THE PERCEPTIONS OF CHINESE TOURISTS OF THE WESTERN CAPE REGION TRAVEL DESTINATION

Jiang Hu

Student number: 206024762

Submitted in fulfilment of the requirement for the degree of Magister Technologiae: Marketing, Faculty of Economic Sciences, at Nelson Mandela Metropolitan University.

Supervisor: Doctor John Burger

DECEMBER 2008
DECLARATION

I, Jiang Hu, hereby declare that:

● the work in this dissertation is my own original work;

● all sources used or referred to have been documented and recognized; and

● this dissertation has not been previously submitted in full or partial fulfillment of the requirements for an equivalent or higher qualification at any other recognized educational institution.

_________________

Jiang Hu

Port Elizabeth

December 2008
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ABSTRACT

As a result of significantly improving relationship between South Africa and China, Chinese tourists traveling to South Africa have become a more noticeable group of travelers. More and more Chinese tourists choose South Africa as a tourism destination; especially Cape Town in the Western Cape region for a variety purposes such as relaxation, business and/or shopping.

This research investigates the perceptions and motivation of Chinese tourists coming to the Western Cape region of South Africa. The proposed strategy of promoting the Western Cape region as a travel destination can be made based on the perceptions and motivation of Chinese tourists to the Western Cape.

The study focuses on clearly understanding the perception of Chinese tourists by studying tourist behaviour and consumer motivation. The process of decision making and factors impacting on decision making are addressed in the research.

A survey questionnaire was administered to Chinese tourists visiting South Africa. The primary data received by questionnaire was analyzed to show what actually Chinese tourists consider Western Cape as a travel destination.

The Statistical Package of Social Science (SPSS) was utilized for analysis of data collected by the questionnaire. These general groups of data are discussed in the research. There are personal information, the motivation for
travelling, and perceptions of respondents in the Western Cape region in South Africa.

**KEYWORDS:**
PERCEPTION
MOTIVATION
CHINESE TOURISTS
CONSUMER BEHAVIOUR
TOURISM
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1.1 INTRODUCTION

Governments are recognizing travel & tourism as a top priority. They have it within their power to unlock the industry's potential to create jobs and generate prosperity (World Travel and Tourism Council, 2002). South Africa has the potential to become one of the world’s great new tourism destinations following its transition to democracy and entry into mainstream economic and political circles. Although many of the strategic and operational pieces appear to be in place, insufficient focus on implementation has limited the return on investment and caused targets to be consistently missed (WTTC, 2002).

Travel & Tourism offers enormous potential as a catalyst for future economic and social development across the whole of the country. In 2002, South Africa’s travel & tourism was expected to generate R108.5 billion (US$10.8billion) of economic activity (Total demand). The industry’s direct impact includes: 492,700 jobs—representing 3.0 percent of total employment; R31.1 billion (US$3.1billion)—of Gross Domestic Product (GDP) equivalent to 3.0 percent of total GDP. However, since travel & tourism touches all sectors of the economy, its real impact is even greater. South Africa’s travel & tourism economy directly and indirectly accounts for: 1,148,000 jobs—representing 6.9 percent of total employment; R72.5 billion(US$7.2 billion) of GDP—equivalent to 7.1 percent of total GDP; R43.8 billion(US$4.4 billion) of exports, services & merchandise—or 12.5 percent of total exports; R17.1 billion(US$1.7 billion) of capital investment—or 10.3 percent of total investment; R920 million (US$92million) of government expenditures—or a 0.5 percent share. In baseline, forecasts for South Africa are generally positive. Travel & tourism demand is projected to increase in line with forecast GDP growth over the next few years (WTTC, 2002).

South Africa is travel destination for worldwide tourists, offering scenic beauty,
diverse wildlife, a kaleidoscope of cultures and traditions, and endless opportunities to explore the outdoors through sport and adventure activities. Recently, South Africa has become an exceptionally a travel market for Chinese tourists who expect to enjoy holidays, or for some other reasons like business, visiting friends and so on.

There is a series of statistical data used to describe the situation of the South African tourism market around the world.

According to South African Tourism Statistics, in 2006, South Africa received nearly 8.4 million tourists. Tourism created 947,530 jobs in 2006, representing an increase of 9.6% over 2005. The tourism industry forms part of the Accelerated and Shared Growth Initiative for South Africa’s (ASGISA) goals to reduce poverty and unemployment; to raise the level of economic growth by at least 4.5% in the next few years; and to an average of 6% between 2010 and 2014.

Tourism’s estimated contribution to gross domestic product (GDP) increased from 4.6% in 1993 to 8.3% in 2006. It is expected to increase to 12% by 2014. Tourism has been set steep goals for the next five years: 500,000 new jobs, 8.5 million international arrivals annually and a contribution to the GDP of at least R100 billion a year.

South Africa is following the global trend with a rise in travel and tourism to the country. Overall, foreign arrivals grew by 10% from January to May 2007. The positive trend in foreign arrivals is reflected in arrivals at airports, which increased by 4.4% during the first five months of 2007 compared with the same period in 2006, and across all regions which South African Tourism markets.

The study seeks to provide an examination of the South African tourism industry, in respect of the emergence of South Africa and specifically the Cape Town of Western Cape region as a travel destination for Chinese tourists. The study will attempt to identify the current perceptions of the South African image
in this market. It also seeks to demonstrate that although there are several selection alternatives in choosing a travel destination, the tourism industry needs to undertake further consumer studies to identify those factors that are most likely to stimulate travel by Chinese tourists to South Africa in general, and the Western Cape region in particular.

1.2 SIGNIFICANCE OF THE RESEARCH

Identifying and developing a destination in the mind of a target group of consumers is a core activity of destination marketing organizations. This study thus proposes to identify, analyze and evaluate factors that could impact positively and/or negatively on the image of South Africa (SA) as a tourist destination for Chinese tourists. The Western Cape is blessed with the natural resources and physical infrastructure to provide tourism products for domestic and international tourists. With an understanding of the destination image held by the target market, the industry not only can highlight that South Africa as one of the best tourism destinations in the world, but also can concentrate on a specific approach to attract the Chinese market.

Although South Africa’s tourism industry is influenced by the international tourism environment, South African tourism enjoyed a bumper year in 2002 despite a global downturn in the industry. While tourism growth to South Africa slowed in 2003 until 2007, the Chinese market has become one of South Africa’s fastest-growing tourist sources (Tan 2007: 60).

Bilateral relations between SA and the People’s Republic of China (PRC) have expanded substantially since the establishment of diplomatic relations in 1998 (Zhang 2006:75).

In an effort to promote tourism from China, the authorities in Beijing have extended Approved Destination Status (ADS) to South Africa. The terms of an ADS agreement have been concluded. This has resulted in a significant increase in the number of tourists from China because they no longer require
approval from the Chinese government to travel to South Africa (Zhang 2006:105).

1.3 OBJECTIVES TO BE ACHIEVED

As one of the largest tourism growth markets China presents an enormous opportunity for the SA tourism sector if a sufficiently attractive destination is developed. The study will help to identify the current perceptions of South Africa in this market, which can be used for further development of the destination marketing of the industry (Vittachi 2001:18).

The study seeks to highlight the relationship between destination image and the Chinese consumers’ motivation to travel to South Africa. Only after the reasons why tourists visit have been analyzed, can a tourism marketing strategy be developed. Organizations involved in the industry, such as operators, investors and decision makers in DMOs may be able to use the findings of the study to ensure the adoption of an appropriate and effective approach to market South Africa as a destination for Chinese tourists.

By identifying the image preferences of Chinese tourists while visiting SA, the study will assist the industry to develop a series of guidelines designed to improve the marketing strategy within the existing network. Beneficiaries of this research will include hoteliers, wholesalers and travel agents.

1.4 RESEARCH MAIN PROBLEM

There is apparently no effective coordination in the tourism industry of South Africa’s marketing policy towards many overseas markets, including China. (Mansfield 2000: 38).

According to Mkhondo (2005: 58), Cheryl Carolus, the former CEO of South African Tourism, has identified two key principles that need to be implemented in the near future. They are:
· To effect integrated marketing and promotional campaigns to build a powerful “South Africa” brand in international markets.

· To highlight the location advantage that makes South Africa a natural site for client flights from anywhere in the world.

Based on these principles, to ensure that more tourists are attracted from China, the South African tourism industry needs to implement a policy, which should highlight the destination. This includes:

• Understanding the existing destination in the target markets

• Marketing the country as a tourism destination

• The relationship between image selection in destination positioning and its impact on the local tourism industry.

Developing and changing a traveling place is a difficult process. Part of the process is to research what outsiders (i.e. Chinese tourists) identify as the true and strong elements of the place (South Africa). The central argument is that the approach of the South African (SA) tourism industry towards image selection in positioning the destination in the Chinese market should take into account the current perceptions of Chinese tourists to South Africa and their motivation to travel.

1.5 SUB-PROBLEMS STATEMENT

In order to solve the research problem, the following sub-problems shall be answered in the first place:
What is current status of South Africa as seen by Chinese tourists?

What are the motivations of Chinese tourists in respect of South Africa?

How to measure the perceptions of Chinese tourists travelling to South Africa?

What is the real perception of Chinese tourists with respect to South Africa?

1.6 DELIMITATION OF THE RESEARCH

This literature review covers travel motivation first, and then focuses on the theories of destination image in terms of developing marketing strategies. The research will concentrate on the travel motivation and on the perception of the destination as held by Chinese tourists.

1.7 REVIEW OF RELATED RESEARCH

As South Africa continues to be one of the popular tourist destinations in 2006/7 and the Chinese outbound tourism market became acknowledged as a key emerging market in South Africa, the importance of marketing the industry image more effectively and more efficiently increased (Tan 2007: 25).

China is the fastest growing outbound tourist country. In the face of intense international competition, all destinations thus need to put in more effort to improve their image and to capture a significant share of this new business opportunity.

This research will focus on the motivation for selection and the perceptions of Chinese Tourists with respect to South Africa. These factors should be considered by the DMO when establishing a strategic marketing plan. Tourists are individuals and groups with widely varying needs, tastes, perceptions, characteristics,
behaviour and economic means to travel.

1.8 RESEARCH METHODOLOGY

This research will be a result of combination between quantitative and qualitative methodology. Qualitative methods are involved in areas such as questionnaire interviewing and secondary data collection. Statistical solutions will be applied in this research as a quantitative method.

A literature review of recent publications and marketing information will be conducted. The focus will be on policies, laws, and “raw” statistics and secondary sources related to the topic. Since the researcher is unable to travel nationally or overseas to conduct in-depth interviews with the key industry operators in China, the literature review will be supplemented with information gathered electronically from Chinese tour operators serving the South Africa market.

A series of sources of secondary information used in this research will include: economic data and forecasts (such as tourism statistics and information on growth sectors). Existing research on tourism, journal and newspaper articles, government policy documentation and broad range of other published work will be sourced. The Western Cape provincial tourism authority, the Western Cape Investment and Trading Promotion Agency will also be sourced. Statistics from Grant Thorton and selected tourism organizations will also be used.

The needs, motivation and consumer behaviour of tourists will be examined to assist the researcher in analyzing the image of the destination, since this concept largely depends on the outsider’s perception. The survey of tourists seeks to identify the pull (destination image) and push (motivation) factors.

1.8.1 Target population to be studied
The target population is those Chinese tourists who are currently traveling to the Western Cape region in South Africa from all age groups, genders, occupations and income levels.

Interviews will be conducted at the Cape Town International Airport and typical sites where Chinese tourists can be found. Because of resource and time constraints, a convenience sample will be taken for this research.

1.8.2 The data needed

The data needed for this research is divided into two parts. One part is secondary data retrieved from relevant literature review by checking some existing published books and other sources such as magazines or newspapers. The other part of data needed, is called empirical research. This kind of data focused on the travel motivation; perception of Chinese tourists will be going through an interview by using a structured questionnaire.

1.8.3 Sample size

The research targets the Chinese tourists visiting in the Western Cape Province (Cape Town) in South Africa.

Due to the budget and time constraints, a sample size of 400 will be used with the assistance of the local tour operators, and friends.

1.8.4 Sampling methodology

A survey using a structured questionnaire (appendix A) will be conducted to collect the primary data. A convenience sampling will be deployed. The sample is selected with the assistance of several tour operators and researcher’s friends.
1.8.5 Data analysis

Data will be analyzed using the SPSS program (Statistical Package for Social Science). Descriptive statistics and factor analysis will be applied. Factor analysis is used to explore the structures of Travel motivation and the Image of South Africa sections respectively. The relative importance of the elements of the image score is assessed on the Likert scale of 1 to 5.

1.9 DEFINITION OF KEY TERMS

For the purpose of the study, the following key concepts within the context of the research will be explained:

• Destination marketing organizations (DMO): are those governmental and non-governmental organizations that are responsible for marketing specific tourism destinations to the travel trade and individual travelers. These organizations range in size from the continental to the local: from multi-country regions (e.g. European Travel Commission) to individual communities (e.g. convention and visitors bureaus) (Kotler 2000:158).

• Destination identifying: is the responsibility of DMOs that market tourism destinations. The principle marketing role of DMOs has been seen in fairly narrow promotional terms of creating and communicating appearing of destination images and messages to prospective visitors, mainly through advertising, public relation and print, as a necessary basis for the product-specific marketing activities of operators (Image-creation) (Lubbe 2003: 49).

• Tourism: includes all travel, for whatever purpose that results in one or more nights being spend away from home (DEAT 1996; vi). Tourism can be thought of as a whole range of individuals, businesses, organizations and places which combine in some way to deliver a travel experience or the temporary movement to
destinations outside the normal home and workplace. The activities undertaken during the stay and facilities created to cater for the needs of tourists (Cooper, 1993:41).

• Tourism spending: includes key items of holiday expenditure (at least with international tourists), such as air-tickets or extended or ‘all-in’ tours—the benefits from this spending go primarily to big corporate and multi-national companies. Luxury tourism often requires specialized marketing, international communication and luxury goods, which cannot be sourced locally, so the bulk of tourist spending is not to the benefit of local communities or domestic companies (Pleumarom 1995: 213).

• Outbound tourism: involves people departing from one country to visit another country (Middleton 1994:35).

• Tourist: is a person who travels away from home, staying away for at least one night. A tourist could be a domestic tourist, a regional tourist or an overseas tourist. A tourist travels for different purposes including business, leisure, conference and incentive (Dwyer 2003: 369).

• Chinese tourists: are tourists from China, who are temporary visitors staying for at least 24 hours in the country visited for leisure (i.e. recreation, holiday, health, study, religion or sport), business, family, mission or meeting purposes (Chan 2002: 203).

• Demand-led tourism development: is tourism development, which is focused on the needs, expectations and wants of tourist rather than the suppliers of the tourism product or the supply of physical infrastructure (Chisnall 1992:52).

• Consumer Behaviour: is the study of why people buy the products they do, and how they make decision (Pizam and Mansfeld 2000: 138).
1.10 CONTENT OF THE RESEARCH

The dissertation will be divided into the following chapters. Chapter one and two: highlight the necessity and importance of the research with a brief background of the industry, which focuses on the Chinese market. In chapter three, the relevant literature review will discuss travel motivation issues and image selection in destination positioning. The topic discussed includes push and pull factors in travel motivation, and a framework for understanding destination image. Chapter four explains the research methodology. Data analysis, discussion of the findings, and interpretation of results are to be found in chapter five.

Chapter six contains the conclusion and recommendations for the marketing strategy of image selection of South Africa in destination positioning in the Chinese market, and the possibilities for further research.

1.11 QUESTIONNAIRE

A structured questionnaire with a cover letter will be designed for collecting the primary data (specifically see annexure A, B and C).

1.12 SUMMARY

According to Erik(2006: 83), an introduction serves a particular purpose in an academic work. It makes it absolutely clear what the research investigates and the importance of that. Absolute clarity is vital. The introduction must be completely unambiguous, so that the average reader will understand the research down to the finest detail. In order to achieve this, an introduction will typically contain all or most of the following:

· Background information/topic introduction

· A problem statement
- Research questions, if required
- Research objectives (or purposes) of the work
- Definition of terms and concepts
- Significance of (or rationale for) the study
- Brief chapter overviews
- Any additional institutional requirements not covered here

Based on this, chapter one played a role as an introduction for not only this chapter but also for the whole research. The significance and objectives of the research has been discussed. The main research problem and the sub-problems have been stated. The research methodology including target population, the data needed, sample size, sapling method and, data analysis was discussed.

In chapter two, an overview of tourism industry is provided. This chapter will explore both the international tourism environment and the South African tourism industry in particular.
2.1 INTRODUCTION

To maintain context the structure and purpose of specific chapter are emphasized. Chapter one introduced the entire research. This is in order to tell readers what the research is about and explains the purpose of this research. This important part in chapter one is the introduction and setting the stage of the research design and methodology. Some questions such as defining target sample, and how to collect and analyze the data needed for this research were identified. Chapter one is thus considered as a framework of the research project.

Chapter two should be reckoned as preparation for the research. In this chapter, the current South African tourism industry, and what South Africa looks like in the global environment is explored. Subsequently, the relationship between South Africa and China is discussed in order to establish the perception of current Chinese tourism to South Africa. This helps the researcher to get to know Chinese perceptions and expectation about traveling to South Africa.

2.2 INTERNATIONAL TOURISM

Today tourism has grown significantly in both economic and social importance. The fastest growing economic sector of most industrialized countries over the past several years has been in the area of services. One of the largest segments of the service industry, although largely unrecognized as an entity in some of these countries, is travel and tourism (Theobald 2005: 2).

According to the World Travel & Tourism Council(2003) (WTTC), travel and tourism is the biggest industry in the world on virtually any economic measure, including gross output, value added, capital investment, employment, and tax contributions.
Frechtling (2001) suggest that Futurist John Naisbitt in his best-selling book, Global Paradox, subscribes to the concept that tourism will be one of the three industries that will drive the world economy into next 50 years. Reinforcing Naisbitt’s concept is data provided for the WTTC suggesting that there will continue to be significant increases in tourism in the coming years (Table 2.2).

Table 2.1 World Tourism Growth: 1950-2006

<table>
<thead>
<tr>
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<th>International Tourist Arrivals (millions)</th>
<th>International Tourist Receipts(a) (billions in US$)</th>
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<td>1970</td>
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<td>1980</td>
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<tr>
<td>2006</td>
<td>820.8</td>
<td>603.5</td>
</tr>
</tbody>
</table>

a: International transport receipts excluded

Table 2.2 WTTC Research Projections for Economic and Employment Growth

<table>
<thead>
<tr>
<th>Category</th>
<th>1996</th>
<th>2006</th>
<th>Real Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>255 million</td>
<td>410 million</td>
<td>60.8%</td>
</tr>
<tr>
<td>Jobs (%)</td>
<td>10.7%</td>
<td>13.5%</td>
<td>-----</td>
</tr>
<tr>
<td>Output</td>
<td>US$3.6 trillion</td>
<td>US$7.6 trillion</td>
<td>56.3%</td>
</tr>
<tr>
<td>Gross Domestic Product</td>
<td>10.7%</td>
<td>11.5%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Investment</td>
<td>US$766 billion</td>
<td>US$1.7 trillion</td>
<td>55%</td>
</tr>
<tr>
<td>Exports</td>
<td>US$761 billion</td>
<td>US$1.5 trillion</td>
<td>49.2%</td>
</tr>
<tr>
<td>Total Taxes</td>
<td>US$653 billion</td>
<td>US$1.4 trillion</td>
<td>53.3%</td>
</tr>
</tbody>
</table>


International tourism shrunk from over 714 million international tourist arrivals in 2002 to 694 million international tourist arrivals in 2003 (down 2.8%). The reasons cited by most commentators were war, terrorism, Severe Acute Respiratory Syndrome (SARS) and a soft global economy. While global tourism declined in 2003 it is worth noting that the external shocks to the industry were severe but the decline was only a marginal one. The international travel and tourism industry has proved yet again to be, in general, a robust sector (South African Tourism Strategic Research Unit, 2004).

