. While first-generation immigrants migrated
39 to their host country, the second generation consists of those born in the host-country but have
40 one or more parents born outside of the host country. Some scholars argue that having one
41 parent born in the host country makes one part of the 2.5 generation (Jantzen, 2008), while
42 others say that having moved to the host country during childhood makes one part of the 1.5
43 generation. However, the bulk of immigration literature does not strive to distinguish these
44 populations, and there has yet to be a clear consensus on whether or not there are unique aspects
45 in the settlement experiences of each group. Based on this understanding, and in an attempt to
46 guide this research note, the second-generation diaspora is therefore described as those children
47 with at least one parent from another country. Huang et al. (2018) argue that children of the
48 second generation may perceive their parents' homeland as 'a new place' on diaspora tourism
49 holidays.
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3 Despite their dispersion, migrant communities remain connected with their country of origin
4 (CoO), as they recreate in their country of residence (CoR) in the form of brotherhoods and/or
5 societies (Murdoch, 2017). Given the mobility of modern society, travelling back to the
6 ancestral home is relatively easy compared to previous generations of migrants. As such, the
7 term transnationalism is often used to refer to 'the processes by which immigrants forge and
8 sustain multi-stranded social relations that link together their societies of origin and settlement'
9 (Huang et al., 2013: 61).

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Diasporas are generally very proud of their roots, involved in the life of their **country of origin** and **country of residence**, highly qualified, and contribute significantly to the territorial and economic intelligence of the **country of origin** (Paul & Michel, 2013; Wab, 2013). The diaspora also contributes to the tourism industry as consumers, tourists, and investors (S raphin, 2020). **When going back home (as tourists), the diaspora is keen to: eat and drink locally sourced products; visit their local town; reconnect with friends, families; buy cultural artifacts; stay in hotels, and dine in restaurants owned and managed by locals, as a way of supporting the local economy (Jadotte, 2012; Newland & Taylor, 2010; Wab, 2013). The *Madeleine de Proust Theory* (MPT) has been employed to interpret this behaviour connected to childhood and nostalgia (Bray, 2013). As the theory refers to the French novelist Marcel Proust who recalled his childhood after tasting a madeleine, a shell-shaped French sponge cake (Bray, 2013; S raphin, 2021), the theory is often used in research related to the subconscious. MPT is also associated with other concepts, namely the concept of 'habitus,' which is about re-enacting some behaviour triggered by a specific context (Lukajic, 2020; Meguro, 2015; Troscianko, 2013; Vries & Elferen, 2010); and '*lieu de m moire*', the materialisation of a community and/or individual heritage and/or memory (Benhaim, 2005). Nevertheless, Meylon-Reinette (2009, 2010) argues that from the second generation onward, a phenomenon referred to as 'dediasporisation' occurs among the younger generation, in other words, a lessening of attachment to the **country of origin**. This impacts negatively on diaspora tourism, particularly for destinations depending heavily on their diaspora for the survival of the tourism industry (S raphin, 2020).**

Methodology

Methodological Foundation

This study's methodological foundation is two-fold: First, it is based on the effects of childhood experiences in adulthood. Literature supports the fact that there is a relationship between childhood experiences or circumstances and adult behaviour, attitude, and achievements (Simoes, Crespo & Moreira, 2015). Second, the Motivation Opportunity Ability (MOA) model is a framework used to highlight factors that either support or inhibit engagement and participation of individuals within their community (Jepson, Clarke & Ragsdell, 2013), is utilised.

Aims and objectives

This study explores the effects of childhood experiences on adult behaviours and outcomes in relation to diaspora tourism. Given previous research has shown a dediasporisation of the second generation, or decreased level of place attachment to the homeland (Huang et al., 2018; Meylon-Reinette, 2009, 2010), the objectives of this study are two-fold: a) To explore the role played by families in the transmission of knowledge, memories, traditions and other cultural practices about the homeland to diaspora children; b) To explore the role of DMOs in connecting with diaspora children. **The study suggests that DMOs in general, but particularly DMOs of destinations relying on diaspora tourism, should rebuild connections with their target market from a very early stage of their lives through shared emotions to establish emotional attachment (Hang, Aroean & Chen, 2020).**

Method

This study is based on an online questionnaire sent to members (adults) of the diaspora. The survey questions were designed using a conceptual study by Séraphin (2020) on childhood experience and dediasporisation. The focus of the questions is on transmission between generations. Literature suggests that holidays are legacy time during which transmissions (skills, values, practical knowledge) between generations occur (Boutte, Johnson, Wynter-Hoyte & Uyoata, 2017; Huang, Ramshaw & Norman, 2016; Schänzel & Jenkins, 2016). The

questionnaire was administered online using Google forms. An information sheet was provided at the beginning of the survey so that potential respondents had a full understanding of the objectives of the study; how data were stored, protected, and used; as well as the different options offered to them, such as withdrawing from the survey if they wished to do so. Members (adults) of the diaspora were individually contacted by the research team and asked to complete the survey. The survey was also shared via social networks such as LinkedIn and Facebook to reach a larger audience. Both platforms are widely used to improve the recruitment of research participants (Bonson & Bednarova, 2013; Mkono, Hughes & Echentille, 2020; Möllera, Wang & Nguyen, 2018).

