

Assessing the aspects to create a memorable scuba diving experience

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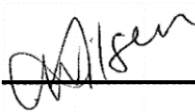
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DECLARATION WITH REGARD TO INDEPENDENT WORK

I, Olivia Elene Wilson, identity number 9412050901089 and student number 24330558, hereby declare that this research submitted to the North-West University, for the master dissertation: *Assessing the aspects important to create a memorable scuba diving experience*, is my own independent work; and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University; and has not been submitted before to any institution by myself or any other person in fulfilment of the requirements for the attainment of any qualification.



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PREFACE

Cherishing a fascination for the way in which tourism offers the opportunity for either strangers or confidants to share experiences with each other, it has become a passion of mine to determine ways in which their experiences can be enriched; to cultivate a culture of satisfaction, unity and loyalty in an industry as remarkable as the tourism industry.

The origin of this research topic is greatly a result of the expert I am honoured to call my mentor, as well as other incredible individuals who have momentarily contributed to the academic approach of this industry. In truth, I would not have been able to complete this challenging and rewarding adventure without the guidance and support of loved ones. It is with great honour that I thank the following individuals for supporting me when motivation was an abstract illusion. I am privileged to celebrate my success with you.

- To my Creator, the opportunities You have blessed me with will never go wasted. Thank You for the ability to contribute to a subject I care about so greatly.
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ASSESSING THE ASPECTS TO CREATE A MEMORABLE SCUBA DIVING EXPERIENCE

ABSTRACT

The *Experience Economy*, developed by Pine and Gilmore (1998), elucidates the paradigm shift amongst consumers from wanting traditional service and product offerings towards seeking more specialised experiences. When investigating previous studies in the literature on the progression towards an experiential era, it was found that tourism experiences, more specifically memorable tourism experiences, can create sustainable benefits for many stakeholders, including tourists and destinations. With the rapid growth of scuba diving as a recreational tourism offering on a global scale, it is worthwhile to examine the aspects that could feasibly expand this industry even further. Scuba divers are known to be meticulous when selecting a dive destination, and it is, therefore, essential to investigate their demands for the lucrative and sustainable growth of this industry. It is apparent that many aspects of collaboration contribute to the creation of a memorable scuba diving experience, i.e. co-creation of experiences. Although a significant amount of literature on memorable tourism experiences exists, little to no research has determined the aspects important to divers that lead to a memorable scuba diving experience.

To fill this gap in the literature, this study aimed to determine the key aspects important to creating a memorable scuba diving experience in a Southern African marine reserve. The aspects regarding the dive destination, dive site and dive operator were assessed. To achieve this aim, several surveys were conducted in the Ponta do Ouro Partial Marine Reserve, Mozambique, between 2017 and 2018. Self-administered surveys were distributed among tourists who were visiting Ponta do Ouro to participate in recreational scuba diving, by means of convenience sampling. A total of 422 questionnaires were obtained during these surveys and included in the analysis. This study set out to achieve four objectives which also served as the layout of the study. The first objective, in support of achieving the study's aim, included an assessment of the scuba diving industry and the characteristics of scuba divers by means of a literature review. The complex nature of this marine tourism activity, as well as its historical growth and evolution, were presented along with a detailed overview of the relevant stakeholders involved in the industry. The second objective was the critical analysis of memorable tourist experiences by means of a literature review – it was concluded that memorable tourism experiences could not be created without the necessary collaboration among stakeholders to meet tourists' demands. This literature review further confirmed the gap on the topic of memorable scuba diving experiences from a demand side, highlighting the necessity of the present study.

The penultimate objective was to identify, by means of an empirical survey, the profile of divers and the key aspects they regard as important for a memorable scuba diving experience. The socio-demographic profile of scuba divers who visit Ponta do Ouro, the relevant behavioural aspects and spending behaviour, as well as the extent to which these characteristics influence the factors respondents regarded as important for a memorable experience, were presented and discussed in detail.

The methods of statistical analyses used in this study include exploratory factor analysis, *t*-tests, ANOVAs and Spearman's Rank Order correlation. Descriptive results were also offered for the divers' socio-demographic profile.

First, the descriptive results presented in this study include a comprehensive socio-demographic profile of scuba divers who dive at Ponta do Ouro, as well as the individual elements they regard as important for a satisfactory and memorable experience regarding the dive destination, dive operator and dive site.

Second, an exploratory factor analysis revealed nine factors that contribute to creating a memorable scuba diving experience. These factors are each relevant to either the dive destination, dive operator or dive site. They are (in order of importance) *affordability and accessibility* (dive destination), *amenities and service* (dive operator), *marine and aquascape* (dive site), *conscientiousness and diligence* (dive operator), *environmental diversity* (dive destination), *reliability and astuteness* (dive operator), *temperate and reputability* (dive site), *variety and leisure opportunities* (dive destination) and *auxiliary offerings and credibility* (dive operator).

Third, multivariate statistical analyses (*t*-test, ANOVA and Spearman's rank order correlation coefficient) revealed the specific socio-demographic, behavioural and economic traits that are considered most important to creating a memorable scuba diving experience. Although it was found that some socio-demographic components of scuba divers (i.e. gender, language preference, country of origin and level of education) offered some statistically significant differences with regard to the experiential factors, it was found that divers' age does not influence this demand at all. The most noteworthy findings from the results obtained from the abovementioned analyses involved the radical influence that the scuba divers' behavioural aspects, including the length of stay, travel group size and especially the level of experience and frequency of dives, have on the experiential factors. Scuba divers' spending behaviour also offered some statistically significant differences with regard to the experiential factors – this makes it an important variable to consider when creating memorable experiences.

The final objective was to draw conclusions from the results of the findings and make recommendations regarding the creation of memorable scuba diving experiences. The results of this study were interpreted in order to offer detailed recommendations and conclusions to all relevant stakeholders in the scuba diving industry, especially with regard to the dive destination, dive operator and dive site. Based on the results of this study, a framework for a memorable scuba diving experience is proposed that consists of demand-side needs (scuba divers), supply-side offerings (stakeholders), memorable experience factors, and control (continuous evaluation). This framework illustrates the interrelationship between the various stakeholders identified, and can ultimately be used and applied, not only by Ponta do Ouro, but also by other dive destinations. This research therefore contributes to the literature on the topic of memorable scuba diving experiences, and from a practical point of view, it offers insights to the relevant stakeholders. This research ultimately emphasises the importance of the collaboration of stakeholders at a dive destination in creating a memorable scuba diving experience.

Keywords: marine tourism, scuba diving, visitor experience, memorable experience, Ponta do Ouro.

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ACRONYMS

ADAS	Australian Diver Accreditation Scheme
ANAC	National Administration for Conservation Areas
ANOVA	Analysis of variance
BSAC	British Sub-Aqua Club
CMAS	Confédération Mondiale des Activites Subaquatiques (World Confederation of Underwater Activities)
<i>d</i>	Effect size
DAN	Divers Alert Network
DEMA	Diving Equipment and Marketing Association
DNAC	National Directorate of Conservation Areas
GNP	Gross national product
INAMAR	National Maritime Institute
KMO	Kaiser-Meyer-Olkin
M	Mean
MITADER	Ministry of Land, Environmental and Rural Development
<i>N</i>	Sample size
NAUI	National Association of Underwater Instructors
<i>p</i>	Probability (of significance)
PADI	Professional Association of Diving Instructors
PPF	Peace Parks Foundation
PPMR	Ponta do Ouro Partial Marine Reserve
<i>r_s</i>	Correlation coefficient (of Spearman's Rank Order Correlation Coefficient)
RISE	Research and Innovation Staff Exchange
RSA	Republic of South Africa
SCUBA	Self-contained underwater breathing apparatus
SDI	Scuba Diving International
SPSS	Statistical Package for the Social Sciences
SSI	Scuba Schools International
STRAB	The Subterranean Rhythm & Blues
Tukey's HSD	Tukey's Honest Significant Difference
UNEP	United Nations Environmental Programme
UNWTO	United Nations World Tourism Organisation
USD	United States Dollar

CHAPTER 1: INTRODUCTION, BACKGROUND TO THE PROBLEM, PROBLEM STATEMENT, GOALS AND OBJECTIVES AND METHOD OF RESEARCH

1.1 Introduction

Scuba diving today is a multi-billion-dollar worldwide industry, drawing millions of tourists globally (Lucrezi, Milanese, Markantonatou, Cerrano, Sara, Palma & Saayman, 2017:385; Musa & Dimmock, 2012:1; Wongthong & Harvey, 2014:138). Mota (2016:9) states that scuba diving, when practised as a tourism activity, is relevant to marine tourism as it is practised in the marine environment and often contributes to the conservation of this environment while exploring the oceanographic world.

Every year millions of people scuba dive, whether for a course, an introductory dive, or because they already have their diving licence (Garrod & Gössling, 2008:4; Lucrezi *et al.*, 2017:385). Although impossible to assess accurately, PADI (2017a:4) reports that more than 28 million active divers participate in this activity globally. As tourism moves away from passive holidays to active experiences, the opportunity to engage in a simple recreational dive is becoming increasingly attractive to resort holidaymakers (Gladstone, Curley & Shokri, 2013:377). Scuba diving is an essential part of recreational activities in various tourist locations and therefore creates new opportunities for the various stakeholders in the scuba diving market (Gladstone *et al.*, 2013:377). These stakeholders are experiencing profit margins due to the demand for this recreational activity (Gladstone *et al.*, 2013:377). The stakeholders referred to are identified by Musa and Dimmock (2013:12) as the local community, the national, regional and local governments, scuba diving instructors, scuba diving operators, and the active divers. These stakeholders are discussed in detail in Chapter 2.

Chandralal and Valenzuela (2015:292) state that experiences play a crucial part in tourism. Perkins and Thorns (2012:122) suggest that the “daily” experience of tourism should, however, not be excluded considering that the experience as a whole consists of “both the peak experience and the supporting experience” offered to the tourist. Stone (2011:127) states that experiences are most memorable when they are specified to the needs of the tourist. According to Sharpley and Stone (2012:12), to provide a true experience, service providers should not improvise on creating meaningful experiences, and extensive planning and effort are continuously required. This is especially important considering that, as indicated by Neuhofer, Buhalis and Ladkin (2014:341), tourist experiences are “complex” constructs, and “inherently personal”. Sharpley and Stone (2012:13) continue by stating that it is necessary to carefully orchestrate every step of the experience, from the visitor's initial contact to when the visitor goes home, and beyond. Manhas and Tukamushaba (2015:78) explain that this preparation is important to create a lasting memory

of the experience, i.e. a memorable experience. Pizam (2010:343) declares that creating memorable experiences is the essence and the “raison d’être of the tourism industry”. Pizam (2010:343) further emphasises that it is not just necessary to offer an experience to tourists, but to provide a memorable experience, which is defined by Jefferies and Lepp (2012:38) as a “very special, emotionally charged, and potentially a life-altering aspect that they may contribute to personal growth or renewal of a person”. Kruger, Viljoen and Saayman (2016:6) define a memorable experience as an experience a visitor “not only remembers but also treasures long after the trip is over”. Ballantyne, Packer and Sutherland (2011:773) explain that a memorable experience often has mental, spiritual, and physiological results that offer feelings of wonder, awe, eagerness, and produce vivid and enduring memories to tourists.

Mody (2016), Ozanne and Ozanne (2016:334), as well as Tung and Ritchie (2011:1367) identify and elaborate on the benefits of creating memorable experiences. These benefits include tourists who transform from first-time visitors to loyal clients leading to repeat visits, increased sales as these tourists are familiar and comfortable with doing business with the particular destination or tourism activity, as well as an increase in referrals from satisfied customers who bring in additional business through word-of-mouth recommendations. These benefits can also transcend to scuba diving when memorable experiences are created. However, while it is evident that the creation of memorable tourist experiences is important (Ozanne & Ozanne, 2016:334), limited research has to date been done to determine those factors that are important when considering a memorable diving experience concerning the destination, operators (dive charter) or the activity itself. These aspects are referred to in this study as key aspects.

This study attempts to fill this gap in the current literature by assessing the factors that influence all aspects of a diver’s experience (specifically recreational divers), i.e. the dive destination, dive site and dive operator, to ultimately determine what aspects are important to create a memorable scuba diving experience. Geldenhuys, Van der Merwe and Slabbert (2014:96) emphasise that when one is aware of the needs of divers, it is easier to fulfil these requirements and eventually gain a competitive advantage over competitors, in this case, other dive operators and dive destinations. It is therefore important to fill the current gap in research by identifying the aspects that contribute to creating memorable experiences for divers. Knowledge of these aspects will not only allow operators to gain a competitive advantage and prosper, but will also assist the dive destination to create, manage and market the diving experience. This study is the first of its kind and provides the necessary information regarding the factors that contribute to the memorable experiences of scuba divers. More specifically, based on this study, recommendations are made to operators and destination managers and marketers in the case study (Ponta do Ouro in Mozambique) as well as in other dive destinations, to improve the overall scuba diving experience. In this chapter, the research process is discussed. This is done by analysing the problem

statement, followed by the goals and objectives of the study, the research methodology, definitions of key concepts and, lastly, the chapter classification.

1.2 Background to the study

This section briefly covers the literature relevant to memorable tourism experiences, the aspects necessary for a memorable scuba diving experience as well as previous research conducted on scuba diving.

1.2.1 Memorable tourist experiences

A concept widely known as the *Experience Economy* was developed by B. Joseph Pine II and James H. Gilmore, and is described as the next economy following the agricultural economy, the industrial economy, and most recently, the service economy (Pine & Gilmore, 1998:97). Pine and Gilmore (1998:98) argue that organisations must “create memorable experiences for their customers”, because, “currently it is the memory itself” that becomes the want and modern need of consumers or, in the context of this study, of recreational scuba diving tourists. The *Experience Economy* is explained by Pine and Gilmore (1998:97) as the economic paradigm shift from consumers being able to produce the goods they need themselves, to consumers outsourcing the production of the goods they need instead. Consumers did not adapt to this shift due to the financial benefits, but rather due to the total convenience (i.e. time-efficiency and diversification of services) that this method offers (Pine & Gilmore, 1998:97). Pine and Gilmore (1998:98) further explain that selling experiences is just as important as selling goods and services. The relevance and relation of experiences to goods and services is discussed by Pine and Gilmore (1998:98), who explain that “an experience occurs when a company intentionally uses services as the stage, and goods as the props to engage individual customers in a way that creates a memorable event.” In the case of the present study, scuba diving operators use scuba diving as an activity to create a tourism product to attract tourists with similar needs by offering an experience (Naidoo, Ramseook-Munhurrin & Sahebdeen, 2016:2). However, this experience is also influenced by the offerings at the dive destination and the dive site. The question that therefore remains is what aspects are important to divers when it comes to a memorable scuba diving experience?

Manhas and Tukamushaba (2015:79) highlighted the importance of understanding memorable tourist experiences because they can be the single most important source of information when a traveller decides to revisit a particular destination. Lemke, Clark and Wilson (2011:847) state, “in today's environment of ever more sophisticated consumers, those who deliver memorable customer experiences consistently create superior value and competitive advantage.” Timney (2017) explains that establishments that offer memorable experiences to their consumers empower their employees to create a captivating customer experience to deliver on the brand

promise of the company. Companies who offer memorable experiences may use this as their competitive differentiator, but offering these experiences may also lead to higher employee satisfaction and retention through “communication, recognition, rewards and storytelling” (Bharwani & Jauhari, 2013:824). Therefore showcasing the company’s commitment to memorable customer experiences, especially in tourism organisations, may in turn result in loyal customers who make repeat visits, and an improved image of the organisation to prospective consumers through word-of-mouth recommendations by these loyal customers (Ozanne & Ozanne, 2016:334). It is therefore implied that offering memorable tourism experiences has both internal and external advantages for these tourism organisations. However, to create a memorable experience, it is necessary to identify the aspects relevant to the experience, especially from the demand side.

1.2.2 Key aspects of a memorable experience

The purpose of key aspects within tourism destinations and products is explained by Holden (2016:3) as a technique to manage the changes in the tourism market as they occur. Moreover, Holden (2016:3) states “when planning and adapting to the changes identified in the market, the needs of tourists need to be continuously evaluated.” In agreement with this, Boz, Arslan and Koc (2017:120) assert that through implementing key aspects, better and more memorable experiences are created based on the individual needs of the tourist, which in turn leads to the benefits identified by Mody (2016), Ozanne and Ozanne (2016:334), Timney (2017), as well as Tung and Ritchie (2011:1367), namely repeat visits, increased employee satisfaction, competitive advantages among businesses and operations, and an improved brand image.

Various studies have identified the key aspects (or critical success factors as many authors refer to them) necessary to create a memorable or satisfying experience. These studies have been applied to hotels (Spencer & Van Zyl, 2014), wedding venues (De Witt, 2006), conference facilities (Kruger, 2006), national parks (Engelbrecht, Kruger & Saayman, 2014), wine festivals and tastings (Marais & Saayman, 2010), sporting events (Kruger & Saayman, 2012), live music performances (Manners, Kruger & Saayman, 2016) and arts festivals (Saayman, Kruger & Erasmus, 2012). These findings are discussed in detail in the literature review chapter on memorable tourism experiences (Chapter 3). The results from these studies collectively identified the various aspects that are important for a memorable experience. However, the previous research results emphasise that there is no universal set of key factors that contribute to a memorable experience, and these factors are identified solely within a specific field when researched. Nevertheless, previous studies have shown that there are specific overlapping factors that are related to general management, facilities, accessibility, value, quality human resources and marketing. Previous research also shows that visitors’ needs regarding memorable

experiences cannot be regarded as homogeneous (Akkus & Güllüce, 2016:66), which emphasises the importance of individually analysing a specific tourism market such as recreational scuba diving. However, no research has to date determined the key aspects that are important for creating a memorable scuba diving experience.

1.2.3 Previous research on scuba divers

Research previously conducted on scuba diving in South Africa and its neighbouring country, Mozambique, includes studies of various aspects of scuba diving, as summarised in Table 1.1. These studies focused mainly on the aspects of sustainable scuba diving, protecting and conserving the marine wildlife when diving, critical success factors for dive operators to promote successful dive operations, the socio-economic impact of scuba diving on South African dive destinations, as well as the motivations of scuba divers to travel to South African dive destinations. An overview of international studies is included in the literature review chapter on the scuba diving industry (Chapter 2).

Table 1.1: Previous research done on scuba diving

Author(s)	Study	Main findings
Schleyer and Tomalin (2000)	Damage on South African coral reefs and an assessment of their sustainable diving capacity using a fisheries approach	This study indicated that recognisable diver damage is visible in Sodwana Bay. This damage is attributable to the divers, despite the normally rough seas. Schleyer and Tomalin (2000) recommended that reefs are zoned in terms of their sensitivity to diver damage, depth and use by divers according to qualification, and a ban is placed on the use of diving gloves to reduce handling of the reefs.
Walters and Samways (2001)	Sustainable dive ecotourism on a South African coral reef	Through observation of scuba divers in a coral reef in Sodwana Bay, this study found that photographers made damaging contacts on 9 out of 10 dives, novice divers made one such contact per 6 dives, moderately experienced divers about once every 14 dives, and very experienced divers about once every 123 dives.
Mograbai and Rogerson (2007)	Maximising the local pro-poor impacts of dive tourism: Sodwana Bay, South Africa	This study suggests that Sodwana Bay is considered as niche tourism in small-town South Africa and that opportunities exist for extending local pro-poor impacts; concerning improved skill levels, the institutional environment and extending local small business opportunities.
Dicken and Hosking (2009)	Socio-economic aspects of the tiger shark diving industry within the Aliwal Shoal Marine Protected Area, South Africa	This study indicated that the direct value of the tiger shark diving to the Aliwal Shoal Marine Protected Area was an estimate of R12 405 274. The majority of divers (98%) observed a tiger shark, at an average of four sharks per dive. Tiger sharks approached to an average distance of 1.6m from divers, and 95.9% of them felt safe and enjoyed the experience. The majority of respondents (88.5%) supported the use of chumming for a closer “tiger shark experience.”
Van der Merwe, Slabbert and Saayman (2011)	Travel motivations of tourists to selected marine destinations	This study found that tourists travel for this activity to escape, relax, as a use of their time and due to personal attachment.
Lucrezi, Saayman and Van der Merwe (2013a)	Managing diving impacts on reef ecosystems: analysis of the putative influence of motivations, marine life preferences and experience on divers' environmental perceptions	During this study, scuba divers of Sodwana Bay indicated that their motivations and marine life preferences had a significant relationship with divers' perceptions and norms, and that experience levels mainly mediated this relationship.
Lucrezi, Saayman and Van der Merwe (2013b)	Perceived diving impacts and management implications at a popular South African reef	This study suggested that divers considered contact with coral reefs as “damaging” and observed environmental degradation at dive sites. However, most divers saw activities such as photography as causing little or no damage to coral reefs and believed that one meter or less was a safe distance from the reef to avoid harming the reefs.

Dicken (2014)	Socio-economic aspects of the Sodwana Bay scuba diving industry, with a specific focus on sharks	Participant responses during this study indicated that the direct value of diving to the iSimangaliso Wetland Park was R75 484 784. Although sharks were not the primary attraction for divers to visit Sodwana Bay, 84.2% of respondents stated that they were interested in shark diving and that more opportunities to dive with sharks would encourage them to revisit Sodwana more often.
Geldenhuys <i>et al.</i> (2014)	Who is the scuba diver that visits Sodwana Bay and why?	The results indicated that the profile of scuba divers included divers of 34 years (average), mostly male, and their motives included travelling to this destination (Sodwana Bay) for personal change, devotion, relaxation, escape, exploration and discovery.
Saayman and Saayman (2014)	How deep are scuba divers' pockets?	This study focused on the spending behaviour of divers, and it was found that knowledge about the relationship between environmental awareness and spending is valuable for the economic and ecological sustainability of Sodwana Bay.
Daly, Fraser and Snowball (2015)	Willingness to pay for marine-based tourism in the Ponta do Ouro Partial Marine Reserve, Mozambique	Daly <i>et al.</i> (2016) researched scuba divers' willingness to pay for marine-based tourism in Ponta do Ouro and found that "income, African residency and environmental awareness" are the significant factors that influenced visitors' willingness to pay for access to the protected reserve. The mean willingness to pay was R 43.75 per person per day.
Schoeman, Van der Merwe and Slabbert (2016)	The perceived value of a scuba diving experience	This study suggested that the current needs of tourists indicated that they perceived five values as essential to their diving experience; emotional value, perceived risk value, perceived functional value, perceived social value, and perceived epistemic value.
Lucrezi and Saayman (2017)	Sustainable scuba diving tourism and resource use: perspectives and experiences of operators in Mozambique and Italy	Results from this study indicated that the operators interviewed in Italy and Mozambique do not promote sustainable resource use at the dive centre, with reasons including limited time, lack of government incentives, and absence of rebate systems.
Lucrezi <i>et al.</i> (2017)	Scuba diving tourism systems and sustainability: perceptions by the scuba diving industry in two Marine Protected Areas	Lucrezi <i>et al.</i> (2017) found that the operators interviewed in Italy and Mozambique need to plan and manage their operations more detailed, as well as include education and social responsibility in their practices.
Lucrezi, Milanese, Palma and Cerrano (2018)	Stirring the strategic direction of scuba diving marine citizen science: a survey of active and potential participants	This study aimed to explore the actual and potential participation of scuba divers with regards to citizen science in Ponta do Ouro. The results indicated that divers, whether active or potential (marine) citizen scientists are willingly participating in citizen science, however, certain aspects (such as feedback after participation) should be improved to further this development.

Source: Researcher's compilation based on existing literature

Based on Table 1.1, it was found that previous locally conducted studies of scuba diving focused largely on the sustainability of the recreational activity, the importance of conservation of marine wildlife, and the travel motivations of scuba divers to certain diving destinations. Considering the previous research conducted on scuba diving in South Africa (see Table 1.1), it is evident that Sodwana Bay is the diving destination that has been researched most frequently, and it is thus noticeable that neighbouring destinations such as Ponta do Ouro have only been researched in recent years. This shows the gap in research on divers to other diving destinations in South Africa and neighbouring countries such as Mozambique. It is therefore important that research of this nature should be conducted. Neither have studies determined which aspects are considered important for the diving experience with regard to destination, operators and dive site. Therefore, such research is critical for the effective management and marketing of the dive experience.

It is important to note that as with any product, now specifically memorable tourism experiences, there are certain aspects that management (including operators and dive destinations) cannot control. These aspects may be referred to as factors of the external business environment (Smith, 2016:47). These aspects out of management's control may include environmental aspects, climate, competitors and socio-political instability (Barkauskas, Barkauskienė & Jasinskas, 2015:169; Nouri, Karbassi & Mirkia, 2008:43; Smith, 2016:47). These external aspects can affect the memorable experience negatively, and should managers, therefore, be prepared for any such occurrences. Although these aspects cannot be controlled by management, management has some influence on these aspects to a certain extent; through, for instance, supporting initiatives to combat these aspects (e.g. funding conservation projects to improve the environment they depend on, or offering products which will enable them to gain a competitive advantage over competitors) although the complexity of this environment is suggested. The results of this study should lead to the effective management and marketing of the aspects that contribute to the memorable experiences of divers. Operators will improve those aspects which are within their control, and they will eventually enjoy all the advantages of creating memorable experiences for divers (among others improved employee satisfaction, repeat visits, competitive advantage and word-of-mouth recommendations).

1.3 Problem statement

Ponta do Ouro Partial Marine Reserve (PPMR), a proclaimed partial marine reserve with a sub-tropical climate on the Indian Ocean boasting pelagic game fish, dolphin, shark and nudibranch, is an ideal scuba diving destination (Lucrezi *et al.*, 2017:387). The most popular marine tourism activities besides scuba diving include ocean safaris, dolphin and whale watching, swimming with dolphins and surfing (Lucrezi *et al.*, 2017:387). While scuba diving is a popular activity in Ponta do Ouro, elements highlighted by the operators in Ponta do Ouro in a report compiled in 2015 by

Green Bubbles RISE (Research and Innovation Staff Exchange) (which the present research forms part of), such as that despite the operators' proximity to each other (as competitors), the charters follow different marketing models, which leads to an increase in competition among the operators (Lucrezi, Milanese, Sara & Palma, 2015:16). Some operators market their services using advertising boards, while others rely on word-of-mouth recommendations (Lucrezi *et al.*, 2015:16). Some diving charters explained that they relied primarily on walk-in trade, that is people visiting the dive charter and booking a dive on the spot, whereas other charters that are out of reach of this trade prefer to focus on a more organised, contained and international clientele (Lucrezi *et al.*, 2015:16). Although a variety of products, markets and marketing methods are generally encouraged in tourism, creating, marketing and managing memorable experiences might be challenging for these operators. To iterate; this study aims to assess the aspects important to create a memorable scuba diving experience for divers of all operators (located in Ponta do Ouro and globally). Considering the inherent nature of memorable experiences, the marketing thereof might be challenging for operators who utilise insufficient marketing methods considering that the concept of a memorable scuba diving experience might be a new concept for these operators. If a variation in marketing methods might be a challenge with regards to the marketing and management of a memorable scuba diving experience, the recommendations presented in Chapter 5 will address it accordingly.

It must also be born in mind that Ponta do Ouro's operators do not just compete with each other, but that Ponta do Ouro as a diving destination also competes with other diving destinations nearby, such as Tofo (southern Mozambique), Sodwana Bay (South Africa), and Nosy-Be (Madagascar). Considering that there are currently no practical guidelines, or guidelines in the tourism literature, on how to create a memorable diving experience, this research could provide such guidelines and assist the enhancement of the offer by the scuba diving tourism sector in Ponta do Ouro. Bearing in mind the identified challenges as well as the gap in the current literature, it is necessary to identify the factors that recreational divers regard as important for a memorable experience at the dive destination (Ponta do Ouro), the dive operators as well as what they expect at the dive site. Assessing these factors from a demand-side perspective will assist not only the operators but also the destination marketers to effectively promote the dive experience. Moreover, this information will be not only be beneficial to the diving industry in Ponta do Ouro, but also to other developing dive destinations (Avraham & Ketter, 2016:2).

The research question that this dissertation therefore attempts to answer is: what are the aspects that are important to create a memorable scuba diving experience?

1.4 Goal of the study

This study will rely on the following goal and objectives.

1.4.1 Goal

To assess the aspects important to create a memorable scuba diving experience from a demand-side perspective.

1.4.2 Objectives

Objective 1

To assess the scuba diving industry and characteristics of scuba divers by means of a literature review.

Objective 2

To critically analyse memorable tourism experiences by means of a literature review.

Objective 3

To identify the profile of divers and the experiential factors they regard as important for a memorable scuba diving experience by means of an empirical survey.

Objective 4

To conclude and make recommendations with regards to creating a memorable scuba diving experience for divers.

1.5 Research design

The research design chosen for this study is a descriptive research approach. Descriptive research is a study designed to depict the participants in an accurate way (Kowalczyk, 2014). The researcher can conduct descriptive research projects in three ways. Firstly, there is the observational method, which is defined as a method of viewing and recording the participants. Secondly, there is a case study, which is defined as an in-depth study of an individual or small group of individuals. Lastly, there is the survey, which is defined as a brief interview or discussion with an individual about a specific topic (Creswell, 2013:160; Kowalczyk, 2014). The research method used for this study is the survey.

1.6 Methodology

The research study will follow a quantitative approach, as this study will be done by conducting a survey, which will follow a non-probability sampling method. The research method is further discussed in the (i) literature study and (ii) empirical survey.