2.3 BASIC TOURISM UNITS
According to figure 2.1, for a given country, three basic forms of tourism are first identified, they are as follow:

- Domestic tourism: residents visiting their own country,
- Inbound tourism: nonresidents traveling in a given country, and
- Outbound tourism: residents traveling in another country.

These forms can be combined in a number of ways to derive the following categories of tourism:
· International tourism: involves both domestic and inbound tourism,
· National tourism: involves both domestic and outbound tourism, and
· International tourism: involves both inbound and outbound tourism.

2.4 CLASSIFICATION OF TOURISM DEMAND

Before discussing South Africa as a travel destination, it is necessary to clearly discuss what makes up the concept of tourism, or so to say, components of tourism need to be checked out first.

An extended classification system of tourism demand delineating the main purpose(s) of visits or trips by major groups was developed on a base first proposed by UN(1979) (Figure 2.2). This system was designed to help measure the major segments of tourism demand for planning and marketing purposes. The major groups include (Guidelines for tourism statistics. New York: United Nations 1979 p.6):
Figure 2.2: Classification of travelers

Travellers

Visitors (included in tourism statistics)

Tourists (overnight visitors)

- Residents
- Non-residents
  - Leisure/recreation
  - Business/professional
  - Other

Same-day visitors

- Residents
- Non-residents
  - Leisure/recreation
  - Business/professional
  - Other

Other travellers (not included in tourism statistics)

Commuters

Migrants

Nomads

Transit passengers

Refugees

Members of the armed forces

Diplomats/representation of consulates

Daily routine trips

2.5 SOUTH AFRICAN RELATED TOURISM ISSUES

This section will address two issues. One is South African policy and, the other is the organization of South African tourism.

2.5.1 South African tourism policy and legislation

Policy can be defined in different ways. According to Rothschild and Williams (2005) and the Oxford Dictionary (2007) policy is described as a course or plan of action, especially of administrative action. Kruger (2005: 203) defines policy as ‘a serial of approved issues and regulations which can continuously complete a plan.’

A more general description taken from various sources is as follow:

Policy can be described as sets of guidelines generally accepted by all and used (1) to improve and facilitate decision-making and (2) to facilitate appropriate action under certain circumstances (Lubbe 2003: 161).

2.5.1.1 Policy at national level

The present South African tourism policy is the result of a process that began in 1994. The then Minister of Environment Affairs and Tourism appointed an Interim Tourism Task Team (ITTT) with the mandate to draft a tourism discussion paper as the basis for a future national tourism policy. Representing the business sector, labour movement, provincial governments, community organizations and the national government, the ITTT produced a Tourism Green Paper in September 1995. With the assistance of an expert from the European Union, a white Paper containing a draft national policy was released in October 1995.

A number of key policies must be developed (and actions taken) as the process of
tourism growth in South Africa is to be stimulated in the following 14 areas (White Paper (2006: 28):

- Safety and security
- Education and training
- The financing of tourism and access to finance
- Investment incentives
- Foreign investment
- Environment management
- Product development
- Cultural resource management
- Transportation – air and ground
- Infrastructure
- Marketing and promotion
- Product quality and standards
- Regional cooperation
- Youth development

2.5.1.2 **Policy at provincial level**

Gauteng’s vision for tourism ‘is to effect significant and appropriate growth of the tourism industry in the province through developing and promoting the total human and natural environment in a sustainable manner, and to thereby generate economic wealth and improve the quality of life of all the people of province’
In the Gauteng’s White Paper the following matters are attended to and some policy guidelines for each are set:

- Tourism infrastructure
- Tourism training and education
- Tourism financing and investment
- Tourism and economic empowerment
- Tourism marketing and promotion
- Safety and security
- Standards and legislation for tourism
- Tourism structures

2.5.1.3 Policy at the level of local authorities

Various metropolitan and local authorities are in the process of developing tourism policies and strategies that focus on the strengths of the areas and the possible opportunities for tourism development. Some of these are the Tsheane Metropole (Pretoria and surrounding areas), the Mandela Metropole (Port Elizabeth and surrounding areas), the Durban Pinetown Metropole, and Cape Town. These proposed policies mainly cover an analysis of the strength, weaknesses opportunities and threats facing these metropoles. Ways and means are proposed to overcome constraints and capitalize on strength and opportunities.

2.5.2 South African tourism organizations
The division of the world into regions has resulted in the formation of different regional organizations that take care of their regional tourism interests. The activities and involvement of regional organizations such as the Regional Tourism Organization of Southern Africa (RETOSA), the organization for Economic Cooperation and Development (OECD), and Pacific Asia Travel Association (PATA) will be examined. The role played by national tourist’s organizations cannot be underestimated (World Tourism Organizations: 334).
Figure 2.3 Organizational chart of the national tourism administration of South Africa

Source: Department of Environmental Affairs and Tourism (edited by Keller and Bieger: 240).
Figure 2.4 Organizational chart of the chief executive office structure of the South African Tourism

Source: South African Tourism
Figures 2.3 and 2.4 separately show the two organized structure from two levels, one is national level, and the other is chief executive level of South Africa. Those different organizations compose the hierarchical tourism system of South Africa.

2.6 SOUTH AFRICA IN THE GLOBAL TOURISM ENVIRONMENT

There were 8,715,491 tourist arrivals to South Africa in 2006. This is a 1.9% increase over 2005 (see Table 2.3). South Africa is one of the countries that grew arrivals 2006.

Table 2.3 Tourists Arrivals to South Africa in 2006

<table>
<thead>
<tr>
<th>Total foreign tourists arrivals</th>
<th>8,715,491</th>
<th>+1.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa &amp; Middle East</td>
<td>5,134,000</td>
<td>+1.1%</td>
</tr>
<tr>
<td>Americas</td>
<td>283,531</td>
<td>+2.6%</td>
</tr>
<tr>
<td>Asia &amp; Australia</td>
<td>275,096</td>
<td>+1.1%</td>
</tr>
<tr>
<td>Europe</td>
<td>1,892,327</td>
<td>+4.1%</td>
</tr>
</tbody>
</table>


South Africa also out-performed most of its key competitors (in the long haul air markets) such as Australia and Thailand, which posted declines of over 5 and 6 percent respectively (South African Tourism Strategic Research Unit, 2004).

In 1990 the World Tourism Organization launched a programme of research and forecasting which sought to establish what tourism might be like in the year 2020. International tourist’s arrivals will reach the 1.6 billion mark in the year 2020 (WTO Research Report, Tourism: 2020 Vision).

Table 2.4 shows the ten most important expected tourism destinations for 2020, as well as the ten most important outbound countries.
Table 2.4 Projected top tourists destinations and outbound countries in 2020

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Rank</th>
<th>Outbound</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>1</td>
<td>Germany</td>
</tr>
<tr>
<td>2</td>
<td>United States</td>
<td>2</td>
<td>Japan</td>
</tr>
<tr>
<td>3</td>
<td>France</td>
<td>3</td>
<td>United States</td>
</tr>
<tr>
<td>4</td>
<td>Spain</td>
<td>4</td>
<td>China</td>
</tr>
<tr>
<td>5</td>
<td>Hong Kong</td>
<td>5</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
<td>6</td>
<td>France</td>
</tr>
<tr>
<td>7</td>
<td>United Kingdom</td>
<td>7</td>
<td>Netherlands</td>
</tr>
<tr>
<td>8</td>
<td>Mexico</td>
<td>8</td>
<td>Canada</td>
</tr>
<tr>
<td>9</td>
<td>Russia</td>
<td>9</td>
<td>Russia</td>
</tr>
<tr>
<td>10</td>
<td>Czech Republic</td>
<td>10</td>
<td>Italy</td>
</tr>
</tbody>
</table>

Source: WTO Research Report, Tourism: 2020 Vision

For South Africa, the government has identified tourism as one of the main industries, which contributes to GDP growth. The National Destination Marketing Organizations (DMO) and SA Tourism markets South Africa's scenic beauty, diverse wildlife, kaleidoscope of cultures and heritages, the great outdoors, sport and adventure opportunities, eco-tourism and conference facilities. Since 1994 South Africa has experienced continuous growth in total number of visitor arrivals. The number of international tourists is also growing.

2.7 CHINESE OUTBOUND TOURISM MARKET

Until twenty years ago, China had a very strict outbound policy. Tourism for pleasure was a foreign notion even to the handful of people who could have afforded it (Lui, 2000). After the relaxation of travel regulations in May 1991, China's outbound tourism boomed (Zhang and Lam, 1998). It had experienced a steady and substantial growth from 2.8 million in 1992 to close to 10 million in 1999. From 1994 to 2003, the China outbound market increased steadily at 13.9% per annum.

The latest Chinese outbound figures recorded up to 36 million in 2006. There
were 17.3 million outbound tourists in the first five months in 2007, which is 61% and 69% growth when compared to the same period in 2005 and 2006 (www.cnta.com).

Currently Chinese tourists are restricted to visit government “approved destinations” only. South Africa was granted Approved Destination Status (ADS) in December 2001. By the end of September 2004, 51 countries had been awarded ADS. They are shown as follow:

Table 2.5 Approved destinations

<table>
<thead>
<tr>
<th>Australia</th>
<th>Austria</th>
<th>Brunei</th>
<th>Belgium</th>
<th>Cuba</th>
<th>Croatia</th>
<th>Czech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus</td>
<td>Denmark</td>
<td>Egypt</td>
<td>Estonia</td>
<td>France</td>
<td>Finland</td>
<td>Germany</td>
</tr>
<tr>
<td>Greece</td>
<td>Hong Kong</td>
<td>Hungary</td>
<td>Holland</td>
<td>India</td>
<td>Indonesia</td>
<td>Italy</td>
</tr>
<tr>
<td>Iceland</td>
<td>Ireland</td>
<td>Japan</td>
<td>Korea</td>
<td>Latvia</td>
<td>Lithuania</td>
<td>Macau</td>
</tr>
<tr>
<td>Myanmar</td>
<td>Malta</td>
<td>New Zealand</td>
<td>Nepal</td>
<td>Norway</td>
<td>Philippines</td>
<td>Pakistan</td>
</tr>
<tr>
<td>Portugal</td>
<td>Romania</td>
<td>Singapore</td>
<td>Sri Lanka</td>
<td>South Africa</td>
<td>Spain</td>
<td>Sweden</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Slovakia</td>
<td>Switzerland</td>
<td>Thailand</td>
<td>Turkey</td>
<td>Vietnam</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher

By 2020, the number of Chinese outbound tourists has been estimated to reach the staggering 100 million (10 percent of its one billion population) with 15 percent annual average average growth. It is already ranked the fifth outbound market in the world. China is forecast by the World Tourism Organization to become the leading source market of Asia by 2005 and become the leading source market worldwide
by 2020, dominating global tourism arrivals (SAT, 1 November 2006).

Many competitors in the global market are hotly competing for China's fast-growing outbound market. Hence the first priority of most countries is to get onto the ADS list. It is reasonable to believe that the integration of China into the global economy by joining the World Trade Organization will further accelerate the liberalization of its outbound market policy. Under WTO obligations, China would free up the travel industry allowing more agents to sell travel under the ADS banner (Chan, 2002).

In addition, the yearly series of surveys done by Far Eastern Economic Review on the consumer behaviour in China discovered that wealthy Chinese people were traveling regularly for tourism as well as business. Men were making more business trips and women make more holiday trips. Around one in ten people interviewed had made one overseas air trip and a slightly smaller proportion had made 2 or 3 trips (Vittachi, 2004). Hong Kong was a top spot for holidays of the upper middle class. It was followed by Thailand, Singapore, and Malaysia (Vittachi, 2004). This might be due to language similarities, close cultural, family links and proximity (Liu, 2005).

2.8 RELATIONSHIP BETWEEN SOUTH AFRICA AND CHINA

This section is going to discuss the relationship between South Africa and China in the matter of political and economic aspects.

2.8.1 Political foundation

In the early 1990s, South Africa began establishing or re-establishing ties with many other countries. Among the many countries that favoured closer ties with South Africa in the mid-1990s were the Republic of China (ROC) or Taiwan and the People's Republic of China (PRC). South Africa and the ROC had maintained
ties during the apartheid era, partly because both were virtual outcasts from the international community. The PRC was critical of apartheid but had been cool toward the ANC (generally supporting the Pan African Congress). In 1990s, President Mandela expressed South Africa’s desire to maintain longstanding ties with the ROC and to establish diplomatic relationships with PRC. (http://www.countrystudies.us/south-africa)

The formalization of diplomatic relations between South Africa and China in January 1998 served to establish the political foundation upon which the commercial relationship could be founded. Trade – “in a clandestine manner” - had occurred during the sanctions period with regular interaction between South African companies and Chinese state-owned enterprises. This often took place with the tacit endorsement of both governments.

After South Africa’s political transition in 1994, the non-disclosed trade that had taken place throughout the 1970s and 1980s was ignored by both the communist party of China and the incoming African National Congress government. Political silence allowed the trade relationship to flourish after 1994, with bilateral trade expanding very rapidly from a low base (Garth 2004: 104).

In December 2001, during the official launch of the Chinese South Africa Binational Commission in Beijing, Chinese president Jiang Zemin announced that South Africa has been granted “Approved Destination Status” for Chinese tourists (Pienaar, 2001). The ADS negotiation had lasted for two years and its greatest benefit was the ability to proactively advertise South African holidays, with the hope of attracting more visitors to the country. This has resulted in a significant increase in the number of tourists from China because they no longer require approval from the Chinese government to travel to South Africa.

2.8.2 South Africa trade growth with China
Growth in bilateral trade has been impressive. Since 1994, trade growth has averaged 23.96 percent annually. South African exports to China have grown by an average of 19.13 percent annually, while imports from China have averaged a growth of 24.5 percent each year. China has rapidly moved up the ranks to become South Africa fifth largest trading partner. The main exports to China include minerals, metals, and chemicals. The table below illustrates total bilateral import and export figures as well as the accumulating trade deficit that China is enjoying over South Africa (Klein 2005:110).

Table 2.6 Trade statistics of South Africa – China (all figures in ZAR'000)

<table>
<thead>
<tr>
<th>Year</th>
<th>South African exports</th>
<th>South African imports</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>533 172</td>
<td>1 231 090</td>
</tr>
<tr>
<td>1995</td>
<td>933 368</td>
<td>1 858 313</td>
</tr>
<tr>
<td>1996</td>
<td>769 456</td>
<td>2 463 341</td>
</tr>
<tr>
<td>1997</td>
<td>911 614</td>
<td>3 268 272</td>
</tr>
<tr>
<td>1998</td>
<td>909 852</td>
<td>4 364 241</td>
</tr>
<tr>
<td>1999</td>
<td>1 383 528</td>
<td>4 620 614</td>
</tr>
<tr>
<td>2000</td>
<td>2 410 801</td>
<td>6 935 163</td>
</tr>
<tr>
<td>2001</td>
<td>3 829 982</td>
<td>9 098 558</td>
</tr>
<tr>
<td>2002</td>
<td>4 744 393</td>
<td>14 266 388</td>
</tr>
<tr>
<td>2003</td>
<td>6 704 340</td>
<td>16 600 250</td>
</tr>
<tr>
<td>2004</td>
<td>8 563 240</td>
<td>19 006 425</td>
</tr>
<tr>
<td>2005</td>
<td>11 354 276</td>
<td>21 972 089</td>
</tr>
<tr>
<td>2006</td>
<td>12 887 619</td>
<td>23 720 087</td>
</tr>
</tbody>
</table>

Source: South African department of trade and industry, economic database.

Furthermore in May 2003, South African Tourism’s Manqoba Nyembezi was the first-ever tourism diplomat appointed at the South African Embassy in Beijing. This signaled the ushering in of a new era of tourism marketing between South
Africa and China.

The relations between the two countries have come firmly under the spotlight with series government official visits between the two countries. The visit of ANC Deputy President Jacob Zuma to China in September 2004 also highlighted the business links between the two countries.

2.9 CHINESE CURRENT TOURISM TO SOUTH AFRICA

More than half of the Chinese visitors to SA are on business or for official purposes. They are company paid or government paid "tourists" (SA Embassy in Beijing).

According to the ADS (Approved Destination Status) agreement with Chinese government, the SA Embassy can only issue group tourism visas. The ADS tourism market is growing rapidly, but since the Chinese cannot travel to SA individually and there is very little knowledge about SA (both public and trade), growing this market is quite challenging. The China market is also a price driven market. The Chinese local travel agents try to lower the price with all their effort in order to attract more citizens to travel to South Africa. That gives a negative effect on the quality of SA tourism experience.

The safety problem of Chinese in South Africa had a negative effect since many local media in China reported cases. The very common question about SA is "Is it that safe to travel to South Africa?"

It is easy for Chinese tourists to travel to SA. Both the Embassy in Beijing and the Consulate General in Shanghai can issue visa. There were significant increases in the number of Chinese tourists who visited South Africa in 2003 when compared with the figure in 2002 although market share only increased marginally (Table 2.6).
Table 2.7: Number of Chinese citizens had been visited South Africa in 2006 and 2007.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>40 472</td>
<td>55 683</td>
<td>15 934 120</td>
<td>19 064 692</td>
<td>0.33%</td>
<td>0.34%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Source: 2007 Annual Tourism Report, South African Tourism Strategic Research Unit

2.10 SUMMARY

This chapter starts with discussing international tourism and shows the traveling environment in which South African tourism operates. The constituent elements of tourism are then addressed.

The tourism market for one specific country can be divided into two general groups; one is the outbound market and the other is inbound. The next chapter will discuss why tourists choose to travel; how do they make their decisions to travel; and what is their motivation. Relevant literature related to consumer behaviour and tourist’s motivation will also be addressed in chapter three.
CHAPTER THREE
LITERATURE REVIEW AND SECONDARY DATA COLLECTION

3.1 INTRODUCTION

Marketing research is the planned, systematic collection, collation and analysis of data designed to help the management of an organization to reach decisions and to monitor the results of those decisions once taken (Christopher 2004: 35).

Chris (2003) defines marketing research by stating that it embraces all forms of research undertaken to help the marketing of products, including product, price, distribution, publicity and consumer research.

Research into consumers and their patterns of behaviour is more commonly referred to as market research to distinguish it from the more all-embracing term of marketing research. More and more researchers begin to be interested in marketing research especially in consumer behaviour.