Apart from the demographic questions, the survey questions were measured with a Likert-type response format from 1 (never; not at all important; not at all; poor; disagree) to 5 (always; of critical importance; totally; excellent; strongly agree). The project received ethical approval from the Ethics Committee of the University of the lead author. Participation in the research was voluntary, and anonymity was ensured by complying with the General Data Protection Regulations (GDPR).

Data Analysis

The data collected were analysed using SPSS, a useful software to analyse quantitative data (Quinlan, 2011). The SPSS analysis was specifically focused on correlation, defined by Hammond and Wellington (2013: 164) as: 'the investigation of association or dependence between two variables so that X can be said to be associated with Y.' More specifically, the study used Pearson Product Moment Correlation, which is used to 'measure the degree to which two variables are correlated or associated with each other when both of those variables are metric' (Silver, Stevens, Wrenn & Loudon, 2013: 216). The correlation coefficient and strength of association related to the Pearson Product Moment Correlation is presented in the table below (Table 2):

That said, this study is a pilot study, also called a small-scale version of a full study (Van Teijlingen & Hundley, 2001; Persaud, 2012). The results are therefore only indicative and not conclusive, let alone generalizable.

Findings and Discussion

Over 56 individuals responded to the survey, with almost a perfect balance between respondents born in the **country of origin** of their parents and those born in their **country of residence** (see Table 1). This fortunate outcome is rather positive for the validity and reliability of the pilot study.

[INSERT TABLE 1 HERE]

Family Influence: Moderate to Strong Correlations

Family influence plays an important role in transmitting the knowledge, memories, traditions, and other cultural practices about the homeland to diaspora children, thus maintaining the connection between the younger generation of the diaspora and the **country of origin** (Table 2).

[INSERT TABLE 2 HERE]

Existing research on diaspora has identified language as contributing to the connection between the **country of origin** and the younger generation from the diaspora. In some Vietnamese communities, heritage camp programmes around language are put in place for children as young as three years old (Williams, 2001). Children's fluency level is also a criterion in terms of attachment with the **country of origin** (Huang et al., 2016; Mandel, 1995). Indeed, food, drink, and music have been identified by many researchers as having a strong potential to foster a sense of belongingness within a community (Moscardo, Konovalov, Murphy & McGehee, 2017).

DMOs' influence: Non-existent to strong correlations

The communication strategy of DMOs toward the diaspora (Table 3) is lacking (.208) and inefficient in terms of keeping the diaspora up to date (.446). The DMOs lack of communication toward the diaspora could be explained by the fact that they do not perceive

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3 the diaspora as a good enough market (Corsale & Vuytsyk, 2015), which is a mistake
4 highlighted by the correlation (Table 3) between the level of engagement of the diaspora and
5 the level of communication between the diaspora and the DMOs (.653).
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11 **[INSERT TABLE 3 HERE]**
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15 DMOs are neglecting to engage this lucrative market partly because communication strategies
16 are aimed at adults of the diaspora and not children. Indeed, most of the respondents had barely
17 attended any events related to the **country of origin** of their parents as children (Table 4). DMOs
18 are failing to market the homeland destination to second-generation diaspora children because
19 their marketing and communication strategies are not child-centred. Since the family is the
20 main conduit for transmitting knowledge, DMOs need to work with diaspora families by
21 actively engaging diaspora children in consultation to devise child-friendly destination
22 marketing campaigns.
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35 *DMOs: Toward child-friendly marketing campaigns*
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38 Although the findings from this small-scale pilot study are by no means conclusive, there is
39 evidence to suggest that DMOs need to develop and maintain a stronger relationship with
40 children from the diaspora. We propose the marketing strategies aimed at children should be
41 developed in consultation with them. The kid-friendly digital communication framework
42 (Figure 1), created by Zaman, Dauxert, and Michael (2020), may be of interest when
43 developing such child-friendly marketing campaigns.
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54 That said, it is also suggested that the above model should consider the following:
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57 ■ The emergence of the phenomenon of adultisation which involves children engaging
58 in adults' behaviour (Mardon, 2011). As a result, some of the communication codes
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3 used for adults' marketing campaigns should also be used in marketing campaigns
4 aimed at children (Dosquet, Lorey & Ambaye, 2020).