1.6.1 Literature study

The literature studies in this dissertation were based on specific keywords: *scuba diving*, *scuba divers*, *visitor/tourist experience*, *memorable tourism experience* and *Ponta do Ouro*. The theoretical framework of tourist experiences was investigated. This was done through analyses of journal articles, theses, dissertations, newspaper articles, books and other tourism-related literature. Information searches were conducted mainly through library catalogues and indexes, as well as the Internet. Scientific databases such as Google Scholar, ScienceDirect and EBSCOhost played a vital role in searching for the most recent, relevant publications and information on this topic. Through these sources, a complete analysis of the aspects influencing the tourist and scuba diving experience was done. Since an intensive literature study, as well as an empirical survey (which was carried out using self-administered questionnaires), were used, this study incorporates both primary and secondary sources.

1.6.2 Empirical survey

The following section offers the method of collecting data, sampling method, ethical considerations, questionnaire development and data analysis.

1.6.2.1 Method of collecting data

This study was quantitative and included collecting primary data on the topic from existing sources using a self-administered questionnaire to collect problem-specific data. The research design for the study was exploratory research. As argued by Creswell (2013:158), exploratory research is usually used when the research topic or issue is fairly new (as in the case of the present study) or when data are difficult to collect. Quantitative research is used to quantify data and generalise results from a sample to the population of interest and to measure the regularity of various views and opinions in a chosen sample (Creswell, 2013:158). Leavy (2017:66) defines quantitative research as a research method that highlights the objective measurements and the statistical, mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Quantitative research focuses on gathering numerical data and generalising it across groups of people or to explain a particular phenomenon (Leavy, 2017:85).

Leavy (2017:85) and Manfra and Bolick (2017:68) identified the following advantages of quantitative research as a research method. Quantitative research:

- allows a broader study, involving a greater number of subjects and enhancing the generalisation of the results
- permits greater objectivity and accuracy of results
- is designed to provide summaries of data that support generalisations about the phenomenon under study
- allows the summary of vast sources of information
- facilitates comparisons across categories over time.

In this approach, the researcher is interested in the meaning of the respondents' experiences concerning scuba diving (the dive site, the particular operator used, and the dive destination). The research was therefore quantitative. This study identified the key factors that scuba divers regard as important for a memorable experience when scuba diving at Ponta do Ouro. Surveys were carried out at the various dive operators in Ponta do Ouro, and a structured questionnaire served as the instrument for collecting the data. This research was part of the Green Bubbles RISE project.

1.6.2.2 Sampling method and survey/collation of data

Based on statistics provided by the PPMR, about 30 000 dives are logged from the launching site annually (Gonçalves, 2015). Several approaches may be used to determine the sampling size of research studies. These include the use of published tables or by applying formulae. Here the published table based on the formula by Krejcie and Morgan (1970:607) was used to calculate the sample size needed for the survey. Krejcie and Morgan (1970:608) state that when the population is 30 000, the sample size is 379. The level of precision is 5% to compensate for the survey with sampling errors (i.e. questionnaires that are not returned or are incomplete). To obtain a representative sample, the aim was, therefore, to collect a minimum of 400 questionnaires during the data collection phase. This ensured that enough data was collected to offer a reliable conclusion. As the survey followed a non-probability sampling method, a convenience sample was used to conduct the survey during Ponta do Ouro's peak seasons (4 – 14 April 2017, 29 September – 6 October 2017 and 28 March – 7 April 2018). The April and September/October school holidays in South Africa fell over this time. They are periods known for attracting more divers to Ponta do Ouro. The operators who assisted in the surveys were Back to Basics Adventures, Gozo Azul, Oceana, Scuba Adventures and Whaler. The fieldworkers arranged with the respective operators to distribute the questionnaires to the various divers as soon as they returned from their daily dives (during the mentioned times). These respondents were selected

using a convenience random sampling method due to their easy accessibility and proximity to the fieldworkers during the survey (Manfra & Bolick, 2017:32). The first survey yielded a total of 177 questionnaires, the second survey 83 questionnaires, and the final survey 162 questionnaires. A final total of 422 completed questionnaires were obtained upon completion of all the surveys. A larger sample was obtained than required, which proved that a representative sample had been provided.

1.6.2.3 Ethical considerations

Selected fieldworkers from North-West University were trained to conduct the surveys. The fieldworkers explained the purpose of the survey to the respondents to ensure that they were aware of the goal of the study and the value of their contribution as respondents. The fieldworkers explained to the respondents that completion of the questionnaire would take approximately 10–12 minutes. Before the distribution of the questionnaires, consent from both the operators and the respondents was obtained to ensure their voluntary participation. The respondents were reassured that their participation would be completely voluntary and that they could withdraw at any time without any consequences. The respondents were also notified that their responses would be anonymous and would be used confidentially and solely to conduct research. Ethical approval was obtained from the Ethics Committee of North-West University (Potchefstroom Campus: EMS2016/11/04-0210, EMS2016/11/04-0211, EMS2016/11/04-0212).

1.6.2.4 Development of measuring instrument

The questionnaire distributed during the survey consisted of several sections. The sections relevant to this study determined the socio-demographic profile of the divers, their spending behaviour and their expectations while scuba diving, i.e. the aspects they regarded as important for a memorable experience (see Annexure A).

The socio-demographic section included questions related to gender, home language, the highest level of education, marital status, occupation, country and city of residence (not included for this research), the number of nights spent in the area and the number of people paid for by the respondents during the trip. The section also included questions about the number of previous visits to the destination, the number of years the diver had been diving, the number of dives logged in total, and the average number of dives logged annually. Furthermore, the respondents' preferences for the various dive disciplines were enquired about (such as wreck diving, underwater photography and rebreather dives, to name a few) as well as their highest level of diving certification and whether or not they would recommend Ponta do Ouro as a dive destination. The spending behaviour section required the respondents to estimate their expenditure during their trip on scuba dives, dive courses and/or additional training,

accommodation, transportation, shopping, food and beverages, diving insurance, buying new scuba diving equipment, hiring scuba diving equipment/gear, other activities (e.g. boat trips) and other expenses that may not have been listed. The socio-demographic information included were adapted from and based on the works of Daly *et al.* (2015), De Brauwer, Harvey, McIlwain, Hobbs, Jompa and Burton (2017), Edney (2017); Geldenhuys *et al.* (2014), Musa, Seng, Thirumoorthi and Abessi (2011), Tibiriçá, Birtles, Valentine and Miller (2011), and Queiroz Neto, Lohmann, Scott and Dimmock (2017). These studies focused primarily on the travel motives and spending behaviour of scuba divers that required them also to identify the socio-demographic profile of divers. The literature review chapter (Chapter 3) provides a detailed discussion of the findings from these studies.

The section that focused on the scuba diving expectations firstly measured the features important to the dive experience at the dive destination and offered 14 options (including affordable accommodation, affordable prices of local business and restaurants, and a friendly and accepting community). Secondly, the features important to the dive sites in general were listed, offering 11 options (such as wildlife/marine life at the site, underwater visibility, absence of strong current), and lastly, the features important to the respondents with regard to the dive operators were measured, with 28 options listed (including fair prices charged (value-for-money), delivering good quality service and well-maintained facilities). These options were all measured by the respondents on a 5-point Likert scale of importance (1 = not important, 2 = unimportant, 3 = neutral, 4 = important and 5 = extremely important). Previous research studies on the topic, which are discussed in detail in the second literature review chapter (Chapter 3), were consulted to develop the statements included in this section, which were based on previous research conducted on specific aspects as discussed in the background to the study. However, since no previous studies exist to the researcher's knowledge specifically regarding the scuba diving experience, the statements about the dive itself and dive site were formulated with the assistance of key role players and researchers (as well as scuba divers themselves) who were part of the Green Bubbles RISE project.

1.6.2.5 Data analysis

Microsoft Excel was used to capture the questionnaire's data into a logically grouped format. SPSS Statistics (Statistical Package for the Social Sciences) is a widely used program for statistical analysis in the social sciences (Pallant, 2013:9). It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organisations and data miners (Pallant, 2013:9). This software was used to process and analyse the data. Descriptive statistics were used to profile the respondents, while an exploratory factor analysis was performed to identify the aspects related to the dive destination itself, the dive site

and dive operator. In the social sciences field, researchers strive to measure “covert variables”, which are variables explained as constructs that cannot be measured directly (Tung & Ritchie, 2011:1370). Factor analysis can measure these variables (Naidoo *et al.*, 2016:4). Naidoo *et al.* (2016:4) state that factor analysis is an important tool that reduces the data set to a more manageable size simplifies the structure of a set of variables for better understanding and identifies underlying constructs/variables from data sets. The following multi-variate statistical techniques were also applied: *t*-tests, ANOVAs and effect sizes, and Spearman’s rank order correlation coefficient to identify the relationship between the socio-demographic and behavioural characteristics of divers and the memorable experience factors.

1.7 Defining the concepts

The following concepts are used throughout the dissertation and therefore require some clarification.

1.7.1 Marine tourism

Kurniawan, Adrianto, Bengen and Prasetyo (2016:309), Orams and Lueck (2016:585) and Papageorgiou (2016:46) describe marine tourism as recreational activities practised away from the tourists’ natural environment and focuses on the “marine environment and coastal zone” as its host. Marine tourism includes the activities that occur on, in, and under the sea, as well as those which are coast based but where the primary attraction is sea-based (Orams & Lueck, 2016:585). Popular marine tourism activities include snorkelling, water-skiing, boat-based fishing, scenic boat cruising, surfing, kite-surfing, stand-up-paddle boarding and scuba diving (Lucrezi *et al.*, 2017:387; Ponta do Ouro Accommodation, 2017).

1.7.2 Scuba diving

Scuba diving entails diving underwater by using a self-contained underwater breathing apparatus (or *SCUBA*, hereafter referred to as scuba) (Fuchs, Reichel & Shani, 2016:146; Uzun, 2009:80). A scuba is independent of surface air supply, which offers mobility to divers (Graver, 2016:2). This activity may be done professionally or recreationally (Graver, 2016:2). According to Musa and Dimmock (2012:1), Emile Gagnan and Jacques Cousteau modified the self-contained diving equipment in 1943, which transformed all underwater experiences and greatly contributed to the development of the current scuba diving industry.

1.7.3 Scuba divers

King and Heo (2016:1) define scuba divers as people who “swim underwater with the aid of scuba gear for recreation or research” purposes. Davis (2017) and Gibb (2017) state that scuba divers

usually use the following gear when diving: a mask, fins, an exposure protection suit, a buoyancy compensator (BC), regulators, a dive computer, weights and a tank/cylinder.

1.7.4 Visitor (tourist) experience

Leask (2016:337) defines visitor experience as the overall impression and meaning that visitors attach to their encounter with a destination. Noe, Uysal and Mangini (2010:19) state that visitors are easily influenced by their relatives' opinions and recommendations, therefore making word-of-mouth a vital part of creating expectations and delivering experiences. Noe *et al.* (2010:19) add that past experiences will influence current and future experiences, and therefore if past experiences remain positive, they will lead to repeat visits. Models of visitor experiences explain that visitors gain experiences based on what they consume at the site, and what benefits they require when they participate in tourism activities (Bond, Packer & Ballantyne, 2014:2).

1.7.5 Memorable experience

A memorable experience, as explained by Kim (2017:4), is an experience worth remembering when the activity is no longer there. These experiences are not easily forgotten or are something that is special or interesting enough to be easy to recall due to their unusual qualities. Tung and Ritchie (2011:1371) identified four dimensions of memorable experiences: affects, expectations, consequentiality and recollection. They suggest that there is a positive correlation between memorable experiences and satisfaction (Tung & Ritchie, 2011:1321).

1.7.6 Ponta do Ouro

Ponta do Ouro is a town in the south of Mozambique, lying south of Maputo and just north of the border of South Africa. Ponta do Ouro is a developing town with very few formal establishments. However, it offers holiday accommodation due to the popularity of its beach. As mentioned before, Lucrezi *et al.* (2017:387) have explained that Ponta do Ouro has a sub-tropical climate, is located on the Indian Ocean, and boasts pelagic game fish, dolphin, shark and nudibranch, which makes it an ideal scuba diving destination (Lucrezi *et al.*, 2017:387). The most popular marine tourism activities besides scuba diving include ocean safaris, dolphin and whale watching, swimming with dolphins and surfing (Lucrezi *et al.*, 2017:387; Ponta do Ouro Accommodation, 2017).

1.7.7 Key aspects

Munir and Pinedo (2013:106) define key aspects as the aspects or elements that need to be considered carefully by a manager to achieve objectives. Tarhini, Ammar, Tarhini and Masa'deh (2015:26) explain that key aspects should not be confused with success criteria, as success criteria are outcomes of the project considered necessary to evaluate the success of a project,

whereas key aspects, as defined by Rockart as early as 1979, is a management term for any element necessary for an organisation or project to achieve its mission *before* successful management is achieved. For this research, key aspects not only refer to managerial aspects but also marketing and service delivery based on the needs of scuba divers. Therefore, the term “key aspects” is used as an umbrella term. Saayman *et al.* (2012:71) identified four factors (amenities, comfort and visibility, marketing and personnel and provisions) as the key aspects that are important for a memorable spectator experience. This offers a more comprehensive look at how “key aspects” is used regarding memorable experiences.

1.8 Preliminary chapter classification

Below is a brief overview of what the reader can expect from each chapter.

Chapter 1: Introduction, the background to the problem, problem statement, goals and objectives and method of research

This chapter provides an overview of the purpose of the research study as well as offer some information on the destination (Ponta do Ouro) and the activity (scuba diving) researched. This chapter also presents a discussion on the problem identified, the goal and the objectives of the study. The method of data collection and the target population are also identified and discussed.

Chapter 2: A literature review of the scuba diving industry

Chapter 2 assesses the scuba diving industry and characteristics of scuba divers by means of a literature review. An in-depth explanation of scuba diving is deliberated by defining and explaining scuba diving and scuba divers, evaluating the history of scuba diving, and exploring the activity as a tourism product. The chapter also discusses the key stakeholders involved in the activity.

Chapter 3: A literature review of memorable tourism experiences

Chapter 3 consists of a literature review in which various aspects of memorable experiences are discussed including how they are created, marketed and managed. This chapter further offers a comprehensive look at elements divers consider necessary for a satisfactory dive, to understand the principles of memorable experiences in a marine tourism environment.

Chapter 4: Method of research, multivariate analysis and results

This chapter describes the method of research used to collect the data, including the survey method and data analysis techniques. Results offered in this chapter include the profile of respondents as well as the experiential factors they consider important and the relationship between these factors and divers' socio-demographic, behavioural and economic profile.

Chapter 5: Conclusions and recommendations

This final chapter completes the study with the conclusions made from the information obtained during the research study. Specific recommendations are made regarding how to create a memorable scuba diving experience not only in Ponta do Ouro but in other destinations as well. The limitations of the study, future research recommendations, as well as the literature and practical contributions as a result of this study are presented.

CHAPTER 2: A LITERATURE REVIEW OF THE SCUBA DIVING INDUSTRY

2.1 Introduction

This chapter aims to assess the scuba diving industry and the characteristics of divers by means of a literature review. Ridley (2012:4) states that it is an essential aspect of academic research to have connections with the work of others. With this in mind, Chapter 2 gives an in-depth overview of scuba diving, the most elementary technical aspects of the activity, and the important stakeholders in the industry, the growth of scuba diving as a marine tourism activity, and the characteristics of divers. Through a detailed literature review, this chapter aims to provide insights into the industry as well as the management of this unique market.

2.2 An assessment of the scuba diving industry

This section focuses on the origin of the scuba diving industry, the technicalities of scuba diving, and scuba diving as a marine tourism activity. Figure 2.1 illustrates the fundamental concepts of scuba diving by referring to the definition of scuba diving, the types of scuba diving practices, where to scuba dive, and the levels of diving certifications.

SCUBA DIVING Entails diving underwater using a 'scuba' (self-contained underwater breathing apparatus), which enables a diver to move freely underwater far beyond the reach of the surface.

TYPES OF SCUBA DIVING	WHERE TO DIVE	CERTIFICATIONS
<p>Professional:</p> <ul style="list-style-type: none">- Underwater photographers/ videographers;- Diving for the purpose of marine biology, geology, hydrology, underwater archaeology and oceanography. <p>Recreational (including technical):</p> <ul style="list-style-type: none">- Practiced for the leisure of the activity (marine tourism), or- sport diving, spear fishing, underwater archaeology (viewing artifacts, shipwrecks, buildings, and remains), underwater photography and videography. <p>Technical:</p> <ul style="list-style-type: none">- Practiced to increase the interest of the more experienced divers by means of cave diving, wreck diving, and ice diving.	<p>Scuba diving usually takes place in locations:</p> <ul style="list-style-type: none">- with clear water for proper visibility;- in fresh or salt water, tropical or temperate;- deep lakes, the ocean (caves, wreckages, reefs, trenches, currents), underwater caves, and structures submerged under water;- approximately 40m deep (recreational divers)	<p>During scuba certification training, divers are taught the effects of increased water pressure, and safe diving practices. Renowned certification agencies include:</p> <ul style="list-style-type: none">- CMAS- PADI- NAUI <p>Certification levels include:</p> <ul style="list-style-type: none">- open water (18-20m),- advanced open water (20-30m),- advanced diver (30-40m),- rescue diver (40m+),- master diver (40m+), and- instructor diver (40m+).

Figure 2.1: The fundamental concepts of scuba diving

Source: Adapted from Buzzacott (2017); Coetzee (2010); Davis (2017); Graver (2016); Lück (2016:259); Merriam-Webster (2017); Sezgin and Gumus (2016); Spisni, Marabotti, De Fazio, Valerii, Cavazza, Brambillam, Hoxha, L'Abbate and Longobardi (2017)

2.2.1 Definition of scuba diving

Merriam-Webster (2017) defines scuba diving as “a sport or activity in which a person swims underwater with the aid of an apparatus utilising a portable supply of compressed gas (such as air) supplied at a regulated pressure and used for breathing while swimming underwater.” In the agreement, Graver (2016:2) explains that diving with a scuba gives the diver the mobility far beyond the reach of the surface. Scuba divers furthermore utilise a variety of gear to explore the underwater world safely (Davis, 2017).

Cupul-Magaña and Rodríguez-Troncoso (2017:16) explain that the alternatives to scuba diving are free-diving (swimming underwater with a single breath of air), snorkelling (a form of free diving, where the diver’s mouth and nose remain underwater when breathing as the diver can breathe at the surface through a short tube known as a snorkel), surface-supplied diving (an umbilical line connected to the diver from the surface, supplying breathing gas for underwater exploring), and atmospheric diving (an armoured suit which protects the diver from the surrounding water pressure). Scuba diving may furthermore either be done professionally or recreationally (Graver, 2016:2). Professional scuba diving is practised by underwater photographers or videographers, or people who explore the marine biology, geology, hydrology, oceanography and archaeology of the underwater world (Pourhashemi, Sahraei, Meftahi, Hatf & Gholipour, 2016:1). Other types of diving activities by professional divers include aquarium maintenance, boat and ship inspection and cleaning, diver training, media diving (making television programmes or films), policing or security, search and rescue diving, mapping the underwater world and underwater tour guiding (Pourhashemi *et al.*, 2016:1; Sezgin & Gumus, 2016:342).

When scuba diving is practised recreationally, diving is done purely for enjoyment (Coetzee, 2010:569). Recreational diving may be enjoyed by divers merely for the leisure of this activity, but it is often found that technical diving is practised to increase the interest of the more experienced diver by means of cave diving, wreck diving, ice diving and deep diving (Coetzee, 2010:569; Roche, Harvey, Harvey, Kavanagh, McDonald, Stein-Rostaing & Turner, 2016:107). Technical diving presents hazards that regular recreational divers may not experience, but risks are reduced by ensuring that the diver has the appropriate skills, knowledge, experience, and suitable equipment (Buzzacott, Dolen & Chimiak, 2017:1). Recreational diving activities may include: sport diving, spear fishing, underwater archaeology (viewing artefacts, shipwrecks, buildings, and remains), and underwater photography and videography (Spisni *et al.*, 2017:10)

Scuba diving usually takes place in locations “with clear water” for good visibility (Paulsen & Trevor, 2017:2). Scuba diving certifications are obtained by using swimming pools, but may be done in fresh or salt water, tropical or temperate climates, deep lakes, the ocean (caves,

shipwrecks, reefs, trenches, currents), underwater caves, and “structures submerged under water” to a depth of about 40 m (40 m is the approximate depth to which recreational, non-technical divers dive) (Paulsen & Trevor, 2017:2; Spisni *et al.*, 2017:10). Lück (2016:259) explains that during scuba certification training, divers are taught the effects of increased water pressure and safe diving practices. The scuba divers rehearse equipment-related skills in a controlled water setting until they feel comfortable, and practice what to do if things do not go as planned. Musa and Dimmock (2012:2) state that divers do not need to be strong swimmers or athletes to scuba dive, but some degree of comfort in the water certainly benefits the diver.

Owing to the diversity of scuba diving, it is important to consider the technicalities of scuba diving as well to ensure a thorough understanding of scuba diving as an industry. There are various forms of diving. In scuba diving a variety of equipment/gear is used for the dive to be as achievable, efficient and safe as possible. The gear used by scuba divers, as explained by Davis (2017), includes a mask, fins, an exposure protection suit (wetsuit), a buoyancy compensator (known as a BC or BCD), regulators, a dive computer, weights and a tank/cylinder. Figure 2.2 illustrates the required scuba gear.



MASK Creates an air-pocket for the diver, allowing sight underwater



DIVE COMPUTER Helps to measure the time and depth of a dive for a safe ascent profile to be calculated



WEIGHT BELT Counteracts the buoyancy of other diving equipment



BUOYANCY COMPENSATOR Allows the diver to stay buoyant while diving



DIVE CYLINDER Holds pressurised air, allowing the diver to breathe underwater



WETSUIT Helps to keep the diver warm and provide general protection



FINS Provide the propulsion which eases swimming at various depths



DIVING REGULATOR Supplies the air the diver breathes at the correct pressure

Figure 2.2: Scuba diving gear

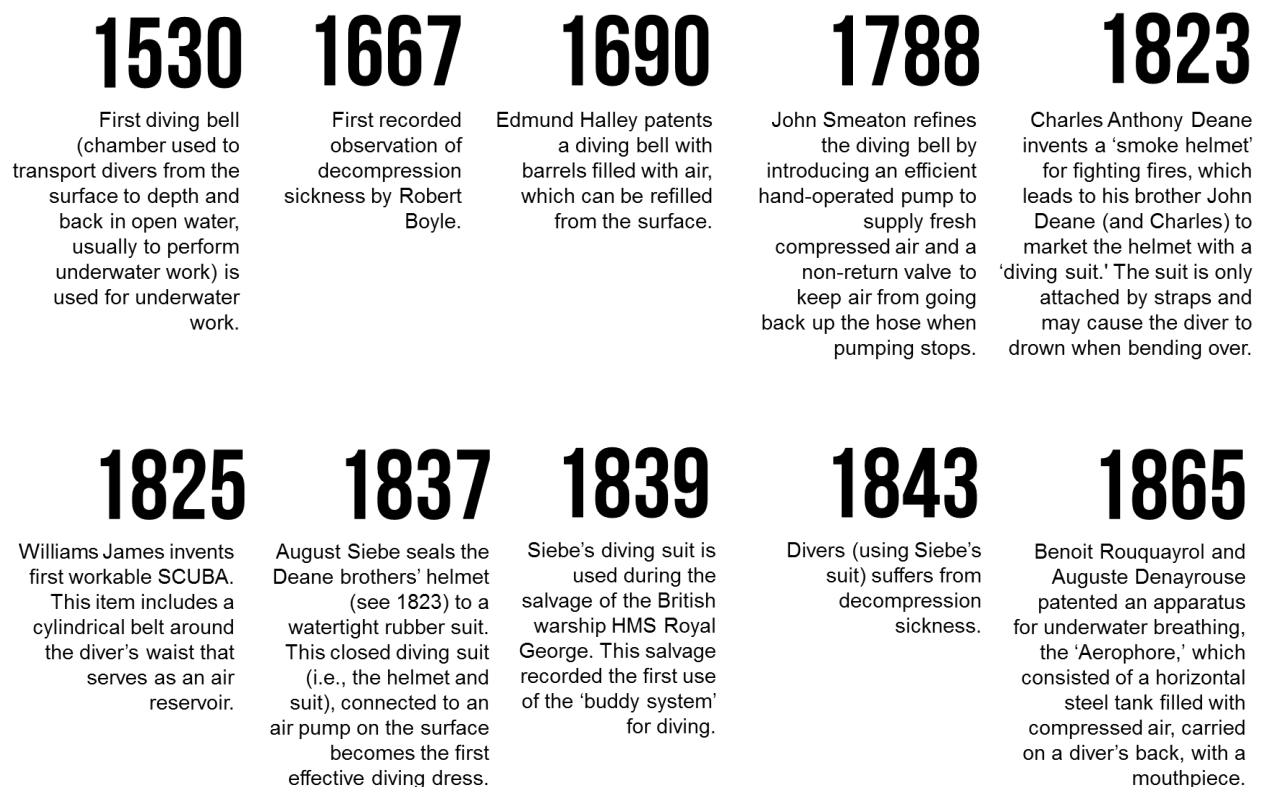
Source: Adapted from Davis (2017)

Graver (2010:3) explains that scuba diving may either be done by an open- or closed-circuit scuba system. An open-circuit system requires all the exhaled gasses to be released into the underwater environment, creating air bubbles that are visible underwater, while a closed-circuit system refers to “a scuba system that eliminates carbon dioxide from exhaled breath and resupplies oxygen without allowing gases to escape the system”, and is mainly used by the military (Graver, 2010:3).

Having defined scuba diving, the history and development of scuba diving will contribute to an understanding and estimate of the potential sustainable growth of this activity, especially as a marine tourism product. As scuba diving has increased in popularity as a recreational activity, the following section elaborates on the origin of this activity.

2.2.2 The history and development of scuba diving as a recreational activity

The origin of recreational diving can be traced back to 1825 when William H. James invented the first open-circuit scuba system (Graver, 2010:3). Due to this system solving the problems of mobility for divers breathing underwater, it inspired Henry Fleuss and Robert Davis to develop a closed-circuit oxygen rebreather system in 1878. Figure 2.3 gives a timeline of the development of scuba diving as a recreational activity. It starts with a diving bell being used for the first time for underwater work (1530) up to the first dive recorded in 1943, and shows the current development of technological underwater mapping (2016).



1876

Henry Fleuss develops the first workable, (closed circuit) self-contained diving rig that uses compressed oxygen (rather than compressed air).

1878

La Pression Barometique, a 1000-page study researching the physiologic studies of pressure changes, published by Paul Bert, shows that decompression sickness is due to the formation of nitrogen gas bubbles, and suggest gradual ascent when diving, as a way to prevent this risk.

1920

Research begins in the United States of America (USA) to use helium-oxygen mixtures for deep dives.

1924

USA Navy and Bureau of Mines conduct the first helium-oxygen experimental dives.

1930

Guy Gilpatric pioneers use of rubber goggles with glasses for diving.

1933

The Bottom Scratchers, the first sport diver club is started in California, USA. This year also included Yves Le Prieur to combine a demand valve with a high-pressure tank to give the diver complete freedom from restricting hoses and lines (this design did not include a regulator). Louis de Corlieu patents fins.

1934

William Beebe and Otis Barton descend 3028 feet (approximately 923m) in a bathysphere near Bermuda. This dive sets a deep-sea diving depth record that remains unbroken for 14 years.

1936

Yves Le Prieur founds the world's first scuba diving club; the Club of Divers and Underwater Life.

1940

Owen Churchill's swim fins introduced and produced commercially.

1942

Jacques-Yves Cousteau and Emile Gagnan work together to redesign a car regulator that will automatically provide compressed air to the diver with the intake of breath.

1943

Cousteau and Gagnan created the Aqua Lung after attaching the regulator to hoses, a mouthpiece, and a pair of compressed air tanks, and testing the valve regulator in the Marne River (outside Paris); this is considered as the first scuba dive as it is practiced today. Cousteau and two close friends, Frederic Dumas and Philippe Tailliez, make over five hundred deep sea diving excursions with the aqualung, gradually increasing the depths to which they dive.

1946

The Aqua Lung is marketed commercially in France.

1947

Dumas makes a record deep sea dive with the Aqua Lung to 307 feet (approximately 94m) in the Mediterranean Sea.

1950

The Aqua Lung is marketed commercially in Great Britain.

1951

This year included the Aqua Lung marketed commercially in Canada, as well as the first issue of Skin Diver Magazine appearing.