In the above context it can be stated that tourists are also consumers who purchase a number of diverse travel and tourism services. Curiously, most research expenditure in the travel industry has tended to focus on what tourists buy, when tourists buy it, where they buy it and how they buy it (Christopher 2004: 67).

Since traveling is a kind of consumers' purchase behaviour, this study will start with a literature review of consumers' behaviour. Tourists' travel motivation and related issues which influence their motivation will be addressed in this chapter.

When it comes to South Africa as a travel destination, Lubbe (2001) indicates that South Africa continues to be one of the hottest tourist destinations since 2002/3 and that the Chinese outbound tourism market has become acknowledged as a
key emerging market in South Africa.

As China is one of the fastest growing outbound tourist countries, all destinations need to put in more effort to improve the destination’s image and to capture a significant share of this new business opportunity, in the face of intense international competition from other destinations (Yu: 2005).

This chapter is going to address the answer to the second sub-problem: What are the motivations of Chinese tourists in respect of South Africa?

3.2 CONSUMER BEHAVIOUR

Consumer behaviour reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision-making units (Hoyer 2004: 3).

This definition implies that consumer behaviour means more than just how a person buys products such as laundry detergent, breakfast cereal, personal computers, and automobiles. It also includes consumers’ use of services, activities, and ideas. Visiting a theme park, going to a dentist, signing up for aerobics classes, taking a trip, celebrating Thanksgiving, getting children immunized, saying no to drugs, and as well dancing boys and girls in South African disco bars are all examples of consumer behaviour (Hoyer 2004: 54).

Figure 3.1 shows the structure of consumer behaviour and influencing aspects. Consumer behaviour can reflect such diverse entities as products, services, activities, or ideas. The term “offering” is often used to refer to the entity around which marketing efforts revolve (MacInnis 2004: 4).
Figure 3.1 Consumer behaviour reflects:

- The totality of decision
  - Whether
  - What
  - Why
  - How
  - When
  - Where
  - How much
  - How often
  - How long

- Of an offering
  - Acquisition
  - Usage
  - Disposition

- About the consumption
  - Production
  - Services
  - Activities
  - Ideas

- By decision-making units
  - Information gatherer
  - Influencer
  - Decider
  - Purchaser
  - User

- Over time
  - Hours
  - Days
  - Weeks
  - Months
  - Years

Source: Adapted from Macnris (2004:4)
The above figure shows that consumer behaviour reflects more than simply how a product is acquired by a single person at any point in time. The marketing strategies and tactics that try to influence one or more of the dimensions of consumer behaviour are shown in the figure.

3.3 FACTORS THAT AFFECT CONSUMER BEHAVIOUR

According to George (2004), there are two types of factors that influence the buying behaviour of individual consumers: personal and social. Each type involves its own complex series of factors that affect an individual consumer in the buying decision of a tourism offering. This is outlined in Figure 3.2:
Morris (2003) contends that consumer behaviour is generally affected by four domains, which are amplified below:

a. The psychological core
b. The process of making decisions
c. The consumer’s culture
d. Consumer behaviour outcomes

3.3.1 **The psychological core**
Usually before consumers are able to make decisions, they often need some source of knowledge or information upon which to base their decisions. This source covers:

- Having motivation, ability, and opportunity
- Exposure, attention, and perception
- Categorizing and comprehending information
- Forming and changing attitudes
- Forming and retrieving memories

3.3.2 The process of making decisions

For the process of making decisions, four stages are included:

- Problem recognition and the search for information.
  Normally, problem recognition occurs when consumers have unfulfilled needs. Once these needs are identified, consumers always look for some information to support themselves to solve the problems.

- Making judgments and decisions
  This occurs after consumers recognize their needs and are sure about what they really want to do, and then judgments and decisions will be made.

- Stimulation of purchase action
  This occurs after making judgments and decisions have been made.

- Making post-decision evaluation
  Evaluation the decision is the final step of the decision-making process. This step allows the consumer to judge if the decision was a correct one and if the product
or service is one that will be purchased again.

3.3.3. **The consumer's culture: external processes**

Under this domain, Hoyer(2003: 17) discusses the aspects of regional and ethnic influences; age, gender, and household influences and reference groups, which constitute the consumer’s culture. These elements are amplified below:

- **Regional and ethnic influences;**

  These factors can generally influence a consumer's likes and dislikes, and directly affect a consumer's buying behaviour. That is to say, people who live in one residential area will always be affected when they are preparing to buy something by the regional and/or local ethnic influences no matter what purchase decisions they make. For instance, According to Autogrill's website, the self-service Ciao concept operates in 146 locations in Italy, Spain, Austria and Greece. The menu offers typical Italian dishes and regional specialties. Many Ciao units are located along highways and inside airports ([www.autogrill.com](http://www.autogrill.com) 2008).

- **Age, gender, and household influences;**

  Jones (2007:18), in research on age, gender and household consumer behaviour indicated age a special group that he called baby-boomers born between 1946-1964. This group is the largest demographic segment of the American population. Boomers have an active lifestyle, they buy leisure based products and services such as educational seminars, travel and sporting goods. Moreover, Grandparents spend as much as $30 billion on clothing, toys and other goods and services for their grandchildren. These are the examples of age influence. Gender differences in this group are also addressed by Jones. A synoptic table below illustrates some of the influence.
Table 3.1 Gender influences

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive</td>
<td>Cooperative</td>
</tr>
<tr>
<td>Independent</td>
<td>Interdependent</td>
</tr>
<tr>
<td>Externally motivates</td>
<td>Intrinsically motivated</td>
</tr>
<tr>
<td>Risk takers</td>
<td>Arts</td>
</tr>
<tr>
<td>Sports</td>
<td>Activities fostering social ties</td>
</tr>
<tr>
<td>Hunting</td>
<td></td>
</tr>
<tr>
<td>Fishing</td>
<td></td>
</tr>
<tr>
<td>Mechanical tasks</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from Jones M (2007: 18)

Jones (2007:18) also defines households are the most important unit of analysis for consumer behaviour because most decisions for acquisition, usage and disposition are made by households rather than individuals.

· Reference groups

A reference group is a sociological concept referring to a group to which another group is compared. Reference groups are used in order to evaluate and determine the nature of a given individual or other group's characteristics and
sociological attributes. Reference groups provide the benchmarks and contrast needed for comparison and evaluation of group and personal characteristics.

"[Reference groups are] groups that people refer to when evaluating their [own] qualities, circumstances, attitudes, values and behaviours." – Thompson, W. & Hickey, J. 2005.

Reference groups act as a frame of reference to which people always refer to evaluate their achievements, their role performance, aspirations and ambitions. A reference group can be either from a membership group or non-membership group. An example of a reference group being used would be the determination of affluence. For example, an individual in the U.S. with an annual income of $80,000, may be considered affluent when compared to those in the middle of the income strata, who earn roughly $32,000 a year. If, however, the reference group used to determine this particular individual's affluence were to be the top 0.1% of households in the US, those making $1.6 million or more were used as a reference groups, the individual's income of $80,000 would make him or her seem rather poor.

3.3.4 Consumer behaviour outcomes

In synopsis the three domains of consumer behaviour are: the psychological core, decision-making processes, and the consumer's culture. These can affect consumer behaviour outcomes such as the symbolic use of products and the diffusion of ideas, products, or services through a market.

Similarly, there will tend to be a link between travel activity and the manner in which consumer behaviour is manifested.

3.4 MOTIVATION AND DECISION FOR TOURISTS TO TRAVEL
South Africa, competing as long-haul tourist destination, must realize that having a good product is not enough in an increasingly competitive market. Managers will have to research their markets and investigate the motives and expectations of tourists, to attract and satisfy the needs and expectations of both international and local tourists (Bennett 2005: 70).

From this point of view one of the most critical questions is: Why do people travel and how do tourists choose specific holidays? Historically people traveled for a number of reasons. For example, for trade and religious purposes, medical treatment, educational purposes, diplomatic purposes and sporting events.

However, today there are even more reasons why people travel, such as recreation and relaxation, visiting family and friends and for health purposes. People may actively and passively participate in individual or group activities such as entertainment, cultural activities, sporting events, sightseeing or shopping, conferences/seminars, exhibitions, study, business and meetings. The reasons for travel are closely associated with the motivation to travel, the decision to travel and the form of travel. These factors are now considered:

3.4.1 Motivation to travel

According to the Oxford dictionary (2006: 235), motivation is derived from the word “motive” which means: “…the reason for, to cause (a person) to act in a particular way, to inspire (a person), or to simulate the interest of, to move or tend to move a person to a course of action.” Motivation is therefore concerned with initiating movement or inducing a person to act.

According to Cooper (1998), the dimensions of the concept of motivation in the context of travel include the following aspects:

- Travel is essentially need related; it acts as a motivational energizer of action.
Motivation is grounded in sociological and psychological norms, attitudes, culture and perceptions.

The image of a destination created through several communication methods and channels will influence motivation and subsequently affect the type of travel undertaken.

3.4.2 **Decision to travel**

Motivation, behavioural patterns and consumer decision making are of crucial importance, especially to marketing managers in the tourism industry. It is important to know why a consumer wants to buy a specific tourism service, dream or journey and to gauge the decision-making process underlying his/her behaviour. This information will help the manager plan a marketing strategy. It will also provide guidance for the development of a well-planned tourism product, which will lead to greater need satisfaction amongst customers (Bennett 2001: 90).

3.5 **DECISION-MAKING MODELS**

Having reviewed models of consumer behaviour, it is evident that besides their differences, there are also many similarities. Elements semantically are labeled differently, but in many instances refer to the same thing. As an example, in the Brink model “personal characteristics” are referred to. This corresponds to “individual factors” in the Strydom model. To illustrate the holistic composite elements used by the authors cited, a table of their constituent elements was compiled by the researcher. Common elements emerge from this analysis and are depicted in Table 3.2.
Table 3.2 Constituent elements of selected models of the consumer decision-making

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal influences</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>External influences</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision making</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Personal characteristics (individual factors)</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Economic factors</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group factors</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of market offering</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem recognition</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Search for information</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Evaluation of alternative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Post-buying evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Characteristics and features of service destination</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exposure to environmental information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher
Consumer decision-making is seen as problem solving activity and the various steps involved in the process are conceptualized (i.e. problem recognition, pre-purchase information search, purchase and post purchase evaluation).

### 3.5.1 Models details

The consumer is confronted with a decision to either purchase or refrain from purchasing (spend or save) when engaged in a particular buying situation. The outcome of this decision will depend on many factors such as perceived risk, brand and store loyalty, prepurchase information search, past product experience and so on. By studying in detail the determinants which may influence the consumer's final decision, the marketer can assist consumers in making decisions which they hope will maximize need fulfillment and consumer satisfaction (Rousseau 2004:4).

Many authors of consumer behaviour textbooks (i.e. Walters, Loudon and Della Bitta) have adopted a 'simplified model' of consumer behaviour to guide their discussions of various external and internal determinants influencing the decision-making process. In this section, a model compiled by the researcher needs to be created by considering several models such as those mentioned above. Five selected consumer behaviour models will first be cited and discussed. Thereafter a comparison of differences and similarity among those models will be given. This analysis will form the basis of a model developed for this research.

Firstly, a model called the Overall Model of Consumer Behaviour is presented. This model indicates social and group factors which influence customer behaviour.
Figure 3.3: An Overall Model of Consumer Behaviour

External influences:
- Culture
- Subculture
- Reference group
- Social class

Market characteristics:
- Climate
- Economy

Decision-making:
- Individual
- Organizational

International influences:
- Perception
- Learning
- Motivation
- Lifestyle
- Attitude

Personal characteristics:
- Race
- Gender

Customer

Source: Adapted from Brink (2005: 23)
As can be seen from the Overall Model adapted from Brink (2005:23) consumers are influenced by variables that include culture and subculture; social class and reference groups; family; and marketing activities, such as market segmentation, customer loyalty, relationship-based buying and e-commerce. A customer’s needs/desires may trigger the different levels of the customer decision-making process. It is important to note that for most purchases, customers devote very little effort to this process. Emotions and feelings often have as much or more influence on the outcome as do facts and product features. Despite the limited effort that customers often devote to this process, the results have important effects on the individual customer, the organization and the larger society.

The second model called the Strydom Model is illustrated in Figure 3.4. The Overall model showed the customer as the central part in consideration, then all influences centred around the customer. In the Strydom model, the factors affecting the consumer decision-making process are highlighted.
Figure 3.4 The Strydom model of consumer behaviour

**INDIVIDUAL FACTORS**
- Motivation
- Perception
- Learning ability
- Attitude
- Personality
- Life-style

**ECONOMICS FACTORS**
- Income
- Purchasing power
- Willingness to purchase

**GROUP FACTORS**
- The family
- Reference groups
- Opinion leaders
- Social class
- Cultural group

**DECISION-MAKING PROCESS**
- Awareness of a need or problem
- Gathering information
- Evaluation
- Decision making
- Action (purchase)
- Post-purchase evaluation

Choice of market offering

Source: Adapted from Strydom (2000: 126)
Strydom holds that there are three kinds of aspects which positively or negatively affect a consumer’s decision-making process. According to Figure 3.4, the first aspect is called individual factors. These involve some personal attitudes such as motivation, perception and learning ability and so on. The second aspect that also can influence decision-making process is defined as economic factors; this including income of consumer, purchasing power and, willingness to purchase. Group factors are the third aspect, which is composed of the family, reference groups, opinion leaders, social class and cultural groups. Strydom further indicates that the choice of market offering is an important factor which plays a role in the holistic decision-making process.

A third model referred to was developed by Cant (2006) and is called The Stages in the Decision-making process. Cant focuses on the learning steps or phases consumers undergo when making decisions. Cant’s model is illustrated in Figure 3.5.
Figure 3.5 The Stages in the decision-making process

- **Problem recognition**
  The individual recognised that they have a need that they want to satisfy

- **Search for information**
  They look for information about possible solution in the external environment, or use the information they have stored in their memory

- **Buying**
  They buy the items they have chosen

- **Evaluation of alternatives**
  They evaluate or assess the various alternatives, using all the information they have at hand, together with their experience, and come to a decision

- **Post-buying evaluation**
  They use the product and evaluate whether they are satisfied with it, i.e., whether it satisfies their need

Source: Adapted from Cant (2006:176)
The fourth model alluded to is Schmoll’s decision-making model. This model includes more specific factors that are related to the tourism industry and facilitates greater understanding of travel decision making. The model is more complex and is depicted in Figure 3.6, which is constructed on the basis of four factors: “travel stimuli”, “Personal and social determinants of travel behaviour”, “external variables” and “characteristics and features of service destination” as well.

In the figure 3.6, four central points involving “travel desires”, “information search”, “assessment/comparison of travel alternatives” and “decision” are centered around the four aspects mentioned above.
Figure 3.6 The Schmoll Model

1. TRAVEL STIMULI
   - Advertising and promotion
   - Travel literature
   - Suggestions/reports from other travellers
   - Travel trade suggestions and recommendations

2. PERSONAL AND SOCIAL DETERMINANTS OF TRAVEL BEHAVIOUR
   - Social-economic status
   - Personality features
   - Social influences and aspirations
   - Attitudes and values
     - MOTIVATIONS
     - DESIRES/NEEDS
     - EXPECTATIONS

3. EXTERNAL VARIABLES
   - Conference in travel trade intermediary
   - Image of destination/service
   - Previous travel experience
   - Assessment of objective/subjective risks
   - Constraints of time, cost and so on.

4. CHARACTERISTICS AND FEATURES OF SERVICE DESTINATION
   - Cost/value relations
   - Attractions/amenities offered
   - Quality, quantity of value information
   - Type of travel arrangement offered
   - Range of travel opportunities
   - Decision

Source: Adapted from Schmoll (2004: 108)
From Figure 3.6, it can be seen that travel decisions are shaped by four successive stages or fields:

- Travel stimuli
- Personal and social determinants of travel behaviour
- External variables
- Characteristics and features of the service destination

This model differs from the previous three models, Schmoll’s focuses on the decision of consumers. Schmoll further considers how those four stages or fields influence a consumer to make a purchase decision. Schmoll also indicates there are two advantages of this model, namely that:

- In the first instance, the model is not regarded as a dynamic one, because there is no feedback loop.
- Secondly, there is no provision for any input on attitude and values – there is no indication as to what forces shape attitudes and values.

The last model reviewed in the model analysis exercise is one called the Cognitive Processing Model of Consumer Decision Making. This model is similar to that of Cant, but two extra factors which are memory and knowledge, are added when considering the holistic decision making process.
Figure 3.7 A Cognitive Processing Model of Consumer Decision Making

Source: Adopted from Peter (2006:166)
As can be seen from Table 3.2, there are six common factors used by at least two authors. These factors are internal factors, external factors, decision making, personal characteristics (individual factors), problem recognition and, search for information. When interpreted through the perspective of MacInnis and Hoyer (2007:196), the above common elements can be assimilated into what they regard as the consumers' culture, the psychological core, the process of making decisions and, consumer behaviour outcomes. Premised on this synthesis the author has developed a consumer decision making model to use as the basis for this research study. The integrated model is illustrated in Figure 3.8.
Figure 3.8 An Integrated model of the Consumer Decision Making Process

The consumers’ Culture

Consumer Diversity

Social class and household influences

Psychographics: Values, Personality and Lifestyle

Social Influence

The psychological Core
- Motivation, Ability, and Opportunity
- Exposure, Attention, and Perception
- Knowing and Understanding
  - Attitude formation
  - Memory and Retrieval

The Process of Making Decisions
- Problem recognition and information
  - Search
- Judgment and Decision Making
- Post-decision Processes

Internal information search
- Extent
- Type of information
- Retrieved
- Search bias

External information search
- Where search occurred
- Extent
- Type of information acquired
- How information is searched

Consumer Behaviour Outcomes
- Adoption of, Residence to, and Decision of innovations
- Symbolic Consumer Behaviour

Source: Compiled by the researcher
In the integrated model the first step in the consumer decision-making process involves problem recognition (the consumer recognizes a problem that needs to be solved). Next, the consumer searches for information to solve the problem either internally from memory or externally from outside sources (such as experts, magazines, advertisements).

3.5.2 **Perceptions, images and decision making**

The decision process was discussed in section 3.5.1. The correlation between perception, images and decision making is now also discussed.

In tourism it is important to determine how people perceive different destinations and alternative routes. The images of tourists hold may be defined as the sum of the beliefs, ideas and impressions that a person has of a specific destination.

The individuality of perceptions renders it difficult to allocate resources and develop destination areas suited to all tourists. However, people of similar income, lifestyle or education within the same segment of society will be likely to hold the similar image of a particular destination or holiday experience. By segmenting the market and focusing marketing activities on a specific group of customers, it is possible to optimally satisfy the needs of the chosen market. The image of a destination area is thus a critical factor in the holiday decision-making process.

3.6 **INFLUENCES ON THE MOTIVATION TO TRAVEL**

Individual tourists are daily subjected to influences from their environment and are hence bound to be influenced by the forces at work within their environment. No prospective tourist can completely escape the influences of the broader society. In popular terms it can be said that no person is an island, and, for this reason, people are all influenced by and subjected to the changes in the environment. As illustrated in Figure 3.6, the potential tourist interacts with and within the
constraints of an implicit and explicit environment. The different subsystems of the environment, namely the economic, political and technological environments have an effect on the individual and influence his needs and desires.

