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## **WHAT AFFECT FIT TOURIST EXPANSES ON RESTAURANTS ?**

### **Abstract:**

As the tourism industry continue to grow, the share of independent tourists (FIT) within this industry is growing as well, and will probably increase even more following the trend of social distancing caused by the Covid-19. This paper focuses on the restaurant expenses of FIT tourists visiting Israel and identifies the factors affecting the expanse per day per person.

The research is based on survey data collected from 414 tourists and analyzed using the OLS method. The results indicate that using social media before the trip increase the tourist expenditures on restaurants. Men spend more money per day per person on restaurants while length of stay have a quadratic effect on the restaurants expenses. That is as the number of night's increases the restaurant expenses per day per night decrease, but the effect in not linear. Other factors like the size of the party traveling together, the country of origin or purpose of the trip has no effect on the expenses.

The results can help in targeting marketing efforts. Foe example, restaurants should promote themselves using social media.

### **Keywords:**

Accommodation, Expanses, Tourism, Fit