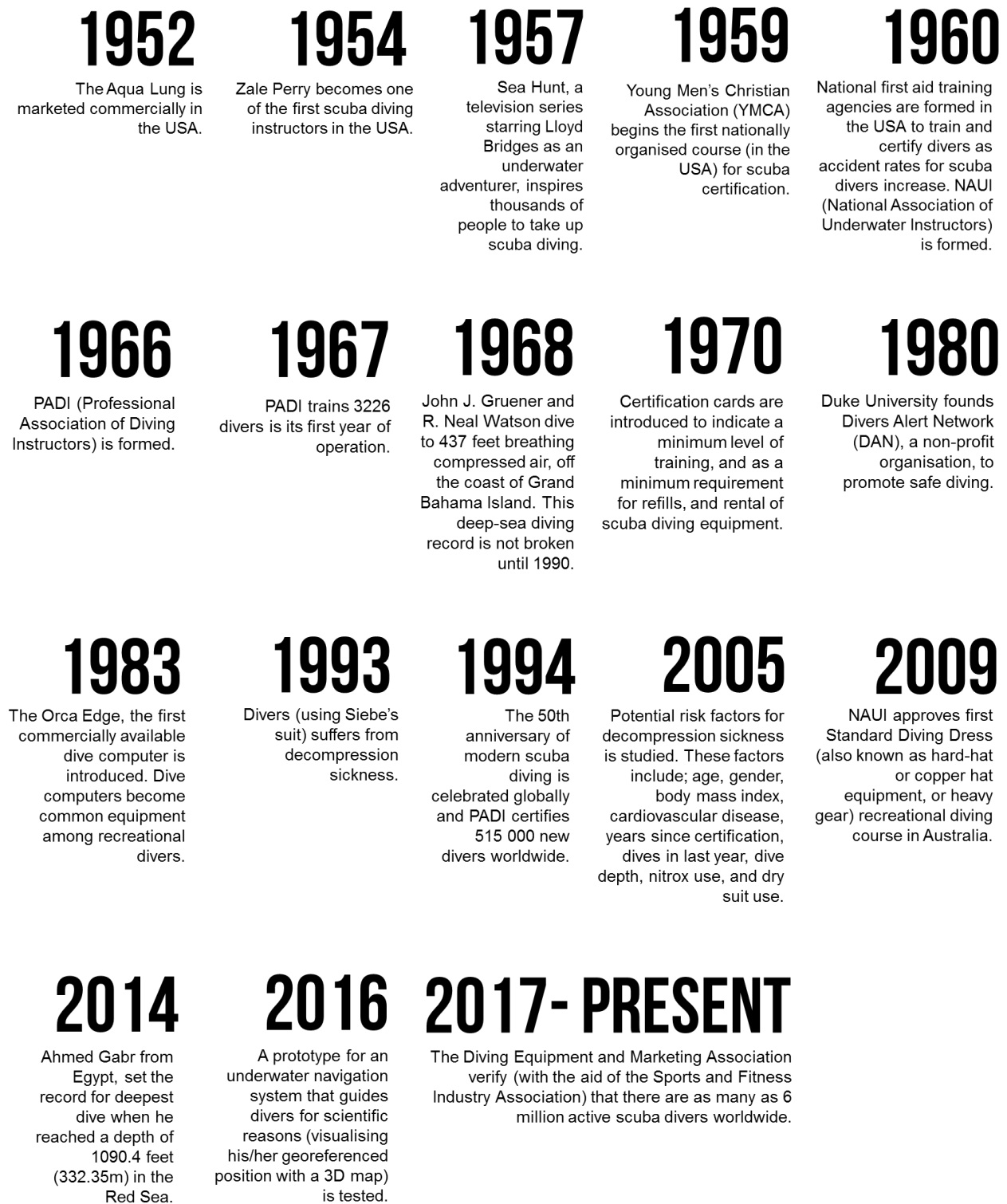


Figure 2.3: The development of scuba diving as a recreational activity

Source: Researcher's own compilation adapted from Bellis (2017); DEMA (2017); Dimmock and Cummins (2013); Kesling (2011); Lück (2016); Sanford (2013); Shapiro (2011)

From Figure 2.3 it is evident that within the development of scuba diving as a recreational activity, certain individuals were involved in improving and growing this industry. Figure 2.3 also shows the rapid development of scuba diving as an activity, considering the changes in the use of the diving bell for underwater work (1530) to the development of a manual hand pump that was redesigned for the diving bell in 1788 to facilitate underwater mobility for divers. Safety measures improved significantly in 1865 for the breathing apparatus as an independent device (i.e. it does not need surface-supplied air), which ultimately led to the Aqua Lung reinventing scuba diving in 1943 with the first recorded scuba dive. It is also evident that since the establishment of diving organisations (such as PADI in 1966, the largest diving organisation in the world), the rapid increase of scuba diver certifications led to the introduction of technical diving in 1994, improved in-depth research on decompression sickness in 2005, and finally a total of 6 million active scuba divers globally in 2017.

When evaluating the history of this activity, it is important to encourage the growth of this industry continuously. It is therefore beneficial firstly to understand how scuba diving and tourism interlink by examining scuba diving as a marine tourism activity and the possible benefits tourism may have for this industry through collaboration.

2.3 Scuba diving as a marine tourism activity

Scuba diving is an essential part of recreational activities in various marine tourist locations and therefore creates new opportunities for the various stakeholders in the scuba diving market (Gladstone *et al.*, 2013:377). As confirmed in Chapter 1, scuba diving, when practised recreationally as a tourism activity, is part of marine tourism, since the location of this activity is for the most part in a marine environment, contributes to the conservation of this environment, and encourages oceanographic exploration (Mota, 2016:9). Papageorgiou (2016:44) defines marine tourism as “a form of tourism connected to and dependent on the sea and the marine environment”. However, the water element is not the only criterion, as marine tourism requires that “consumers travel away from their place of residence and be actively involved with the sea” (Papageorgiou, 2016:44). Trave, Brunnschweiler, Sheaves, Diedrich and Barnett (2017:212) add to this definition by stating that marine tourism involves the non-consumptive observation of marine species and habitats. Based on the definitions of marine tourism by Papageorgiou (2016:44) and Trave *et al.* (2017), Mota’s (2016:9) argument is validated.

Recently more attention has been paid to the prospects of utilising the ocean for various activities, some traditional and some more unconventional. The Blue Economy is the sustainable use of ocean resources for economic growth, social stability and ocean ecosystem health (Spalding, 2016:2). Aspects primarily considered most significant to the Blue Economy include promoting

renewable energy, generating more revenue from sustainable fisheries, supporting maritime transport (as the largest transportation method of international goods), mitigating climate change and encouraging better waste management on land for the recovery of the oceans polluted by this waste (Howard, 2018:376). The Blue Economy finally also focuses on tourism development, acknowledging that ocean and coastal tourism enhances economic growth, especially in small island states and developing coastal regions (Silver, Gray, Campbell, Fairbanks & Gruby, 2015:141; Spalding, 2016:2). With scuba diving forming part of marine tourism, and marine tourism is considered as an important aspect in sustainable growth in the development of the Blue Economy, it is evident that the development of scuba diving as a marine tourism activity plays a significant role in sustaining the Blue Economy.

Considering the great number of dive sites around the world, it is noticeable that with the aid of conservation projects supported by various funders, new and existing scuba diving destinations develop to host divers more responsibly, therefore signifying growth in this industry and promoting marine tourism. These stakeholders, previously identified by Musa and Dimmock (2013:12) as the local community, the national, regional and local government, scuba diving instructors, scuba diving operators, and the active divers, all benefit from scuba diving as a marine tourism activity through continuous support, growth and sustainable development (see Section 2.4). Scuba diving, when supported by these stakeholders, offers various benefits to the parties involved. These benefits are discussed to understand the value of scuba diving as a marine tourism activity.

Sustainable tourism products, such as scuba diving as a marine tourism activity, offer long-term benefits to tourism destinations (Webster & Ivanov, 2014:137). The benefits of tourism to the destination can be understood according to the three impact categories identified in tourism, namely economic, ecological and socio-cultural (Rasoolimanesh, Ringle, Jaafar & Ramayah, 2017:148). These benefits are outlined in the sections that follow.

2.3.1 Economic benefits

The economic benefits of marine tourism are endless and include providing employment opportunities (i.e. in the case of scuba diving, dive masters, skippers, sales representatives, scuba instructors and hoteliers to name a few), generating foreign exchange, increasing the gross national product (GNP), developing infrastructure (and encouraging the maintenance thereof), diversifying the economy and increasing government revenues (Goeldner & Ritchie, 2012:357). In many places, the introduction and development of tourism give local people an opportunity for economic and educational growth that would not otherwise be available (Kettunen & Ten Brink, 2013:11). Scuba diving is one of the world's fastest growing recreational activities, attracting millions of tourists globally (Lucrezi *et al.*, 2017:385; Musa & Dimmock, 2012:1; Wongthong &

Harvey, 2014:138). It creates a demand for equipment rentals and maintenance establishments as well as accommodation facilities and encourages local operators to offer these services and diversify and expand their current offerings (Camp, 2011). Camp (2011) identifies “loyal visitors” as an economic benefit of scuba divers to a destination due to the increased number of visits by tourists. This leads to an increase in expenditure on the particular destination, adding to the “direct increase” of the “economic value” of scuba diving as a tourism product.

Scuba diving is done in different types of locations, some rural and some developed (Lee, Jan, Tseng & 2017, 2018:370). A common misconception about rural locations is that these destinations do not have the facilities to offer “proper” scuba diving experiences. However, these locations are in fact not as “populated by tourists” as others and therefore offer a more natural and authentic diving experience that attracts a different type of diver who is still willing to pay for such an experience (Hampton & Jeyacheya, 2014:3; Lee *et al.*, 2017:370). These rural locations (like Ponta do Ouro) benefit economically from tourism, which gives the farming, craft and service sectors a supplementary source of income, an opportunity to realise the economic value of specific high-quality locally produced food products, and the opportunity to re-evaluate their heritage symbols and identity of the location (Lucrezi *et al.*, 2017:385; Zhou, Chan & Song, 2017:338). These benefits result in economic growth with new sources of income.

2.3.2 Ecological benefits

The sustainable quality of the environment, both natural and human-made, is essential to tourism destinations (UNEP, 2016). However, tourism's relationship with the environment is complicated. It involves many activities that can have opposing environmental effects, especially considering an activity such as scuba diving, which primarily interacts with the delicate underwater environment (Rasoolimanesh *et al.*, 2017:148). On the surface, many of these impacts are linked to the construction of general infrastructure such as roads and tourism facilities, including resorts, hotels, restaurants and shops. Camp (2011) explains that scuba diving shops are very environmentally aware and contribute to conservation projects, including cleaning dive sites and beaches. The negative impacts of tourism development can gradually destroy the environmental resources on which a region fundamentally depends (UNEP, 2016). Hence the importance of managing these impacts.

According to Bradley, Papastamatiou and Caselle (2017:173), it is necessary to consider that tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation, especially in destinations exclusively reliant on their natural resources (such as Ponta do Ouro, which primarily profits from marine tourism). Tourism in destinations is a way of raising awareness of environmental values, which serves as a tool to

finance the protection of natural areas and increase their economic importance (UNEP, 2016), especially considering that Ponta do Ouro is a Partial Marine Reserve (PPMR) (Lucrezi & Saayman, 2017:632). Tourism ultimately provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors (Holden & Fennell, 2013:44). Camp (2011) suggests that many dive sites globally have introduced environmentally friendly artificial wrecks for divers to explore instead of overwhelming natural underwater sites in sensitive regions, and to conserve the natural reefs for future generations. Bradley *et al.* (2017:173) explain that tourism offers the following additional benefits to destinations: improved environmental management and planning, raising environmental awareness and the identification of various underwater species.

2.3.3 Socio-cultural benefits

Tourism broadens educational and cultural horizons and provides tourists with recreational facilities that may be used by the local population (Goeldner & Ritchie, 2012:252). Considering this view, scuba diving as a marine tourism activity may offer other socio-cultural benefits, which include creating a favourable worldwide image for a destination, attracting more tourists, and creating a sense of pride and unity among residents. This activity, practised by a wide range of people from different cultural backgrounds, “may break down language barriers, socio-cultural barriers, class barriers, racial barriers, political barriers and religious barriers” (Goeldner & Ritchie, 2012:252; Holden & Fennell, 2013:62). Both tourists and local people are affected positively and negatively by these impacts. Scuba diving tourism experts, therefore, need to consider both locals and visitors when developing and marketing their products (Diaz & Schmitz, 2014:23), for example by considering foreign and domestic tourists when developing scuba diving offers and activities.

Tourism can be beneficial for the host community as it opens the community to the “wider world, new ideas, new experiences” and new opportunities to improve their way of living by producing local crafts and presenting traditional activities, songs, dances and oral histories (Belhassen, Rousseau, Tynyakov & Shashar, 2017:448; Gier, Christie & Amolo, 2017:68). Belhassen *et al.* (2017:448) conclude that it is vital that specifically nature-based tourism destinations recognise and comprehend the benefits of tourism to consistently encourage these benefits and incorporate them into their practices.

Gier *et al.* (2017:68) state that the “commodification of culture” (i.e. local culture becomes a commodity for the consumption of tourists) should not be considered an absolute disadvantage, seeing that this process often introduces cultures to each other and brings economic benefits, which can solve social problems, empower the community and give it influence over governmental

decisions, that will essentially foster community cohesion. In a place as rural as Ponta do Ouro, where communities depend on each other and tourists for their livelihood, scuba diving offers an opportunity for both parties to benefit mutually from the socio-cultural exchange.

Considering the potential benefits that marine tourism has to offer destinations, especially ones such as Ponta do Ouro, scuba diving incorporated as a tourism product offers the opportunity to increase economic, environmental and socio-cultural sustainability. It is therefore evident that various individuals, better identified as stakeholders, all influence scuba diving tourism. It is therefore important to assess the relevant stakeholders' continuous contribution and development of this activity to ensure its sustainability (Merinero-Rodríguez & Pulido-Fernández, 2016:122). The next section will discuss the key stakeholders in the scuba diving industry.

2.4 Key stakeholders in the scuba diving industry

Anuar, Ahmad, Jusoh and Hussain (2012:69) identify stakeholders as individuals or groups that may “influence or be influenced by actions, decisions” and “policies” of an organisation. Stakeholders in tourism are further defined by Chen (2015:225) and Sánchez Cañizares, Castillo Canalejo and Núñez Tabales (2016:967) as persons and/or organisations with “an interest or concern” in the involved tourism product during the creation, implementation and development of the product to ultimately ensure the sustainability of the product for all individuals involved. Sánchez Cañizares *et al.* (2016:967) continue by stating that stakeholders in tourism are important not only because they could add financial value (i.e. investments) to the industry, but because these stakeholders have a stake in the success of the product with their direct influence and power, which could affect the success or failure (and sustainability) of an enterprise.

Within the development of scuba diving as a recreational activity, the “community” responsible for the growth includes equipment manufacturers, diving retailers, diving educators, diver training organisations, dive resorts, diving supervisors, dive guides, dive clubs and associations, publishing companies and certified divers (Musa & Dimmock, 2012:1). All these members of the community work together to govern the sustainability and safety of scuba diving for prospective and active divers. For instance, diving businesses require proof of divers' diving certification before cylinders are filled, or before the diver may participate in any diving activity (Graver, 2010:4), proving that all these individuals should act together to ensure the responsible and sustainable practice of scuba diving.

The primary stakeholders in scuba diving (tourism specifically) are identified by Musa and Dimmock (2013:12) as the local community, the national, regional and local government, scuba diving instructors, scuba diving operators, and the active divers. As recreational diving continuously develops as an activity, these stakeholders all contribute to the sustainable and

responsible practices of diving to encourage the consistent development of scuba diving as a recreational activity (Musa *et al.*, 2011:3). It is essential to consider other stakeholders in this industry, such as certifying agencies, production enterprises, receptive agencies, alternative conflicting and parallel agencies, event organisers and scientists.

Dimmock and Musa (2015:52) emphasise the importance of understanding the needs and issues of stakeholders for the successful management of scuba diving tourism, as well as the necessity of a transformed management structure to manage the sustainability of the scuba diving tourism sector. The relevant stakeholders in scuba diving tourism may be categorised as the key environment, key individuals, and key sectors. Figure 2.4 illustrates the cooperation between the stakeholders to encourage efficient and continuous development of this industry as a whole.

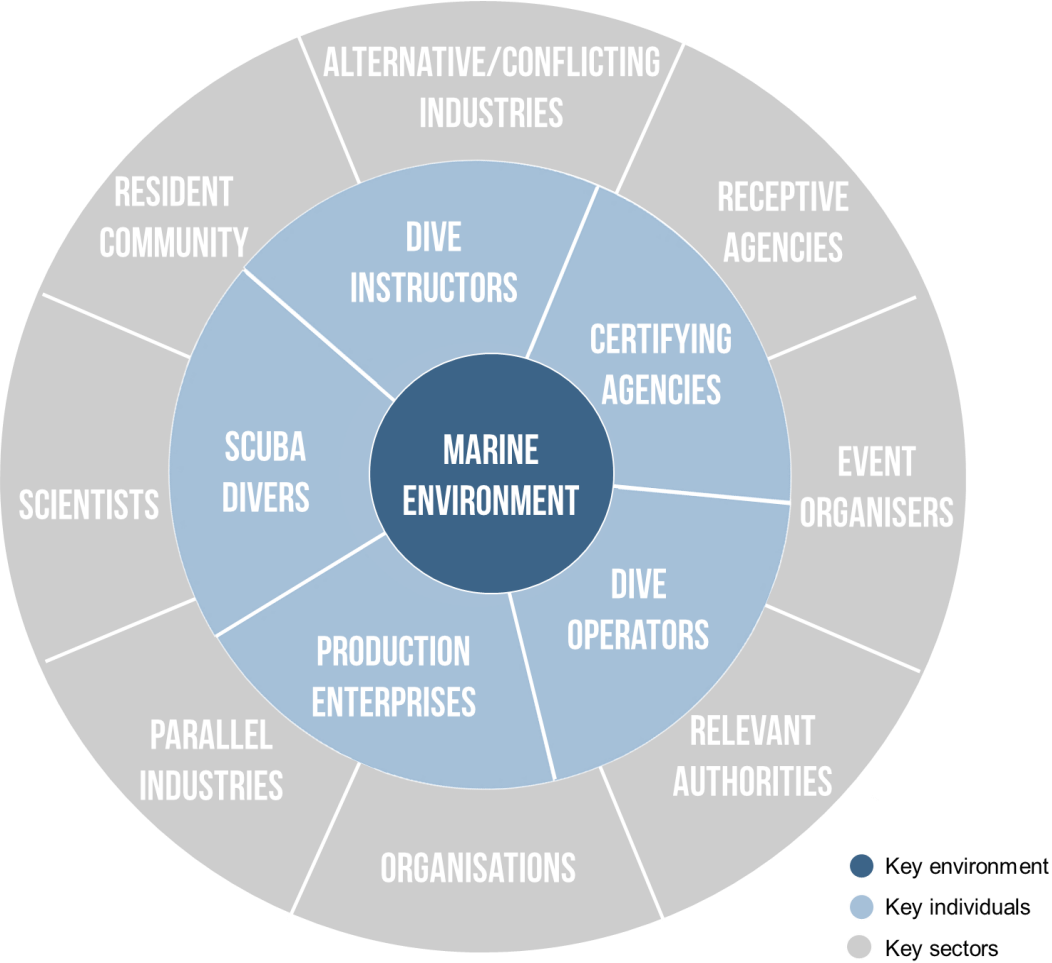


Figure 2.4: Stakeholders in scuba diving tourism

Source: Researcher’s compilation

As demonstrated in Figure 2.4 the key environment consists of the marine environment where scuba diving takes place. Key individuals of the scuba diving industry, with regards to the

stakeholders, include the dive instructors, scuba divers, certifying agencies, production enterprises and dive operators. These stakeholders all have a direct impact on the key environment by means of relying on the marine environment to practice scuba diving as a recreational activity. The key sectors consist of the resident community, relevant authorities, event organisers, parallel industries, alternative/conflicting industries, receptive industries, scientists and organisations. All these sectors aim to externally contribute to promoting scuba diving as an activity in the marine environment. The key sectors and the key individuals collaborate to ultimately develop the industry sustainably. Without the key environment the key individuals will not be able to promote or practise scuba diving, nor will the key sectors be able to use the key individuals to grow the industry and other possible activities stemming from it. Each of the stakeholders' purposes is discussed to recognise the different responsibilities they carry.

2.4.1 Resident community

Jugmohan, Spencer and Steyn (2016:307) suggest the “community” in tourism is “a small spatial unit, a homogeneous social structure with shared norms and common interests.” Eshliki and Kaboudi (2017:59) continue by explaining that communities are considered groups of people with a common identity who may be involved in associated aspects of livelihoods. Local communities often have customary rights related to the area and its natural resources and a strong relationship with the area culturally, socially, economically and often spiritually (Eshliki & Kaboudi, 2017:59).

Jugmohan *et al.* (2016:307) and Muganda, Sirima and Ezra (2013:55) explain the role of the local community in tourism as follow:

- **Policy and decision-making.** To achieve sustainable tourism development, local communities should participate in the decision-making process. Local communities can participate in identifying and promoting tourism resources and attractions used as the foundation of community tourism development.
- **Equal opportunities and skill development.** In order for the local community to support the development of the introduced product and service, they should be notified of the opportunities offered to them through the implementation of this product. It is crucial that the local community is informed on the conservational contribution of this activity to the environment, as well as the economic benefits the community may enjoy due to scuba diving tourism.
- **Activity participation.** The local community should not be discouraged to participate in the activity (i.e. scuba diving) in their location, by means of exploitation from operators (financially), or overcrowding from tourists.

Upon consideration of the responsibilities of the local community as a stakeholder, it is important to consider the national, regional and local government as stakeholders as well, to ensure these governing bodies (i.e. relevant authorities) offer sustainable support throughout the development of scuba diving as a tourism product in destinations such as Ponta do Ouro.

2.4.2 Relevant authorities

Relevant authorities refer to governmental bodies in command of the related destination (Datar, 2017:20454). Governmental bodies as a stakeholder in tourism, especially the sustainability thereof should, according to Datar (2017:20454) should not be underestimated. Considering that this stakeholder “plays a critical role in creating the environment in which the tourism activity takes place,” and inspires actions to ensure that tourism is more sustainable in the future, economically, environmentally and socio-culturally (Datar, 2017:20454). Datar (2017:20457) and Fairer-Wessels (2017:12) explain the responsibilities of the national, regional and local government in these areas as follow:

- **Environmental endowment.** Governments should provide an environment which enables and encourages the private sector, local community, tourists and other stakeholders to practice sustainable tourism, such as making the marine environment (suitable for tourists) available for recreational diving and possible research.
- **Resource management.** Governments should aim to manage the variety of relevant resources related to public concern, such as “air, water, natural and cultural heritage and the quality of life” to ensure fair use and sustainability among the significant population, especially in an environment as sensitive as Ponta do Ouro. Governments are also responsible for managing, investing all funds obtained for conservation, ethically, and fairly, for instance using the taxation levied on scuba diving in Ponta do Ouro for conservation and developmental reasons, instead of other expenses not necessarily relevant to the appropriate environment.
- **Regulation administration.** Governments possess the power to create regulations in public and private sectors, to ensure fair practice, conservation, sustainability, carry the responsibility of distributing resources and promote social equality. Governing bodies in Ponta do Ouro have the responsibility to instil and enforce regulations for both tourists and locals to conserve the local environment and practice fair trade while supporting tourism development.

Governmental practices are initiated to ensure the quality, sustainability and responsible offering of products and services. The developed policies and regulations when implemented and

respected ensure the fair use of resources. Scuba diving instructors are among the other stakeholders who follow these policies to practice responsible and safe diving.

2.4.3 Dive instructors

According to PADI (2018a), the minimum requirements for an Instructor Development Course (IDC) are “6 months as a certified diver, registration as a PADI dive master, with 60 logged dives, a medical statement that the applicant does not suffer from a disqualifying medical condition and recent participation in PADI Emergency First Response training.” With these criteria in mind, it is evident that scuba diving instructors play a vital role in expanding the scuba diving market through acting as the certified instructors who train prospective scuba divers. Scuba diving instructors are (based on the United Nations World Tourism Organisation’s classification of tourism stakeholders) classified as the equivalent to tourism employees, tourism professionals, and tourism consultants (UNWTO, 2005:7). Scuba diving instructors embody the role as a stakeholder through carrying the following responsibilities (ADAS, 2017; Lin & Simmons, 2017:316):

- **Professionalism and quality.** The role of these individuals as stakeholders in the scuba diving industry is to ensure the availability of professional service and products acting as the “front line marketers” of the practice. Individuals (tourism employees, tourism professionals and tourism consultants) have to personify and typically communicate the very essence of the product/service offered to the tourists (i.e. scuba divers) to attract more tourists to the product/service offered.
- **Occupational expertise.** The role of the diving instructor in the recreational diving industry is to act as an occupational diver to ensure the delivery of this activity to the relevant prospective scuba divers. Occupational scuba divers are defined as divers (such as instructors) diving “in the course of employment (irrespective of whether or not diving is the principal function of employment or merely an adjunct to it) and comprising all diving work carried out as part of a business; as a service,” or for profit.

Scuba diving instructors play a vital role in ensuring persons with interest in scuba diving can pursue the recreational activity and expand the current dive market, to ultimately ensure the sustainable economic growth of the industry. Scuba diving operators often use instructors to encourage business growth and prosperity, therefore signifying the importance of dive operators as stakeholders.

2.4.4 Dive operators

A well-managed scuba diving operator will attract and retain professional and accountable employees who are respected by other tourism stakeholders in the destination (Bornhorst, Ritchie & Sheehan, 2010:572). Bornhorst *et al.* (2010:574) argue that the confidence and support portrayed by other stakeholders may improve the diving operator to attract “secure sources of funding” and partnerships with other tourism organisations. The primary responsibilities of scuba diving operators as a stakeholder, identified by Anuar *et al.* (2012:69) and Bornhorst *et al.* (2010:574), include:

- **Public and private sector relations.** These operators together with tourists should encourage all tourism-related establishments (i.e. public or privately owned) to assimilate a variety of products/services for all tourists to ensure both sectors benefit from the services offered by the scuba diving operators.
- **Infrastructure usage.** Dive operators should use the infrastructure responsibly and encourage the development thereof as far as possible. Development of accommodation, transport, telecommunication and marketing methods should all be supported by operators when considering the markets their service attracts (i.e. Ponta do Ouro attracting inbound tourists should encourage the development of local establishments to encourage residents to offer quality products/services to tourists).
- **Tourist attractions.** Operators in rural and developing destinations (such as Ponta do Ouro) are responsible for attracting tourists to not only participate in scuba diving activities but activities based on local culture, nature and architecture, by promoting other activities and offering support for further development of these activities. Operators in destinations similar to Ponta do Ouro are key to attracting tourists and encouraging involvement in other tourism activities to ensure fair and responsible tourist participation. Operators carry the responsibility of encouraging locals to also participate in tourism activities as domestic tourists, to ensure loyal support in tourism products from both domestic and foreign tourists that would eventually lead to repeat visits and increased participation in the activity.
- **Promotion.** Tourists becoming more complex in their needs require tourism establishments (such as operators in Ponta do Ouro) to develop and adapt services and products to satisfy the needs of this market. However, considering the sensitivity of rural resources, operators in this community would have to adopt more “environmentally-orientated and socially responsible” marketing practices to maintain tourist satisfaction levels in the future for a more demanding and segmented market.

- **Shaping sustainable tourism.** Through upholding physical heritage in destinations similar to Ponta do Ouro, strengthening the culture and social sustainability of residents, as well as providing long-term development and employment opportunities (particularly for residents), operators contribute to the sustainability of tourism and resources through fair practice and continuous development. Operators should encourage meaningful connections between tourists and local people.

Dive operators have the responsibility to work with other tourism operators to inform the tourist about the activities offered by other suppliers in the given tourism destination. Considering the responsibility and role diving operators have as stakeholders, their clients (i.e. scuba divers) have a significant role as a stakeholder too.

2.4.5 Scuba divers

Geldenhuys *et al.* (2014:95) state that scuba divers, in general, partake in this recreational activity to experience adventure, for social interaction, excitement, personal challenge, relaxation, escape and learning. Within the traditional consideration of stakeholders in tourism, scuba divers (whether recreational, professional or technical) are considered to adopt the role of tourists. Tourists as stakeholders are explained as the backbone of the tourism industry, through marketing tourism products by means of word-of-mouth recommendations, funding tourism practises through supporting the activities, and are “the keepers of the local environment” when encouraging local cultures to interact with them (i.e. the tourist), whilst respecting cultural barriers when travelling to new destinations (Geldenhuys *et al.*, 2014:95). According to studies by Lucrezi *et al.* (2017:394) and Ng, Chia, Ho and Ramachandran (2017:104), the role and responsibilities of scuba divers as stakeholders include:

- **Destination and diving etiquette.** Regulations and restrictions applicable to tourists at destinations should be made clear to these travellers before their arrival. It is, therefore, divers’ responsibility to study the destination (and dive sites) they plan on visiting prior to their trip. Operators are, however, also responsible for informing divers of any policies and practices which need to be respected. Divers are responsible for sticking to their limitations while diving (e.g. only diving according to one’s certification regulations) and respecting the local community’s culture and practices when visiting destinations.
- **Sustainability and conservation of the marine environment.** Scuba divers, as most marine tourists and eco-tourists, need to explore the underwater world and familiarise themselves with the environment and the unique aspects thereof. These divers have the responsibility to protect the marine environment by recognising Ponta do Ouro as a PPMR and avoid damaging the environment through irresponsible actions. Ponta do Ouro has

specific regulations and zone laws where tourists are prohibited from interaction with sensitive areas. Scuba divers as tourists are encouraged not to harm the environment and practice sustainable diving by working with diving instructors and operators during dives while being considerate towards sensitive areas.

- **Reef taxation.** Payable by visitors participating in a tourist activity involving marine reefs, this taxation is paid by the diver to the dive operator and collected by the governing body of the local PPMR to encourage education, research, ranger patrols and policy development in the destination. Divers in Ponta do Ouro are responsible for paying this tax to encourage sustainable funding for the location and natural resources used while diving.