Three main elements that influence a tourist's holiday decision are depicted in Figure 3.9. The first is the dynamic, changing environment which influences individual needs, aspirations and desires. The second element is the motivation factor which stems from these needs and desires. The third is the decision-making process which starts with the collection of information and ends with the assessment of the traveling experience.

The components of the tourist's holiday decision are shown in Figure 3.9
3.7 MODELS OF TOURIST BEHAVIOUR

Researchers have developed many models to explain tourist behaviour. For purpose of this research, two models namely Plog's psycho centric/allocentric model and the Henley Centre’s model are deemed the most representative models which are able to explain tourist's behaviour in this research. These two models will be analyzed as follow:

3.7.1 Plog's psycho centric / allocentric model

Plog’s models of tourist behaviour are well known and suggest that travelers may be classified as either allocentric or psycho centric (Plog 2005: 127):

Table 3.3 Plog’s model

<table>
<thead>
<tr>
<th>Allocentric</th>
<th>Tourists prefer exotic destinations, unstructured holidays and involvement with local communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychocentric</td>
<td>Tourists prefer familiar destinations, packaged tours and ‘touristy’</td>
</tr>
</tbody>
</table>

Source: Adapted from Plog (2005: 127)

Plog's model delineates travelers' personality types along a continuum that approximates a normally distributed curve. The continuum can be divided into five segments. At one extreme do psychocentric travelers, described by Plog as self inhibited", “nervous”, and “non-adventuresome, prefer the familiar in vacation-travel destinations. At the other end are the outgoing and self-confident allocentrics, who want to see and do new things, and to explore the world.
While Plog noted that with travel experience people are likely to become more allocentric, it has been countered that it would be more likely that travel to unfamiliar places would force travelers further into their shells.

3.7.2 Henley Centre’s model of holiday-taking

The second model under consideration is the Henley Centre’s Model of Holiday-Taking, which is based on research into Britain holidaymakers. It shows that (Henley 2005: 234). This model holds that:

· People travel more as they become more affluent, and

· The experience of travel is cumulative – the more people travel, the more they want to travel.

· People become more adventurous and confident in their travel as their level of experience and affluence increases.

3.8 PUSH AND PULL FACTORS

In section 3.4.1 of this chapter, some issues about travel motivations were discussed. These issues are now contextually elaborated. Mackenzie(2001:245) describes travel motivation in terms of ‘push’ and ‘pull’ factors. Since these factors operate together, they account for contemporary travel patterns on local, national and international scales.
3.8.1 **Push factors**

The push factors are the tourists’ motivations to travel or the needs that they have which they feel will be fulfilled through a certain kind of travel (these are the forces that ‘push’ tourists toward a particular destination). Pearce’s Travel Needs Ladder (see Figure 3.10), sets out the main push factors which tourists have (such as need to escape, the need for status, the need to reduce anxiety, and so on).
Figure 3.10 The Travel Needs Ladder

Source: Adapted from McIntosh (2003:247)
3.8.2 **Pull factors**

The pull factors are those that pull tourists towards a particular destination (King 2006:317). They are the factors at the destination which determine whether or not the tourists’ needs (push factors) will be met. Primary, secondary and tertiary pull factors will be identified (Unesco2004: 118).

A synoptic table showing the Pull model elements is initially shown. Thereafter the constituent elements will be discussed.

**Table 3.4: Pull Model**

<table>
<thead>
<tr>
<th>Primary factors</th>
<th>Secondary factors</th>
<th>Tertiary factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenery</td>
<td>Accommodation</td>
<td>Marketing</td>
</tr>
<tr>
<td>Sites</td>
<td>Catering</td>
<td>Prices</td>
</tr>
<tr>
<td>Climate</td>
<td>Personal attention and services</td>
<td></td>
</tr>
<tr>
<td>Wildlife</td>
<td>Entertainment</td>
<td></td>
</tr>
<tr>
<td>Historical and local cultural attraction</td>
<td>Sport</td>
<td></td>
</tr>
<tr>
<td>Means of travel</td>
<td>Ease of access for tourists</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Political conditions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trends in tourism</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from King (2006: 135)

3.8.2.1 **Primary factors**

· Scenery: For example, mountains, beaches and waterfalls
· Sites: For example, Cape Town
· Climate: For example, a person wanting a beach holiday will desire a warm sunny climate
· Wildlife: For example, the Kruger National Park and the Serengeti
· Historical and local cultural attractions: For example, visiting a township or seeing the Voortrekker Monument
· Means of travel: For example, cruises, the Blue Train and Rovos Rail – all these can be an attraction in themselves.

3.8.2.2 Secondary pull factors

· Accommodation: For example, a guest house, a self catering unit or luxury game lodge
· Catering: For example, trying out local foods
· Personal attention and service: For example, five star hotels and health spas
· Entertainment: For example, theatre and night clubs
· Sport: For example, the Rugby World Cup and the Olympic games
· Ease of access for tourists: For example, how easy is it to get visas?
· Political conditions: For example, many people came to South Africa after 1994 elections to see the ‘New South Africa’
· Trends in tourism: For example, the growth in adventure travel and cultural tourism

3.8.2.3 Tertiary pull factors
· Marketing: The way in which a destination is marketed

· Prices: Prices at the destination

From the above, it can be seen that push and pull factors are on a continuum. The pull factors are the tangible attributes of the destination at the one end of the continuum, and the push factors are the intangible needs. Examples of which are motivations, benefits and personal values that a tourist seeks to satisfy at the other end of the continuum (Kenosky 2006: 98). (See Figure 3.11)

![Figure 3.11: Push and pull factors continuum](source)

Source: Adapted from Tourism Management in South Africa (Kenosky: 35)

Both push and pull factors are used to market a tourism destination. Through marketing, the motivations and needs of the tourist (push factors) are influenced and aroused. The offering of a destination or product (pull factors) show how those needs and motivations can be met. With the advent of improved communication systems, media such as the internet and television have made a major impact on the tourists and have resulted in increased interest and awareness in both tourism products and destinations.

3.9 THE RELATIONSHIP BETWEEN TOURIST MOTIVATION AND PERCEPTION

In his model of relationship between motivation and perception, Beerli(2004:170), points out that tourist destinations must be conceived as brands that have to be
managed from a strategic point of view (see Figure 3.12). Therefore, brand image plays a fundamental role in the success of tourist destinations, since image plays a significant role and has a strong influence on consumer behaviour in the tourism sector.

Figure 3.12 Model of Relationships between Motivation and Perception

3.9.1 Outline for destination perception

In tourism marketing literature, Beerli and Martin (2004:317) points out that tourist destination perception is a concept that is widely used in the empirical context, but is loosely defined and lacking a solid conceptual structure. They tend to consider that the image is formed by the reasoned and emotional interpretation of the consumer and is the consequence of two closely interrelated components:
(1) The perceptive/cognitive evaluations, which refer to the individual's own knowledge and beliefs about the objective, and

(2) Affective appraisals, which refer to the individual's feelings towards the objective.

Generally speaking, the tourists’ personal factors influence the formation of the perception tourists hold of a destination. Tourists make travel decision after undergoing a process which, according to Pizam and Mansfeld (2000:258), consists of the following stages:

(1) Motivations of travel, desires and needs, expectations
(2) Travel desires, information search, assessment of travel alternatives
(3) Decision making.

Echtner and Ritchie (2004) developed a conceptual framework for the components of destination perception as follows:

Figure 3.13: Components of Destination perception

Source: Adapted from perception model (Echtner & Ritchie 2004: 200)
As Figure 3.13 shows, each component has items that could have functional or psychological characteristics, and each characteristic could reflect common or unique features of the destination.

The components of destination perception rest on three scales. The first continuum, attribute-holistic, is based on the idea that image is composed of specific individual attributes (such as climate, accommodation facilities, friendliness of the people) as well as more holistic impressions (mental pictures or imagery) of the place.

The functional-psychological continuum divides perception of the image into measurable characteristics (such as beaches, shopping facilities, national parks) and more intangible or psychological characteristics (such as friendliness).

The third continuum identifies unique attractions of the destination (such as the Great Wall in China) and common attractions (beaches and nature life) (Resende-Parker, Morrison and Ismail, 2002).

3.9.2 Marketing of destination

It is important that the different interest groups operating in the tourism sector are aware of the destination perception that the industry and related services seek to provide. As with any business marketing plan, the improvement of a destination’s image takes place over the long term (Saayman, 2001).

In the South African context, SA Tourism, which operates under the guidance of the Department of Environmental Affair and Tourism (DEAT), is responsible to market South Africa internationally. The Destination Marketing Organization (DMO) in the Western Cape, Cape Town Routes Unlimited, is an agency of provincial government that focuses on the marketing and promotion of the province, the various regions, and various tourism products. Part of the
The responsibility of the DMO is also development from a marketing angle, in that it undertakes to provide marketing assistance to fledgling tourism companies in need of support.

The Survey of the South Africa’s Foreign Visitor Market, conducted for South Africa Tourism in 2005, shows that the Asian market is a valuable one and is increasing. When analyzing the international market, the Monitor Group, who was in charge of that survey in 2005, identified China as one of the core mass markets for South Africa.

There are several alternative destination choices for Chinese tourists. Threats to South Africa come from competitors such as Australia, Thailand, Brazil, Kenya and Morocco—as the main rival tourist destinations. This competitiveness sends strong signals of the necessity to market to China. To be effective a destination image positioning strategy should lead to the favourable differentiation of South Africa from its competitors. A destination strategy will specifically be addressed in chapter six after the survey result has been done in chapter five for collecting necessary primary data.

3.10 SUMMARY

This chapter consisted of a literature review of perceptions of tourists and destination marketing. What consumer behaviour is and its influence factors and what motivate travelers to travel and its influences were also addressed.

The review also addressed understanding the difference between perception and expectation. This information will help in developing a strategy to promote South Africa as travel destination.

Research design and methodology is discussed in chapter four; some specific items will be involved in this research such as
1. What kind of data is going to be collected,
2. How to collect these data,
3. What is target sample and sampling method and finally,
4. Data analysis.
CHAPTER FOUR
RESEARCH DESIGN AND METHODOLOGY

4.1 INTRODUCTION

This chapter describes aspects of the research methodology used in this project include: research design, the types of data sources, research methods, the proposed research methodology, the data collection, the choice of data collection methods, the questionnaire design, data analysis, validity and reliability.

4.2 OVERVIEW OF THE RESEARCH DESIGN AND METHODOLOGY

According to Parasuraman, Grewal and Krishnan (2004:9), marketing research is defined as a set of techniques and principles for systematically collecting, recording, analyzing and interpreting data to provide managers with information on marketing goods, services or ideas. Welman and Kruger (2006:46) maintain that a research design can be defined as the plan to describe the research, the respondents involved in the marketing research and to describe the methods of gathering data.

According to Wegner (2005:19), the research design in the marketing field explains the research approach which presents the method to collect and analyze the data. McGivern (2006:79) and Wegner (2000:20) maintain that research design will help to resolve the research problem, providing accurate and clear data and it can ensure that the marketing research will have a high level of convincing ability in practical operation.

Baines and Chansarkar (2002:25-26) and Aaker, Kumar and Day (2004:73) maintain that, when a researcher designs a marketing research study in a specific marketing industry, the content of the research design includes employing a research method, addressing how the data are collected and analyzed and how
the questionnaire should be designed. These issues are described in this chapter.

4.3 THE TYPES OF RESEARCH DESIGN

According to Wegner (2005:20), the appropriate types of research design can ensure that the data collected and analyzed will help to resolve the research problem and will improve the effective level of marketing research. Aaker et al (2004:75) maintain that the research design can take three forms: exploratory research, descriptive research and causal research. For this research, one of them named exploratory research has been taken:

· Exploratory research

Wegner (2000:20) points out that exploratory research is appropriate for collecting and analyzing qualitative data and is usually employed to explore an unresearched phenomenon. Parasuraman (2004:63) maintains that exploratory research is employed by a researcher who needs to research insight into the general nature of a problem or to direct a research project. Sekaran (2000:123) maintains that exploratory research can always contribute to research in which few prior researchers have studied similar problems in a particular marketing research field.

According to Churchill (2001:108), a researcher can employ exploratory research based on one or more of the following purposes: The first purpose is to accurately express the research problem and to ensure reliable research results. The second purpose is to design a high quality of hypothesis testing. The third purpose is to build the first stage for a high level of feasibility for research on studying an undiscovered research problem. The fourth purpose is to understand the nature of a phenomenon on which little information has existed, and the fifth purpose is to accurately identify the situation around a research problem and express the practical issues of a research problem.
4.4 QUALITATIVE AND QUANTITATIVE RESEARCH

As stated previously in chapter one this research is designed by using a dual method of both qualitative and quantitative methodology:

Primary data are raw data that have been specifically collected and assembled for a current research problem (Hair 2000: 39). Primary data are sourced by the researcher for the specific purpose of addressing the problem at hand and can take the form of qualitative or quantitative research (Malhotra & Birks 2006: 132).

• **Qualitative research** encompasses a variety of methods that can be applied in a flexible manner to enable respondents to reflect upon and express their views or to observe their behaviour (Malhotra & Birks 2006: 133). Exploratory research designs tend to focus on the collection of detailed amounts of primary data from relatively small samples of subjects by asking questions or observing behaviour (Hair et al 2000: 216).

• **Quantitative research** places a heavy emphasis on using formalized standard questions and predetermined response options in questionnaires or surveys administered to large numbers of respondents (Hair et al 2000: 216). Quantitative research might be used to find statistically significant differences between variables (McDaniel & Gates 2004: 66). It is more directly related to descriptive and causal research designs than to exploratory designs (Hair et al 2000: 216).

The main goal of quantitative research is to provide specific facts that decision makers can use to:

• make accurate predictions about relationships between market factors and behaviours;
• gain meaningful insights into those relationships; and

• verify or validate the existing relationships (Hair et al 2000: 216).

According to Tustin (2005:89), the research methods of qualitative and quantitative analysis play an important role in marketing research. The researcher chooses an appropriate research method based on the characteristics of these research methods. The characteristics of these research methods are explained in Table 4.1. As Table 4.1 shows, for the purposes of this study, quantitative research was used as the research methodology.

**TABLE 4.1**
CHARACTERISTICS OF TWO RESEARCH METHODS

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Qualitative research method</th>
<th>Quantitative research method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of question</td>
<td>Probing</td>
<td>Limited probing</td>
</tr>
<tr>
<td>Sample size</td>
<td>A small number of respondent samples</td>
<td>A large number of respondent samples</td>
</tr>
<tr>
<td>Administration</td>
<td>Interviewers must have special skills</td>
<td>Interviewers do not need special skills</td>
</tr>
<tr>
<td>Type of data analysis</td>
<td>A subjective and interpretive data analysis (words, pictures and in-depth information)</td>
<td>A statistical data analysis (percentage, numbers and means)</td>
</tr>
<tr>
<td>Type of marketing research</td>
<td>Exploratory research</td>
<td>Descriptive research or causal research</td>
</tr>
</tbody>
</table>

Source: Adopted from McGivern (2006:57); Tustin (2005:90)

4.5 THE DATA FOR THIS RESEARCH

This section discusses the data relevant to the project as well as types needed and collection methodology.

4.5.1 The classification of data sources

According to Wegner (2000:50), statistical data come from two kinds of data sources: primary data sources and secondary data sources. These data sources are explained as follows:
· Primary data

According to Baines and Chansarkar (2002:43) and Parasuraman (2004:157-158), primary data are defined as the data which are collected specifically for a research project the first time. The primary data can be collected by a questionnaire approach and the respondents can actively interact with the researcher when the respondents complete the questionnaires.

· Secondary data

According to Aaker (2004:106), secondary data are defined as the data that are collected by persons or agencies for purposes other than solving the problem at hand. According to Baines and Chansarker (2002:43), the secondary data can be collected from internal or external sources. According to Wegner (2000:52-53), the internal secondary data sources are collected by record keeping within an organization as it carries out its normal business activities. The external secondary data sources are collected from that which already exists and is available from sources outside the organization.

4.5.2 The data needed for this research

The nature of the empirical research focused on the perception of South Africa as a travel destination and required the collection of primary data from the target population. The data was collected from respondents during June and July of 2008.

In addition to the survey, the researcher conducted semi-structured interviews with Chinese tourists in Cape Town, tour operators and local authorities in the Western Cape, and the South African Embassy in Beijing (via e-mail) during the period of May to July 2008.
4.5.3 **Data collection method**

Due to the nature of research, a survey was deemed to play an important role in providing the necessary information. Survey research is the use of a questionnaire to gather facts, opinions and attitudes; it is the most popular way to gather primary data (McDaniel & Gates 2004: 99).

The major advantages of surveys are their ease of administering; and allowing for the collection and advanced statistical analysis of data. Surveys also allow researchers to tap into factors or concepts that are not directly observable (such as attitudes, feelings, preferences, personality traits) through both direct and indirect questioning techniques. (Hair et al 2000: 253-254).

Data collection method in this research is mainly divided into two major ways according to Struwing and Stead (2001:41) showing as follow:

- **Historical:** The historical method of research involves the collection of published or secondary data from research reports and dissertations from libraries and other published material.

- **Survey:** In this method the data are obtained from questionnaires completed by the respondents. The reliability of survey data is dependent on the care taken in selecting a sample. More specifically, the character of the data should not be adversely influenced by imbalance or bias (such as selecting only males as respondents).

4.6 **POPULATION / SAMPLING**

4.6.1 **Selected population**
According to Malhotra and Birks (2006: 358), a target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. When dealing with people, it can be regarded as a set of respondents selected from a large population for the purpose of a survey. Sampling is the act, process or technique of selecting a suitable sample. The purpose of the sample is to draw conclusions about the population’s characteristics by directly observing only the sample of the population (Mugo 2003).

In this research, the target population is those Chinese tourists who are currently visiting South Africa from all age groups, genders, occupations and income levels. Those tourists are mainly selected from the Cape Town International Airport. Interviews were conducted in that airport and other places that such tourists visited. Because of resource and time constraints the survey was opportunistic rather than random.

### 4.6.2 Sampling frame

After defining the target population, the researcher must assemble a list of all eligible sampling units, referred to as a sampling frame (Hair et al 2000: 330). A sampling frame is a representation of the elements of the target population; it consists of a list or set of directions for identifying the target population (Malhotra & Birks 2006: 359). Thus, the sampling frame specifies a procedure that will produce a representative sample with the desired characteristics (McDaniel & Gates 2004: 274).

Identifying the sampling frame may simply mean specifying a procedure for
generating such a list (McDaniel & Gates 2004: 274). Examples of a sampling frame include the telephone directory, an association directory listing the firms, a customer database, a mailing list on a database purchased from a commercial organization, a city directory or a map (Malhotra & Birks 2006: 359).

4.6.3 Sampling methodology

According to McDaniel and Gates (2004: 276), the major alternative sampling methods can be grouped under two headings: probability sampling methods and non-probability sampling methods. The differences will firstly be given, and then the selected sampling method will be decided after the comparison.