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- The three layers that trigger children's interests in tourism products and services (or a destination): 1) The top layer includes novelty, nature, social relationships, and excitement; 2) the second layer is about comfort and escape, independence, recognition, loneliness, and self-esteem; 3) the final layer includes experience, romance, and nostalgia (Mohammadi & Pearce, 2020).
 - Critical features of holiday destinations for children: Seaside and sunny destinations are very popular with children. Some destinations are also very popular such as France, the USA, Spain, and the United Kingdom (Ghidouche & Ghidouche, 2020).

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Marketers will have to translate visually the key features listed above into offline and online marketing material. Figure 2 provides an example of what an offline marketing material could include.

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[INSERT FIGURE 2 HERE]

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Conclusion

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This research note's main purpose was to discuss the influential role of diaspora children in choosing family holiday destinations and the importance of working with them to develop child-friendly marketing strategies. In this respect, the pilot study sought to explore the role of families in the transmission of social capital about the homeland to diaspora children and the role of DMOs in connecting with diaspora children.

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Findings suggest that while families play an important role in maintaining the connection between the younger generation of the diaspora and the country of origin, DMOs are neglecting to target this lucrative market. Given the small-scale nature of this pilot study, more in-depth qualitative research is needed to ascertain whether DMOs are indeed failing to market the homeland destination to second-generation diaspora children.

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Our pilot study suggests that most respondents had barely attended any events related to the country of origin of their parents as children. Given previous research has established that children are important influencers in family holiday decisions (Lugosi et al., 2016) and a potentially overlook diaspora tourism market (S eraphin, 2020), this study suggests there is a pressing need for DMOs to work with diaspora families.

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3 We suggest DMOs of destinations relying on diaspora tourism should adopt a child-centred
4 approach and rebuild connections with their target market from a very early stage of their life.
5 DMOs could develop suitably child-friendly marketing strategies in consultation with children
6 of the diaspora, as well as organise cultural and family-oriented fun events (e.g., cooking,
7 handicraft workshops) in the country of residence in order to strengthen the emotional ties with
8 the homeland and directly in line with the Madelaine de Proust Theory (MPT) of childhood
9 nostalgia (Séraphin, 2021). Ultimately, children are important tourism stakeholders who need
10 to be meaningfully engaged in tourism planning, including communication and marketing
11 strategies to improve the performance of destinations (Canosa et al., 2019).
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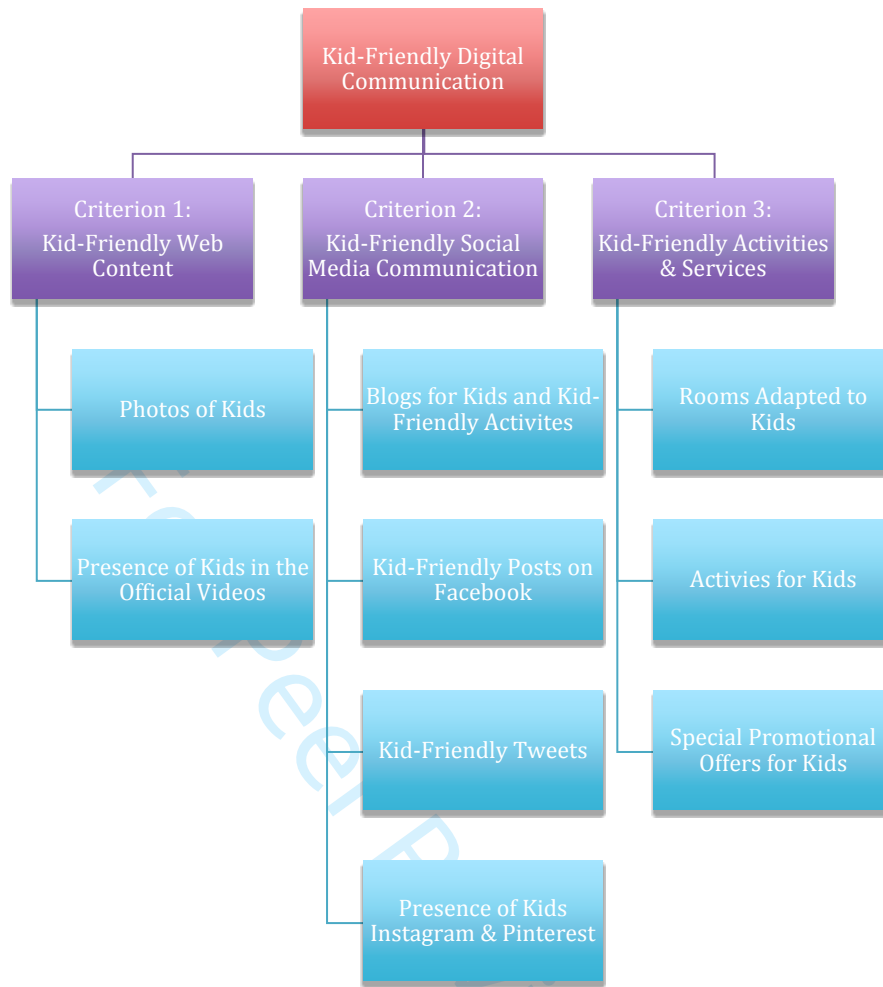