As scuba divers play a role as a stakeholder in scuba diving as a marine tourism activity, it is noticeable how all the stakeholders work together to ensure the sustainability and growth of this industry. Scuba diving uses certifying agencies to offer divers the opportunity to learn more about the fine points of scuba diving. Through offering courses focusing on various aspects of diving during diving certifications, these divers become educated on all the considerations and practices of scuba diving as an activity. Without these agencies, it will not be possible for more divers to be certified, thus limiting the growth of this industry.

2.4.6 Certifying agencies

As previously mentioned, scuba diving may only be exercised by certified individuals (Graver, 2010:3). These individuals undergo intensive training to attain knowledge on the physics of scuba diving, the risks involved, the marine wildlife, as well as measures needed to preserve wildlife when diving (PADI, 2017b). The most renowned bodies accredited to certify divers include BSAC (British Sub-Aqua Club), CMAS (Confédération Mondiale des Activités Subaquatiques), PADI (Professional Association of Diving Instructors), NAUI (National Association of Underwater Instructors), SSI (Scuba Schools International), and SDI (Scuba Diving International) (Hammerton, 2017:210).

Certification agencies like the ones mentioned above, act as a stakeholder in this industry through (Hammerton, 2017:211; Hampton & Jeyacheya, 2014:2; Kesling, 2011:74; Paulsen & Trevor, 2017:2; Roche *et al.*, 2016:108):

- **Certifying prospective scuba divers.** The basic scuba certification course, commonly called Open Water Diver, is divided into three sections: academics, confined water and open water. The academic portion develops the knowledge base necessary to understand the principles behind diving rules and procedures. Divers practice dive procedures and learn to use the equipment in the confined water section, usually consisting of several instructor-led

sessions in a pool. The open-water section consists of four or more supervised dives, during which divers demonstrate their mastery of scuba skills in an actual dive setting to obtain their diving certification. It is therefore important that these agencies have competent instructors and offer safety-driven courses to scuba divers.

- **Proving consistent competency.** It is important to consider that recreational scuba certifications do not have to be renewed periodically. However, many dive operators do require proof that the diver has been diving within the past six months or a year. This proof is usually a logbook showing completed dives within the required time frame. Kesling (2011:74) adds by explaining, “should the diver lack such documentation; the operator may require a checkout dive with a scuba instructor to verify that the diver’s skills are sufficiently current to dive safely with or without supervision.” As mentioned before certification cards are required to rent scuba tanks or have tanks filled, and when renting gear or booking space on a dive boat. Therefore, it is crucial that certification agencies keep an updated database on their divers, to ensure that these divers prove consistent competency, and do not carry any danger to other divers or the marine environment.

Table 2.1 explains the levels of certifications for scuba diving recognised globally, as well as the limitations these certifications offer to the individuals who carry them (this table is limited to the renowned bodies mentioned above).

Table 2.1: Levels of scuba diving certifications

Dive agency		Diving qualification				
BSAC		Ocean diver 20m	Sports diver 20m (35m after progress dives)	Dive leader 50m	Advanced diver 50m	1st class diver
CMAS		1 Star 20m	2 Star 40m	2 Star 40m	3 Star 56m	4 Star
NAUI	Scuba diver 18m	Advanced scuba diver 40m	Scuba rescue diver/master scuba diver	Dive master		
PADI	Open water diver 18m (12m if under 12 years old)	Advanced open water diver 30m	Rescue diver	Dive master 40m (with deep diver speciality) 30m (without deep diver speciality)		

SDI	Open water diver 20m	Advanced diver		Rescue diver	Dive master
SSI	Open water diver 18m	Advanced adventurer diver 30m	Dive guide	Dive guide with the science of diving = dive master	

Source: Adapted from Gill, Schuhmann and Oxenford (2015:49) and Hammerton (2017:211)

Based on Table 2.1, it is noticeable that the primary certifications range from open water, advanced open water, rescue diver and dive master.

Certification agencies as stakeholders correspond with a variety of other stakeholders to ensure the sustainable development of this industry. Each agency mentioned previously is urged to encourage divers to practise safe diving to the best of their ability. Production houses/enterprises are thereby influenced by these agencies to develop gear/equipment to ensure the safety and comfortability of scuba divers. Considering the influence these two role players have on each other, it is sensible to consider production enterprises as a stakeholder in this industry.

2.4.7 Production enterprises

Production enterprises in scuba diving refer to companies that manufacture and sell scuba gear. Manufacturers are defined by Dennis, Cheong and Sun (2017:555) as “any entity legally responsible for designing and manufacturing/producing products with the idea to commercialise it in a market under a trademark, or any suitable personalised/original name”. According to Sport Diver (2016), the most popular brands of scuba diving gear include (in alphabetical order): Atomic Aquatics, Body Glove, Cressi, Fourth Element, Genesis, Hollis, Oceanic, Scubapro, Seac and Shearwood. The responsibilities of these production enterprises as a stakeholder are discussed below (Musa & Dimmock, 2013:59).

- **Reliable and safe gear.** Reliable and affordable scuba gear should be made available to scuba divers which complements their competency and level of expertise. Transparent promotion of brands should be made to scuba divers, to ensure they receive fair and durable equipment upon purchase of these items. Instructors are often aware of the most suitable products for divers, and should, therefore, ethically recommend the most appropriate products to ensure the absolute safety and comfort of divers.
- **Upgrades and maintenance.** Manufacturers are responsible for producing durable and quality products, as well as offering support to consumers by means of continuously offering services to maintain their gear. Due to the costliness of some scuba gear brands, these

producers carry the responsibility to ensure durability and prevent depreciation as far as possible. Ultimately, if some brands are more expensive than others, the quality of these items should also increase along with the price to avoid exploiting divers who participate in this activity.

Considering the growth of scuba gear as noted in Section 2.2.2 (the history and development of scuba diving as a recreational activity), it is evident that the competitiveness of brands will amount to more manufactured items. However it is still important to ensure these items are safe, reliable, affordable and obtainable. Various industries contribute to the success of this very industry and are often closely related to one another. These receptive industries include food and beverage, hospitality, entertainment and tourism.

2.4.8 Receptive agencies

Receptive agencies, identified above, are noted by Al-Badi, Tarhini and Sawaei (2017:87) as independent industries (e.g. accommodation, entertainment, hospitality, transport), able to collaborate with other industries with similar qualities, to attract (more often) inbound tourists. According to Apps, Lloyd and Dimmock (2015:205), Chung, Lee, Lee and Koo (2015:131) and McCabe (2016:4), receptive agencies as stakeholders share the following functions and responsibilities:

- **Offer affordable packages.** Considering the supply of tourism offerings from a destination such as Ponta do Ouro which relies on tourism, agencies should offer packages that would be attractive to various kinds of people when considering their interests, income levels, travel motives, stay duration, and perhaps unique characteristics. When customised packages are promoted to the market, the demand may increase as individuals' needs are fulfilled.
- **Competency from corresponding businesses.** As receptive agencies majorly encourage transactions between businesses (B2B), it eliminated the tourist from being actively involved and informed about the organisations used when travelling. With this in mind, it is important to ensure that the responsibility of selecting competent operators and tourism product and service suppliers is maintained by the receptive agencies, to ensure the satisfaction and safety of the tourist ultimately.
- **Transparency in collaboration.** With the vast number of operators in Ponta do Ouro, receptive agencies would have to ensure that fair trade is encouraged when selecting tourism suppliers. Continually using the same operator or supplier might put other tourism practitioners at a disadvantage, which signifies the necessity of promoting fair competition amongst suppliers in a destination as sensitive as Ponta do Ouro.

- **Promoting secondary tourism aspects.** With consideration to the primary aspects of tourism serving as the 'core' of the tourism industry, receptive agencies have to consider that they should represent the secondary aspects too. Receptive agencies should support these secondary aspects (i.e. legislation, marketing and information, training and education) by means of ensuring these aspects are still developed and sustained after tourist interaction. These aspects should also be promoted to support the growth of the destination.

Considering the number of stakeholders all contributing to the success of tourism in a destination, the different individuals in tourism play a significant role when joining forces. More agencies are involved in promoting and sustaining tourism. These agencies are either conflicting or parallel agents of tourism in a significant destination.

2.4.9 Alternative conflicting and parallel industries

Alternative conflicting industries refer to any industry or activity that would contradict the development or sustainable growth of tourism in a destination. De Brauwer *et al.* (2017:92) identify conflicting industries of scuba diving as professional or recreational fishing, and often ocean safaris. Parallel industries toward scuba diving tourism suggest industries that do not oppose the practise of scuba diving, such as hiking, surfing, snorkelling, or any beach based recreational activity. Conflicting and parallel agencies share the following responsibilities as stakeholders (Roche *et al.*, 2016:109; McDonald, Mangin, Thomas & Costello, 2016:106):

- **Minimising the impact of conflicting industries.** Conflicting industries are known as opposing industries because they have a negative impact on the current industry. In the event that fishing, or another interruptive activity takes place at a dive location, it will inevitably stagnate the popularity of the marine life at that location. A balance between the industries would need to be found, as both of them would offer benefits to the destination and would influence profitability when terminated. These conflicting industries have to find a way to negotiate activity to remain relevant and resourceful.
- **Sustainability promotion amongst parallel agencies.** Parallel agencies are known for their responsible nature and should always promote the sustainability of the destination by means of ensuring their practises are reliable and sustainable. Known for being able to collaborate, these industries and activities need to ensure that they carry the entire destination's best interest at heart to continuously function as a destination of coherence and sustainability.

Tourism consists of a variety of shared activities and industries; therefore, it is evident that collaboration between these industries is ultimately the key to coherence and prosperity for the

tourism destination. Stakeholders share the same trait when considering the collaboration between these stakeholders is what fundamentally leads to the successful offering of a tourism activity such as scuba diving in Ponta do Ouro. Event organisers are amongst the entities that need to collaborate to ensure entertaining and memorable experiences to tourists.

2.4.10 Event organisers

Events as an individual industry comprise its stakeholders who all promote conjunction and growth (Todd, Leask & Ensor, 2017:494). From these stakeholders, event organisers are the individuals responsible for creating the event, marketing the event, sustaining it, and offering satisfactory experiences to the consumers/attendees of the event (Todd *et al.*, 2017:494). Scuba diving events can include dive shows and exhibitions, dive seminars and conferences, music events and festivals aimed primarily at divers (e.g. STRAB [The Subterranean Rhythm & Blues] held in Ponta Malongane, Mozambique), workshops and training courses, and competitions. These events can be held either locally or internationally. With regards to event organisers as a stakeholder in scuba diving tourism, they have the following responsibilities (Ezeuduji, 2015:215; Frost & Laing, 2015:1302):

- **Destination image enhancement.** Ponta do Ouro is not known primarily for events that attract masses of tourists, although it has the potential to offer this service. Event organisers carry the responsibility to create events that promote the destination's image and does not discourage tourists from visiting the destination when the event takes place. Events in Ponta do Ouro may not be the primary reason for tourists' visit, but should encourage the situated market to participate, or a newly established market to attend the event and support surrounding tourism activities.
- **Offer sustainability.** Regardless of the motive of the event (i.e. either economic benefit, social enhancement, or environmental preservation), event organisers should ensure the event is sustainable and not harmful toward the environment in which it is held. Community involvement should be encouraged, by either skills development, economic contributions, or any other worthwhile contribution toward enhancing the lifestyle of locals.
- **Local commercial support.** Event organisers should refrain from using imported goods, and instead use local resources when developing their event to benefit the local community to the best of their ability. Local resources such as labour, produce, and information should be utilised responsibly to support the local community and their development.

Event organisers as individuals are advantageous to destinations such as Ponta do Ouro due to the extended product offering of this industry. As many individuals play significant roles as

stakeholders in scuba diving tourism, scientists are also noted as very influential towards the sustainable development of destinations.

2.4.11 Scientists

A scientist refers to a person who uses a precise method to inspect a phenomenon to gain clarity about it (Veal, 2017). Scientists relevant to scuba diving tourism will primarily include social and environmental scientists (i.e. marine biologists). Hoarau and Kline (2014:45), Lucrezi *et al.* (2017:392) and Michailidou, Vlachokostas and Moussiopoulos (2016:2) offer the following responsibilities and functions of scientists as stakeholders in scuba diving tourism:

- **Conducting and disclosing relevant research.** Scientists, when researching certain aspects, should always carry consideration for the research topic to ensure the research conducted benefits the receiver of the research. With that being said, should Ponta do Ouro be involved in a research study (such as the present research study), the researcher should offer comprehensible results to the destination to ensure the destination and significant managers can use the research to evolve their offerings.
- **Conclusive suggestions.** As researchers enlighten relevant individuals on their studies and findings, researchers should ultimately offer suggestions on improvements to these individuals, to ensure their expertise as researchers are considered when developing or adapting new products. Due to Ponta do Ouro's limited resources, it may be difficult for these tourism practitioners to conduct comprehensive environmental or market research, and should they, therefore, be assisted by specialists as far as possible to improve the destination as a whole. Hazards or any risks identified by scientists during research should be disclosed to the appropriate destination managers to ensure problems are dealt with, and sustainability is encouraged.
- **Encourage continuous research.** Scientists understand the necessity of continuous research, which might be a factor overlooked by independent tourism practitioners. Researchers should encourage destination managers or dive operators to conduct research as often as needed to ensure consistent development and growth in their destination, tourism offering, or other trends.

Scientists in tourism aim to research to ensure this developing industry is informed and involved with the potential growth. It is noticeable that either all the stakeholders above are linked to each other directly or indirectly, sharing influences significant to the growth and development of scuba diving tourism in, specifically, Ponta do Ouro.

2.4.12 Organisations

Organisations within the scuba diving industry may refer to profit, non-profit or not-for-profit organisations. These organisations aim to improve scuba diving as a recreational activity. These improvements may include but are not limited to, promoting safe or responsible diving practices, encouraging conservation amongst divers, or offering support to certifying agencies with regards to sufficient training. Divers Alert Network (DAN), a not-for-profit organisation, for example, has independent regional organisations in North America, Europe, Japan, Asia-Pacific and Southern Africa. This organisation promotes the health and safety of scuba divers and diving practices.

Organisations similar to those mentioned above have the following responsibilities as a stakeholder in this industry according to Buzzacott (2017:8) and Cialoni, Pieri, Balestra and Marroni (2017:7):

- **Continuous promotion of health and safety.** DAN, for example, is supported by diving agencies by means of these agencies encouraging their divers (regardless of certification level) to practice safe diving. DAN should therefore continuously report on various health and safety risks, to ensure dive instructors, masters and scuba divers are aware of various dive risks, and how to avoid/mitigate these risks.
- **Advocating medical assistance.** DAN offers a 24/7 telephonic helpline in the various regions identified above. This helpline aids with either emergencies or general queries. Although instructor divers are required to complete their rescue diving course, DAN still carries the responsibility of encouraging and supporting scuba divers to receive medical assistance by means of telephonic communication or assistant instructors.
- **Encouraging sustainability.** The susceptible environment in which scuba diving takes place mainly depends on the conservation efforts of divers. Although certification agencies encourage divers to educate themselves on the marine environment and encourage responsible diving, organisations are established to offer additional assistance where it may be needed (i.e. either to certification agencies, or directly to destinations) to encourage the sustainability of marine life at dive sites.

Organisations are important to other stakeholders through offering support pertaining to environmental issues, legislations or training and education. Although organisations typically may refer to governmental or non-governmental organisations, in this case, organisations are non-governmental due to the private funding received. Although the PPF to some extent influences activities occurring in the PPMR, this non-governmental organisation is a prime example of a non-

profit organisation which advocates for the creation and sustainability of projects within (transfrontier) conservation areas while collaborating with governmental authorities.

After emphasising the relationship between stakeholders in scuba diving tourism, it is noteworthy that with the collaboration of these stakeholders scuba diving tourism has the potential to grow even more than it already has. Upon discussing the value of scuba diving as a tourism activity from a global perspective, it will be possible to assess how a destination such as Ponta do Ouro would be able to compete with other international destinations (Webster & Ivanov, 2014:138).

2.5 A global perspective on scuba diving

Millions of people scuba dive annually, whether for an introductory dive, a certification, or because they already have their diving licence (Lucrezi *et al.*, 2017:385). Although impossible to assess accurately, as mentioned before according to DEMA (2013:1), approximately 6 million active divers participate in this activity. Recreational diving has developed to the extent that there are many diver certifying organisations and thousands of professional diving educators around the world. According to US researchers Ong and Musa (2011:780), scuba diving is a multibillion-dollar industry, and one of the world's fastest-growing recreational activities. PADI has revealed (as cited by Musa *et al.*, 2011:1) that the global number of certified divers in 2008 was 17.8 million, compared with 2.5 million in 1988. In a report released by PADI (2017a:2), since 1967 PADI has issued over 25 million diver certifications globally. PADI (2017a:2) also states that by 2017 they had issued diver certifications in over 200 countries and territories around the world. It is important to note that although more than 900 000 certifications are issued annually (PADI, 2017a:2) it is precarious to assume that all of these certifications are 'new' divers as opposed to divers either advancing their current certifications, or the reissue of certifications to inactive divers who have now continued with the activity.

James (2017) suggests that the top ten diving destinations in 2017 (see Figure 2.5) are the very best diving locations available around the world as voted by over 47 547 scuba divers globally. These destinations include (from top voted destinations) Indonesia, Papua New Guinea, the Philippines, Mexico, the Maldives, Australia, the Red Sea, Thailand, the Bahamas and Palau.

TOP 10 DIVE DESTINATIONS

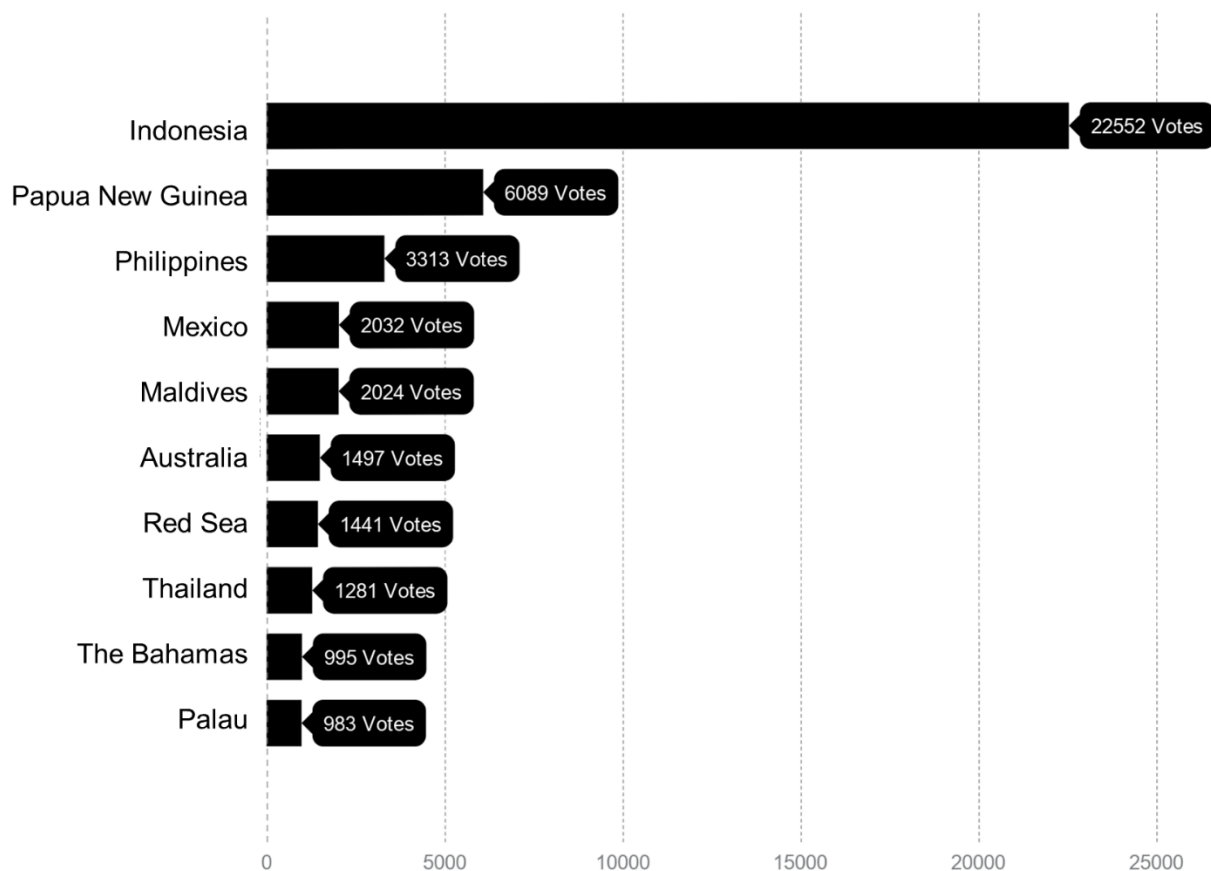


Figure 2.5: Top ten diving destinations in 2017

Source: Adapted from James (2017)

Based on Figure 2.5, Indonesia may be the best diving destination in the world, due to this location having the second longest coastline in the world with more than 17,000 islands, and 85% of all the world's coral species can be found in these waters (Lew, 2016:139).

Figures 2.6, 2.7 and 2.8 illustrate the modelled total USD (US dollar) value of reef scuba diving tourism on a global scale. Ocean Wealth (2017) suggests that the estimated monetary value of scuba diving tourism is 19.46 billion USD annually, which results in 54% of the income derived (from the annual estimated 35.780 billion USD generated from reef tourism). The remaining 46% includes adjacent reef tourism, such as beaches, calm seas, views and seafood. The highest value reefs (top 10%) generate more than 908 000 USD per km² per year. Of the 249 423 km² total reef area, 73 532 km² (29%) of the estimated reefs are used for tourism. (The map legend given in Figures 2.6, 2.7 and 2.8 can be used to evaluate the values of underlying regions).

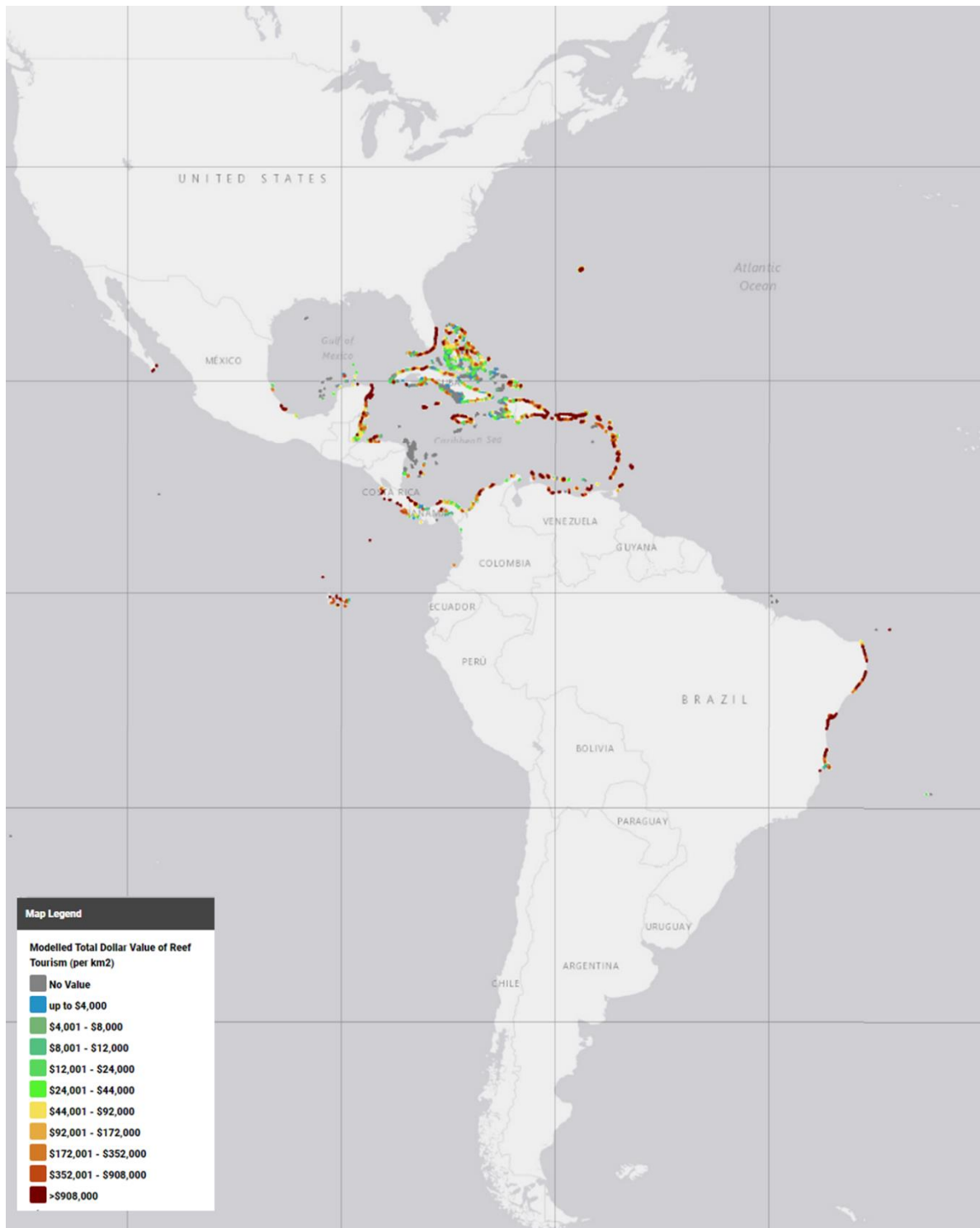


Figure 2.6: Modelled total global value of reef scuba diving tourism (Atlantic Ocean)

Source: Adapted from Ocean Wealth (2017)

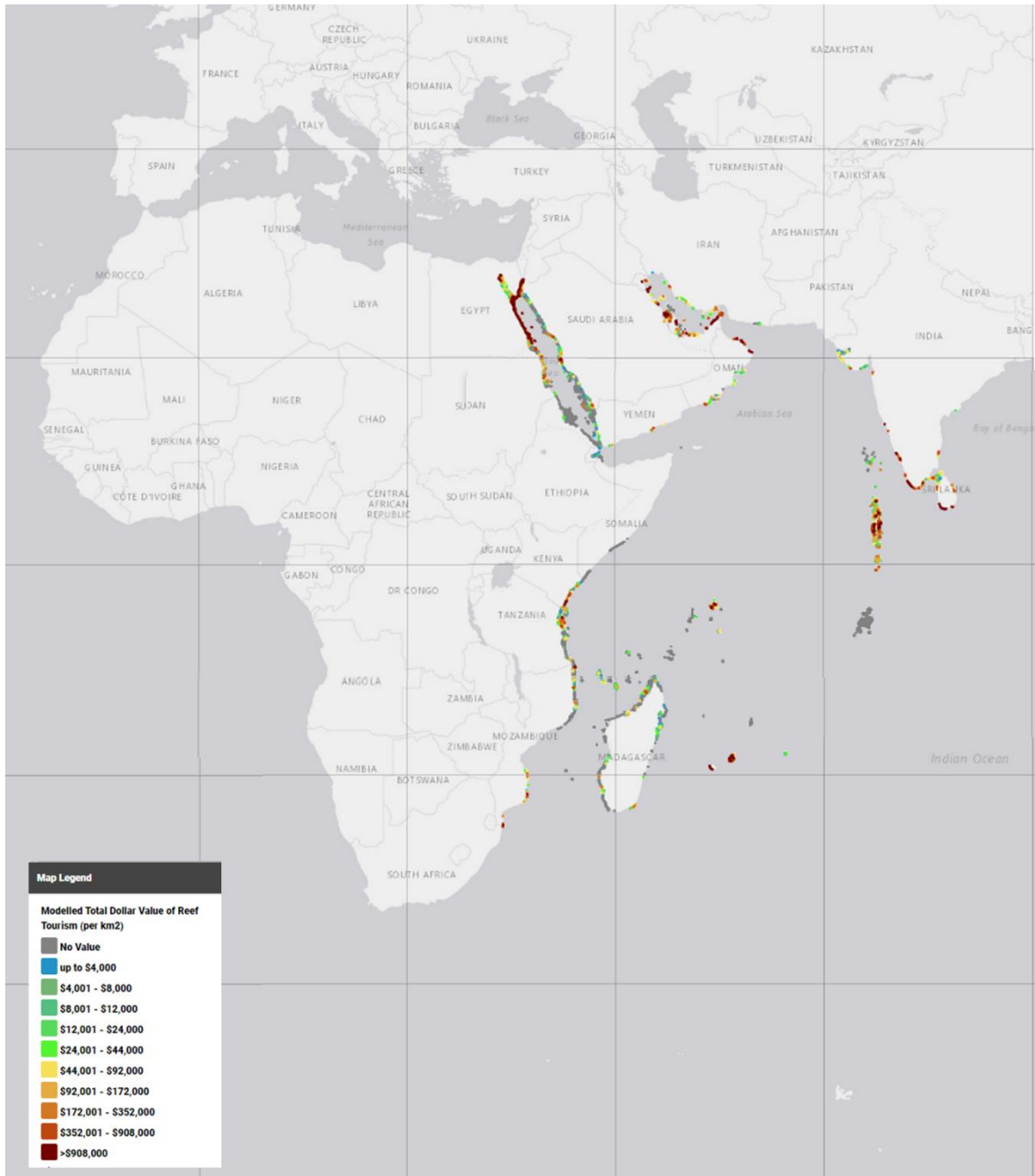


Figure 2.7: Modelled total global value of reef scuba diving tourism (Indian Ocean)