Non-probability samples are those in which specific elements from the population have been selected in a non-random manner. The researcher can arbitrarily or consciously decide which elements to include in the sample. Commonly used non-probability sampling techniques include convenience sampling, judgmental sampling, quota sampling and snowball sampling (Malhotra & Birks 2006: 362; McDaniel & Gates 2004: 276).

Probability samples, on the other hand are selected in such a way that every element of the population has known non-zero likelihood for selection. Simple random sampling is the best-known and most widely used probability sampling method. Probability sampling methods also include systematic sampling, stratified sampling and cluster sampling (McDaniel & Gates 2004: 276, 280).

In the above context, Welman & Kruger (2007:56) show an easier method to understand the difference between probability and non-probability samples. These are now addressed in the section which follows:

a. Examples of probability samples are:
· Simple random samples

There is no systematic selection bias, and each element of the population has the same probability of being selected.

· Stratified random samples

By using simple random sampling on each stratum, the population can be divided into sub-population or strata.

· Systematic samples

Systematic sampling is especially applicable when the population to be studied is arranged in time. It is straightforward that systematic sampling leads to a more representative survey than simple sampling. On the other hand, it is also necessary for many cases to sample with a satisfactory frequency in order to obtain this representativeness.

· Cluster samples

This method involves selecting more than one unit at a given stage, and reduces data collection costs, but may increase the size of sampling errors.

b. Examples of non-probability samples are:

· Accidental or incidental samples

A non-probability sample drawn haphazardly from a population by a procedure such as stopping the first hundred people on a particular street corner.

· Quota samples

The population is divided into segments and a quota of observations is collected from each segment.
· purposive samples

Collection of data from a sample of units that have been selected from the target universe with the intention that they should be representative of that universe. A sample of this kind is referred to as a *purposive* (or sometimes *judgmental*) sample. In order to draw inferences about the target universe using a purposive sample, a number of assumptions have to be made about the representativeness of the data collected and of the reporting units and, in general, there are limitations to the inferences that can be drawn from purposive samples when the probability of selection is not known.

· snowball samples

Snowball sampling is a technique for developing a research sample where existing study subjects recruit future subjects from among their acquaintances. Thus the sample group appears to grow like a rolling snowball. As the sample builds up enough data to use for the research is gathered. This sampling technique is often used in hidden populations which are difficult for researchers to access.

· self-selection samples

Self-selection is a term used to indicate any situation in which individuals select themselves into a group, causing a biased sample. It is commonly used to describe situations where the characteristics of the people which cause them to select themselves in the group create abnormal or undesirable conditions in the group.

· convenience samples

This represents a sample drawn to suit the convenience of the researcher.
In the case of probability sampling, the probability that any element or member of the population will be included in the sample can be determined. In non-probability sampling, by contrast, this probability cannot be specified. Elements which have a chance of being included have a probability that exceeds zero. In some examples of non-probability samples some elements have no chance (that is, a probability of zero) of being included.

For this research, due to cost and time constraints, a non-probability, convenience sampling method was used. Convenience or haphazard sampling involves selecting haphazardly those cases that are easiest to obtain for the sample, such as the person interviewed at random in a shopping centre for a television programme. The sample selection process is continued until it reaches the required sample size.

4.6.4 Sample size

According to Malhotra and Birks (2006: 360), sample size refers to the number of elements to be included in the study. The nature of the research has an impact on the sample size. Using qualitative research, the sample size is typically small; however for descriptive surveys larger samples are required (Malhotra & Birks 2006: 361).

Jarboe (2005: 95) states that, the size of the sample is an important factor that affects the accuracy of survey. Other things being equal, larger samples will provide more accurate estimates of the population values of interest. Ideally, the size of the sample should be based upon some prespecified level of accuracy required to accomplish the research objectives. As a practical matter, sample size is often set by the constraints of the research budget or other resource restrictions. Sampling is the basis for the entire study of statistics.

As this was a self-financed research constraints of time and cost limits are involved. When it came to determining the sample size for this research, those
aspects were taken into consideration. A sample size of 400 was decided. This sample was chosen from the target population using a non-probability, convenience sampling.

4.7 THE QUESTIONNAIRE

The choice of individual questions is determined by the data needed and can be developed by the researcher, or adopted or adapted from other questionnaires (Peens, 2004: 67).

Melville and Goddard (2002: 43-44), as quoted by Van Huyssteen (2005: 77), provided the following guidelines for constructing a questionnaire:

· A questionnaire is complete if it gets all the data one needs.
· A questionnaire should be short, and not abuse the time and concentration of the respondents.
· Only relevant questions are asked.
· Clear instructions are given.
· The questions are precise, unambiguous and understandable.
· The questions should be objective, and not suggest answers.
· The questionnaire starts with general questions.
· A good questionnaire uses mostly closed questions, often with a 4-point scale.

The great strength of questioning – or conducting a survey – as a primary data collecting technique, is its versatility. It does not require that there be a visual or other subjective perception of the information sought by the researcher. Cooper and Schindler (2005:287) believe that questioning is more efficient and
economical than observation. A few well-chosen questions can yield information that would take much more time and effort to gather by observation.

For the purpose of this research, closed questions were used to simplify the communication of the information, and the ease of the questions, as the respondents merely needed to choose from a collection of alternatives.

Van Huyssteen (2003:78) further suggests that, to ensure that a questionnaire complies with the above-mentioned guidelines for constructing a questionnaire, it should be pre-tested on a small population. This would determine whether any questions might be misunderstood, and could assist the researcher in enhancing the quality of the questionnaire, and ultimately, the results of the questionnaire.

A questionnaire was used as a survey instrument in the current research. The questionnaire included a cover letter (see Annexure A) that briefly introduced the researcher, explained the purpose of the survey and provided an assurance of confidentiality. The questionnaire (see Annexure B and C) consisted of two sections. The next section explains the questions’ format, content of questions and pre-testing of the questionnaire.

4.7.1 Question format

According to Malhotra and Birks (2006: 335), questions may be unstructured or structured.

Unstructured questions are open-ended questions that respondents answer in their own words. They are also referred to as free-response or free-answer questions and there is no predetermined list of responses available to aid or limit the respondents’ answers (Hair et al 2000: 441; Malhotra & Birks 2006: 335).
Structured questions are close-ended questions and specify a set of response alternatives and the response format. A structured question may be multiple-choice, dichotomous or a scale question (Malhotra & Birks 2006:335). In general, structured questions are more popular than unstructured ones in self-administered questionnaires (Hair et al 2000: 441).

In this research, the questionnaire (see Appendix B) was divided into five sections. Eight questions were included to test general travel information of the respondents (Question 1-8). The selection of questions sought to identify whether the respondent was an experienced traveler or a first time traveler. The next section collected socio-demographic information of the visiting tourists such as gender, age, occupation, education, income and marital status (Question 9-14). The third section investigated the travel motivation of the respondents (Question 15a-15x). The fourth section investigates the image of South Africa/Cape Town among the respondents. Thirty-five items were used (Question 16a–16jj). The final section addressed the way respondents obtained tourist information of South Africa.

In the third and fourth section, all attributes were composed of statements, evaluated using the five-point Likert scale.

Respondents were presented a series of statements in which they were asked to indicate their degree of agreement on a scale ranging from “Strongly disagree” to “Strongly agree”. The Likert scale is popular since it has been shown to be reliable, is easy to construct, and gives more information about the respondent’s feelings than Thurstone’s simple agree/disagree format (Chisnall: 2006).

4.7.2 Wording of questions

Because a survey is an exchange of ideas between researcher and informants, each must understand what the other says, and this is possible only if the
vocabulary used is common to both parties. Two problems arise. Firstly, the words must be simple enough to allow adequate communication with persons of limited education. This is dealt with by reducing the level of word difficulty to simple English words and phrases. Cooper and Schindler (2004:333) identify technical language as a second potential problem. Even highly educated informants cannot answer questions stated in unfamiliar technical terms. Technical language also poses difficulties for researchers.

4.7.3 Length of questionnaire

According to Cooper and Schindler (2006:351), most draft questionnaires or interview schedules suffer from lengthiness. By timing each question and section, the researcher is in a better position to make decisions about modifying or cutting the material.

The wording also has a great bearing on the final length of the questionnaire and, clearly, if the questionnaire is perceived as too long, the responses are likely to be careless, or, indeed, non-existent (Jankowicz, 2007:278).

4.7.4 Internet survey

As the science rapidly develops, surveys on internet become a popular means used by researchers in today’s life.

According to Cooper and Schindler (2006:303), computer-delivered, self-administered questionnaires using organizational Intranets, the Internet, or online services to reach their respondents, has special problems and unique advantages:

Advantages:
- Rapid data collection;
• More complex instruments can be used;
• Respondents that cannot be used by phone (voice) may be accessible;
• Fast access to the computer-literate;
• Listing of viable locations rather than prospective respondents.

Disadvantages:
• Anxiety among some respondents;
• Computer security;
• Need for low-distraction environment for survey completion.

According to Cooper and Schindler (2006:308), the ease of access to electronic mail systems makes it possible for both large and smaller organizations to use computer questioning with both internal and external respondent groups. Many techniques of traditional mail surveys can be easily adapted to computer delivered questionnaires (e.g., follow-ups to non-respondents are more easily executed and less expensive). They continue to say that it is not unusual to find registration procedures and full-scale surveying being done on World Wide Web sites. A short voyage on the Internet reveals that organizations use their sites to evaluate customer service processes, build sales lead-lists, evaluate planned promotions and product change, determine supplier and customer needs, and discover interest in job openings, evaluate employee attitudes and more.

Owing to the e-mail procedure, access to people and companies becomes far more efficient, less expensive and easier for the researcher to complete the survey. For this research, only selected Chinese tourism organizations in Beijing were surveyed via e-mail and networks (see annexure C).

Internet surveys were used because selected respondents e-mail address was known, they could be sent reminders and contacted individually or in groups. If was convenient for these respondents, because they could answer immediately and this obviated the time consuming use of faxing or the mail.
4.7.5 Pre-testing of questionnaire

According to Malhotra and Birks (Malhotra & Birks 2006: 345), pre-testing refers to testing the questionnaire on a small sample of respondents to identify and eliminate potential problems. Normally, all aspects of the questionnaire should be tested, including question content, wording, sequence, form and layout, question difficulty and instructions. Furthermore, the pre-testing should help the researcher determine how much time respondents will need to complete the survey (Hair 2000: 454).

An appropriate pre-testing involves a simulated administration of the survey to a small, representative group of respondents (Hair et al 2000: 454) drawn from the same population as the actual survey (Malhotra & Birks 2006: 345). Ordinarily the pre-testing sample size varies from 15 to 30 respondents for the initial testing, depending on the heterogeneity of the target population (Malhotra & Birks 2006: 346). However, if the main purpose of the pre-testing is to check for specific wording problems, then only about ten respondents are needed in the pre-testing (Hair et al 2000: 45).

The questionnaire was designed to assist the researcher identify key travel motivation and perceptions and expectations of Chinese tourists in respect of the Western Cape as a travel destination.

In order to ensure the validity of the questionnaire, a pre-testing was conducted in April at the airport in Port Elizabeth. The pre-testing targeted those Chinese tourists already in South Africa.

The tourists were asked to complete the questionnaire and give comments or suggestions on the questionnaire. Attention was given to the time taken to complete the interview.
4.7.6 Validity and reliability of questions

According to Malhotra and Birks (2006: 415), the quality of the measuring instrument and the data should be evaluated in terms of validity and reliability. Reliability refers to the consistency with which a measure produces the same results with the same or comparable populations (McDaniel & Gates 2004: 125). Reliable instruments provide stable measures at different times under different conditions. Thus, reliability is the degree to which measures are free from random error and, therefore, provide consistent data. Furthermore, measurement reliability is a necessary condition for validity. There are three ways to assess reliability: test-retest, the use of equivalent forms and internal consistency (McDaniel & Gates 2004: 199, 200, 206). The different forms of reliability may not all be equally appropriate in a study.

Validity refers to the degree to which a measure reflects the characteristic of interest (McDaniel & Gates 2004: 125). It addresses the issue of whether what the researcher was trying to measure was actually measured, and it refers to the extent to which the measurement instrument and procedure are free from both systematic and random errors. Thus, a measuring device is valid only if differences in scores reflect true differences in the characteristic being measured rather than systematic or random errors. Validity can be examined from different perspectives, including face, content, criterion-related and construct validity. (McDaniel & Gates 2004: 125, 202).

For the current research, the questions were scrutinized to ensure a high degree of face and content validity while construct validity was evaluated by means of factors analysis.

4.7.7 Questionnaire cover letter

Leedy (2000:194,196), quoted by Peens (2003), stresses the importance of a well
structure and courteous cover letter. The letter should persuade the respondent to complete the questionnaire, but remain tactful and respectful to build and maintain good interpersonal relations. Apart from the above, details of the researcher and the process to be followed, these authors recommend that the cover letter should include the following four messages:

· The content, purpose and importance of the research;
· The respondent is important to the study and the time it will take to complete the questionnaire;
· Promises of confidentiality and anonymity;
· Information about how the results will be used.

In the covering letter (annexure A) accompanying the questionnaire (annexure B and C), the aim of the research was briefly explained and the respondent was also assured that the content of the questionnaire would be regarded as strictly confidential. The covering letter also identified a specific individual who could be contacted should additional information be required.

4.8 DATA ANALYSIS

Once data collection has been completed and the data have been captured, the next step is the analysis of the data. The purpose of data analysis is to interpret and draw conclusions from the mass of collected data (McDaniel & Gates 2004: 31). Analysis procedures can vary widely in sophistication and complexity, from simple frequency distributions (including percentages) to sample statistics measures (such as means) to multivariate data analysis techniques such as factor analysis (Hair 2000: 42).

For this research, the useable data were received captured and analyzed using
the SPSS program (Statistical Package for Social Science). Descriptive statistics and factor analysis was applied. Factor analysis was used to explore the structures of Travel motivation and the Image of South Africa sections respectively. The relative importance of the elements of the image score was assessed on the Likert scale of 1 to 5. The results are discussed in section 5.

4.9 SUMMARY

This chapter covered research methodology. The research protocols relevant to this project were explored.

The major areas covered were:
- The data needed for the research, including types of data resources, data collection, and
- Population/sampling, including the questionnaire format, wording of the questionnaire, and pre-testing of the questionnaire.

Data analysis was broached and this aspect is comprehensively covered in the next chapter.
CHAPTER FIVE
RESEARCH RESULTS AND DISCUSSION

5.1 INTRODUCTION

Previous chapters separately address the answers to the sub-problems of this research. Chapter two provides the answer to the first sub-problem: what is the current status of South Africa as perceived by Chinese tourists see now?

Chapter three gives the answer to the second sub-problem: What are the travel motives of Chinese tourists in respect of South Africa?

This chapter provides and addresses the research results. A social science tool named SPSS (Statistical Package of Social Science) is utilized in this chapter. All the quantitative data received from the questionnaire survey will be dealt with on the basis of this tool. This chapter addresses the answer to the third sub-problem: what are the real perceptions of Chinese tourists with respect to South Africa as a selected travel destination. In this chapter the results of 400 useable questionnaires are analyzed

This chapter is covered in two parts. One part covers a qualitative analysis, which establishes why Chinese tourists travel to South Africa; their reasons for visiting, the form of transport they use and so on. The other part is a quantitative analysis on the basis of the questionnaire received. This chapter starts with qualitative findings.

5.2 STATISTICAL DETAILS OF RESPONDENTS

This section is going to deal with some demographic details such as age, gender, education background and, occupation and so on.
5.2.1 **Qualitative analysis details**

The analysis is based on the survey during period of June to July in 2008, and interviews conducted electronically with the assistance of the South African Embassy in Beijing. Interviews were also done in person with Destination Management Organizations (DMOs) and tour operators in Cape Town to get some background on the current Chinese tourism market to South Africa. All these steps have been taken in order to understand the current Chinese tourism market to South Africa.

The information collected from South African Embassy in Beijing through e-mail indicates that more than half of the Chinese visitors travel to SA on business or for official purposes. Mostly they are company-paid or government-paid "tourists". The ADS (Approved Destination Status) tourism market is growing rapidly. Normally tourists are not able to travel to South Africa individually without a valid reason. The ADS agreement with the Chinese government only allows the Embassy to issue group tourism visas. It is quite easy for Chinese tourists to travel to South Africa as both the Embassy in Beijing and the Consulate General in Shanghai can issue visas. As there appears to be relatively little knowledge about South Africa in both the public and trade communities, growing market share is quite challenging. The Chinese market is also a price-driven market, that is to say price is the most important influencing factor which motivates tourists to make their decision. The Chinese travel agents decrease prices due to the competition between different travel agents in order to get more Chinese citizens to make overseas trips to South Africa and elsewhere.

Throughout the research a key question that arose was the issue of safety. Respondents continually asked how safe it was to visit South Africa. So this is a very important question to consider when developing a strategy of promoting the South African tourism market to tourists.
The communications with various authorities (Mr. Linda Muse of the Provincial DMO and Mr. Greenfield of South Africa Tourism’s Beijing office) show that China really has growth potential and is a main emerging market for South African tourism. Through some major travel shows (e.g. CITM-The China International Travel Market), the image of South Africa is generally improving. From the Chinese operator perspective South Africa is a price-led tourism market, which means the operator must primarily compete in terms of price. But this is also affected by the quality of the travel experience. Furthermore, some negative reports on South African crime status also impact the destination market.

Another interview with operators (Mr. Phillip Zhang of Oversea Tour, Ms. Mary Lee of National Tour, Mr. Mark Wang of Chinese Travelling) can be summarized as follows and largely confirm the views expressed by government officials. Firstly, price is a huge issue for the tourists from China who compare South Africa with other popular destinations like Australia. Secondly, the image and the knowledge of South Africa as a tourist destination are also limited among Chinese tourists. Thirdly, most Chinese tourists who travel on holiday prefer to join guided tours due to the language barriers and their interest in visiting famous places like Table Mountain and Cape of Good Hope. Mostly tours are “ten days seven nights”- two days in the plane, Cape Town for five days and Johannesburg for three days and last two days in Pretoria.

Due to perception limitations of South Africa, most tourists just reckon that South Africa probably consists of Mandela, diamonds and gold. But dramatically, this simple idea always significantly improves after tourists land in South Africa.

Subsequently in the following sections, quantitative analysis will be used to establish a profile of the tourists travelling to South Africa in terms of their age, motivation, occupations, or their perceptions of South Africa. This quantitative analysis includes general statistics, motivation analysis and factors analysis.
5.2.2 Personal information analysis (Demographic data)

400 usable copies of questionnaires distributed to the tourists were used for the analysis. Hence the primary data received from these 400 questionnaires is captured in SPSS for analysis which can later lead to the answers to the sub-question: what is the perception of Chinese tourists in respect of South Africa? This is the purpose of this chapter.

5.2.2.1 Gender of respondents

Due to the random method of sample selection, 68% (272) out of those 400 respondents are male, and 32% (128) are female. It is shown in Figure 5.1.