Figure 1: Framework for Kid-Friendly Digital Communication Evaluation
Source: Zaman, Dauxert & Michael (2020)

Figure 2: Marketing campaign focusing on children



Source: Lead author

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Table 1: Demographic information

Gender	Male	58.9%
	Female	37.5%
	Prefer not to say	3.6%
Age	18-24	26.8%
	25-35	23.2%
	35-44	25%
	45-54	10.7%
	55-64	10.7%
	65-74	1.8%
	Prefer not to say	1.8%
You were born in (country of origin)	The country of origin of your parents (but left home with your parents when you were under 18, and now live overseas)	48.2%
	In a country different from the country of origin of your parents	51.8%
Diaspora	First generation of the diaspora	55.4%
	Second generation of the diaspora	30.4%
	Third generation onward of the diaspora	14.3%
Occupation	Professional	67.9%
	Student	17.9%
	Self-employed	7.1%
	Unemployed	3.6%
	Prefer not to say	3.6%
Sector of occupation	You work in the tourism industry/education or related sector (hospitality, leisure, and events)	
	Yes	44.6%
	No	55.4%

Source: The authors

Table 2: Correlation table

	To what extent are/were your parents proud of their roots?	To what extent are you proud of your roots?	How frequently did your parents speak to you in their mother tongue?	How fluent are you in the language of the country of origin of your parents?	How frequently did your parents cook /eat food from the country of origin?	How frequently do you cook/eat food from the country of origin?	How frequently did your parents listen music/watch programs from the country of origin?	How frequently do you listen music/watch programme from the country of origin?
To what extent are/were your parents proud of their roots?		.363	.327	.097	.335	.094	.283	.006
To what extent are you proud of your roots?	.363		.307	.368	.432	.418	.461	.380
How frequently did your parents speak to you in their mother tongue?	.327	.307		.780	.477	.278	.573	.434
How fluent are you in the language of the country of origin of your parents?	.097	.368	.780		.394	.376	.503	.512
How frequently did your parents cook /eat food from the country of origin?	.335	.432	.477	.394		.452	.697	.350
How frequently do you cook/eat food from the country of origin?	-.094	.418	.278	.376	.452		.466	.660
How frequently did your parents listen music/watch programs from the country of origin?	.283	.461	.573	.503	.697	.466		.540
How frequently do you listen music/watch programme from the country of origin?	.964	.004	.001	.000	.008	.000	.000	

Source: The authors

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Range of correlation coefficient	Strength of association
Greater than .80	Very strong
.61 to .80	Moderate to strong
.41 to .60	Weak to moderate
.21 to .40	Weak
.00 to .20	Non-existent to very weak

Source: Silver et al (2013)

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Table 3: Correlation table

	To what extent do you understand the impacts the diaspora can have on the tourism industry of the country of origin?	You receive information from tourism officials?	You share your point of view about festivals and events in your community with tourism officials
To what extent do you understand the impacts the diaspora can have on the tourism industry of the country of origin?		.208	.112
You receive information from tourism officials?	.208		.653
You share your point of view about festivals and events in your community with tourism officials	.112	.653	

Source: The authors

Range of correlation coefficient	Strength of association
Greater than .80	Very strong
.61 to .80	Moderate to strong
.41 to .60	Weak to moderate
.21 to .40	Weak
.00 to .20	Non-existent to very weak

Source: Silver et al (2013)

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Table 4: Correlation table

	As a child, how frequently did you attend events about the country of origin (of your parents) at your country of residence?	You keep up to date with news relating to events about the country of origin (of your parents) happening in your country of residence	You receive information from tourism officials
As a child, how frequently did you attend events about the country of origin (of your parents) at your country of residence?		.174	.103
You keep up to date with news relating to events about the country of origin (of your parents) happening in your country of residence	.174		.446
You receive information from tourism officials	.103	.446	

Source: The authors

Range of correlation coefficient	Strength of association
Greater than .80	Very strong
.61 to .80	Moderate to strong
.41 to .60	Weak to moderate
.21 to .40	Weak
.00 to .20	Non-existent to very weak

Source: Silver et al (2013)