Source: Adapted from Ocean Wealth (2017)

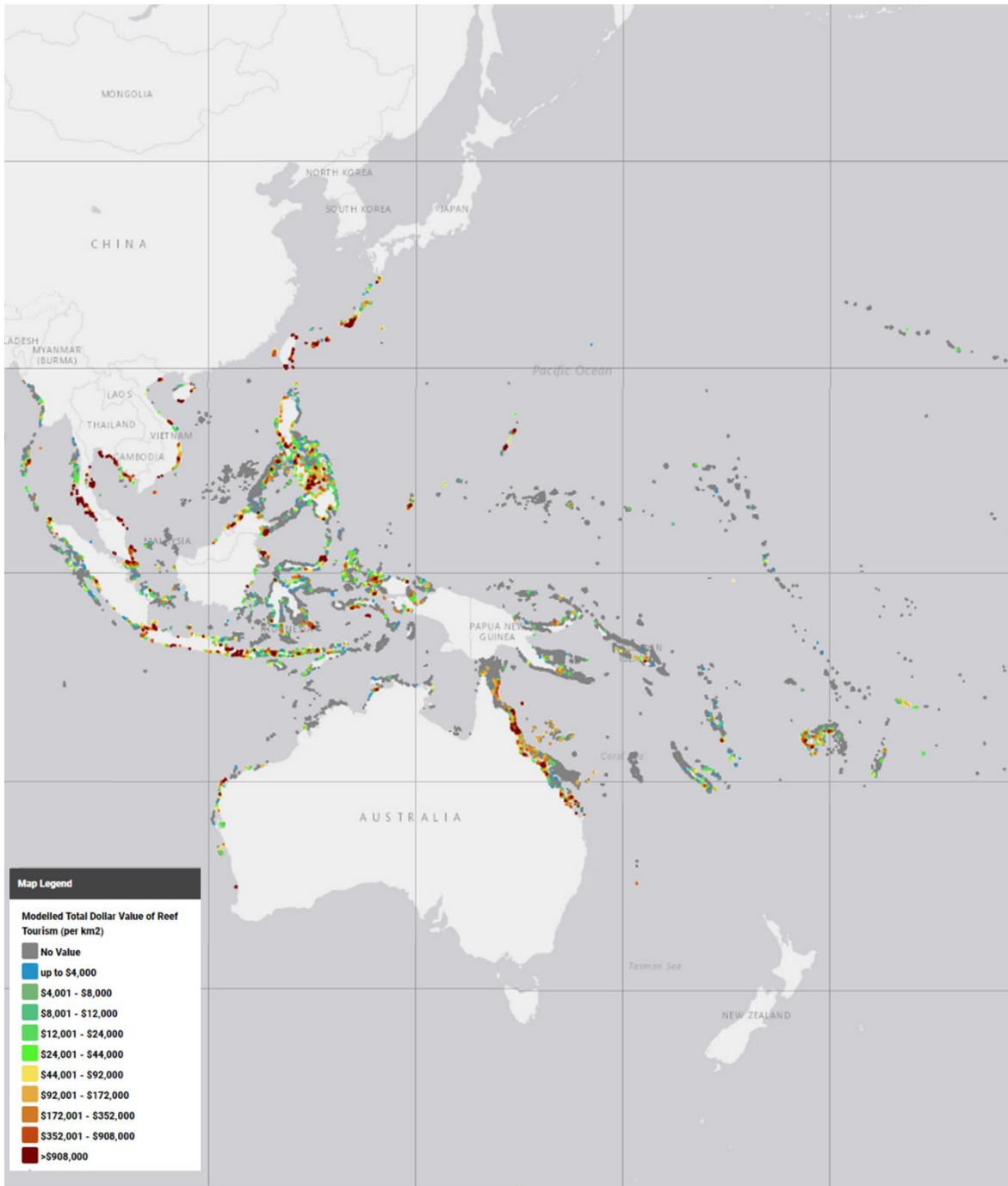


Figure 2.8: Modelled total global value of reef scuba diving tourism (Pacific Ocean)

Source: Adapted from Ocean Wealth (2017)

Considering the modelled global value of reef scuba diving tourism, it is evident that scuba diving has a significant global value. Although the monetary value of scuba diving has been estimated, it is important to consider research studies that have focused on recreational scuba diving and relevant aspects. Table 2.2 offers the most recent research themes on scuba diving, which in summary focused on what the most attractive qualities of scuba diving locations commonly are, the possibility of scuba diving having therapeutic qualities, how to better control coral reefs

exposed to diving activity, and the importance of education on environmental awareness for divers. Other findings conclude that not all destinations can adopt the same management strategies and should consider the biophysical, socio-cultural and managerial settings of the destination. Too many divers in one launch influence the experience for other divers (in terms of visibility when diving in large groups).

Further studies showed that tourism growth should be in harmonious balance with the maintenance of coral reefs, and divers need more education on climate change and their influence on shark behaviour. Studies also recommend that the local community as a stakeholder should not be overlooked, and that operators (especially in Ponta do Ouro) plan their operations with the focus on environmental education and social responsibility. The majority of operators in Ponta do Ouro do not promote sustainable resource use at the dive centre due to the lack of government incentives and the absence of rebate systems. A study by Queiroz Neto *et al.* (2017) was the closest to this research topic. It explored the attributes most considered by scuba divers when selecting a diving destination, and suggested that “professional operations, variety and abundance of marine life, quality and environmental conditions of the dive sites, environmental commitment of the dive operator and friendly staff/casual atmosphere” are all attributes most important for competing diving destinations. Considering the main findings of previous research, it is evident that the focus is primarily on the conservation of dive sites and the education of divers regarding the environment. The management strategies of operators in Ponta do Ouro need to be customised to the destination, instead of following a default operational model. It is noteworthy that scuba diving has global significance given the extensive research already done on this topic.

Table 2.2: An overview of themes discussed in recent scuba diving research

Author(s)	Study	Main findings
Hasler and Ott (2008)	Diving down the reefs? Intensive diving tourism threatens the reefs of the northern red sea	This study compared popular dive sites to dive sites with little or no diving. The main findings recommended that ecologically sustainable dive plans for individual sites should be introduced, and environmental education should be reinforced in both dive guides, and recreational divers to ensure further deterioration does not occur.
Musa and Dimmock (2012)	Scuba diving tourism: an introduction to the special issue	Musa and Dimmock (2012) found that in the seven decades since Cousteau and Gagnan modified the self-contained diving equipment, which transformed all underwater experiences, scuba diving has grown rapidly in popularity from a sport being played by “hardy adventurers”, to being recreational holiday activities or leisure pastime in tropical, subtropical, and temperate locations.
Straughan (2012)	Touched by water: the body in scuba diving	Straughan (2012) examined how “touch” works as a physical sensation experienced through material engagement with the aquatic world for both physical and metaphorical effect. Straughan (2012) found that scuba diving has meditative characteristics, and the aquatic world serves as a therapeutic landscape for most divers.
Hunt, Harvey, Miller, Johnson and Phongsuwan (2013)	The green fins approach for monitoring and promoting environmentally sustainable scuba diving operations in South East Asia	This study identified that coral reefs, and other coastal habitats, are threatened by a variety of direct and indirect impacts caused by irresponsible snorkelling and scuba diving practices, however, Hunt <i>et al.</i> (2013) found that the implementation of the Green Fins approach promotes environmental responsibility and may significantly reduce the impact of the diving industry of the marine environment.
Ku and Chen (2013)	A conceptual process-based reference model for collaboratively managing recreational scuba diving in Kenting National Park	The purpose of this study was to describe a management process to control scuba diving on coral reefs better. Ku and Chen (2013) found that the divers, dive centres, the park office, the nuclear power plant bodies, the park police and the coastal guards, all play a vital role in the sustainable implementation of this model.
Abidin and Mohamed (2014)	A review of scuba diving impacts and implication for coral reefs conservation and tourism management	The purpose of this study was to explore the factors that contributed to the scuba diving impact on coral and fish communities and found that mitigation strategies are the best solution to ensure no long-term problems persist.
Andy, Lee and Tzeng (2014)	Characteristics of professional scuba dive guides	Andy <i>et al.</i> (2014) studied the satisfaction and safety issues of scuba diving due to the industry rapidly growing. Results indicated that professional dive guides need to continuously improve their skills especially in leading dives and managing problems for the sustainability of the scuba diving industry.

Lamb, True, Piromvaragorn and Willis (2014)	Scuba diving damage and intensity of tourist activities increases coral disease prevalence	Lamb <i>et al.</i> (2014) found that identifying the several indicators of coral health increase the understanding of impacts associated with rapid tourism development amongst managers. Lamb <i>et al.</i> (2014) also established that identifying practical management strategies, such as spatial management of multiple reef-based activities, is necessary to balance the growth of tourism and maintenance of coral reefs.
Rangel, Pita, Gonçalves, Oliviera, Costa and Erzini (2014)	Developing self-guided scuba dive routes in the Algarve (Portugal) and analysing visitors' perceptions	Rangel <i>et al.</i> (2014) studied the perceptions of a self-guided scuba diving route in Algarve (South of Portugal) and found that the educated divers carefully considered the diving operators and managers they had previously used, to increase their environmental education and awareness as divers on this route.
Smith, Scarpaci, Scarr and Otway (2014)	Scuba diving tourism with critically endangered grey nurse sharks (<i>Carcharias taurus</i>) off eastern Australia: tourist demographics, shark behaviour and diver compliance	Smith <i>et al.</i> (2014) found that the satisfactory willingness of divers complying with guidelines might have been attributable to the ease of establishing diver-shark interactions, stakeholder involvement in management processes and diver perceptions of sharks. Smith <i>et al.</i> (2014) recommend the sampling of the group and individual shark behaviour should be done to further enhance the understanding of the beneficial and adverse impacts of this marine wildlife tourism sector, especially in the case of scuba diving.
Wongthong and Harvey (2014)	Integrated coastal management and sustainable tourism: a case study of the reef-based scuba dive industry from Thailand	Wongthong and Harvey (2014) found that the dominance of dive tourism over other land-based and marine-based sectors made the implementation of integrated coastal management and sustainable tourism development in Koh Tao, Thailand, nearly impossible. It was also found that internationally accepted management frameworks are not always transferable and that each locale must select or adopt appropriate strategies for its own needs considering the biophysical, socio-cultural and managerial settings of the destination.
Dimmock and Musa (2015)	Scuba diving tourism system: a framework for collaborative management and sustainability	Dimmock and Musa (2015) found that the local community is often overlooked as a key stakeholder in scuba diving tourism. It was also noted that the need for adaptive management and leadership, encourages future orientated thinking, by considering the concerns and perspectives of the stakeholders, to ensure the sustainability of marine resources and experiences.
Gallagher, Vianna, Papastamatiou, Macdonald, Guttridge and Hammerschlag (2015)	Biological effects, conservation potential, and research priorities of shark diving tourism	The purpose of this study was to evaluate the potential effects of dive tourism on shark behaviour. Gallagher <i>et al.</i> (2015) found that under the right conditions and if done in a precautionary, responsible manner, shark diving can provide a conservation benefit (i.e. saving of protective measures, raising awareness, instilling a conservation ethic) for a handful of species.
Giglio, Luiz and Schiavetti (2015)	Marine life preferences and perceptions among recreational divers in Brazilian coral reefs	This study aimed to understand scuba divers' preferences and perceptions of environmental attributes to inform dive tourism managers. Results indicated that marine life preferences change according to dive experience, and preferences of divers should include adhering to limitations regarding carrying capacity, zoning, and visiting.

Tapsuwan and Rongrongmuang (2015)	Climate change perception of the dive tourism industry in Koh Tao island, Thailand	Results revealed misconceptions regarding climate change causes and the temporal and spatial scales of climate change impacts in Koh Tao island, Thailand. The key policy recommendation was to first focus on engaging the divers in a participative education and communication program to remove misconceptions about climate change that hinders divers' adaptive capacity.
Toyoshima and Nadaoka (2015)	Importance of environmental briefing and buoyancy control on reducing negative impacts of scuba diving on coral reefs	Toyoshima and Nadaoka (2015) found that the contact frequency of the divers with the coral reefs decreased significantly after they listened to an environmental briefing among the divers who could maintain neutral buoyancy, but not in the divers who could not. This study suggests that buoyancy control training for divers may also be important for coral reef conservation (in addition to environmental education).
Zhang, Qiu and Chung (2015)	Assessing perceived crowding of diving sites in Hong Kong	This study researched the acceptability of some divers during dives in Hong Kong. Zhang <i>et al.</i> (2015) found that the accepted number of divers in a dive before any visibility was influenced, is 7-8 divers.
Bentz, Lopes, Calado and Dearden (2016)	Sustaining marine wildlife tourism through linking limits of acceptable change and zoning in the wildlife tourism model	Bentz <i>et al.</i> (2016) found that the Wildlife Tourism Model used to assess sustainability relates to the Limits of Acceptable Change and indicates that stakeholders perceive zoning as a Limit of Acceptable Change.
Terrón-Sigler, Leon-Muez, Penalver-Duque and Torre (2016)	The effects of scuba diving on the endemic Mediterranean coral <i>Astroides calycularis</i>	Terrón-Sigler <i>et al.</i> (2016) found that the researched coral species, <i>Astroides calycularis</i> (orange coral), is affected by characteristics of dives, diver experience, environmental perception, and the previously attained knowledge of divers. It was concluded that necessary diver education programmes must teach the environmental value and the fragility of different species.
Hammerton (2017)	Determining the variables that influence scuba diving impacts in eastern Australian marine parks	Hammerton (2017) stated that for the marine tourism industry to maintain or expand current levels of recreational diving practices, the ecologically sustainable management of dive sites is required. This study showed that while a diver's long-term and recent dive experience can play a role, awareness of marine park regulations and unidentified differences in prior training (related to the dive location) are also critical, suggesting that education and training may provide viable alternatives to limiting diver access at sensitive dive locations.
Du Plessis and Saayman (2017)	What makes scuba diving operations successful: the case of Portofino, Italy	This study focused on identifying the critical success factors to manage dive operations on the coastline of Portofino, Italy, a famous dive destination (and a part of Green Bubbles). These factors were identified as; adopting a unique customer relations approach, an emphasis on safety, and providing a signature product.

Queiroz Neto <i>et al.</i> (2017)	Rethinking competitiveness: important attributes for a successful scuba diving destination	This study aimed to determine the most important attributes of a competitive scuba diving destination for a scuba diver's perspective and found that the most important destination competitiveness attributes were related to diving operations and diving conditions. These attributes included professional operations, variety and abundance of marine life, quality and environmental conditions of the dive sites, the environmental commitment of the dive operator and friendly staff/casual atmosphere. The study suggested that the least important attributes were the opportunity to dive in a cave, popularity/fame as a diving destination, adventure activities, including the opportunity to dive on an artificial reef and entertainment activities and facilities. This study took place in both Australia (Gold Coast and Cairns) and Thailand (Phuket and Koh Tao).
Buzzacott, Schiller, Crain and Denoble (2018)	Epidemiology of morbidity and mortality in US and Canadian recreational scuba diving	Buzzacott <i>et al.</i> (2018) investigated morbidity and mortality suffered by scuba divers in the United States of America and Canada. Results indicated that considering the environment scuba diving takes places in, 1.8 deaths occur per million recreational dives.
De Brauwer and Burton (2018)	Known unknowns: conservation and research priorities for soft sediment fauna that supports a valuable scuba diving industry	The differences between scuba divers' interests were examined during this study, and it was found that diver interests were most influenced by gender, age, and dive experience. Species located at the site were also studied and results indicated that few research had been conducted on these species in past years, which lead to the recommendation that more research should be done on the wildlife that drives scuba diving tourism.
Flores-de la Hoya, Godínez-Domínguez and González-Sansón (2018)	Rapid assessment of coastal underwater spots for their use as recreational scuba diving sites	The physical, biological, and environmental state of several sites in Bahía de Navidad were assessed to determine the potential for tourism use. Results showed the presence of high ecosystem resilience, and low disturbance after a natural disaster took place. It was found that this destination shows promise as a dive destination due to the natural environment's attributes.
Lucrezi, Egi, Pieri, Burman, Ozyigit, Cialoni, Thomas, Marroni and Saayman (2018a)	Safety priorities and underestimations in recreational scuba diving operations: a European study supporting the implementation of new risk management programmes	The purpose of this study conducted by Lucrezi <i>et al.</i> (2018a) was to inform and enhance safety and risk management programmes within the scuba diving tourism industry. Results suggested that the buddy system is often underestimated as a safety procedure and should be reinforced continuously. Further results indicated that dive centres have limited involvement in safety campaigning, and it was recommended that both dive centres and scuba divers adhere to safety regulations more intensely.
Lucrezi, Milanese, Sarà, Saayman and Cerrano (2018b)	Profiling scuba divers to assess their potential for the management of temperate marine protected areas: a conceptual model	Lucrezi <i>et al.</i> (2018b) aimed to determine the types of diving management actions needed at a dive destination in Italy (Portofino). A further purpose of this study also included understanding how scuba divers who visit the destination may be utilised for the management of the dive destination. Results concluded that scuba divers' experience and knowledge is invaluable to the management of the MPA and surrounding dive destinations.
Palau-Saumell, Forgas-Coll, Sánchez-García and Prats (2018)	Motivation and attachment to a diving destination: the case of Medes islands (Catalonia, Spain)	Palau-Saumell <i>et al.</i> (2018) aimed to determine the relationship between motivations, place attachment, and behavioural intentions. Results suggested that personal escape and personal seeking were the main motivations for divers to visit Catalonia, Spain as a dive destination.

		These factors influence place dependence and place identity. It was concluded that place dependence influenced behavioural intentions more than place identity.
Skoufas, Tsirika and Michel (2018)	Marine animals' ethology as a new product in the recreational scuba diving market	This study examined whether marine life behaviour can contribute to the development of scuba diving tourism. Three species were identified that attracted the most scuba divers. However briefing divers was a key recommendation on using marine life behaviour to attract more divers.
Wijaya, Putra, Hidayat, Levraeni, Rizmaadi and Ambariyanto (2018)	Suitability analysis for scuba diving to develop marine tourism at Saebus Island, East Java, Indonesia	The purpose of this study was to determine the aptness of the coral ecosystem found on Saebus Island, East Java to introduce scuba diving. Four main areas were identified that carry high probability (83%-85%) of becoming dive sites. Results further indicated that due to the locations identified for diving purposes, this destination carries the potential to sustain marine tourism.

Source: Researcher's compilation based on existing literature

Upon considering the global perspective of scuba diving, as well as the previous research done on the topic at a global scale, it is also necessary to assess the southern African value of scuba diving as a tourism activity. Firstly, to understand the characteristics of diving tourism in a country dependent on tourism (both South Africa and Mozambique), and secondly to understand the competitive factors of the destinations mentioned above.

2.6 A South African perspective on scuba diving

Geldenhuys *et al.* (2014:91) explain that scuba diving is growing significantly in South Africa. The market for scuba diving across South Africa is expanding while competition is also growing. As Sodwana Bay is not the only dive site in South Africa, but in fact the most popular one, it is in competition with other well-known sites, such as Cape Town, Gansbaai, Mossel Bay and Umkomaas/Aliwal Shoal in Durban, with the largest concentration of operators in KwaZulu-Natal (Dive Advisor, 2013). PADI (2017b) suggests that dive experiences in South Africa range from big sharks to masses of tiny sardines. Tropical reefs in the northeast and temperate rocky reefs in the west add to the diversity of this destination, which also includes diving in colder water, strong currents and launching from the surf (PADI, 2017b).

Scuba divers in South Africa mainly scuba dive in specific sites for the purpose of overcoming fear, the feeling of success afterwards, to photograph marine life, because the location is considered a “world class diving spot,” to learn about marine life, to acquire new skills, and to explore new destinations (Geldenhuys *et al.*, 2014:99; Saayman & Saayman, 2014:813; Schoeman *et al.*, 2016:170; Van der Merwe *et al.*, 2011:457).

Table 2.3 summarises the most popular diving sites in South Africa, which include (in alphabetical order) Aliwal Shoal, False Bay, Mabibi, Protea Banks, and Sodwana Bay.

Table 2.3: Most popular diving sites in South Africa

Diving Site	Description
Aliwal Shoal	This location obtained Marine Protected Area status in 2005. It is situated approximately 50km south of Durban, off the small town of Umkomaas on the south coast of KwaZulu-Natal. The Aliwal Shoal is best known for the Ragged-tooth sharks that are spotted in the winter months. Summers offer likelihoods to see Tiger and Hammerhead sharks on dives.
False Bay	The water is warmer than the nearby Atlantic coastline, acting as a habitat for kelp forests, rocky walls, and sandy bottoms. Inhabitants of this region include Cape fur seals, leopard cat sharks, puffadder shysharks, red and orange sea fans, feather stars and nudibranchs.
Gansbaai	Gansbaai, a coastal town in the Western Cape boasts with seal colonies attracting many great white sharks. This in turn offers nearly year round sightings of these predators. Majorly used for cage diving, accessible reefs are located around the coast of Gansbaai offering a variety of marine life.

Mabibi	Mabibi is located in north-eastern KwaZulu-Natal between Sodwana Bay and Kosi Bay (the southern Mozambican border), which forms part of the Maputoland Coastal Forest Reserve. Marine life mainly consists of tropical reef fish and pelagics, and include between October and February each year, migrating whales and Whale sharks in the area. From November to January, Ragged-tooth sharks are found in the Indian Ocean waters with summer water temperatures between 21 °C and 27 °C. Winter water temperatures drop to between 19 °C and 24 °C.
Mossel Bay	Located in the Western Cape, Mossel Bay is renowned for the abundance of great white sharks surrounding its coast. This location offers diverse geomorphological features including reefs, submerged cliffs, terraces, incised palaeochannels, depressions and shelf sands.
Protea Banks	Protea Banks is situated near the town of Shelly Beach, approximately 160km south of Durban. Wildlife commonly spotted at this location include; (during summer months) Zambezi shark, hammerheads, Guitar sharks, Coppers, Blacktips and Tiger sharks. In the winter months Ragged-tooth sharks, a vast number of game fish such as Barracuda, Snappers, Tuna, Yellowtail, Kingfish and Potato bass can be spotted, as well as the Humpback whale, Spotted eagle ray, Manta ray, Devil ray, Whale shark and Brindle bass.
Sodwana Bay	Sodwana Bay lies approximately 500 km north of Durban and 100 km from the southern border of Mozambique. The reefs are named according to their distance from Jesser Point: Quarter Mile, Two Mile, Five Mile, Seven Mile and Nine Mile.

Source: Adapted from Boshoff (2017), Cawthra, Compton, Fisher, MacHutchon and Marean (2016:231), Gallagher and Hammerschlag (2011:800), and PADI (2017b)

PADI (2017b) describes the physical aspects of diving in South Africa. Visibility “varies quite a bit,” and beyond 20 m clarity is respectable. Conditions are temperate with water temperatures averaging from 27 °C at Sodwana Bay down to 14 °C at False Bay (PADI, 2017b). With South Africa’s varied topography there are several climate zones ranging from desert to subtropical. The Cape Town area has a Mediterranean-like climate with wet winters (May to August) and hot, dry summers (November to March) (Fallows, 2016:73). Winter temperatures can get down to near 0 °C and summer temperatures can reach 30 °C (PADI 2017c). Fallows (2016:80) suggests that “South Africa is the best location for a chance to see Great White Sharks and considering the country’s marine and terrestrial diversity, it is an outdoor explorer’s utopia.”

Mozambique’s and South Africa’s coastline ranges from warm water to waters as cold and rough as those of Europe, which according to Fallows (2016:173) is why these two types of locations are in fact so competitive and complementary. Considering the rest of Africa’s scuba diving potential, a variety of dive sites are renowned to burst with exotic marine life. Egypt’s world-famous Red Sea dive sites are part of these sites, with overall visibility of 40 m and average water temperatures of around 26 °C. They are home to historic wrecks, scalloped hammerheads and pods of friendly spinner dolphin (PADI, 2018b). Other African countries flourishing with marine wildlife perfect for diving include Tanzania, Kenya, Madagascar and Mozambique, evidence of

the unique and pristine diving destinations of the continent, offering sites to suit divers of all levels (PADI, 2018b).

Figure 2.9 indicates the average USD value of reef scuba diving in Africa and proves the coast of Egypt, Sudan, Ethiopia, Kenya, Tanzania, Mozambique, and Madagascar to be among the highest income generators on the African continent.

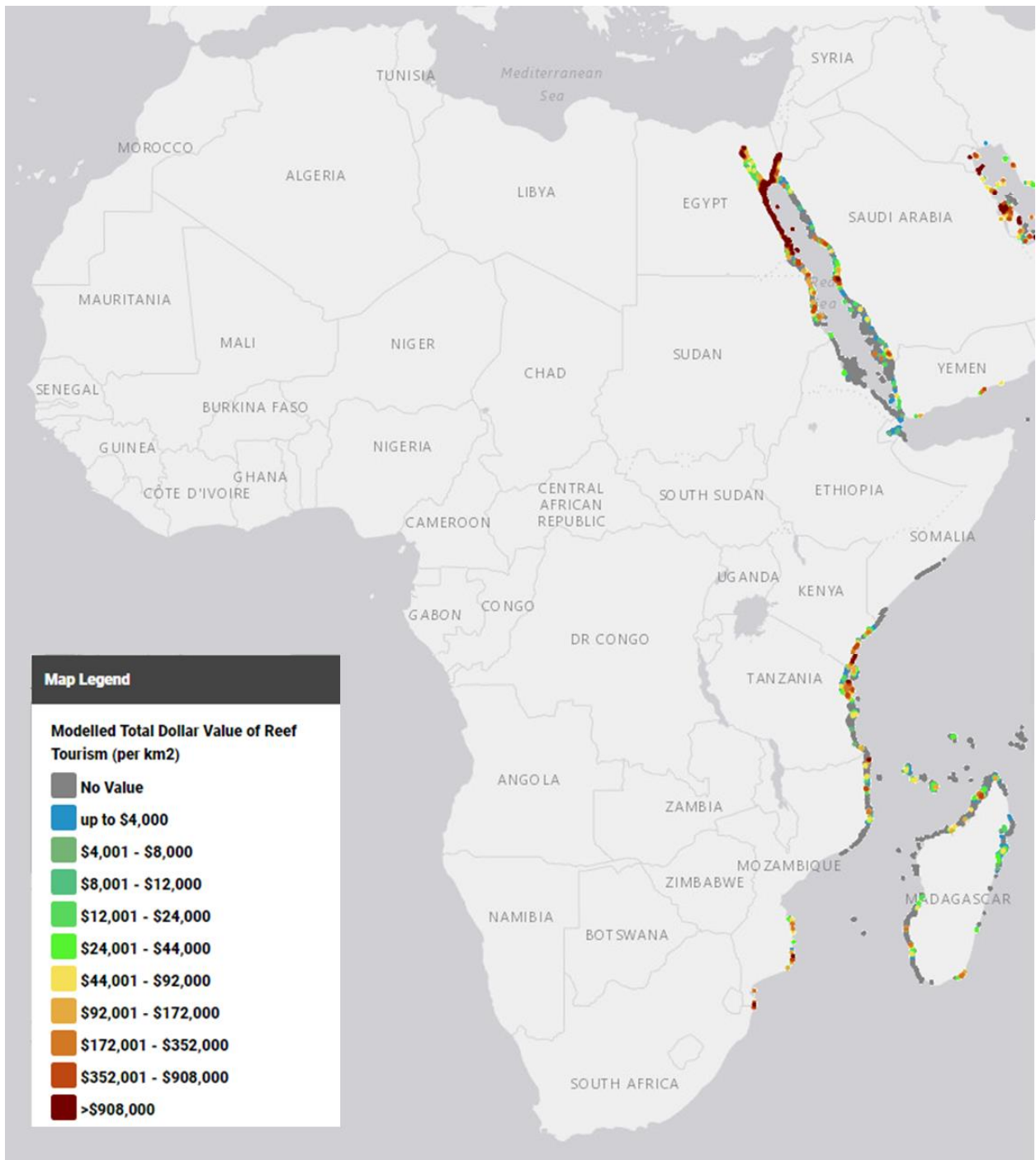


Figure 2.9: Modelled USD value of reef scuba diving in Africa

Source: Adapted from Ocean Wealth (2017)

Figure 2.10 offers the USD value of reef scuba diving in Ponta do Ouro. It is suggested that the area where Ponta do Ouro is located is considered as part of the top 10% of the most financially valuable reef scuba diving destinations in the world. Figure 2.10 also illustrates the border between South Africa and Mozambique. Ponta do Ouro is approximately 18 kilometres from the Kosi Bay border of South Africa.