![Figure 5.1 Gender of respondents](image-url)
5.2.2.2 Age of respondents

According to the age analysis, an estimated mean age of 40.5 is addressed in terms of the age distribution. Figure 5.2 shows this age distribution of the respondents as follow.

Figure 5.2 Age of the respondents

From figure 5.2, there are 55% (220) tourists aged from 35 to 44 travelling to South Africa. Following that percentage, 30% (120) tourists are aged from 45 to 54. Young tourists aged from 18 to 34 years old constitute 15% (60) of the sample.
5.2.2.3 Educational background of respondents

Education and occupation of the respondents are also considered, figures 5.3 and figure 5.4 shows these two aspects as follow:

Figure 5.3 Education levels of the respondents

From figure 5.3, it can be seen that half respondents (200 visitors) have a bachelor's degree. This number is twice as many as the respondents who have a diploma. Only a few respondents have senior degrees, 15% (60 respondents) have an honours degree and 10% (40 respondents) of the sample have a masters degree or above.
It is noteworthy to see that of the visitors travelling to South Africa, 42% (168) are white collar employees. Management position and owner/self-employed constitute 22% (88 respondents) and 18% (72 respondents). Professional/technical is 10% (40), which is twice as many as government official positions.
5.2.2.4 Tourism experience of respondents

Visitors interviewed were also asked if they had overseas travel experience before coming to South Africa or whether they were visiting South Africa for the first time. Figure 5.5 shows answers to this question.

60% (240 respondents) have overseas travel experience before they come to South Africa. However, among those visitors 75% (300) are visiting South Africa for the first time.
5.2.2.5 Countries for respondents

Since 60% (that is 240 respondents) have overseas travel experience before they travel to South Africa, it is important to establish which countries these tourists have visited previously. Those countries are divided into several groups according to their similarities in both geographical and cultural factors. The results are shown in the following figure 5.6 and table 5.1.

Figure 5.6 Countries visited or considered
Table 5.1 Countries visited or considered visiting

<table>
<thead>
<tr>
<th>Country</th>
<th>Visited before</th>
<th>Considered before coming to South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore, Malaysia</td>
<td>45.5% (182)</td>
<td>15% (60)</td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hong Kong, Macau</td>
<td>30.5% (122)</td>
<td>60% (240)</td>
</tr>
<tr>
<td>USA, Canada</td>
<td>20% (80)</td>
<td>10% (40)</td>
</tr>
<tr>
<td>Europe</td>
<td>22% (88)</td>
<td>24.5% (98)</td>
</tr>
<tr>
<td>Australia, New Zealand</td>
<td>6% (24)</td>
<td>23.8% (95)</td>
</tr>
<tr>
<td>Japan, Korea</td>
<td>27% (108)</td>
<td>49% (197)</td>
</tr>
</tbody>
</table>

From Table 5.1 and Figure 5.6, it can be seen that 45.5% (182) Chinese tourists had trips to Singapore, Malaysia and Thailand before they visited South Africa. Due to the language similarity Chinese visitors can easily travel to these three Asian countries. Similarly, the second popular destination for Chinese people to visit is Hong Kong and Macau. The fewest visitors, 6% (24 respondents) travelled to Australia and New Zealand.

Figure 5.6 shows that 60% (240) of respondents considered Hong Kong as their travel destination before South Africa and 10% (40) thought of USA or Canada as an alternative destination.

5.2.2.6 Income or salary of respondents

When asked for the reasons to visit South Africa, 69% (276) are for personal reasons. It is very important to divide the sample into different groups in terms of their income or salary per month because financial resources influence decision
to make a trip. As the result of the survey, data analyzed by SPSS is organized as Table 5.2 and Figure 5.7:

Table 5.2 Income or salary bracket

<table>
<thead>
<tr>
<th>Income or salary groups</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2500-5000</td>
<td>85</td>
<td>21%</td>
</tr>
<tr>
<td>R5001-7500</td>
<td>188</td>
<td>47%</td>
</tr>
<tr>
<td>R7501-10000</td>
<td>83</td>
<td>21%</td>
</tr>
<tr>
<td>Above R10000</td>
<td>44</td>
<td>11%</td>
</tr>
</tbody>
</table>

Figure 5.7 Income bracket
According to Table 5.2 and Figure 5.7, the biggest income or salary group of those surveyed is R5000-R7500 which represents almost half (47%) of the visitors. Only 11% (44 respondents) earn over R10000 a month.

5.2.2.7 Reasons to visit South Africa

This section ends with establishing the reasons why Chinese visitors choose to come to South Africa. The number and percentage of each reason is shown in the Table 5.3, Figure 5.8 and Figure 5.9

<table>
<thead>
<tr>
<th>Reasons for visiting South Africa</th>
<th>Percentage</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Professional reasons</td>
<td>29.5%</td>
<td>118</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>42.3%</td>
<td>169</td>
</tr>
<tr>
<td>Beauty / scenery of South Africa</td>
<td>18.2%</td>
<td>73</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
<td>40</td>
</tr>
</tbody>
</table>

Figure 5.8 Reasons (percentage) for visiting to South Africa
Visiting friends and relatives was the prime reason for coming to South Africa. This was followed by business/professional purposes. Scenery and other reasons followed.

Having addressed the first section of survey questionnaire the travel motivation of respondents is now analysed.

5.2.3 Travelling motivation and impact analysis

This section was addressed by having respondents answer 22 items on a Likert Scale. Interviewees were asked to mark these alternatives by indicating one attitude among those on a five–point scale: strongly disagree, disagree, neutral, agree and strongly agree. Table 5.4 shows these 22 items.
Table 5.4 Reasons for travelling to South Africa

<table>
<thead>
<tr>
<th>Alphabet</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>To see country after political change</td>
</tr>
<tr>
<td>B</td>
<td>To increase my knowledge of South Africa</td>
</tr>
<tr>
<td>C</td>
<td>To visit new, different places</td>
</tr>
<tr>
<td>D</td>
<td>To experience a different lifestyle, customs and culture</td>
</tr>
<tr>
<td>E</td>
<td>To visit historical attractions</td>
</tr>
<tr>
<td>F</td>
<td>To enjoy shopping, entertainment and different cuisine</td>
</tr>
<tr>
<td>G</td>
<td>To visit friends and relatives</td>
</tr>
<tr>
<td>H</td>
<td>For business travel/or seeking business opportunity</td>
</tr>
<tr>
<td>I</td>
<td>To alleviate stress and tension</td>
</tr>
<tr>
<td>J</td>
<td>To escape daily routine</td>
</tr>
<tr>
<td>K</td>
<td>To attend culture events</td>
</tr>
<tr>
<td>L</td>
<td>To go to places that friends have not visited</td>
</tr>
<tr>
<td>M</td>
<td>For rest and relaxation</td>
</tr>
<tr>
<td>N</td>
<td>To seek adventure and pleasure</td>
</tr>
<tr>
<td>O</td>
<td>To participate in sports(such as river rafting, hiking, skiing)</td>
</tr>
<tr>
<td>P</td>
<td>For gambling</td>
</tr>
<tr>
<td>Q</td>
<td>Travel agent promotion</td>
</tr>
<tr>
<td>R</td>
<td>Intellectual improvement</td>
</tr>
<tr>
<td>S</td>
<td>Seek diversion and entertainment</td>
</tr>
<tr>
<td>T</td>
<td>To have a exciting experience</td>
</tr>
<tr>
<td>U</td>
<td>To be able to tell friends about the experiences</td>
</tr>
<tr>
<td>V</td>
<td>Other reason, please specify_______</td>
</tr>
</tbody>
</table>

5.2.3.1 Frequency analysis of travelling motivation

Excluding the last reason based on the Table 5.4, there are 21 reasons in total. The sample of 400 tourists was asked for answers to these 21 reasons. For each one, tourists need to indicate which level of attitude they have by using a
five-point Likert scale.

Using SPSS (Statistical Package of Social Science). A frequency analysis of each reason is now manipulated in order to find out which reason is the most popular motivation of tourists to visit South Africa. The measuring criteria check the number of tourists who strongly agree and agree. These two values are added and represent the most popular response.

- To enjoy shopping, entertainment and different cuisine
- To experience a different life style, customs and culture
- To seek adventure and pleasure.
- Travel agent promotion
- To attend cultural events

The frequency analysis of these five reasons is listed as follow:

Table 5.5 To enjoy shopping, entertainment and different cuisine

<table>
<thead>
<tr>
<th>Levels</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>114</td>
<td>28.5</td>
<td>28.5</td>
</tr>
<tr>
<td>Agree</td>
<td>267</td>
<td>66.8</td>
<td>95.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>15</td>
<td>3.8</td>
<td>99.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>1.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.5 shows that shopping, entertainment and experiencing a different cuisine is the most popular motivation for visiting South Africa. A cumulative total of 95.3% of respondents (28.5%+66.8%) comprise this category. The second popular reason listed as follow is: To experience a different life style, customs and culture
and to seek adventure and pleasure.

Table 5.6 To experience a different life style, customs and culture

<table>
<thead>
<tr>
<th>Levels</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>99</td>
<td>24.8</td>
<td>24.8</td>
</tr>
<tr>
<td>Agree</td>
<td>274</td>
<td>68.5</td>
<td>93.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>1.3</td>
<td>94.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>22</td>
<td>5.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

According to Table 5.6, 93.3% of tourists (including 99 strongly agree and 274 agree) wish to come to South Africa to experience a different life style, customs and culture.

Table 5.7 To seek adventure and pleasure

<table>
<thead>
<tr>
<th>Levels</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>143</td>
<td>35.8</td>
<td>35.8</td>
</tr>
<tr>
<td>Agree</td>
<td>230</td>
<td>57.5</td>
<td>93.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>22</td>
<td>5.5</td>
<td>98.8</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>1.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

To seek adventure and pleasure is the third popular reason for tourists visiting South Africa. A combined 93.3% of the respondents (143 strongly agreed and 230 tourists agreed).
Table 5.8 Travel agent promotion

<table>
<thead>
<tr>
<th>Levels</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>109</td>
<td>27.3</td>
<td>27.3</td>
</tr>
<tr>
<td>Agree</td>
<td>253</td>
<td>63.3</td>
<td>90.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>20</td>
<td>5.0</td>
<td>95.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>16</td>
<td>4.0</td>
<td>99.5</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The fourth reason shows travel agent promotion influence. Table 5.8 shows that 63.3% tourists agreed that travel agent promotion is the reason for their choice for travelling, and those who strongly agreed account for 27.3% of the respondents.

Table 5.9 To attend cultural events

<table>
<thead>
<tr>
<th>Levels</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>72</td>
<td>18.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Agree</td>
<td>280</td>
<td>70.0</td>
<td>88.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>12</td>
<td>3.0</td>
<td>91.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>26</td>
<td>6.5</td>
<td>97.5</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>2.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

As Table 5.9 shows, the fifth most popular reason is for attending cultural events. In total over 88% (18%+70%) of 400 tourists agreed with the reason. Only 10 tourists strongly disagreed with this reason. These 10 tourists specified their own reasons which seem to be similar: the language barrier was a determinant.

Once the reasons that motivate Chinese tourists to travel to South Africa have been established, they can be used to embark upon further research in this field.
5.2.3.2 Factor analysis for travelling motivation

In the above section, the five most popular reasons held by Chinese tourists to visit South Africa were established by using an analysis of frequency. This is, of itself in not sufficient for explaining the motivation why tourists travel to South Africa. Hence another analysis, named factor analysis, is used to explain the motivation of Chinese tourists to travel to South Africa.

Malhotra (2006) states that factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization. In some market research, there may be a large number of variables, most of which are correlated and which must be reduced to a manageable level. Relationships among sets of many interrelated variables are examined and represented in terms of a few underlying factors.

Factor analysis is a ‘data reduction’ statistical technique that allows researchers to simplify the correlational relationships between a number of continuous variables (Miller 2002: 174).

According to Pallant’s theory, there are three steps in conducting factor analysis.

Step 1: Assessment of the suitability of the data for factor analysis.

There are two main issues to consider in determining whether a particular data set is suitable for factor analysis: sample size and the strength of the relationship among the variables (or items). While there is little agreement among authors concerning how large a sample should be, the recommendation generally is: the larger, the better. In small samples the correlation coefficients among the variables are less reliable, tending to vary from sample to sample. Factors
obtained from small data sets do not generalize as well as those derived from larger samples.

The second issue to be addressed concerns the strength of the inter-correlations among the items. Tabachnick and Fidell (2006) recommend and inspection of the correlation matrix for evidence of coefficients greater than .3. If few correlations above this level are found, then factor analysis may not be appropriate.

Step 2: Factor extraction

Factor extraction involves determining the smallest number of factors that can be used to best represent the inter-relations among the set of variables. There are a variety of approaches that can be used to identify (extract) the number of underlying factors or dimensions. Some of the most commonly available extraction techniques are:

- Principal components
- Principal factors
- Image factoring
- Maximum likelihood factoring
- Alpha factoring
- Unweighted least squares; and
- Generalized least squares

It is up to the researcher to determine the number of factors considered best to describes the underlying relationship among the variables. This involves balancing two conflicting needs: the need to find out a simple solution with as few factors as possible; and the need to explain as much of the variance in the original data set as possible.
Step 3: Factor rotation and interpretation

Once the number of factors has been determined, the next step is to try to interpret them. To assist in this process the factors are rotated. This does not change the underlying solution, but rather it represents the pattern of loadings in a manner that is easier to interpret.

For this research, exploratory factorial analysis was undertaken on the variables referring to perceived travel motivations with the aim of reducing their dimensions and identifying the set of underlying factors that summarize the essential information in the variables. According to Malhotra’s theory, those 21 reasons can be extracted (identified) into seven factors through using extraction techniques. Specifically, one extraction method named Principal Axis Factoring is utilized in this research. These seven factors can be simply clarified as “Follow Mandela’s legend”, “Exploration”, “Leaving work”, “Activities”, “Relaxation”, “Changing life style” and “Social”. The results of those analyses are shown in the following tables.

Table 5.10 Factor analysis of travelling motivation

<table>
<thead>
<tr>
<th>Factors</th>
<th>Statements</th>
<th>Value</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow Mandela’s legend</td>
<td>To see country after political change</td>
<td>0.582</td>
<td>1.78</td>
</tr>
<tr>
<td></td>
<td>Intellectual improvement</td>
<td>0.566</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To alleviate stress and tension</td>
<td>0.430</td>
<td></td>
</tr>
<tr>
<td>Exploration</td>
<td>Intellectual improvement</td>
<td>0.552</td>
<td>1.078</td>
</tr>
<tr>
<td></td>
<td>To know new, different places</td>
<td>0.526</td>
<td></td>
</tr>
<tr>
<td>Leaving work</td>
<td>To increase my knowledge of South Africa</td>
<td>0.696</td>
<td>1.345</td>
</tr>
<tr>
<td></td>
<td>To escape daily routine</td>
<td>0.649</td>
<td></td>
</tr>
<tr>
<td>Activities</td>
<td>To know new, different places</td>
<td>0.684</td>
<td>0.564</td>
</tr>
<tr>
<td></td>
<td>Travel agent promotion</td>
<td>-0.546</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To attend culture events</td>
<td>0.426</td>
<td></td>
</tr>
<tr>
<td>Relaxation</td>
<td>To see country after political change</td>
<td>0.552</td>
<td>1.857</td>
</tr>
<tr>
<td></td>
<td>To alleviate stress and tension</td>
<td>0.418</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To participate in sports(such as river rafting, hiking, skiing)</td>
<td>0.429</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To go to places that friends have not visited</td>
<td>0.458</td>
<td></td>
</tr>
</tbody>
</table>
### Table

<table>
<thead>
<tr>
<th>Changing life style</th>
<th>To go to places that friends have not visited</th>
<th>Seek diversion and entertainment</th>
<th>-0.529</th>
<th>-0.057</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>To enjoy shopping, entertainment and different cuisine</td>
<td></td>
<td>-0.472</td>
<td>0.430</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Axis Factoring.

It is noteworthy that extraction method called Principal Axis Factoring (PAF) defined the absolute value extracted by SPSS to be > 0.4, thus reasons “To visit friends and relatives”, “To experience a different life style, customs and culture”, and “To visit historical attractions” are ignored.

The most important factor named “Relaxation” was made up of four basic stating reasons as seen from Table 5.10. The four statements are “see country after political change”, “alleviate stress and tension”, “participate sports” and “go to special place”. With a total 1.857 of eigenvalue this factor stands as the first reason.

The second factor, “Follow Mandela’s legend” included statement such as “intellectual improvement” and also “go to places where friends have not visited”. This factor has an eigenvalue of 1.78 as the second reason.

Factor three and four both involve two similar statements. The eigenvalues are 1.345 and 1.078 for the third and fourth respectively. The remaining three factors are small compared to the first factors which are listed in Table 5.10.

This component of the study mainly discussed analysis of motivation of tourists. The five popular reasons and most important factors were found through the analysis. This provides an effect way to understand what tourists prefer. In the following part, an analysis of South Africa as a destination is conducted.

### 5.2.4 Analysis of travelling destination

As already explained the questionnaire designed for this research includes three
major parts for achieving three purposes. First is a series of questions where 400 respondents were asked about personal information such as age, occupation, and income. Thereafter a group-structured question involving 21 statements was carried out to obtain data for the analysis of motivation. These two components have been already completed. The last section based on the questionnaire, is a question including 35 statements. These were manipulated using a five-point Likert scale to complete the analysis of destination (see annexure B).

The question posed to respondents was to establish their perception of South Africa. Respondents had to indicate their attitude to each statement (listed as follows) by a five points: strongly disagree, disagree, neutral, agree, and strongly agree.

Table 5.11 The perception of South Africa (Western Cape region)

<table>
<thead>
<tr>
<th>Order</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Rainbow nation with cultural diversity</td>
</tr>
<tr>
<td>B</td>
<td>Great variety of wildlife and flowers</td>
</tr>
<tr>
<td>C</td>
<td>Good beach</td>
</tr>
<tr>
<td>D</td>
<td>Good weather</td>
</tr>
<tr>
<td>E</td>
<td>Fast growing African country on global stage</td>
</tr>
<tr>
<td>F</td>
<td>Mandela image</td>
</tr>
<tr>
<td>G</td>
<td>HIV/AIDS</td>
</tr>
<tr>
<td>H</td>
<td>Insecurity(crime/violence)</td>
</tr>
<tr>
<td>I</td>
<td>Nightlife and entertainment</td>
</tr>
<tr>
<td>J</td>
<td>Underprivileged society with poverty</td>
</tr>
<tr>
<td>K</td>
<td>Business opportunity</td>
</tr>
<tr>
<td>L</td>
<td>Luxurious places</td>
</tr>
<tr>
<td>M</td>
<td>Beauty of the cities and towns</td>
</tr>
</tbody>
</table>
### Frequency and means analysis of destination

All the primary data for destination analysis was dealt by SPSS. It also took “strongly agree” and “agree” as major measuring standards. But additionally, the means of each statement was considered in the analysis in terms of number of statements. For each statement of the question, the frequency analysis has now been done first.