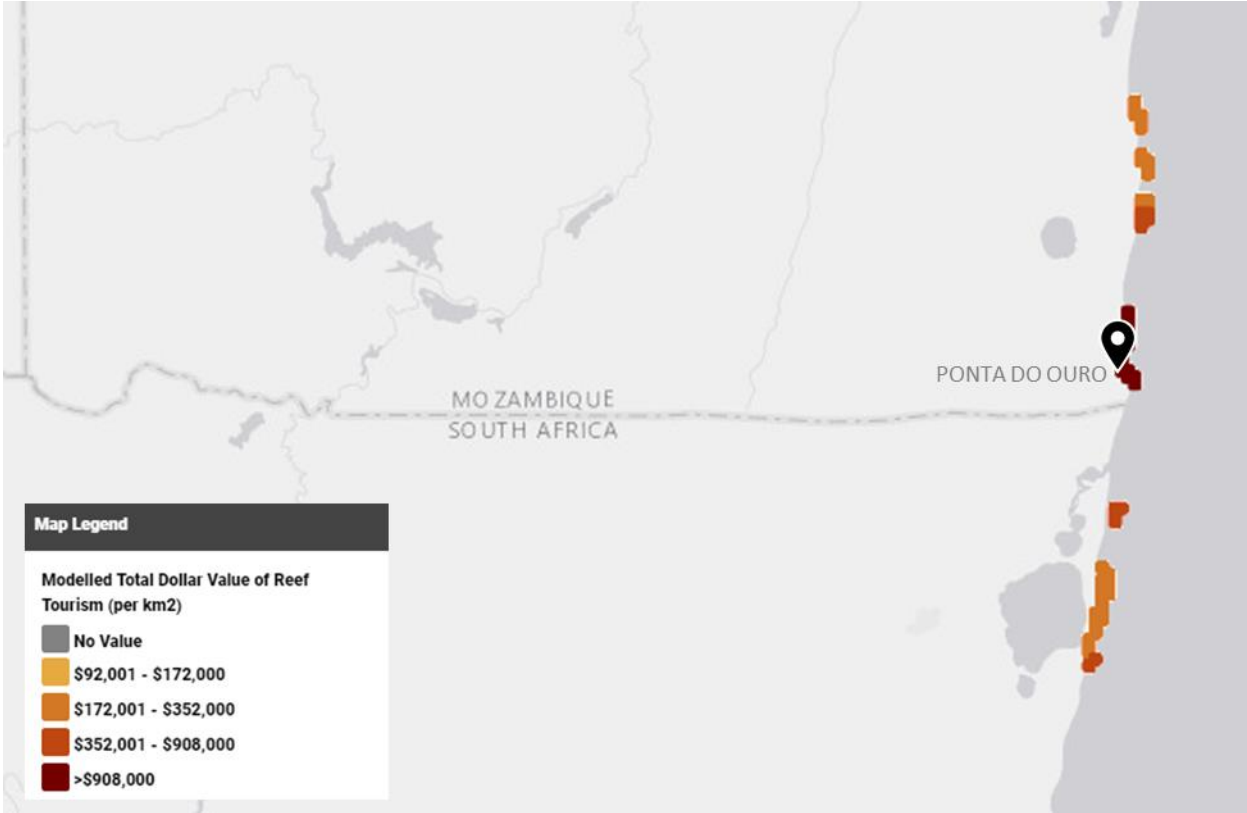


Figure 2.10: Modelled USD value of reef scuba diving in Ponta do Ouro, Mozambique
Source: Adapted from Ocean Wealth (2017)

Having discussed the value of scuba diving to South Africa, it is evident that this activity has potential for further growth in an emerging market. Whilst considering the value of recreational scuba diving along the coast of Mozambique, it is evident that Ponta do Ouro (as illustrated in Figure 2.10) has significant value for recreational scuba diving. The following section evaluates Ponta do Ouro as a diving destination.

2.7 Ponta do Ouro as a diving destination

Ponta do Ouro has been accessible to divers since 1994 and has progressed from being a war-torn area to a popular diving destination (Fallows, 2016:209). This destination is a growing

commercial location with a bank, a few restaurants, and catered or self-catering accommodation options for a variety of tourists. Figure 2.11 shows the tourism activities considered most “dominant” as determined by Jury, Cuamba and Rubuluza (2011:487).

DOMINANT TOURISM ACTIVITIES IN PONTA DO OURO

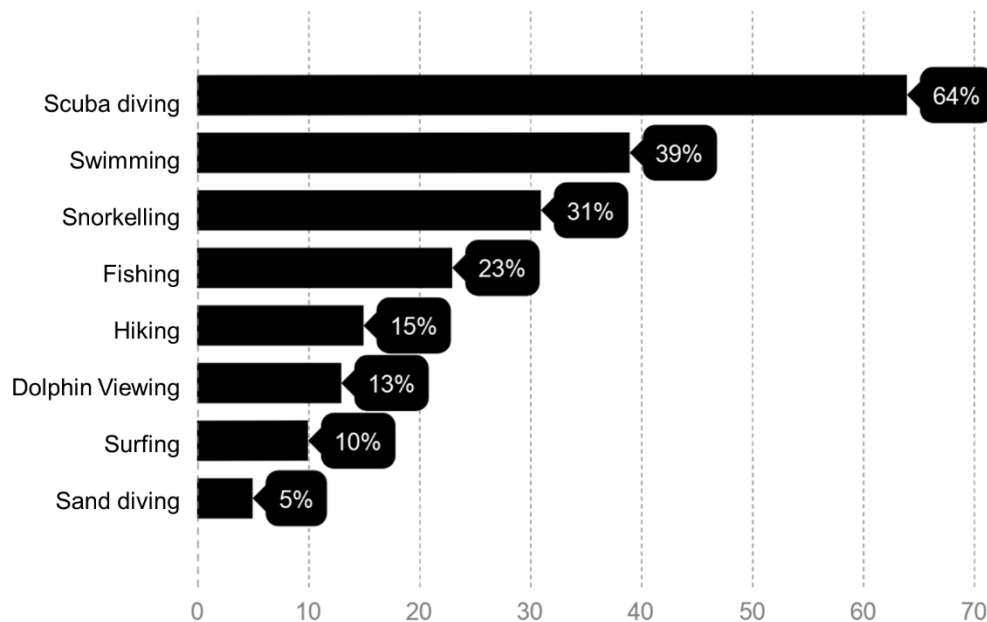


Figure 2.11: Dominant tourism activities in Ponta do Ouro

Source: Adapted from Jury *et al.* (2011:487)

From Figure 2.11 it is evident that Ponta do Ouro’s main tourism activity is scuba diving, followed by other significant marine tourism activities. Ponta do Ouro’s beach is located on the eastern shore of Southern Africa and is renowned for its reefs lining the coast, each differing in topography and nature, offering a unique scuba diving experience. All the sites are accessible by boat from Ponta do Ouro’s beach. Figure 2.12 illustrates the vast variety of scuba diving reefs accessible from Ponta do Ouro. The values indicated by each site (e.g. Pinnacles, 30-42m) is the average depth at which divers can dive at the site. Pinnacles is classified as one of the eight top shark diving destinations in the world (Back to Basics Adventures, 2017; Gozo Azul, 2017). Passoni (2016) reports that Ponta do Ouro is amongst the best places in the world to dive with sharks, where divers can swim amongst 11 species of sharks (including tiger sharks, bull sharks, hammerhead sharks and whale sharks).

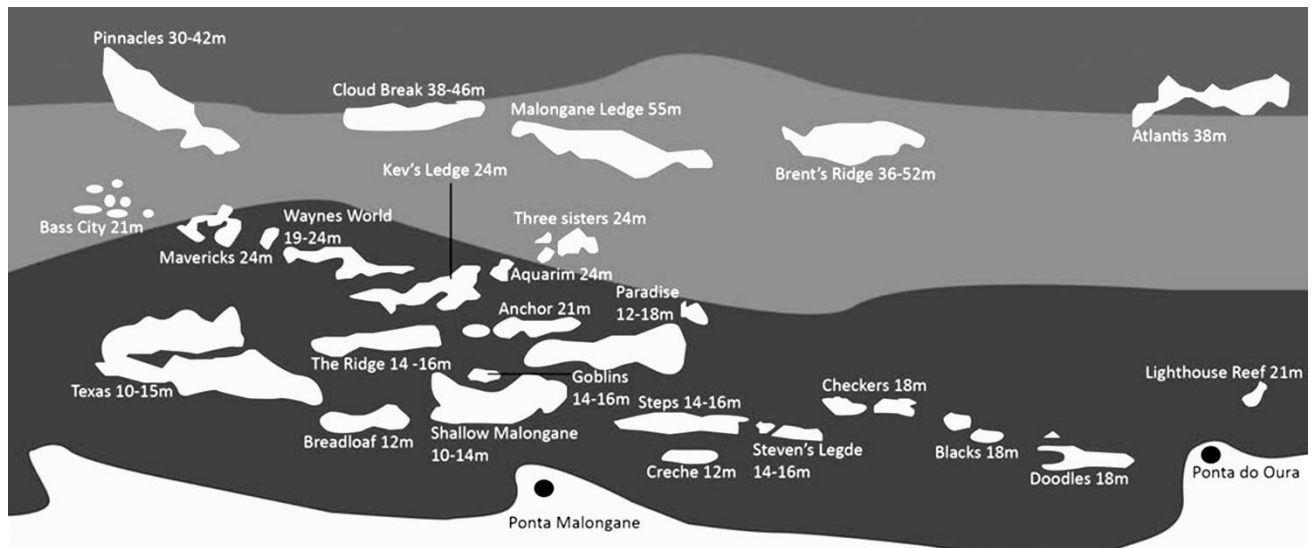


Figure 2.12: Scuba diving reefs accessible from Ponta do Ouro

Source: Gozo Azul (2017)

Table 2.4 elaborates on the average and maximum depth of the reefs as seen in Figure 2.11.

Table 2.4: The average and maximum depth of the scuba diving reefs accessible from Ponta do Ouro (in order of depth to deepest)

Reef	Depth	Reef	Depth
1 Texas	Average 10m, Max 16m	12 Anchor	Average 18m, Max 21m
2 Shallow Malongane	Average 11m, Max 14m	13 Riana's Arch	Average 18m, Max 24m
3 Creche	Average 12m, Max 14m	14 Three Sisters	Average 19m, Max 25m
4 Fingers	Average 12m, Max 14m	15 Bass City	Average 20m, Max 23m
5 Breadloaf	Average 12m, Max 14m	16 Wayne's World	Average 20m, Max 24m
6 The Ridge	Average 12m, Max 16m	17 Kev's Ledge	Average 22m, Max 24m
7 Steps	Average 12m, Max 18m	18 Mavericks	Average 25m, Max 28m
8 Doodles	Average 14m, Max 18m	19 Pinnacles	Average 28m, Max 45m
9 Steven's Ledge	Average 15m, Max 17m	20 Atlantis	Average 35m, Max 48m
10 Checkers	Average 16m, Max 19m	21 Malongane Ledge	Average 45m, Max 55m
11 Turtle Creek	Average 16m, Max 21m		

Source: Adapted from Devocean Diving (2015) and Gozo Azul (2017)

Ponta do Ouro lies within a region regarded as one of the richest bio-diverse ecosystems in the world (Tibiriçá & Malaquias, 2017:791). There is a demand in the region to preserve its current natural state with funds pouring in from all over the world to assist the community in ensuring they are not pressurised to exploit their resources (Tibiriçá & Malaquias, 2017:791; Williams, Pierce, Rohner, Fuentes & Hamann, 2017:288).

The PPMR was proclaimed on 14 July 2009 (Symons, 2017:13). The Council of Ministers gazetted the proclamation of PPMR in terms of the Fisheries Law of 26 September 1990, Decree 3/90 (Articles 35 and 69), read together with the Marine General Fishing Law of 10 December 2003, Decree 43/2003 (Article 114) and supported by the Environmental Law of 1 October 1997, Decree 20/97 (Article 11) (Symons, 2017:13). The PPMR, with a total surface area of 678 km², intends to conserve and protect coastal and marine species and their habitats including the primary dunes on the beach stretching from Ponta do Ouro to Inhaca Island, covering the prominent points of Malongane, Madejanine, Mamoli, Techobanine, Dobela, Milibangalala, Membene, Chemucane, Mucumbo, Gomeni and Abril (Symons, 2017:41). The PPMR extends along a straight line 100 km to the interior with a seaward extent of 3 nautical miles (5,5 km), inclusive of portions of Maputo Bay to the mouth of the Maputo River (Symons, 2017:41).

As the marine reserve has grown in popularity, adjustments have been made to the region to ensure the sustainability of its natural wildlife. In 2015, signage was erected to safeguard the delicate marine life and coral reefs in the marine reserve (Peace Parks, 2015). A survey of the biodiversity and coral structures of reefs in the northern section of the marine reserve proved them to be of priceless ecological value, and worth all the protection and monitoring the region could afford (Williams *et al.*, 2017:288). Marine guards and community members are often trained as skippers, advanced divers and dive masters to increase the efficiency of patrols and law enforcement (Williams *et al.*, 2017:289). Scuba diving is done within the PPMR managed by the Ministry of Land, Environmental and Rural Development (MITADER), in collaboration with the National Administration for Conservation Areas (ANAC), the Peace Parks Foundation (PPF), National Maritime Institute (INAMAR) and many other local ministries (PPF, 2018; Symons, 2017:215).

The coast is largely undeveloped, while the town of Ponta do Ouro has a few shops, a petrol station, a hotel and resorts including chalets and campsites, and a small resident population with various diving operators (Back to Basics Adventures, Blowing Bubbles, Gozo Azul, Oceana, Scuba Adventures and Whaler) (DNAC, 2011:13; Schleyer, Pereira & Fernandes, 2016:91). It was found that 72% of tourists visiting this management area were scuba divers, the most significant income source for the local community (DNAC, 2011:49). Considering the dependence of the local community on scuba diving tourism, it is imperative that regulations be enacted to ensure the sustainability of this tourism product and the region's resources. Managing bodies of Ponta do Ouro stated that no person would be allowed to consider scuba diving or attempt to scuba dive in the PPMR except on the authority of a recreational scuba diving permit, and no person may operate or attempt to operate a scuba diving business within the PPMR except on the authority of a scuba diving business permit (DNAC, 2011:61). Only six (6) scuba diving businesses may be operated in Ponta do Ouro, and the permit holder has to agree to the

limitations and regulations set out by the Minister of Tourism National Directorate of Conservation Areas. These limitations and regulations include the following (DNAC, 2011:62):

- “The permit holder must not conduct fish feeding, chumming or dump any material, or discharge any attractants in the PPMR.
- The permit holder must not use cages for cage diving in the PPMR.
- The permit holder must not use or possess any electro/acoustic-discharging devices in the PPMR.
- The permit holder must not use or possess a Diver Propulsion Vehicle in the PPMR.
- The permit holder must not remove or attempt to remove any historical artefact.
- The permit holder must ensure that there are no fishing gear or spear guns on dive vessels.”

PADI (2017c) explains that the physical aspects of Ponta do Ouro also makes it a hotspot for tourists. The region enjoys a sub-tropical climate with most of the rainfall being recorded between December and March (PADI, 2017d). The summer months from November to April are characterised by warm temperatures accompanied by relatively high humidity levels, whereas the winter months are moderate to warm with much lower levels of humidity (PADI, 2017d). Humpback and Southern Right Whale sightings are common from July to November, and pods of dolphins may be spotted all year round (PADI, 2017d).

As of 1 November 2017 to 31 January 2018, Coca-Cola Africa (Pty) Ltd held a competition open to participants who are permanent residents and citizens of South Africa to win a trip to any one of the destinations shown on any participating product of the enterprise. From 40 destinations proposed, Ponta do Ouro was selected as one of the destinations the competition winner could visit. Of the 40 destinations, excluding Ponta do Ouro, an estimated 14 destinations shared a similar sub-tropical climate as Ponta do Ouro; however, all of these were well-known international destinations (such as the Bahamas, Bali, Hawaii, Mauritius, Mykonos, the Seychelles and Thailand) (Coca-Cola Africa, 2018). The other destinations included 11 South African destinations (including Cape Town, the Drakensberg, Durban, Hermanus, Pilanesberg, the Wild Coast), and 14 international metropolis-like destinations (such as Barcelona, Dubai, London, Las Vegas, Los Angeles, New York, Rome, San Francisco, Venice) (Coca-Cola Africa, 2018). Considering the variety of destinations offered as a prize during this competition, most which are mainstream destinations, it is acknowledgeable that Ponta do Ouro may be considered a destination worthy of competing with various other popular destinations, considering its promotion by Coca-Cola Africa in the competition.

Gonçalves (2015) stated that roughly 30 000 dives are launched annually from Ponta do Ouro's dive sites. This statistic signifies that Ponta do Ouro is a popular dive destination with a significant

number of active divers. It is undeniable that Ponta do Ouro has the potential of being benchmarked as a scuba diving destination on a global scale. It has already been debated to what extent scuba divers influence dive destinations, and it is, therefore, important to analyse the characteristics of scuba divers as a market for this marine tourism activity.

2.8 Previous research on scuba divers

This section focuses on previous research studies conducted on scuba divers regarding their profile, preferences and travel motivations. By examining the socio-demographic characteristics of divers and their dive motivations, a better indication of their interests and profile can be obtained. For this study, active divers (i.e. divers who have not dropped out of the activity since logging their first dives) of various certifications, all participating in recreational scuba diving were exclusively researched.

As seen in Section 2.5 (a global perspective on scuba diving), the majority of research done on scuba diving has mainly focused on the conservation of the marine environment, educating divers on environmental awareness, the effect of divers on coral reefs and shark behaviour, as well as the overall sustainability of the recreational activity. With this in mind, it is noticeable that few studies, especially local studies, have determined the demographic profile of scuba divers in various diving destinations.

So, King, Hudson and Meng (2017:642) explain the importance for businesses to familiarise themselves with their market's socio-demographic profile, to focus on the potential of the market, to reach the right audience, to enable cost-effective strategies, and lastly to be a successful competitor in the market. Considering the availability, service offering and proximity of dive operators in Ponta do Ouro; it seems obvious that these operators should know their market. Table 2.5 shows the socio-demographic profile and travel motives of scuba divers from various locations as found in previous research (including five international studies conducted in Malaysia, Indonesia/Philippines and Australia/Micronesia, and local studies conducted in South Africa and Mozambique). Based on Table 2.5, the majority of respondents were male, over the age of 30, earn an annual income of between 12 700 USD to 88 500 USD (R184 000 – R1 320 000), and are graduates with higher education qualifications (i.e. higher certificate, diploma or degree). The majority commonly have an advanced diving certification, have logged between 140 to 500 dives, and their main motivations to dive at the relevant dive sites include their need for relaxation, to escape their routine, the variety of marine life available, and to experience the marine life found specifically at that dive location. Research studies conducted by Tibiriçá *et al.* (2011), Geldenhuys *et al.* (2014), and Daly *et al.* (2015) are amongst those that

have determined the socio-demographic profiles of scuba divers in Mozambique and South Africa.

Table 2.5: Socio-demographic profile and travel motives of scuba divers

	Musa et al. (2011) N = 302	Tibiriçá et al. (2011) N = 530	Geldenhuys et al. (2014) N = 402	Daly et al. (2015) N = 120	De Brauwer et al. (2017) N = 400	Edney (2017) N = 863	Queiroz Neto et al. (2017) N = 712
Gender	Male: 60.9% Female: 39.1%	Male: 56.6% Female: 43.4%	Male: 62% Female: 38%	Male: 60% Female: 40%	Male: 58.1% Female: 41.9%	Male: 74% Female: 26%	Male: 38.6% Female: 61.4%
Age	30-39 years (44.4%)	21-30 years (36.6%)	34 years (average)	21-30 years (32%)	46 years (average)	35-54 years (55%)	46-55 years (27.4)
Marital status	Did not indicate	Did not indicate	Unmarried (46%)	Did not indicate	Did not indicate	Did not indicate	Did not indicate
Annual income	12 700 USD – 19 100 USD (26.5%)	Did not indicate	Approximately 42 000 USD (37%)	21400 – 40800 USD (25%)	Average of 88 514 USD	Higher than 60 700 USD (53%)	Did not indicate
Education level	Graduate (55.6%)	Graduate (42.7%)	Graduate (32%)	Graduate (48%)	Graduate (36%)	Graduate (72%)	Graduate (40%)
Dive certification level	Advanced (43.4%)	Advanced (40.9%)	Open water (31%)	Did not indicate	Advanced (33.8%)	Instructor (22%)	Open Water (47.4%)
Years of diving experience	10 years or more (39.7%)	5-10 years (31.2%)	Did not indicate	Did not indicate	Did not indicate	0-5 years (29%)	6-10 years (22.3%)
Dive type preferred	Wreck (68.2%)	Did not indicate	Reefs (66%)	Did not indicate	Did Not Indicate	Wreck (80%)	Did not indicate
Average dives logged	Did not indicate	101-300 (21.1%)	298	200	147	More than 500 (40%)	More than 500 (36.5%)
The frequency of dives in a year	Several times per year (69.2%)	1-10 (50.2%)	Did not indicate	10	15 dives (average)	Did not indicate	Did not indicate
Travel motivation	<ul style="list-style-type: none"> • Favourable proximity • Ranging biodiversity • Numerous wreckage sites 	<ul style="list-style-type: none"> • Diverse biodiversity • To improve diving skill • To relax 	<ul style="list-style-type: none"> • To overcome fear • To relax • Escape routine 	<ul style="list-style-type: none"> • To participate in recreational activities (i.e. scuba diving) • To relax • To escape routine 	<ul style="list-style-type: none"> • To experience muck diving • Diverse biodiversity • Escape routine and environment 	<ul style="list-style-type: none"> • Vast marine life • Historically significant shipwrecks • Equanimity of the underwater environment 	<ul style="list-style-type: none"> • Professional operations of operators • The diversity of marine life • Quality and conditions of the dive site

Source: Researcher's own compilation adapted from Daly et al. (2015); De Brauwer et al. (2017); Edney (2017); Geldenhuys et al. (2014); Musa et al. (2011); Queiroz Neto et al. (2017); Tibiriçá et al. (2011)

Considering the necessity of identifying the target market (i.e. the scuba divers) and their primary travel motives, a more refined offering of services tailored to their needs and preferences may be presented. Understanding the intricate and developing scuba diving industry, the gaps in research are filled, stakeholders are understood more deeply, and the growth of the industry is anticipated more accurately for sustainability purposes.

2.9 Conclusion

This chapter aimed to assess the scuba diving industry and characteristics of divers by means of a literature review. Findings included a description of the scuba diving industry in terms of definitions and growth assessment. Gaps were identified in the available literature on scuba diving as a marine tourism activity, and the chapter outlined the industry as one with noteworthy growth opportunities. Considering the topics discussed throughout this chapter, the following conclusions summarise the main concerns and aspects of this industry thus far. The history of scuba diving has shown that since the first recorded scuba dive in 1943 (PADI, 2013), the industry has grown rapidly to what it has become at present, considering that there are more than six million active scuba divers worldwide (DEMA, 2017). As scuba diving primarily focuses on exploring the underwater world for recreational purposes, Mota (2016:9) confirms that scuba diving is part of marine tourism. As previously mentioned, Ocean Wealth (2017) suggested that the monetary value of scuba diving exceeds 19 billion USD annually. With this growth in mind, it can be seen how scuba diving has extensive environmental, social-cultural and economic benefits for all the stakeholders. Not only do these benefits include financial support for conservation, or job creation for individuals, but also it encourages sustainable growth, which is a critical aspect that rural destinations like Ponta do Ouro depend on.

The various stakeholders in scuba diving tourism further work together to ensure the sustainable development of this tourism offering. The most important stakeholders of scuba diving tourism include the resident community, the national, regional and local government, scuba diving instructors, scuba diving operators, active scuba divers, certifying agencies, production enterprises, receptive agencies, alternative conflicting and parallel agencies, event organisers, organisations and scientists. It is important to consider that without the support of one of the stakeholders; the others may not prosper and add value to the predicted growth of this recreational activity. Considering the functions and responsibilities of the stakeholders, it is important to encourage support among these stakeholders. In an alliance, these stakeholders all influence each other, and primarily carry the responsibility to either participate in the activity, or encourage participation, market and enhance the destination, and sustain and conserve the marine environment. As scuba diving is the primary commercial marine activity in Ponta do Ouro (Jury *et al.*, 2011:487), this dive destination has great potential to flourish as a dive destination

considering all the reefs available for dives, as well as the necessary facilities it can offer to tourists. Research done on scuba diving has indicated that the favourable attributes of a dive destination include proficient operations, abundance and uniqueness of marine life, environmental quality of the dive site, operators' commitment to environmental responsibility, and staff professionalism. Further investigation, as mentioned before, indicated that the majority of research done on scuba diving focused mainly on the natural environment (conservation of the marine environment, educating divers on environmental awareness, the effect of divers on coral reefs and shark behaviour) and overall sustainability of the recreational activity.

This study aims to assess the aspects important for creating a memorable scuba diving experience. Memorable experiences can only be offered to scuba divers if operators are familiar with what the scuba divers want (i.e. they must familiarise themselves with the demands of the tourists). The preferences of these divers can only be identified by extensive research, which has thus far been insufficient. Operators in Ponta do Ouro, as a growing commercial destination, have to comprehend the character of their desirable scuba diving tourists to ensure the sustainability of the activity and also the destination. As a study conducted by the Ministry of Tourism National Directorate of Conservation Areas (DNAC, 2011) found, around 72% of tourists to the PPMR were scuba divers. Certain limitations have been set by government authorities to ensure the sustainability of the PPMR while offering support to the dive operators. In conclusion, it is important for dive operators in Ponta do Ouro to understand the possible development opportunities, their market, and ways in which to offer a desirable product to scuba divers, in order to reap the benefits of offering memorable experiences to scuba divers. This is discussed in Chapter 3.

CHAPTER 3: A LITERATURE REVIEW OF MEMORABLE TOURISM EXPERIENCES

3.1 Introduction

This chapter discusses the management, marketing and creation of memorable tourism experiences. It consists of a detailed explanation of managing memorable tourism experiences through an investigation of the *Experience Economy*, tourism experiences, memorable experiences in tourism, designing, creating and marketing memorable tourism experiences, and the aspects considered important for a satisfying and memorable scuba diving experience. With the aid of this literature review, this chapter suggests ways to manage memorable tourism experiences for tourism professionals to reap the potential benefits. The information in this chapter was primarily used in the compilation of the questionnaire used for the survey of the research study. The findings of previous research studies were used to include all possible aspects that may be relevant to the creation of memorable scuba diving experiences.

3.2 The Experience Economy

Pine and Gilmore (1998:97) explain the concept of the *Experience Economy* as the evolution towards the service economy through the aid of a simplified example. With the start of the agrarian economy, mothers baked birthday cakes from scratch. Over time as the industrial economy eased in, these consumers instead purchased pre-mixed ingredients to simplify the act of baking a cake when the time came. Later, as the service economy rose, parents were more likely to purchase cakes instead, which proved to be much more expensive, yet convenient than baking a cake themselves. Finally, since the 1990s parents started to use restaurants/venues that specialised in children's parties to host the entire party (including supplying the cake and other extras) to aid the parents in hosting a party for their children, again in a much more expensive but convenient way. This transition to more intricate and customised encounters is known as the *Experience Economy* (Pine & Gilmore, 1998:97). Radder and Han (2015:455) clarify Pine and Gilmore's four Experience Economy realms as education, entertainment, escapism and esthetics. *The Four Realms of an Experience*, introduced by Pine and Gilmore (1998:105), is illustrated in Figure 3.1.

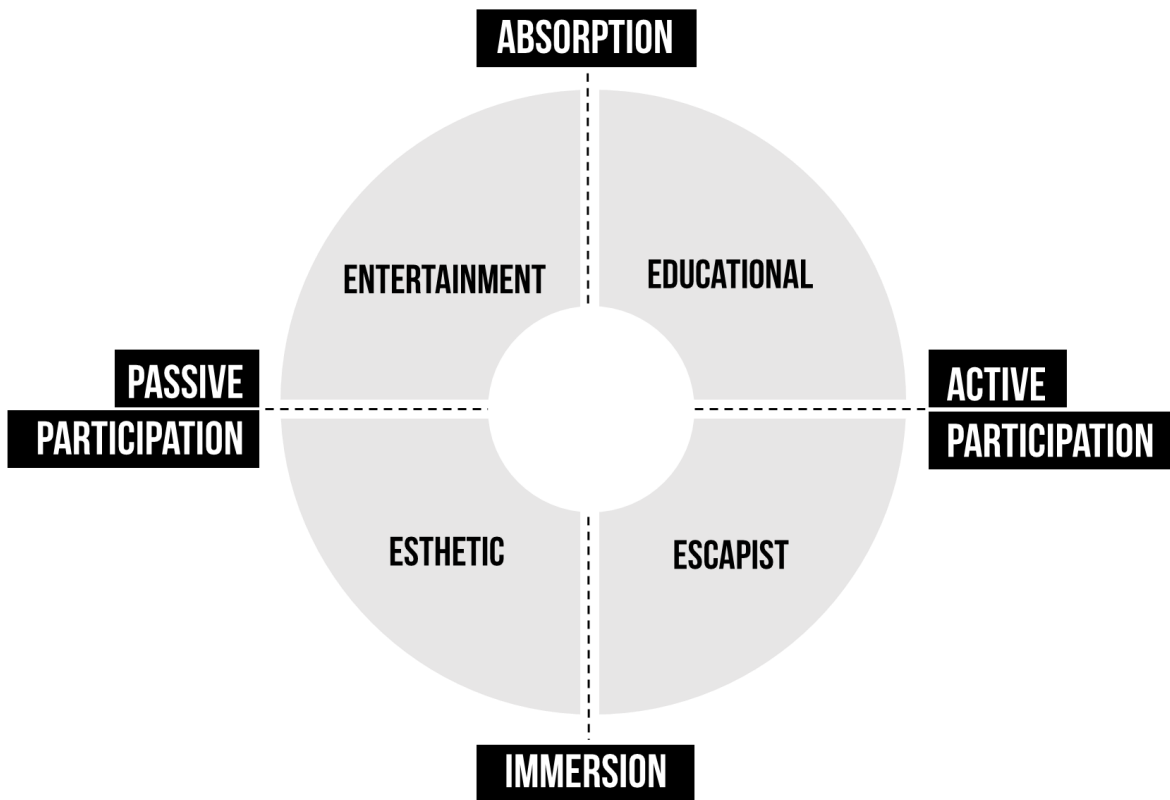


Figure 3.1: The Four Realms of an Experience

Source: Adapted from Pine and Gilmore (1998:105)

Loureiro (2014:1) suggests that the four experiences vary based on the customer's active or passive involvement and interest in the experience. Radder and Han (2015:455) explain the first dimension of the realms, which indicates either active or passive customer participation. Radder and Han (2015:455) continue by explaining “passive participation implies that the customer does not affect the staged experience, such as someone watching an orchestra performance on television or taking a virtual tour of a heritage museum. Active participation, the other extreme, implies that the customer plays a key role in co-creating the experience, for example playing the violin in the orchestra performance, or joining in the cultural dancing performed at the museum.” Ali, Hussain and Ragavan (2014:274), Pine and Gilmore (1998:104), Radder and Han (2015:457), and Zhang, Wu and Buhalis (2018:327) explain the four realms as:

- **Entertainment realm (passive absorption):** entails customers who passively observe a performance or activity. This realm offers producers the opportunity to create differentiation in their offerings due to the variety of ways consumers allow themselves to be entertained. This realm offers the consumers sensory, social, emotional and intellectual pleasure.

Examples of entertainment experiences amongst scuba divers may be watching diving shows or documentaries on diving sites around the world.

- **Education realm (active absorption):** includes the active participation of individuals' minds and bodies in enhancing their knowledge or skills. The educational realm has a positive effect on consumers' sensory, social, emotional and intellectual pleasure. Scuba divers learning about the marine life that occurs in Ponta do Ouro from dive masters would be a practical example of this realm as an experience.
- **Esthetic realm (passive immersion):** is explained as rewarding experiences that engage consumers in passive ways, where these consumers enjoy being in an attractive environment. This environment contains atmospheric cues, often plays one of the most significant roles in defining the destination image and includes intangible elements that engage the imagination of visitors. The esthetic realm has a positive effect on consumers' sensory and social pleasure. An example of this realm would be the natural scenery of Ponta do Ouro or the underwater exploration and observation during a scuba dive.
- **Escapism realm (active immersion):** refers to the experience of relaxation which in turn creates pleasurable experiences for consumers. These experiences may include role-playing and often serve as a motive to get away from home or work and to experience a different time or place. This realm has a positive effect on consumers' sensory, social, emotional and intellectual pleasure. A practical example of this realm would be Ponta do Ouro as a rural destination away from the tourists' natural environment, or the opportunity to participate in an adventurous recreational activity like scuba diving.

It is suggested that the experience realms should be combined, as opposed to using each one separately, to design a compelling and memorable experience for the consumer (McLellan, 2004:482; Pine & Gilmore, 1999:39).

When they introduced the *Experience Economy*, Pine and Gilmore (1998:97) suggested that economists have joined experiences with services, but experiences are still a different offering from services, just as services differ from products. Pine and Gilmore (1998:97) stated that consumers desire experiences, to which Lopes, Remoaldo, Silva, Sanchez-Fernandez, Ribeiro and Ribeiro (2017:106) added that experiences are the aspect that inevitably attracts and captivates consumers to this day. Pine and Gilmore (1998:99) explained that within the economic distinctions during the emergence of the *Experience Economy*, consumers are no longer referred to as the market, user or client, but rather the guest. The seller within the *Experience Economy* is referred to as the stager, instead of the previous trader, manufacturer and provider (Pine & Gilmore, 1998:99). Pine and Gilmore (1998:98) added that since the development of the still-

existing service economy, many companies simply add the element of experiences to their traditional products and services to vend them better.

In the event of products and services being modified/tailored to offer experiences to consumers, Pine and Gilmore explained in their *Experience Economy* that Disney, as an enterprise, offers entertainment as an experience to their guests who visit their theme parks, which in turn leaves their guests with an intangible souvenir of their visit to these parks (Pine & Gilmore, 1998:99). With this in mind, it is noted that theme parks are classified as a tourism offering, which signifies that tourism products and services can use experiences to attract tourists and enjoy the benefits of hosting loyal and repeat customers. Tourism experiences are discussed next to explain the significance thereof, and to indicate the difference between general experiences and tourism experiences.

3.3 Tourism experiences

Merriam-Webster (2018) defines the term “experience” simply as “something personally encountered, undergone, or lived through.” Paulauskaite, Powell, Coca-Stefaniak, and Morrison (2017:619) explain that experiences are ways of understanding interactions between people and places, and the connection these individuals have with these places. As experiences are inherently personal, perceived by the individual on an emotional, physical, intellectual and even spiritual level, no two people have the same experience. However, it encourages the staging of the experience by attracting consumers with the same desire and ultimately customising the experience to their own needs.

Tourism experiences, on the other hand, are defined by Kastenholz, Carneiro, Marques and Lima (2012:208), as well as Kim and Fesenmaier (2017:28) as a process which involves tourists’ psychological and emotional states, and which considers the spatial and temporal components of tourism, before, during and after the tourists’ journey. This means that tourism experiences are more intricate and personal than general consumer experiences, where consumers are introduced to a new service or product simply for the commodity. Tourism experiences are designed to leave an impression with the tourist, to ensure that the tourists gain a sense of loyalty to the destination and will eventually either recommend the destination to another individual or revisit it, and even re-experience the tourism activity (Dwyer, 2015:334). Tourists are showing significantly more interest in self-improvement when participating in tourism, focusing on their “health, well-being, education, skills development, and cultural appreciation” (Dwyer, 2015:334).

Tourism experiences and memorable tourism experiences should be considered as having similarities, but also differences that will be identified later on in this chapter. Table 3.1 identifies research done specifically on tourism experiences over the past ten years. The table highlights

the various studies conducted on tourism experiences, both locally and internationally. The most evident findings were components that influenced the tourists' tourism experiences – the dimensions of Pine and Gilmore's *Experience Economy* play the most significant role at different destinations, as well as which aspects contribute to quality tourism experiences. Unique, authentic, personal, "local," safe, coherent and spatial factors were amongst the most prominent factors that contribute to developing and offering tourism experiences. Finally, Ritchie, Tung and Ritchie (2011:419) recommended that more research be done on the topic of managing tourism experiences and emphasised the importance of managing tourism experiences in destinations. Tourism experiences, as defined earlier, collaborate in a variety of components to ensure that they are satisfactory to meet the needs of the tourists. Considering the evolution towards the *Experience Economy*, it was mentioned that tourism products and services currently include experiences in their tourism offerings to ensure that the experience is one that makes an impression on the tourist. Experiences are meant to be managed before, during and after participation, and they must "be understood as a complex whole, co-created and shared by tourists, service providers, and the local community," as well as moulded by the destination to provide the significant components of the experience (Kastenholz *et al.*, 2012:213).

Table 3.1: Previous research studies dedicated to tourism experiences

Author(s)	Study	Main findings
Scott, Laws and Boksberger (2009)	The marketing of hospitality and leisure experiences	This study, focusing on marketing hospitality and leisure experiences, found that experiences also lead to an emphasis on the emotional aspects of consumer decision making rather than only rational cognition in consumption choices.
Ballantyne, Packer and Falk (2011)	Visitors' learning for environmental sustainability: Testing short- and long-term impacts of wildlife tourism experiences using structural equation modelling	This study found that pre-visit commitment and motivation to learn were among the best predictors of the long-term impact of the tourism experience, which proved to managers that they had to pay attention to offering these tourists the educational experiences they crave.
Ballantyne, Packer and Sutherland (2011)	Visitors' memories of wildlife tourism: Implications for the design of powerful interpretive experiences	This study found that the experiences participants share with wildlife tourism, lead to long-term changes in conservation behaviour. The research identified that visitors considered sensory impressions, emotional affinity, reflective response and behavioural response were the factors that contributed to the ultimate tourism experience for these tourists.
Kounavis, Ksaimati and Zamani (2012)	Enhancing the tourism experience through a mobile augmented reality: challenges and prospects	Kounavis <i>et al.</i> (2012) found that tourists want information that is personalised to their preferences, they want to share their experiences on social networks, and want easy access to useful information.
Ritchie <i>et al.</i> (2011)	Tourism experience management research: Emergence, evolution and future directions	This research paper reviewed articles in major tourism journals to enhance the understanding of the tourism experience, with a particular emphasis on the management issues associated with delivering these experiences to destination visitors. This paper suggested that at the time of this study, experience-related research remained under-represented in the tourism literature.
Du Plessis, Van der Merwe and Saayman (2012)	Environmental factors affecting tourists' experience in South African national parks	This study aimed to determine the factors that have a negative impact on visitors' experiences to South African National Parks. The factors contributing to negative experiences included pollution, tourism product offering, park violation, environmental management, and tourism impacts. This study suggested that managers should also pay attention to the factors that lead to negative experiences, instead of solely focussing on factors that create positive experiences.
Kastenholz <i>et al.</i> (2012)	Understanding and managing the rural tourism experience — The case of a historical village in Portugal	This study found that within the offering of tourism experiences in rural tourism, it is essential to include the tourist, the municipality's cultural sector and the local community to carefully design these experiences.

Chen, Petrick and Shahvali (2014)	Tourism experiences as a stress reliever: examining the effects of tourism recovery experiences on life satisfaction	This study found that all four dimensions of basic recovery through tourism experiences (relaxation, detachment from work, mastery experience and personal control) had positive effects on life satisfaction of tourists who pursue this recovery. The results also revealed that even a weekend getaway could help people to recover from work stress, while longer trips provide more opportunities for recovery experiences.
Loureiro (2014)	The role of the rural tourism experience economy in place attachment and behavioural intentions	The findings of this study demonstrated the role of pleasant encouragement and memory as concepts that contribute to pleasant tourism experiences. An excited and pleased guest is more likely to memorise the experience. Nevertheless, the study proved that the effect of pleasant encouragement and memory on place attachment was not evident.
Manthiou, Lee, Tang and Chiang (2014)	The Experience Economy approach to festival marketing: vivid memory and attendee loyalty	Festival attendees' experiences were researched to explain that education, entertainment, esthetics, and escapism were the main contributors to a fulfilling tourism experience for these festival attendees.
Munar and Jacobsen (2014)	Motivations for sharing tourism experiences through social media	This study, conducted in Mallorca, Spain, suggested that individuals sharing their tourism experiences through social media mainly did it as valuable articulations of sociability and emotional support. This study included the added marketing benefits to the destination when tourists share their experiences on social media, as long as these experiences are favourable.
Neuhofer <i>et al.</i> (2014)	A typology of technology-enhanced tourism experiences	Cases studied show a predominant focus on the core tourism experience, acknowledging that technology took on a complementary role, which could be used in tourist activities, but did not create an integral part of the experience.
Smith, Jennings and Patiar (2016)	Quality tourism experiences: a qualitative study of Australian gold coast residents' perspectives as tourists in a group tour to China	This research study emphasised that as quality tourism services and products have been continuously developed, it is important to make the same effort by offering quality tourism experiences, to ensure continued interest and participation among tourists.
Kim, Woo and Uysal (2015)	Tourism experience and quality of life among elderly tourists	This study provided an integrated approach to understanding the relationship between the travel experience and overall quality of life of elderly tourists. The study found that involvement was the most important factor to improving elderly tourists' tourism experiences and quality of life, and that travel experiences improve older adults' physical and mental health and lead to greater life satisfaction.
Murray and Kline (2015)	Rural tourism and the craft beer experience: factors influencing brand loyalty in rural North Carolina, USA	This study found that connection with the community was the most important factor in influencing brand loyalty especially among those born in the study region, as well as among the tourists and local residents. Other aspects that contribute to the delivery of successful tourism experiences upon visitation included the desire for unique consumer products and satisfaction.

Radder and Han (2015)	An examination of the museum experience based on Pine and Gilmore's Experience Economy realms	This study, conducted at three South African heritage museums, found that education, escapism, and esthetics worked along really well with creating a tourism experience. However, entertainment made the most substantial contribution to the overall experience of the visit to the museums.
Sidali, Kastenholz and Bianchi (2015)	Food tourism, niche markets and products in rural tourism: combining the intimacy model and the Experience Economy as a rural development strategy	This study identified seven dimensions that elevate food products to an appealing culinary niche, namely; coherence, anti-capitalistic attitude, struggle against extinction, personal signature, mutual-disclosure, rituals of spatial and physical proximity, and sustainability-related practices.
Song, Lee, Park, Hwang and Reisinger (2015)	The influence of tourist experience on perceived value and satisfaction with temple stays: the experience economy theory	Results of this study showed that escape and entertainment experiences are important predictors of tourism experiences. It was confirmed that the tourism industry relies on delivering experiences to tourists.
Tokarchuk, Maurer, and Bosnjak (2015)	Tourism experience at destination and quality of life enhancement: a case for comprehensive congruity model	The study recognises seven destination-related components that lead to the enhanced tourism experience and quality of life at an Australian destination. These components included self-, functional, hedonic, economic, safety, moral and leisure congruities.
Buonincontri, Morvillo, Okumus and Van Niekerk (2017)	Managing the experience co-creation process in tourism destinations: Empirical findings from Naples	The study explained that the active participation of tourists, interaction of tourists with tourism service providers, and attitudes of tourists are the main influencers in co-creation of tourism experiences.
Kim and Fesenmaier (2017)	Sharing tourism experiences: the post-trip experience	This study confirmed that sharing positive experiences post-trip increased travellers' positive effect on the destination while decreasing negative affect and therefore lead toward more positive overall evaluations. It was also found that sharing unsatisfactory travel experiences through social media helped destination managers to reduce any future negative perceptions of the trip, which in turn would enhance post-trip experiences.
Kirilova, Letho and Cai (2017)	Existential authenticity and anxiety as outcomes: the tourist in the Experience Economy	This study found that the perceived meaningfulness of a tourism product/service is the dimension that added to the tourism experience, which eventually reduced the anxiety of its participants.
Paulauskaite et al. (2017)	Living like a local: authentic experiences and the sharing economy	This study researched the relationship between the perceived authenticities of the 'local' experience when purchasing accommodation. The three components that ultimately determined the tourism experience for the participants included interiors and atmosphere, interactions with hosts and the interactions with local culture.

Chang (2018)	Experience economy in hospitality and tourism: gain and loss values for service and experience	Chang (2018) found that consumers tended to perceive the service industry more important than the experience industry. However, when it came to the loss of business, bad experiences were more unforgiving than bad services. Therefore, it was advised to satisfy tourists and not miss the opportunity to encourage business growth.
Thanh and Kirova (2018)	Wine tourism experience: a netnography study	This study, focusing on offering a tourism experience to wine tourists, found that on the engagement side of the experience - either active or passive, managers were recommended to include all four dimensions of the <i>Experience Economy</i> , to ensure a satisfactory experience to potential visitors.

Source: Researcher's compilation based on existing literature

The following section discusses how tourism experiences become memorable, by referring to memorable tourism experiences and the elements thereof.

3.4 Memorable tourism experiences

This section discusses memorable experiences in tourism (also known as memorable tourism experiences) to differentiate between tourism experiences and memorable tourism experiences. By defining memorable experiences, assessing previous research done on this topic and identifying the elements of memorable experiences, the characteristics of memorable experiences will be better understood to enable tourism practitioners to offer these experiences to tourists.

3.4.1 Defining memorable experiences

Kim, Ritchie and McCormick (2012:13) define memorable experiences as “a tourism experience positively remembered and recalled after the event has occurred.” Kruger, Viljoen and Saayman (2013:148) explain that memorable experiences have “beneficial physiological and psychological outcomes” on tourists, which emphasises the long-term effect of memorable experiences on tourists. The difference between a tourism experience and memorable tourism experience is, according to Zhong, Busser and Baloglu (2017:202), how the tourism experience is remembered post-trip and over time. Zhang *et al.* (2018:327) suggest that memorable tourism experiences are more important than general tourism experience because remembered experiences are those that influence future decision-making. Some experiences are enjoyed and satisfying but are not memorable due to the different elements that make an experience memorable. It is therefore important to understand the similarities between tourism experiences and memorable tourism experiences, to understand the components that make a tourism experience memorable. Previous research done on this topic will be assessed to consider the focus of research studies and the findings that could contribute to the memorability of tourism experiences. Table 3.2 summarises and provides insight into previous research done on memorable tourism experiences. It is evident that the majority of research focuses on recommending destinations and uses their uniqueness to promise a memorable tourism experience and to adapt their destination image accordingly. Other studies focused on what the most memorable aspects of amusement parks are and suggested that the involvement with customers and ambiance of the park were what created memorable tourism experiences for visitors. Another study found that travel bloggers use experiential narratives when writing, influencing their audience with personal experiences, shared experiences, and their emotions associated with memorable experiences. It was recommended to destinations and managers by Servidio and Ruffolo (2016) that they should use emotions when advertising to encourage visitors to encounter a memorable experience at

the relevant destination. Previous research studies also found that memorable tourism experiences had significant positive effects on loyalty and managers should not underestimate the influence this concept may have on the destination/product/service. It is notable that the majority of previous research supported the dimensions of memorable tourism experiences as identified by Kim *et al.* (2012:15). Although these studies supported these dimensions, it was often mentioned that not all the dimensions are continuously applied to all tourism destinations and managers are therefore encouraged to investigate the dimensions most applicable to their tourism products and services.

It is also significant to mention that the majority of previous research done on memorable experiences recommend using, or have used a combination of the *key experience-design principles* (see Section 3.4.2) identified by Pine and Gilmore (1998:102), illustrating the use of these principles to creating memorable experiences.

Table 3.2: Previous research studies dedicated to memorable tourism experiences

Author(s)	Study	Main findings
Blain, Levy and Ritchie (2005)	Destination branding: insights and practices from destination management organisations	This study revealed that destinations should utilise their different qualities to promote their destination image, including their ability to create memorable tourism experiences and other unique aspects that would eventually gain a competitive advantage for the destination.
Hudson and Ritchie (2009)	Branding a memorable destination experience. The case of 'Brand Canada'	This study found that destination brands need to convey the promise of a memorable travel experience that is distinctively associated with that destination to be successful amongst competitors.
Slåtten, Krogh and Connolley (2011)	Make it memorable: customer experiences in winter amusement parks	The study, focusing on amusement parks in Norway, found that both ambience factors (light, sound, and smells) and interaction among customers were most significant for customers' positive emotions and memorable experiences upon visitation to these amusement parks during the winter.
Tung and Ritchie (2011)	Exploring the essence of memorable tourism experiences	Tung and Ritchie (2011) aimed to research memorable tourism experiences from a psychological perspective and found that effect, expectations, consequentiality, and recollection were all factors that deemed most important to creating memorable tourism experiences.
Kim et al. (2012)	Development of a scale to measure memorable tourism experiences	Kim et al. (2012) developed a 24-item, seven domains, memorable tourism experience scale that is believed to apply to most destination areas. These domains included hedonism, refreshment, local culture, meaningfulness, knowledge, involvement and novelty. It was suggested by offering these domains that memorable tourism experiences were created more easily and authentically.
Chandralal and Valenzuela (2013)	Exploring memorable tourist experiences: antecedents and behavioural outcomes	This study found that from the domains identified; novelty seekers did not intend to revisit the destination despite a memorable experience. However, these tourists tended to recommend the destination to others.
Kim (2013)	A cross-cultural comparison of memorable tourism experiences of American and Taiwanese college students	The findings of this study highlighted which memorable tourism experience factors should be emphasised when creating and promoting tourism programmes for each, regardless of cultural orientation. These factors included the experience and involvement of local cultures were equally important to American and Taiwanese college students.
Kruger et al. (2013)	Who pays to view wildflowers in South Africa?	This study aimed to determine the profile and motivation of visitors to two National Parks in South Africa known for their wildflowers. The findings suggested that managers can control internal aspects of the experience when external factors (such as the weather and seasons) are not always favourable. This study used a market segmentation approach to determine the variances between the different markets. Factors that contributed to offering memorable experiences to visitors included proximity and seeing the flowers. The experience of viewing the wildflowers in a unique natural setting was the most important factor for a memorable experience.

Du Plessis, Saayman and Potgieter (2014)	Key success factors in managing a visitors' experience at a South African international airport	This study determined the key success factors in offering memorable experiences to visitors in an international airport. The key success factors identified were accessibility, passenger services, physical comfort, visitor facilities, amenities, psychological experience and travel experience. The findings of this study confirmed that visitors were more likely to seek experiences rather than products.
Engelbrecht et al. (2014)	An analysis of critical success factors in managing the tourist experience at Kruger National Park	Engelbrecht <i>et al.</i> (2014) found nine critical success factors that could be used by Kruger National Park management to improve service quality and create memorable tourism experiences. The nine critical success factors that Kruger National Park's management should implement in their management plan are the improvement of general management, wildlife experience, interpretation, facilities, green management, leisure hospitality facilities, various activities, accommodation facilities and luxuries.
Kim and Ritchie (2014)	Cross-cultural validation of a memorable tourism experience scale (MTES)	This study focused on the seven dimensions of memorable tourism experiences (hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty) as previously identified by Kim <i>et al.</i> (2012:15). The study aimed to prove that these dimensions applied to another demographic (Taiwanese) after testing it on Americans.
Chandralal and Valenzuela (2015)	Memorable tourism experiences: scale development	This study also referred to the dimensions of memorable tourism experiences and stressed that destinations would not be able to simply adopt a model, due to the different demographics of tourists who participate in the various tourism activities that offer memorable experiences.
Chandralal, Rindfleish and Valenzuela (2015)	An application of travel blog narratives to explore memorable tourism experiences	This study investigated the effect of travel bloggers on promoting memorable experiences. The study found that bloggers mostly use experiential narratives when reporting and do so positively. It was also found that the positive narratives focused mostly on local people, personally significant experiences, shared experiences, perceived novelty, perceived serendipity, professional guides and tour operator services, as well as effective emotions associated with memorable experiences.
Saayman and Van der Merwe (2015)	Factors contributing to a memorable wine route experience	The purpose of this study was to determine the factors that contributed to a memorable wine route experience. Results indicated four important factors for having a memorable wine route experience, namely amenities, food and entertainment, information distribution and quality of the route.
Rijal and Ghimire (2016)	Prospects of creating a memorable experience in Nepalese tourism and hospitality industry	This paper concluded that in an <i>Experience Economy</i> , such as the one currently recognised, there is no room for commoditised activities. It was found that people were rather in search of self-tailored experiences where they wanted to immerse, entertain, escape and also learn new things while travelling.
Servidio and Ruffolo (2016)	Exploring the relationship between emotions and memorable tourism experiences through narratives	This study confirmed the importance of using emotions in the travel industry and in particular when advertising the touristic destination. This research concluded that the memorable tourism experiences involve a range of emotions that encourage tourists to carry out new and more interesting activities at their destination.

Tukamushaba, Xiao and Ladkin (2016)	The effect of tourists' perceptions of a tourism product on memorable travel experience: implications for destination branding	The study found that attractions, ancillary services, amenities and accommodations were the four dimensions which contributed to the memorable experiences of tourists in Uganda. The study mentioned that women were more perceptible to memorable tourism experiences. However, the observed difference was not too significant.
Coudounaris and Sthapit (2017)	Antecedents of memorable tourism experience related to behavioural intentions	Based on this survey conducted among visitors to the zoo and museum in Rovaniemi, Finland, the study revealed different memorable tourism dimensions than in Kim <i>et al.</i> (2012:15). Only four factors (hedonism, local culture, involvement and knowledge) influenced the visitors, which implied that managers need to assess the dimensions most applicable to their market constantly.
Kim (2017)	The impact of memorable tourism experiences on loyalty behaviours: the mediating effects of destination image and satisfaction	The study, after finding that memorable tourism experiences are the most influential determinant of intentions, challenged practitioners and researchers who perceive visitor satisfaction to be the most important indicator of destination performance, to rather consider the influence of memorable tourism experiences.
Kruger and Saayman (2017)	An experience-based typology for natural event tourists	Kruger and Saayman (2017) aimed to determine the profile of visitors to one of the largest salmon runs in Canada. Through segmenting the markets of the event attendees, it was found that visitors longed for different experiences even when attending the same event as other attendees. It was noted that segmenting visitors by their experience was useful to understand the different types of visitors and their viewing preferences. The factors deemed most important to creating a memorable experience included: photography, proximity and authenticity, accessibility, managed encounters and tranquillity, and luxury and amazement.
Stone, Soulard, Mgacz and Wolf (2018)	Elements of memorable food, drink, and culinary tourism experiences	Through qualitative analysis, this study found the elements most relevant to creating memorable experiences among food travel. These elements included food or drink consumed, location/setting, companions, the occasion, and touristic elements. It was found that though the local food was enjoyed, many experiences did not need local cuisine to make the experience memorable. This study noted that a memorable destination was not a requirement for a memorable food/drink experience.
Zhong <i>et al.</i> (2017)	A model memorable tourism experience: the effect on satisfaction, affective commitment, and storytelling.	Researching memorable tourism experiences prove to be a stronger predictor of affective commitment when compared to satisfaction. This study found that memorable tourism experiences are in fact the powerful drivers of storytelling and encouraged destination branding and marketing to pay attention to the possibilities this brings.
Chen and Rahman (2018)	Cultural tourism: an analysis of engagement, cultural contact, memorable tourism experience and destination loyalty	This study proved the complementary nature of memorable tourism experiences and other factors, by finding that visitor engagement positively influenced cultural contact and cultural contact positively influenced memorable experiences. Memorable tourism experiences again had significant positive effects on loyalty. It was concluded that cultural contact was found to fully support the relationship between visitor management and memorable tourism experiences.

**Joy, Belk,
Charters, Wang
and Peña (2018)**

Performance theory and engagement:
wine tourism experiences in South
Africa and India

The study emphasised that guides co-created memorable experiences with tourists, by adjusting their theatrical scripts to consumers' unique needs and creative variations. The study proved that the guides needed to adapt their tour to the attendees' preference, to ensure satisfying co-creation of memorable tourism experiences.

Source: Researcher's compilation based on existing literature

These previous studies demonstrated the intricacy of developing a model which may be used in general; however, their findings have laid down a solid foundation for creating and managing memorable tourism experiences. The dimensions of memorable tourism experiences will be discussed in the following section to ensure a clear understanding of these dimensions, and to enable managers to use these dimensions when developing and sustaining memorable tourism experiences.

3.4.2 Designing a memorable experience

As the previous section indicated, based on Table 3.4, many studies have taken note of the *key experience-design principles* offered by Pine and Gilmore (1998:102). It is important to note that designing the experience and creating it (see Section 3.3.5) are different concepts. This section aims to discuss the design principles identified by Pine and Gilmore (1998:102) which in turn may offer a guideline to tourism practitioners when designing a memorable experience for tourists.

The five design principles developed by Pine and Gilmore (1998:102) are discussed below.

- **Theme the experience.** It is suggested by Pine and Gilmore (1998:102) that a clear theme should be evident when staging the experience. The lack thereof or a vague theme might leave the tourists without a lasting memory as these experiences offered no impressions for the tourists to compare with other encounters. For example; to dive operators, a marine theme may be the obvious option. However, operators are encouraged to have a clear, relevant and consistent theme which also sets them apart from their competitors. Pine and Gilmore (1998:103) recommend a “unified storyline” that captivates the tourist.
- **Harmonise impressions with positive cues.** Pine and Gilmore (1998:103) state that in order to create desired impressions on tourists, establishments must introduce cues that make the nature of the experience obvious to the tourist. It is also suggested that inconsistent cues (either visual or auditory) may confuse the tourist. Therefore these cues (i.e. indicators or signals) should cohere with the designated theme. For instance, dive operators can name their designated stations (used to kit up, or clean gear) based on their theme, while their dive boats could also be named accordingly, or themed nicknames could also be assigned to their staff which creates a personal and original part of the experience.
- **Eliminate negative cues.** This principle is, according to Pine and Gilmore (1998:103) important for the sake of removing any features that contradict or harms the theme. In other words, in the event that a certain service, for example, assistants to wash divers’ gear after use, is not available, operators are encouraged to instead commend divers for taking care of their own gear (by washing it themselves) by making it part of the

experience, instead of merely apologising for their inability to supply this service. Pine and Gilmore (1998:104) suggest that service providers should make themselves available to their customers, but not interrupt them or interfere with their experience.

- **Mix in memorabilia.** Pine and Gilmore (1998:104) state that individuals purchase memorabilia (souvenirs) as a physical reminder of an experience. Selling such items could not only improve the design of the experience but become a lucrative offering for establishments. Pine and Gilmore (1998:104) suggest that consumers, in general, are willing to pay more for these branded items than they would for similar everyday items due to the significance of these items to their experience. Dive operators could, for example, sell merchandise indicating the dive sites divers explored during their visit, or offer souvenirs to divers with new or additional certifications. Operators may also offer theme-related mementoes of species divers may have sighted during their dive, immersing the educational side of scuba diving. These items, considering that they are branded, offer additional marketing for the operators and destinations, while being meaningful to divers.
- **Engage all five senses.** The inherent nature of memorable experiences involves individuals truly being involved in the experience (either actively or passively), as opposed to tourists just passing by an attraction. Therefore Pine and Gilmore (1998:104) suggest incorporating sensory stimulants in the design of these experiences. It should be noted that these stimulants should cohere with the designated theme. Although diving itself might be a stimulating experience already, what makes it memorable is what sets it apart from a general dive experience. In other words, operators should aim to add more elements to the dive using divers' senses. Operators could, for example, offer social events to divers where local cuisine is prepared for these divers contributing to the dive experience without the divers having to be in the water.