<table>
<thead>
<tr>
<th>N</th>
<th>High standards of cleanliness and hygiene</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>Fashionable place to visit</td>
</tr>
<tr>
<td>P</td>
<td>Places of historical or culture interest</td>
</tr>
<tr>
<td>Q</td>
<td>Interesting excursions</td>
</tr>
<tr>
<td>R</td>
<td>Richness and beauty of landscape</td>
</tr>
<tr>
<td>S</td>
<td>Shopping facilities</td>
</tr>
<tr>
<td>T</td>
<td>Diamonds and gold</td>
</tr>
<tr>
<td>U</td>
<td>High level of economic development</td>
</tr>
<tr>
<td>V</td>
<td>Exotic atmosphere</td>
</tr>
<tr>
<td>W</td>
<td>Handicraft</td>
</tr>
<tr>
<td>X</td>
<td>Entertainment and sports activities</td>
</tr>
<tr>
<td>Y</td>
<td>Different cuisine/food and drink</td>
</tr>
<tr>
<td>Z</td>
<td>Casinos and gambling</td>
</tr>
<tr>
<td>Aa</td>
<td>High quality of service</td>
</tr>
<tr>
<td>Bb</td>
<td>Unusual customs and ways of life</td>
</tr>
<tr>
<td>Cc</td>
<td>Interesting cultural activities</td>
</tr>
<tr>
<td>Dd</td>
<td>Good value of money</td>
</tr>
<tr>
<td>Ee</td>
<td>Opportunities for sporting activities(such as golf, rugby)</td>
</tr>
<tr>
<td>Ff</td>
<td>Hospitable, friendly people</td>
</tr>
<tr>
<td>Gg</td>
<td>Well developed infrastructure for tourists</td>
</tr>
<tr>
<td>Hh</td>
<td>Terrorists attacks</td>
</tr>
<tr>
<td>Ii</td>
<td>Other image, please specify______________</td>
</tr>
</tbody>
</table>
Table 5.12 re-arranged all 34 statements based on the result of SPSS by measuring means in descending order.

Table 5.12 Statements of destination

<table>
<thead>
<tr>
<th>Statements</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Total</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good beach</td>
<td>400</td>
<td>4.42</td>
<td>.543</td>
<td>212</td>
<td>178</td>
<td>390</td>
<td>97.5%</td>
</tr>
<tr>
<td>Beautiful sites and town</td>
<td>400</td>
<td>4.35</td>
<td>.730</td>
<td>156</td>
<td>193</td>
<td>349</td>
<td>87.25%</td>
</tr>
<tr>
<td>Great variety of wildlife and flowers</td>
<td>400</td>
<td>4.26</td>
<td>.696</td>
<td>215</td>
<td>151</td>
<td>366</td>
<td>91.5%</td>
</tr>
<tr>
<td>Richness and beauty of landscape</td>
<td>400</td>
<td>4.13</td>
<td>1.775</td>
<td>168</td>
<td>143</td>
<td>311</td>
<td>77.75%</td>
</tr>
<tr>
<td>Different cuisine/food and drink</td>
<td>400</td>
<td>4.09</td>
<td>1.440</td>
<td>143</td>
<td>156</td>
<td>299</td>
<td>74.75%</td>
</tr>
<tr>
<td>Insecurity (crime/violence)</td>
<td>400</td>
<td>4.08</td>
<td>.803</td>
<td>209</td>
<td>123</td>
<td>332</td>
<td>83%</td>
</tr>
<tr>
<td>HIV/AIDS</td>
<td>400</td>
<td>4.06</td>
<td>.944</td>
<td>145</td>
<td>157</td>
<td>302</td>
<td>75.5%</td>
</tr>
<tr>
<td>Diamonds and gold</td>
<td>400</td>
<td>4.01</td>
<td>.939</td>
<td>162</td>
<td>140</td>
<td>302</td>
<td>75.5%</td>
</tr>
<tr>
<td>Opportunities for sporting activities</td>
<td>400</td>
<td>4.01</td>
<td>.801</td>
<td>225</td>
<td>102</td>
<td>327</td>
<td>81.75%</td>
</tr>
<tr>
<td>Entertainment and sports activities</td>
<td>400</td>
<td>4.00</td>
<td>1.012</td>
<td>147</td>
<td>153</td>
<td>300</td>
<td>75%</td>
</tr>
<tr>
<td>Business opportunity</td>
<td>400</td>
<td>4.00</td>
<td>1.009</td>
<td>162</td>
<td>147</td>
<td>309</td>
<td>77.25%</td>
</tr>
<tr>
<td>Terrorists attacks</td>
<td>400</td>
<td>3.97</td>
<td>2.260</td>
<td>126</td>
<td>159</td>
<td>285</td>
<td>71.25%</td>
</tr>
<tr>
<td>Handicraft</td>
<td>400</td>
<td>3.97</td>
<td>1.008</td>
<td>166</td>
<td>138</td>
<td>304</td>
<td>76%</td>
</tr>
<tr>
<td>Casinos and gambling</td>
<td>400</td>
<td>3.96</td>
<td>.883</td>
<td>220</td>
<td>104</td>
<td>324</td>
<td>81%</td>
</tr>
<tr>
<td>Interesting culture activities</td>
<td>400</td>
<td>3.93</td>
<td>1.087</td>
<td>146</td>
<td>148</td>
<td>294</td>
<td>73.5%</td>
</tr>
<tr>
<td>Rainbow nation with cultural diversity</td>
<td>400</td>
<td>3.93</td>
<td>.804</td>
<td>233</td>
<td>84</td>
<td>317</td>
<td>79.25%</td>
</tr>
<tr>
<td>Unusual customs and ways of life</td>
<td>400</td>
<td>3.74</td>
<td>1.274</td>
<td>151</td>
<td>132</td>
<td>283</td>
<td>70.75%</td>
</tr>
<tr>
<td>Well developed infrastructure for tourists</td>
<td>400</td>
<td>3.70</td>
<td>1.119</td>
<td>128</td>
<td>120</td>
<td>248</td>
<td>62%</td>
</tr>
<tr>
<td>Shopping facilities</td>
<td>400</td>
<td>3.68</td>
<td>1.084</td>
<td>169</td>
<td>98</td>
<td>267</td>
<td>66.75%</td>
</tr>
<tr>
<td>Fashionable place to visit</td>
<td>400</td>
<td>3.66</td>
<td>1.053</td>
<td>174</td>
<td>86</td>
<td>260</td>
<td>65%</td>
</tr>
<tr>
<td>Good value of money</td>
<td>400</td>
<td>3.59</td>
<td>1.175</td>
<td>137</td>
<td>107</td>
<td>244</td>
<td>61%</td>
</tr>
<tr>
<td>Mandela image</td>
<td>400</td>
<td>3.59</td>
<td>.877</td>
<td>159</td>
<td>60</td>
<td>219</td>
<td>54.75%</td>
</tr>
<tr>
<td>Places of historical or cultural interest</td>
<td>400</td>
<td>3.56</td>
<td>1.300</td>
<td>116</td>
<td>121</td>
<td>237</td>
<td>59.25%</td>
</tr>
<tr>
<td>Exotic atmosphere</td>
<td>400</td>
<td>3.48</td>
<td>1.128</td>
<td>153</td>
<td>78</td>
<td>231</td>
<td>57.75%</td>
</tr>
</tbody>
</table>
Using the “mean” column in Table 5.12, the value 4 can be regarded as marking criteria which means respondents ‘agree’. Hence ‘good beach’ stands out in first place as a reason for visiting South Africa. (m=4.42; ‘strongly agree’=178; ‘agree’=212) – thus 390 of the 400 respondents consider the beach as the prime reason for visiting the country. This partially correlates with the results of interviews with tour operators. In descending order of significance as a perceived destination are ‘beautiful sites and town’ m=4.35, ‘great variety of wildlife and flowers’ m=4.26, ‘richness and beauty of landscape’ m=4.13, and ‘different cuisine / food and drink’ m=4.09.

When browsing the ‘mean’ column there are 11 statements that are above the 4 scale. These top 11 statements reasonably reveal the perceived perceptions Chinese tourists have of South Africa as travel destination. When travel agents punt South Africa as destination it is thus vital that the above elements be embedded in their messages when selling the country as high-quality-and-low-price-travel package tourists will perceive that they are getting good deal.

Further, it is noteworthy to see that there are four statements rated with a mean of

<table>
<thead>
<tr>
<th>Statement</th>
<th>Count</th>
<th>Average</th>
<th>Standard deviation</th>
<th>Mean</th>
<th>Median</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxurious places</td>
<td>400</td>
<td>3.39</td>
<td>1.291</td>
<td>112</td>
<td>95</td>
<td>207</td>
</tr>
<tr>
<td>Fast growing African country on global stage</td>
<td>400</td>
<td>3.38</td>
<td>.804</td>
<td>156</td>
<td>26</td>
<td>182</td>
</tr>
<tr>
<td>High quality of service</td>
<td>400</td>
<td>3.34</td>
<td>1.352</td>
<td>136</td>
<td>94</td>
<td>230</td>
</tr>
<tr>
<td>Interesting excursions</td>
<td>400</td>
<td>3.29</td>
<td>1.437</td>
<td>127</td>
<td>98</td>
<td>225</td>
</tr>
<tr>
<td>Hospitable, friendly people</td>
<td>400</td>
<td>3.24</td>
<td>1.097</td>
<td>142</td>
<td>40</td>
<td>182</td>
</tr>
<tr>
<td>Good weather</td>
<td>400</td>
<td>3.02</td>
<td>.908</td>
<td>121</td>
<td>10</td>
<td>131</td>
</tr>
<tr>
<td>Nightlife and entertainment</td>
<td>400</td>
<td>2.84</td>
<td>1.317</td>
<td>98</td>
<td>50</td>
<td>148</td>
</tr>
<tr>
<td>Underprivileged society with poverty</td>
<td>400</td>
<td>2.80</td>
<td>.721</td>
<td>34</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>High level of economic development</td>
<td>400</td>
<td>2.56</td>
<td>1.520</td>
<td>103</td>
<td>32</td>
<td>135</td>
</tr>
<tr>
<td>High standards of cleanliness and hygiene</td>
<td>400</td>
<td>2.43</td>
<td>1.367</td>
<td>73</td>
<td>38</td>
<td>111</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage</th>
<th>51.75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>45.5%</td>
</tr>
<tr>
<td>Percentage</td>
<td>57.5%</td>
</tr>
<tr>
<td>Percentage</td>
<td>56.25%</td>
</tr>
<tr>
<td>Percentage</td>
<td>45.5%</td>
</tr>
<tr>
<td>Percentage</td>
<td>32.75%</td>
</tr>
<tr>
<td>Percentage</td>
<td>37%</td>
</tr>
<tr>
<td>Percentage</td>
<td>11.5%</td>
</tr>
<tr>
<td>Percentage</td>
<td>33.75%</td>
</tr>
<tr>
<td>Percentage</td>
<td>27.75%</td>
</tr>
</tbody>
</table>

Using the “mean” column in Table 5.12, the value 4 can be regarded as marking criteria which means respondents ‘agree’. Hence ‘good beach’ stands out in first place as a reason for visiting South Africa. (m=4.42; ‘strongly agree’=178; ‘agree’=212) – thus 390 of the 400 respondents consider the beach as the prime reason for visiting the country. This partially correlates with the results of interviews with tour operators. In descending order of significance as a perceived destination are ‘beautiful sites and town’ m=4.35, ‘great variety of wildlife and flowers’ m=4.26, ‘richness and beauty of landscape’ m=4.13, and ‘different cuisine / food and drink’ m=4.09.

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Further, it is noteworthy to see that there are four statements rated with a mean of
fewer than 4. These are tantamount to ‘disagree’ statements. These imply that respondents did not perceive the country as having good nightlife; they saw an under privileged society, of low economic development status and not of the best hygiene standards. Despite this marginal disparity, the positive responses far outweigh the negative perceptions and should not deter destination marketing efforts.

5.2.4.2 Factor analysis of destination

Many respondents took a neutral stand when answering questions. This affects the variable weight of each statement in factor analysis. Generally the larger the sample size, the better the data quality. For this research project the absolute value of the coefficient is suppressed if it is less than 0.1 when using principal axis factor (PAF). Any value under that was excluded -ie- twelve statements were ignored when doing the analysis.

The result of the analysis is now listed. Four factors are extracted from those 34 statements. These factors are: Natural scene, Social improvement, Business or shopping and Entertainment or relaxation.
Table 5.13 Factor analysis of destination

<table>
<thead>
<tr>
<th>Factors</th>
<th>Statements</th>
<th>Item loading value</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural scene</td>
<td>Interesting excursion</td>
<td>0.722</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Good weather</td>
<td>0.401</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Good beach</td>
<td>0.350</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Great variety of wildlife and flowers</td>
<td>0.343</td>
<td>2.356</td>
</tr>
<tr>
<td></td>
<td>Fashionable place to visit</td>
<td>0.275</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Places of historical or cultural interest</td>
<td>0.265</td>
<td></td>
</tr>
<tr>
<td>Social improvement</td>
<td>Underprivileged society with poverty</td>
<td>0.508</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High quality of service</td>
<td>0.463</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mandela image</td>
<td>0.442</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Well developed infrastructure for tourists</td>
<td>0.271</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HIV/AIDS</td>
<td>0.269</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fast growing African country on the global stage</td>
<td>0.105</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High standards of cleanliness and hygiene</td>
<td>0.109</td>
<td></td>
</tr>
<tr>
<td>Business or shopping</td>
<td>Business opportunity</td>
<td>0.591</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handicraft</td>
<td>0.522</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Good value of money</td>
<td>0.320</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shopping facilities</td>
<td>0.391</td>
<td></td>
</tr>
<tr>
<td>Entertainment or</td>
<td>Handicraft</td>
<td>0.522</td>
<td></td>
</tr>
<tr>
<td>relaxation</td>
<td>Luxurious places</td>
<td>0.350</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Entertainment and sports activities</td>
<td>0.305</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unusual customs and ways of life</td>
<td>0.256</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nightlife and entertainment</td>
<td>0.259</td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Axis Factoring.

The choice of the six-factor solution was based on the following criteria:

- The item loading values for all factors were greater than 1.00.
Variables with weightings below 0.1 were excluded.

The first factor (See Table 5.13) extracted was composed of six attribute statements and was named “natural scene” based on the statements concerning “Interesting excursion”, “Good weather”, “Good beach”, “Great variety of wildlife and flowers”, “Fashionable place to visit” and “Places of historical or cultural interest”. This factor had the highest loading value 2.356.

The second factor, “social improvement” is composed of seven statements which are “Underprivileged society with poverty”, “High quality of service”, “Mandela image”, “Well developed infrastructure for tourists”, “HIV/AIDS”, “Fast growing African country on the global stage” and “High standards of cleanliness and hygiene”. This factor has an item loading value of 2.167.

Factor three grouped the statements related to “Business or shopping” which includes several activities of business. It had a loading value of 1.824. “Entertainment or relaxation” is the fourth factor that only has a loading value of 1.692. It includes four attribute statements, which do not appear to be related too closely. However, it is important for any potential business partner to understand South African cultural diversity if they are to conduct business successfully.

5.3 THE PERCEPTION MODEL OF SOUTH AFRICA

To date the motivation to visit South Africa and the perception Chinese tourists hold of South Africa have been addressed. In the literature review push and pull factors were discussed. Beerli’s model of the relationships between motivation and the perception of a destination were also addressed. The research has now developed a proposed model to illustrate the components of the image Chinese tourists hold of South Africa as a destination. The model is based on the information gathered by factor analysis using SPSS.
This model can improve the understanding of demand-led tourism development, which refers to tourism development that is focused on the needs, expectations and wants of tourists rather than on the suppliers of the tourism service or the supply of physical infrastructure. Several factors were identified in order to construct the perceived image of South Africa (See Figure 5.10).
Similar to Beerli, this model identifies tourists' motivation as the key push factor, which describes the needs of the tourists (market demand forces). It was represented by the following factors: "Follow Legends", "Exploration", "Leaving work", "Activities", "Relaxation", "Change life style" and "Social". People and Social (See Table 5.10). The concept of destination image is a key pull factor that attracts tourists towards the destination (or supply side product or destination-based).

Figure 5.10: PROPOSED MODEL FOR SOUTH AFRICAN IMAGE (WESTERN CAPE)

**PUSH FACTORS**

- Follow Mandela
- Exploration
- Leaving work
- Activities
- Relaxation
- Changing life style
- Social

**TOURIST'S MOTIVATION**

**PERCEIVED IMAGE of South Africa by Chinese tourists**

- Natural scenery
- Social improvement
- Business or shopping
- Entertainment or relaxation

**DESTINATION IMAGE**

Source: Compiled by the researcher
forces).

It is difficult to draw a very exact conclusion from the factor analysis since many respondents seemed to have limited specific knowledge about SA’s image. However the following factors can be included under pull factor to construct the model: “Natural scene”, “Social improvement”, “Business or shopping”, “Entertainment of relaxation”.

A simple analogy based on Figure 5.10 can be stated as: on the basis of the perceived image of South Africa, Chinese tourists can normally be viewed as one carriage with two locomotives. One locomotive is pulling this carriage from the front (which is defined as pulling factors), and simultaneously there is another locomotive pushing at the rear (named push factors). When both of these elements are operational, Chinese tourists can successfully make several travel-to-South-Africa decisions.

5.4 SUMMARY

Chapter five mainly addressed the last sub-problem discussed in chapter one. The sub-problem is: What the real perception of Chinese tourists in respect of South Africa? To address this sub-problem, a survey consisting of three major groups of questions was conducted. Personal information, Chinese tourists’ motivation, and perceptions of Chinese tourists about South Africa were gathered.

A sample of 400 respondents was surveyed. The first category of questions addressed personal information such as age, income and occupation.

The second category of survey question centered around travel motivation and involved twenty-two statements. Respondents answered these questions using a five point Likert scale.
The final group of questions consisted of thirty-five statements focusing on Chinese tourists’ perceptions of South Africa. Similarly, a five point Likert scale was used to receive responses.

Chapter six concludes this study. Conclusion, recommendations and suggestions for further investigation are given.
CHAPTER SIX
CONCLUSION AND RECOMMENDATION

6.1 INTRODUCTION

This research was conducted to establish the link between the image Chinese tourists’ hold of South Africa and their motivation to travel to South Africa. To complete this purpose, a research problem with four sub-problems has been dealt with separately in four chapters arranged from chapter two to chapter five.

The research problem and sub-problems have been addressed. A tourism marketing strategy will be recommended in the later sections of chapter six especially for hoteliers, wholesalers and travel agents.

6.2 SYNOPSIS OF THE RESEARCH

The final chapter summarizes the most important conclusions that can be arrived at and includes recommendations. The summary is a condensed statement of important factors in the document. The summary provides the decision maker with the research findings that have the most impact on the decisions to be made (Kinnear & Taylor, 2005:578). The conclusions and recommendations of the empirical study are also included.

Chapter five discussed the findings of this research as per the outlined methodology in chapter four. The objective of this research was to resolve the main problem originated from Mkhondo (2005:58) in chapter one: To promote South Africa as a travel destination for the Chinese tourism market by studying the perceptions of Chinese tourists of South Africa and their motivation to travel.
This chapter provides the conclusion for this research. A limitation of this research will also be indicated and finally, suggestions for further research are going to be addressed.

As stated in chapter one, the research problem was to find out the perceptions of Chinese tourists with respect to South Africa as a travel destination. And further to discover the relationship between perceptions and travelling motivation in order to develop a series of travel strategies.

The main research problem was divided into four sub-problems which were separately handled from chapters from two to five. These are now reviewed:

Chapter two provided an overview of the tourism industry. This chapter addresses the first sub-problem: what is the current status of South Africa in the perception of Chinese tourists? The global tourism environment was overviewed. The chapter continued to discuss what factors make up the tourism industry including economic, political, and cultural factors. Finally, issues about the current tourism industry in South Africa were scrutinized to establish the current perception status of South Africa by Chinese tourists.

In chapter three, secondary information was collected from sources such as library books, magazines, internet and other documents. This literature study was done to explain what motivated Chinese tourists to visit South Africa. Four major components of this chapter involving consumer behaviour, consumer decision-making process, influencing factors, and tourists’ motivation have been discussed. The second sub-problem of the research was addressed by these four components.

Third sub-problem, related to the research design and methodology. How to measure the Chinese tourists’ perception and establishing what means should be utilized to conduct this research became the question to answer. Chapter four
provides these questions with the answers. The type of research to use for this study was defined. Thereafter issues about the data needed including primary data, second data, and data collection were explored. Finally, population and sampling was addressed.

The last sub-problem was addressed in chapter five. This chapter covered the empirical study. The survey consisted of main parts. The first part covered the personal information of the respondents. The motivation of the Chinese tourists composed second part. The last part addressed the perceptions of the Chinese tourists to South Africa, especially the Western Cape region. After collecting these three parts of data, SPSS software was used to analyze and finally interpret the actual perceptions of Chinese tourists with respect to South Africa.

The findings indicate that most male Chinese tourists who travel to South Africa are aged from 35 to 44. Half of them have a bachelor’s degree and are white collar workers. Most Chinese tourists come to South Africa for two main reasons: for relaxation and following Mandela’s legend. Only a few tourists visit for social reasons. Most Chinese tourists put the beaches and natural scenery as the first choice when commenting on travelling to South Africa.

Having addressed the research problem and sub-problems, strategy recommendations are now provided.

6.3 CONCLUSION OF THE RESEARCH

The fundamental purpose of the research was to properly scrutinize the perceptions of Chinese tourists to South Africa. This purpose was to better improve the Western Cape region as a world travel destination. Tourism agents and tour operators can implement the research findings. This will help them to work more efficiently in terms of targeting tourists.
Despite the limitations of the research, the objectives of the research have been met. The framework designed in chapter four played an important role as a map for the holistic study. Tourism marketers in Western Cape can take this research as a guide that will lead them to more effective means of attracting visitors.

6.3.1 Tourist’s behaviour

Tourist’s behaviour reflects the totality of tourists’ decisions with respect to the acquisition, consumption, and disposition of destination, services, time, and ideas by (human) decision-making units (Hoyer 2004: 20).

As discussed in chapter three, a most affective group of factors by which tourist’s behaviour is influenced has been discovered. They are: Internal influences, External influences, Decision making, Personal characteristics, Problem recognition and the process of searching for information. These influences can be also found from several authors’ such as Cant, Peter and Strydom (2006).

The result of the discussion of tourist behaviour can be directly found in Figure 3.8 discussed in chapter three, called an Integrated model of the Consumer Decision Making Process.

6.3.2 Demographic variable analysis

As regards demographic characteristics, the findings showed that 68% of the respondents were 35 to 44-year-old males who have Bachelors degree and are working as white-collar employees.

Among those respondents, 47% of tourists are in a salary bracket of 5001-7500 Rand per month. The research showed that the salary bracket of tourists can influence the probability of a visit that come to South Africa. Besides that, over 42% respondents came to South Africa to visit friends and relatives. Before they
coming to South Africa, over 45% of them have already visited other places around world. The most popular places are Singapore, Malaysia and Thailand. The reason why those places are so popular is the similarity of language.

6.3.3 Travelling motivation

Normally tourists come to South Africa for a variety of reasons. For the research, factor analysis findings showed why Chinese tourists are motivated to come to South Africa. The most predominant factor that Chinese tourists have is for relaxation. This includes “To see country after political change”, “To alleviate stress and tension”, “To participate in sports” and “To go to places that friends have not visited”. This factor is followed by the second factor “Following Mandela’s legend”. The findings of the research are that visiting friends and relatives, and coming for relaxation are the most important motivation for Chinese tourists to visit South Africa.

6.3.4 Analysis of travelling destination

The result of the analysis of South Africa as travelling destination showed that almost 98% Chinese tourists considered South African scenery in the first place. The findings from factor analysis of destination showed that Chinese tourists are impressed the most by South African natural scenery and by the country’s social improvement.

Managers and tour operators should put more concentrated effort on promoting South Africa based on these two impressions. Protecting natural sites and improving social circumstances will be important for the South African government if it is to attract more tourists.

6.4 RECOMMENDATION
To market the Western Cape as a tourist destination, consumer behaviour needs to be considered. Therefore push and pull factors and the relationship between motivation and perceived image were highlighted.

It becomes evident that the greatest deficiency in the tourism industry in South Africa is the absence of adequate education, training and awareness opportunities. The previously neglected groups in society are highly disadvantaged and the job of leveling the playing field is large. One of the key vehicles for doing so is education and training - a basic necessity that the majority of the population has not had access to.

The tourism industry in South Africa directly and indirectly employs an estimated 480,000 persons, a figure which is expected to double by the year 2008. At the tertiary level, training in tourism and hospitality services is offered at a limited number of public and private institutions. Skills training at the lowest levels (e.g. barmen, cleaners, porters) are mainly done on an in-house basis.

With a total training capacity of some 10,000 and an industry expected to require 100,000 additional persons per year in the next ten years from 2008 to 2018, training capacity falls far short of the needs. This is not to mention the general need for community-wide tourism awareness programmes as well as the urgent need for a wide range of basic skills among persons who are the first line of contact with the customer. The data suggest that South Africa is not capable with its present output to satisfy more than 10% of its training needs (Department of Environmental Affairs and Tourism, South Africa).

It is important to note also that training capacity, what little there is, is very unevenly spread among the provinces, with Gauteng, North-West and the Western Cape Province leading the field. Northern Cape in particular, and to a lesser degree the Northern Province, and Mpumalanga, has little to show in terms of facilities. The discrepancies become more marked as one move to institutions of higher learning such as universities.
6.4.1 Suggested strategies for promoting the Western Cape region as a tourist destination

Understanding these factors will also be valuable for Destination Marketing Organizations (DMO) and travel agents when they draw up marketing strategies related to the Chinese market. The following strategies should be emphasized that currently may have been ignored by marketers.

6.4.1.1 Destination image (Western Cape region) as a component of the tourism product

The key element of the tourism product is the image (Western Cape’s image) that tourists from China have of the destination. According to Bennett and Strydom (2005:189), the images of the particular travel and tourism product (Western Cape) are mainly formed on the basis of four attributes:

a. Marketing communication,

b. Previous experience of the destination,

c. Word-of-mouth recommendations from friends and/or family, and

d. The prospective tourist’s immediate needs (i.e. motivation).

Most Chinese visitors who have had overseas visits to other destinations, such as Hong Kong, Macau, Singapore, Malaysia, and Thailand, are influenced by their motivations and perceived image of South Africa (Western Cape). It also found that prior visits to South Africa influenced the destination image. By comparing the respondents who had visited South Africa before (60%) and those who were
visiting South Africa for the first time, the results that visitors who were previously
in South Africa will have a more positive image of the country than first time
visitors.

95% of tourists get to know South Africa via the TV, with 76% collecting
information from internet and 48% from newspaper or magazines. Most of the
respondents highlighted these as sources of information about South Africa. Only
21% have relied on advertisements as sources of information on South Africa.
Less than one-quarter (18%) received information from friends and relatives. 12% of
respondents do not know anything about South Africa (Western Cape).

Based on these findings, it is important to consider the destination image
(Western Cape) when designing a marketing strategy.

6.4.1.2 Embracing a visitor-first philosophy

Everything begins with the visitor, the customer of tourism operators. Operators
need to know what motivates their customers to visit, what expectations they have,
how satisfied they were with their experiences, and what would trigger repeat
visits. Operators also have to constantly attract new visitors by understanding
their expectations. Highly responsive and innovative operators can encourage
visitors to come for the first time, to stay longer, to experience more and to return
again and again.

Everyone involved in interactions with tourists needs to be “customer-focused”,
ensuring that visitors receive a quality experience no matter where or when they
travel. Customer service orientation by all staff from the front-line to “back-of
the-house” is important. Customers assess quality beginning with their initial
exploration for information about a travel opportunity, and continue to judge their
experience throughout their stay based on every interaction they have. The
broader community also has to provide a welcoming face to visitors in order to
contribute to a quality experience: visitor-first has to be the philosophy in the airport, in the taxi and especially on the street.

Visitors have expectations of quality and need a mechanism that allows them to determine what level of quality to expect. All tourist agents need to recognize the value of providing a quality experience and strive to achieve continuous quality improvement. Putting quality at the heart of the tourist’s experience can improve a competitive advantage. Word of mouth is one of the most effective marketing tools; visitors who rave about their experiences can influence others to choose the Western Cape.

6.4.1.3 Locating specific markets through utilizing Benefit Segmentation

Traditional techniques of marketing segmentation tended to be based on ex-post-descriptive rather than causal factors. Thus, Haley (2003) introduced benefit segmentation as a technique for identifying market segments by causal factors. Benefit segmentation was seen as having a much wider range of applications than traditional segmentation methods and techniques since it provided marketers with a fuller picture of customers, from their motivation profiles to behaviour that might be useful in a positioning or promotional strategy. Four categories have been identified when applying benefit segmentation in travel and tourism (Frochot and Morrison: 2007):

- Destination marketing
- Targeting specific markets
- Attractions, events, and facilities and
- Examining traveler decision making process

The reason for choosing benefit segmentation in tourism is its focus on travelers’ (Chinese tourists’) motivations which have always been portrayed as a critical variable in the decision making process (Crompton, 2003; Lamdberg, 2004). As a
result of this research, a number of implications and advice for the Destination Management Organizations (DMOs) and/or tour operators emerge in relation to considering image selection and tourist motivation. It is important to match features of the destination image with the motivation of tourists to travel to the destination (See Table 6.1).

Table 6.1 Recommendations for DMOs and/or tour operators

<table>
<thead>
<tr>
<th>DMOs and/or tour operators</th>
<th>Perception(image)</th>
<th>Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural scene</td>
<td>Relaxation</td>
<td></td>
</tr>
<tr>
<td>Social improvement</td>
<td>Follow Mandela</td>
<td></td>
</tr>
<tr>
<td>Business or shopping</td>
<td>Leaving work</td>
<td></td>
</tr>
<tr>
<td>Entertainment or relaxation</td>
<td>Exploration</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher

For those DMOs and/or tour operators, it is suggested that four factors should be highlighted in terms of image selection: Natural scenery, Social improvement, Business or shopping and, Entertainment or relaxation. This implies that the Western Cape region can be marketed as a certain destination for Chinese tourists. The DMOs and/or tour operators need to focus on the above image element to attract Chinese tourists.

6.5 FURTHER RESEARCH

After understanding the Chinese tourists’ motivation and perception in terms of the Western Cape. Further research can be done on understanding service quality perception. This will provides marketers with a fuller picture of customers, from their motivation profiles to behaviour that might be useful in a targeting or developing a promotional strategy. The tourists’ motivations identified in this
research can be further tested or redone periodically due to the dynamic nature of the Chinese tourist market environment.

Due to the increasing political and economical communications between South Africa and China, more and more business delegations are visiting South Africa. It is worth further study to explore whether South Africa could be marketed to China as a business destination.
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ANNEXURE A
QUESTIONNAIRE COVER LETTER

Dear respondent,

We are so grateful for your cooperation of helping us to complete this questionnaire of the research.

The mission of this research is to explore the perceptions of Chinese tourists to South Africa. As a Chinese tourist, we are willing to listen to your valuable advice which can make us improve Western Cape region (Cape Town) better as a tourist destination. Your answers will compose of our basis of tourism marketing improvement. With your permission, we have attached the questionnaire here, which we would like you to answer and which would not take more than fifteen minutes of your time.

We assure you every item of the questionnaire involving your personal information will be kept confidentially.

Thank you for the courtesy of your assistance.

Yours sincerely

Jiang Hu
**Questionnaire**

**Annexure B**

The information will only serve for academic purposes and will be kept anonymous and confidential. We need your honest option of your visit so we improve South Africa (the Western Cape) as a destination.

Instructions:

a) Circle the appropriate items where required used “X”;
b) Some other questions require you to respond by writing a word, a sentence or sentences.

**Ordinary questions**

1. Have you ever traveled overseas before you visited South Africa?

   Yes ☐  Please go to Question 2

   No  ☐  Please go to question 3

2. Which of the following destinations have you visited before?

<table>
<thead>
<tr>
<th>Country</th>
<th>☐</th>
<th>Country</th>
<th>☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore/Malaysia/Thailand</td>
<td>☐</td>
<td>Egypt/Malta</td>
<td>☐</td>
</tr>
<tr>
<td>Middle East</td>
<td>☐</td>
<td>Japan/Korea</td>
<td>☐</td>
</tr>
<tr>
<td>South America</td>
<td>☐</td>
<td>Australia/New Zealand</td>
<td>☐</td>
</tr>
<tr>
<td>Canada</td>
<td>☐</td>
<td>China(Hong Kong/Macau)</td>
<td>☐</td>
</tr>
<tr>
<td>USA</td>
<td>☐</td>
<td>Vietnam/Cambodia/Laos</td>
<td>☐</td>
</tr>
<tr>
<td>Europe</td>
<td>☐</td>
<td>The Philippines/Brunei</td>
<td>☐</td>
</tr>
</tbody>
</table>

Others, please specify____________
3. Before you decided to travel to SA for your current visit, which other destinations did you consider?

Singapore/Malaysia/Thailand □ Egypt/Malta □
Middle East □ Japan/Korea □
South America □ Australia/New Zealand □
Canada □ China(Hong Kong/Macau) □
USA □ Vietnam/Cambodia/Laos □
Europe □ The Philippines/Brunei □
Others, please specify____________

4. What were the two main reasons for choosing to come to SA instead of another country?

a)________________________        b)________________________

5. Is this your first visit to South Africa? (If yes, please go to question 7)

Yes □       No □

6. How many times have you visited South Africa before?

1 2 3 4 5 Or more

7. During this visit

a) How many days have you been in South Africa so far? _______
b) How many days will you spend in SA in total? _______

c) How many days will you spend in Western Cape/Cape Town area? ___

8. What is the Main purpose for you to visit to SA?

   a) Visiting friends and relatives □

   b) General holiday □

   c) Business/Professional reasons □

   d) Convention/conference/exhibition □

   e) Health treatment □

   f) Shopping □

   g) Gambling □

   h) Other (please specify) _______________________

Personal Information

9. Are you □ Male □ Female

10. Age group □ Under 18 □ 19-24 □ 25-34 □ 35-44

□ 45-54 □ 55-64 □ above 65

11. Education □ Matric □ Diploma □ B Degree

□ Honours Degree □ Masters Degree or higher

12. Income per month □ Less than R1000 □ R1000-2500

(If converted to □ R2500-5000 □ R5000-7500
South African Rand) □R7500-10000 □above R10000

13. Occupation
□ Owner/self-employed □ White collar/clerk
□ Professional/Technical □ Blue collar/Worker
□ Management position □ Housewife
□ Government Official □ Retired
□ Student □ Others

14. Marital Status
□ Never Married □ Married
□ Divorced □ Widow

**Travel Motivation**

15. Please indicate the number which represents the attitude you have in the block before each statement. For example:

4 a. To see the country after political change (Mandela Image)

I travel to South Africa (Cape Town area/region) because/or the attraction of——
(1---strongly disagree, 2---disagree, 3---neutral, 4---agree, 5---strongly agree)

□ a. To see the country after political change (Mandela Image)

□ b. To increase my knowledge of SA and its people
c. To experience new, different places

d. To experience a different lifestyle, customs and culture

e. To visit historical attractions

f. To enjoy shopping, entertainment and different cuisine

g. To visit friends and relatives

h. For business travel/or seeking business opportunity

i. To alleviate stress and tension

j. To escape daily routine

k. To attend cultural events

l. To go to places that friends have not visited

m. For rest and relaxation

n. To seek adventure and pleasure

o. To participate in sports(such as river rafting, hiking, skiing)

p. For gambling/Sun city

q. Travel agent promotion(good package)
r. Intellectual improvement

s. Seek diversion and entertainment

t. To have an exciting experience

u. To be able to tell friends about the experiences

v. Other reason, please specify ________________

Image or perceptions of South Africa (for example Cape Town region)

16 Please indicate the number which represents the attitude you have in the block before each statement. For example:

4 a. Rainbow nation with cultural diversity

In my perception, South Africa is a place with----
(1—strongly disagree, 2—disagree, 3—neutral, 4—agree, 5—strongly agree)

a. Rainbow nation with cultural diversity

b. Great variety of wildlife and flowers

c. Good beach
d. Good weather

e. Fast growing African country on global stage

f. Mandela image

g. HIV/AIDS

h. Insecurity (crime/violence)

i. Nightlife and entertainment

j. Underprivileged society with poverty

k. Business opportunity

l. Luxurious places

m. Beautiful cities and towns

n. High standards of cleanliness and hygiene

o. Fashionable place to visit

p. Places of historical or cultural interest

q. Interesting excursions

r. Richness and beauty of landscape
s. Shopping facilities

t. Diamonds and gold

u. High level of economic development

v. Exotic atmosphere

w. Handicraft

x. Entertainment and sports activities

y. Different Cuisine/food and drink

z. Casinos and gambling

aa. High quality of service

bb. Unusual customs and ways of life

cc. Interesting cultural activities

dd. Good value of money

ee. Opportunities for sporting activities (such as golf, rugby)

ff. Hospitable, friendly people

gg. Well developed infrastructure for tourists
17. From which of the following sources did you get information about SA?

- TV programme
- Advertisement
- Internet
- Friends/relatives
- Newspaper articles
- Magazine articles
- Others, please specify

Annexure C

Interview questions for relevantly selected tour operators both in China and South Africa.

1. How many tour operators are there in Western Cape doing business with China?

2. Where is the most popular destination/attraction for Chinese tourists in SA/Western Cape?

3. When is the peak season?

4. What Chinese tourists prefer? New destination or popular destination?
5. Any market strategy develops related to Chinese market up till now?

6. What is the image of SA in eyes’ of Chinese tourists?

7. Do Chinese tourists know SA well?

8. Can the South African tourist guide communicate with Chinese tourists? Any language barriers? If yes, any plans to solve the problem?

9. What kind of motivation do Chinese tourists have when they travel overseas?

10. Are there any promotions from SA/Western Cape area in China’s market? (such as traveling exhibitions)

11. Do Chinese tourists have get travel permit easily since SA became Approved Destination Status? Any government's follows up?

THANK YOU