To conclude this section, it should be noted that although these *key experience-design principles* are offered, it is dangerous to assume these principles can be applied generally in memorable experiences (Pine & Gilmore, 1998:105). With this in mind, the purpose of this study considers that markets may have different demands and is it therefore imperative to assess the aspects divers deem important. With the complexity entailed in memorable experiences, the elements of a memorable experience are discussed next.

3.4.3 Elements of a memorable experience

As previously mentioned, Kim *et al.* (2012:15) identified seven dimensions of memorable tourism experiences: hedonism, involvement, knowledge, local culture, meaningfulness, novelty and refreshment. This section will discuss these dimensions to aid managers in instilling these

dimensions. Table 3.3 discusses the dimensions as explained by Kim *et al.* (2012:15), Kim and Ritchie (2014:324), and Zhang *et al.* (2018:327).

Table 3.3: The dimensions of memorable tourism experiences

Dimension	Explanation
Hedonism	This element is described as pleasurable feelings that excite the tourists. Hedonic experiences may include fun, thrilling, indulging and enjoyable features.
Involvement	This element concerns the physical or emotional involvement of the tourist during an experience. Involvement in this regard includes the tourists to be able to acknowledge that they either visited a place they wanted to, enjoyed the activities they wanted to participate in, positively say they were interested in the main activities of the tourism experience, or all of the above.
Knowledge	Knowledge refers to information, facts, or skills either introduced to or practised by the tourist. When the tourist can acknowledge that they were either introduced to a new culture or other exploratory activities, this element has been fulfilled.
Local culture	A good impression of the local people and close experience of their local culture offers a sense of involvement and belonging. Friendly locals enhance this aspect at the destination.
Meaningfulness	Through spending time doing something significant and valuable, tourists experience the essence of something meaningful, worthy of their time and effort. This could also include the tourist learning something about themselves.
Novelty	Novelty refers to psychological feelings, such as a sense of 'newness' resulted from having an experience. This usually includes a 'once in a lifetime' experience.
Refreshment	Refreshment is simply defined as the state of feeling refreshed or revitalised, either physically or mentally after sharing the experience.

Source: Kim *et al.* (2012:15); Kim and Ritchie (2014:324); Zhang *et al.* (2018:327)

These dimensions have been introduced to a variety of tourism destinations, products and services, and have proved to be significant in creating and managing memorable tourism experiences. Researchers, however (see Section 3.4.1), have found that these dimensions are not necessarily always applicable as a unity. Table 3.3 offers an explanation of the dimensions proposed to create a memorable tourism experience, and researchers have applied them to a variety of tourism products, such as wine tourism (Saayman & Van der Merwe, 2015), accommodation in tourism (Rijal & Ghimire, 2016) and zoos (Coudounaris & Sthapit, 2017). This indicates that these dimensions may be integrated with both tourism products and services to create memorable tourism experiences. It is significant to note that these dimensions are intangible and influence the memorable tourism experience directly. Destination managers therefore have the opportunity to offer these intangible dimensions to tourists after considering which dimensions are best suited to their tourism offering. In scuba diving tourism, hedonism, refreshment, local culture, meaningfulness, knowledge, involvement and novelty may all be

included to create a memorable dive experience; however, they can only be applied successfully when focusing on the dive destination, the dive operators and dive site used.

Considering these identified dimensions, it is important for destination managers and dive operators to collaborate in offering a memorable scuba diving experience. Creating memorable tourism experiences is discussed next to ensure that the significant role players are aware of the most effective ways in which memorable tourism experiences are generated.

3.5 Creating memorable tourism experiences

Tourists create stories of their experiences and present these stories to others as memories of their trips (Bosangit, Hibbert & McCabe, 2015:2). These experiences are often co-created by the tourist and other tourism role players (i.e. the host community, tourism organisations and guides). Destination branders are part of the managing bodies which develop and encourage memorable tourism experiences. According to Stylos, Bellou, Andronikidis and Vassiliadis (2017:26), and Zehrer, Smeral and Hallmann (2017:56), the destination brand is the name, symbol, wordmark or other graphics that identifies and differentiates the destination from others. The recollection of pleasurable memories is encouraged through association with the destination brand after the visit. Prayag, Hosany, Muskat and Del Chiappa (2017:50) explain that internal and external impulses (e.g. influences and emotions caused by the destination brand), in addition to physical environment details, all have an impact on creating memorable experiences.

Memorable tourism experiences include intercultural tourist activities, intercultural influences, holiday satisfaction and service quality (Lee, Chao & Lin, 2016:110). It is important to understand that tourism experiences do not necessarily transform into a memorable tourism experience. So *et al.* (2017:641) explain that tourism practitioners who understand the benefits of creating memorable tourism experiences will be encouraged to create these memorable experiences for their tourists to encourage growth in their tourism activities.

Providing good memorable experiences is critical for the competitiveness of tourism providers (Coudounaris & Sthapit, 2017:1084) which is one of the most important benefits of creating memorable experiences for tourists. Various studies have proved that the recollection of memorable experiences determines revisit intentions, and by creating memorable tourism experiences trust between tourists and destinations develop, encouraging tourists to want to share these experiences with others. Adinolfi and Ivanovic (2015:5), Coghlan (2015:382), Confente (2015:613), Kim (2014:34), Kim (2017:1), as well as Kruger, Botha and Saayman (2012:111) have identified the following as the benefits of creating memorable tourism experiences:

- **Competitive advantage.** For tourism practitioners to be in a favourable and superior position to their competitors, means that they can offer products and services that are more valuable to their market. In the growing tourism industry and the continuous development of tourism activities, it is important especially for dive operators to distinguish themselves from their competitors.
- **Recommendations and referrals.** The passing of information from one person to another by (traditionally) verbal communication, better known as word-of-mouth, is one of the most effective and trusted methods of marketing. Tourists with memorable experiences are known to share these experiences with peers by means of recollection and story-telling. This free method of marketing is a tool that many different types of organisations use and is very valuable to tourism practitioners. Individuals may influence each other to experience different events. Consumers around the world have revealed that they trust word-of-mouth and recommendations from friends and family above all other forms of advertising. Creating memorable tourism experiences encourages tourists to recommend these experiences to others.
- **Repeat visits.** It is debatable whether repeat visitors are the foundation on which the most profitable businesses are built. Repeat visitors are familiar with the product and service offered; they help promote the activity and offer transparency of the market identified by the organisation. When a tourism destination gains the loyalty of their visitors, these individuals will return to this destination either to share the experience with someone else or to experience the same activity as before. Diving destinations valued for their location and offerings are amongst the tourism destinations that enjoy the benefits of repeat visits the most. The divers are informed about the environment, are accommodated by the local community and encourage conservation.
- **Brand recognition, brand loyalty and destination image.** When continuously supporting the tourism provider, the tourist becomes more familiar to and trusted by the tourism practitioner, and will often purchase their preferred brands of products regardless of convenience or price. Gaining the loyalty of consumers will promote sustainability in the organisation and promote prosperity. Finally, the destination image as a whole will increase when more tourists acknowledge the unique offerings and memorable tourism experiences.
- **Improved health of tourists.** As travel motives have been identified through the years, it has been found that tourists travel predominantly to escape their routines, to experience new destinations/events, or to spend time with their loved ones. Considering that memorable tourism experiences promote an emotional connection between the tourist and the

experience, it is important to recognise that enjoying experiences satisfies tourists' needs, "their happiness, mindfulness, and self-efficacy" (Mutz & Müller, 2016:105).

It has been proved that memorable tourism experiences offer the benefits of prosperity to dive destinations. To create memorable tourism experiences, a variety of factors need to be taken into consideration to ensure that these experiences are in fact what visitors' desire. Managing and marketing memorable scuba diving experiences is discussed next to determine the most relevant aspects when providing memorable scuba diving experiences.

3.6 Managing and marketing memorable scuba diving experiences

Managing memorable tourism experiences is pivotal to creating future memorable tourism experiences to ensure that any shortcomings are addressed and successful experiences can be offered to a similar market. Destination marketers are the stakeholders who share the responsibility of managing memorable tourism experiences by developing effective tourism programmes that offer such experiences (Kim, 2014:35). Buonincontri *et al.* (2017:264), Kim (2014:35), Servidio and Ruffolo (2016:152) and Zhong *et al.* (2017:201) suggest that memorable tourism experiences are often difficult to manage when managers do not have sufficient information regarding their market or product and/or service offering, and when they do not have sufficient resources or support from external stakeholders (i.e. the local community, government bodies, tourism organisations or tourists). As this study aims to assess the aspects that are important for creating memorable tourism experiences for scuba divers, previous research of this topic that identifies the aspects most significant to a satisfying scuba diving experience is discussed in the next section.

3.6.1 Aspects important for a satisfying scuba diving experience

Zhong *et al.* (2017:202) suggest that satisfaction does not necessarily translate into loyalty, which shows that managers need to ensure that the experiences offered to tourists are in fact memorable, and must encourage tourists to recall these memorable experiences long after they have encountered them. With this in mind, Table 3.4 gives a summary of previous research done on the satisfaction of scuba divers to offer some understanding of the elements relevant to scuba diving experiences.

Table 3.4: Previous research done on the satisfaction of scuba divers

Author(s)	Study	Main findings
Shafer and Inglis (2000)	Influence of social, biophysical, and managerial conditions on tourism experiences within the great barrier reef world heritage area	This study explained that marine tourists had different tourism experiences depending on the size of the tour operator they used when travelling, and that the benefits offered to them during their travels, which would eventually improve their experiences, were aspects they considered when travelling. These conditions included nature, escape, family, and coral reef experiences.
Musa (2002)	Sipadan: a scuba-diving practice: an analysis of tourism impact, diver satisfaction and tourism management	Results of this study revealed that tourists gained satisfaction due to the marine biodiversity, easy diving access, and friendliness and efficiency of staff. Aspects that decreased tourists' satisfaction were crowding, overdevelopment, noise, and litter.
Dearden, Bennet and Rollins (2006)	Implications for coral reef conservation of diver specialisation	Conclusions from this study indicated that higher specialised divers were more concerned about the dive experience, as opposed to less specialised divers who were focused on aspects of the entire trip, instead of just the dive experience.
MacCarthy, O'Neill and Williams (2006)	Customer satisfaction and scuba-diving: some insights from the deep	This study found that satisfaction was found from fulfilled expectations. Other factors that influenced divers' satisfaction included the service provided by the operator, the social interaction amongst divers, and the functional aspects of the dive.
Musa, Kadir and Lee (2006)	Layang Layang: an empirical study on scuba divers' satisfaction	Results indicated that the main contributors to diving satisfaction were underwater nature and the comfort and ease of access to dive sites. Conclusions also indicated that when marketing the destination, managers should use the most satisfactory variables they offer, while ensuring that the natural features of the island are sustainable because they are the reasons for divers' visits.
Meisel-Lusby and Cottrell (2008)	Understanding motivations and expectations of scuba divers	This study found that diving for the challenge and excitement lead to the satisfaction of beginner divers, while advanced divers prefer to dive with similar people, using equipment, and seeing shipwrecks. Other aspects which lead to the satisfaction of divers included: friendly staff, no injuries, good equipment, having fun, feeling safe, and competent staff.
Worachananant, Carter, Hockings and Reopanichkul (2008)	Managing the impacts of scuba divers on Thailand's coral reefs	This study found that the main contributors to diving satisfaction include the quality of underwater nature landscape, the comfort and ease of access to dive sites, distance and cost of accommodation and food.
Dimmock (2009)	Finding comfort in the adventure: experiences of recreational scuba divers	Results indicated that comfortable experiences are most important to divers, recognising that there are physical, social, psychological and visual contexts of scuba diving important to scuba divers. A high level of satisfaction was portrayed after sighting larger sized marine life such as whales or sharks.

Ince and Bowen (2011)	Consumer satisfaction and services: insights from dive tourism	This study constructed categories to identify the factors that make up the most satisfying experiences of divers. The key elements that determined satisfactory experiences included marine life, personal safety, equipment and its reliability.
Kler and Tribe (2012)	Flourishing through scuba: understanding the pursuit of dive experiences	This study found that the participating divers gained meaning and fulfilment from the acts of learning and personal growth, and they were motivated to dive because this special interest promotes positive experiences, which are the experiences these divers desired.
Schuhmann, Casey, Horrocks and Oxenford (2013)	Recreational scuba divers' willingness to pay for marine biodiversity in Barbados	Results from this study showed the most satisfactory elements from the dive experience included visibility, underwater supervision provided by operator/dive master, and the low level of crowding during the dive.
Naidoo et al. (2016)	Customer satisfaction with scuba diving in Mauritius	This study revealed five distinct dimensions of diving satisfaction. These dimensions include boat facilities and dive site, safety, diving equipment, helpfulness and expertise of staff, and the marine environment.
Tinsley and Kass (2018)	Leisure activities and need satisfaction: a replication and extension	As found by this study, the most significant dimensions of diving as a leisure activity include catharsis, independence, advancement, getting along with others, reward, tolerance, activity, ability utilisation and exhibition.

Source: Researcher's compilation based on existing literature

Table 3.4 shows that a significant number of studies have been conducted on determining the elements and dimensions that form part of a satisfactory scuba diving experience. The factors that appear to play the most important part in offering satisfactory experiences include marine biodiversity, easy diving access, the competence, friendliness and efficiency of staff, the social interaction amongst divers, distance and cost of accommodation and food, good equipment, having fun, feeling safe, underwater supervision provided by the operator/dive master, and a lack of crowding during the dive. Musa and Dimmock (2013:153) explain that it is crucial to measure divers' satisfaction, as fulfilling these needs may lead to loyal revisits and word-of-mouth recommendations.

Ince and Bowen (2011:1178) suggest three groups into which divers' satisfaction with their experience could be best categorised: *technical elements*, *functional elements* and *experiential elements*. These categories are elaborated on below.

1. Technical elements

- **Buoyancy.** When divers master the art of controlling their buoyancy, they can use air for more extended periods and thus extend the length of their dives. Fellow divers also benefit from controlled buoyancy due to the decrease in disturbances from divers who stir up the bottom and reduce visibility or damage coral reefs (Ince & Bowen, 2011:1778).
- **Equipment.** Divers using equipment rented from operators require the equipment to be maintained so that they can feel and be safe during a dive (Fuchs *et al.*, 2016:150; Naidoo *et al.*, 2016:1). A study reported that if divers felt they had received a faulty buoyancy control device (BCD), they were unable to enjoy their dive as they were distracted throughout the entire dive (Ince & Bowen, 2011:1777).
- **Price.** Divers suggested that they would be willing to pay for this recreational activity, and even if prices were to increase due to circumstances of the destinations, operators should ensure that they received value-for-money experiences (Daly *et al.*, 2015:38).
- **Dive sites.** Divers liked to be well-informed about the dive site to ensure their expectations would be met. In one instance, divers were glad to be informed of a scarcity of coral at a dive site and were not disappointed as they could concentrate on the coral that they did find or other unique aspects of the site. The divers were also pleased to have say in which dive site they were going to visit during their dive (Augustine, Dearden & Rollins, 2016:666; Ince & Bowen, 2011:1778; Naidoo *et al.*, 2016:1).

- **Diving vessel.** The vessels used for transporting divers were also a concern for some divers. The vessels were required to be ocean-worthy and fast enough not to prolong the trip to the dive site. The divers indicated that that easy access to the vessels was a favourable factor (Augustine *et al.*, 2016:666; Naidoo *et al.*, 2016:5).

2. Functional elements

- **Onboard service.** Divers showed great satisfaction with not having to carry their gear/equipment to and from the vessel before and after the dive. They also noted that the employees who assisted them with their equipment were friendly and efficient (Augustine *et al.*, 2016:666; Ince & Bowen, 2011:1774; Naidoo *et al.*, 2016:5).
- **Safety (dive operator and personal).** The operators' safety measures greatly influenced the divers' decision to support them. Operators with a good track record of diving safety were more likely to be chosen. The divers also indicated that they were much more at ease when they learned that the vessels had emergency oxygen onboard, as well as functioning Global Positioning System (GPS) tracking. An in-depth safety briefing was one of the most important aspects of safety as the divers felt more at ease with precautions instead of resolutions (Fuchs *et al.*, 2016:147; Ince & Bowen, 2011:1774; Naidoo *et al.*, 2016:5; Schuhmann *et al.*, 2013:32).
- **Length of dive.** Divers who were familiar with the intended depth of the dive were more satisfied as they were able to prepare themselves to dive deeper for longer, as opposed to shallow dives that enabled them to simply dive longer. Less experienced divers revealed that they would dive shallower reefs to allow them to lengthen their dive (Ince & Bowen, 2011:1779).
- **Sea current.** Divers suggested that the less current they were exposed to, the better. These divers noted that they were very unhappy with previous dives that caused them to drift too far from the sites they aimed to explore (Ince & Bowen, 2011:1780; Schuhmann *et al.*, 2013:32).
- **Length of the journey to the dive site.** Although divers were adamant about not wanting boat trips to last too long, they indicated that boat trips lasting an average of \pm 20 minutes gave them a good chance to get to know the people they were about to dive with (Augustine *et al.*, 2016:666; Ince & Bowen, 2011:1780).
- **Extras.** Videographers were available to the divers at an additional charge. Although not all the divers made use of this service, they were impressed with the extra effort the dive

operators were willing to make to ensure that their experience was memorable. The divers who used this service were grateful that they would be able to share their experiences with non-diver family and friends (Fuchs *et al.*, 2016:149; Ince & Bowen, 2011:1780).

3. Experiential elements

- **Marine life.** The divers indicated that after safety briefings, the most important briefing they received was of the marine life they would be able to see. In these briefings, extensive descriptions of sea creatures were given, as well as their underwater sign to ensure that all the divers would be familiar with the marine life indigenous to the dive site. The divers stated that they would rather see small numbers of rare marine life than larger numbers of common marine life (Fuchs *et al.*, 2016:150; Ince & Bowen, 2011:1773; Naidoo *et al.*, 2016:105).
- **Learning.** The divers suggested on numerous occasions that they were most pleased when they were able to improve their existing skills or to further their skills. Less experienced divers were delighted when they were able to identify species they had not seen before, or when they learned more about the environment they were diving in. More experienced divers were satisfied when they were able to share their knowledge with enthusiastic divers (Kler & Tribe, 2012:22).
- **Visibility.** The divers acknowledged that the operators were not able to control or determine the visibility of the dive site before the dive; however, they indicated that if visibility were not favourable other aspects of the dive would have to make up for it (Augustine *et al.*, 2016:667; Ince & Bowen, 2011:1777; Schuhmann *et al.*, 2013:32).
- **Social aspects.** The divers indicated that the factors which made the experience most memorable were sharing the experience with family and friends accompanying them during their dive. Group size played a significant role in influencing these experiences, with divers stating that smaller group sizes were more satisfactory as then crowding was not a problem when approaching a creature. The divers emphasised that they were happy when they were given a chance to get to know their “dive buddies” before diving with them. The divers stressed that unsatisfactory dives were those in which they were not acquainted with their dive buddies before a dive. Dive masters/leaders who went out of their way to ensure that their divers had the best possible experiences during their dive, were noted to be significant contributors to a satisfactory diving experience. The divers suggested that masters who pointed out rare marine life to divers contributed to their overall experience and gained their loyalty for further dives. The camaraderie was the final factor among the social aspects that contributed to satisfactory experiences of divers. The divers indicated that even if they were visiting with friends and family, they were pleased when given the opportunity to socialise

with others after dives. Operators should encourage divers to socialise at local spots or after dive plans to get to know each other (Augustine *et al.*, 2016:667; Dimmock & Musa, 2015:54; Fuchs *et al.*, 2016:181; Ince & Bowen, 2011:1781; Kler & Tribe, 2012:24; Tinsley & Kass, 2018:191).

- **Pilgrimage.** The divers indicated that their most memorable visits were to rural or exotic places to escape the rush of cities or industrial areas. The divers felt a sense of exhilaration when adding exotic places to their logbooks. Apart from the excitement of visiting these destinations, the divers indicated that they chose operators based on the proximity and availability of food and accommodation near these operators when transportation was limited in these areas (Augustine *et al.*, 2016:667; Ince & Bowen, 2011:1781).
- **Expectations.** The divers indicated that some of them had expectations leading up to their visit and dive, but some of these expectations were not fulfilled. However, they were not disappointed as the operators informed the divers of the most realistic expectancies and tried to please the divers. The divers indicated that their most memorable experiences would create expectations and set standards for their trips to other destinations in the future. More experienced divers were noted to desire other activities to occupy them in the event that a scheduled dive was not challenging enough for them (i.e. did not offer any new experiences) (Augustine *et al.*, 2016:662; Ince & Bowen, 2011:1781; Musa & Dimmock, 2013:154).

With these elements categorised, it is easier to ensure that all divers share favourable and memorable experiences. When the operators are aware of the elements that contribute to the experiences divers desire, they can offer these experiences to their market and ensure that the divers are fully satisfied. Musa and Dimmock (2013:154) suggest that if certain aspects of experiences fail to satisfy divers, it is possible for the other categories to make up for this so that the overall experience is satisfying. Although non-resident divers recognise these elements, resident divers still share the same need, i.e. to experience marine life at its best while diving safely and being able to socialise (Musa & Dimmock, 2013:154). It is important to consider that divers with different levels of skill have different preferences, and is it important not to assume that all divers have the same requirements. Musa and Dimmock (2013:156) suggest that the measurement of scuba divers' satisfaction can be divided into destination characteristics, dive operator service and social aspects. The survey questionnaire developed for this research study ultimately follows this guideline by determining the aspects most important for divers regarding the dive destination, dive site and dive operator.

Throughout the research study, the emphasis was placed on ensuring that diver satisfaction was carefully and continuously researched in order to guarantee the sustainability of the scuba diving

industry. It was also borne in mind that memorable experiences are not created by one factor alone but rather by accumulated aspects. When managing memorable tourism experiences, it is important to understand the fundamentals of marketing tourism experiences to ensure that the targeted market is reached.

3.6.2 Marketing memorable tourism experiences

In view of the variety of aspects that all contribute to creating memorable tourism experiences, Mahdzar and Shuib (2016:11) suggest that marketing these experiences is more challenging as it is not like marketing a product or service with a pre-determined outcome, and the personal characteristics of the consumer (i.e. tourist) influence the nature of the ultimate experience. Marketing of experiences to consumers is widely known as experiential marketing (Chanavat & Bodet, 2014:324; De Farias, Aguiar & Melo, 2014:88). Chanavat and Bodet (2014:324), and Mukiira, Musau and Munyao (2017:3) define experiential marketing as the strategy used to create and stage a tourism offering to provide memorable experiences.

To understand how experiences can be marketed, the differences in marketing goods and services are explained first. Product marketing is based on tangible resources which are part of a transaction to exchange value (Huotari & Hamari, 2017:24). This enables the producers to offer a tangible product to the consumers (i.e. tourists) who acquire physical objects which they can use as they please. Marketing products are less complicated as the offerings are tangible objects (Huotari & Hamari, 2017:24). Service marketing depends primarily on using the knowledge and skills of individuals to offer intangible value to tourists. When being offered services, tourists are aware of the service they will receive due to the standardised nature of the services offered by experts (Huotari & Hamari, 2017:25; Ladhari, Souiden & Dufour, 2017:11). Huotari and Hamari (2017:24) suggest that the primary objective of service marketing is to understand the tourists' needs and assist them with the resources needed to satisfy their needs.

Unlike product and service marketing, which focuses on the tourists' needs or goals, experiential marketing aims to fulfil tourists' desires through symbolic practices. These practices include utilising and integrating a wide range of symbols in creative ways to create exciting offerings and generate favourable memories (Campos, Mendes, Valle & Scott, 2018:393). Cifci, Cetin and Dincer (2018:49) explain that tourism is "an experience intensive service" where experiences are typically the outcome of these tourists' trips (as opposed to tangible products). Cifci *et al.* (2018:50) further emphasise that experiential marketing in tourism is vital to destinations' success in an industry as competitive and unstable as tourism. With this in mind, it is comprehensible that traditional marketing methods may not be sufficient when marketing tourism experiences. Ultimately experiential marketing relies more on an emotional approach considering the inherent

nature of this offering, aiming to transform daily (tourism) activities into memorable experiences (Cifci *et al.*, 2018:51).

With regards to the personal characteristic of tourism experiences, it becomes evident that the *key experience-design principles* recommended by Pine and Gilmore (1998:102) should be taken into account when designing memorable experiences for tourists, to ensure experiences remain current and do not become homogenised (Cifci *et al.*, 2018:51). Stone *et al.* (2018:1131) remind tourism practitioners that simply providing quality goods or services does not necessarily translate into memorable tourism experiences. Experiential marketers should ensure that experiences are convincing, fascinating, and impressive to ensure they are favourable and memorable. Cifci *et al.* (2018:52) support this idea through stating that as soon as experiences become standardised, they are no longer desired, and is it therefore imperative for tourism practitioners to be innovative and willing to customise their offerings according to the dynamic needs of tourists. Here it might come to the dive operators and destination marketing organisations' attention that many stakeholders are included in experiential marketing. Cifci *et al.* (2018:52) also suggest (in support of Pine and Gilmore's *key experience-design principles*) that service staff are a contributing factor to a memorable experience, and advises that staff are part of internal marketing, being invaluable to any tourism organisation.

Hanna, Font, Scarles, Weeden and Harrison (2018:38) and Tonkins (2018) propose the approach of using more descriptive ways of promoting experiences. When marketers trigger the senses of tourists, it already awakens an emotional reaction as opposed to a platonic and average presentation of a service or product. It is noteworthy that Pine and Gilmore's (1998:102) *key experience-design principles* include offering a multi-sensory experience to tourists. Tonkins (2018) continues by using the example of rather than offering a relaxing day at a spa; a marketer could invite the tourist to experience "worry-free tranquillity in a sanctuary", thus attracting the tourist by presenting the relaxation as an experiential result of a service.

Enabling tourists to share their memorable experiences with others online or in other ways will encourage them to promote their experiences to other potential tourists, and to reflect on these experiences when they wish to do so without having to purchase a service or product again (Tonkins, 2018). Cifci *et al.* (2018:57) suggest that in more modern culture, such as the current *Experience Economy*, travellers desire to share their experiences with others, which poses the opportunity for tourism practitioners to reach more consumers (digitally) than they were previously able to. This is a very promising prospect for a rural, yet accessible, destination like Ponta do Ouro. Furthermore, depending on the market's demographics, it is important to offer a way for these tourists to recall the experience, for example through a souvenir such as a photo or another symbolic approach. Neuhofer *et al.* (2014:345) recommend when using an online approach to

promotion of the experience, a tourism practitioner may create a “branded hashtag” that participants can use to share their experience(s) on social media, which will create a sense of inclusion that allows tourists to share and remember their experiences.

Campos *et al.* (2018:389) and Tukamushaba *et al.* (2016:4) further suggest developing a brand with a unified theme to promote the experiences offered by operators of a destination. The development of holiday experiences that address consumer needs and are easily accessible is also encouraged to ensure that tourists can participate in the experiences offered when they wish to fulfil their desires (Tukamushaba *et al.*, 2016:4). Other recommendations in experiential marketing include more direct engagement with the customer and establishing two-way consumer communication channels. Tourism businesses should not just rely on the word-of-mouth of their tourists, but also promote the experiences they offer through showcasing the experiences of their visitors (Stone *et al.*, 2018:1131) through testimonies or other visual mediums.

Though experiential marketing is a relatively new marketing method, it has become widely acknowledged with the emergence of the *Experience Economy*. Marketing memorable tourism experiences are as important as designing and creating them to ensure that tourists are aware of the offering. Tourism practitioners are not only responsible for offering memorable experiences, but for endorsing them. The conclusion section of this chapter clarifies aspects that influence, create and promote memorable experiences for scuba divers.

3.7 Conclusion

This chapter discussed the management and marketing of memorable tourism experiences with the aid of previous literature to suggest ways in which tourism professionals (specifically in scuba diving as a tourism activity) would be able to benefit from creating memorable tourism experiences. The transformation of consumers demanding products and services to consumers desiring more specialised and personalised offerings was identified as the *Experience Economy*, a concept developed by B. Joseph Pine II and James H. Gilmore (1998). Simply stated, offering experiences differs as much from offering services as offering products differs from services. With the emergence of the *Experience Economy*, it is emphasised that experiences in tourism leave impressions on the tourist, which in turn leads to the tourist’s loyalty to the destination.

The difference between tourism experiences and memorable tourism experiences were examined and it was found that memorable tourism experiences include tourists recalling their experiences long after departing from the destination(s) they visited. Memorable tourism experiences are also more difficult to create than tourism experiences. Kim *et al.* (2012:15) identified dimensions related to creating memorable tourism experiences (hedonism, involvement, knowledge, local culture, meaningfulness, novelty and refreshment), but also suggested that these dimensions

may not always be relevant to all destinations. It was advised that tourism practitioners continuously evaluate which dimensions are most appropriate to their memorable experience offering.

As stated by Kim *et al.* (2012:15), Prayag *et al.* (2017:50) also suggested intangible aspects that impact the creation of memorable tourism experiences. Prayag *et al.* (2017:50) suggested that the emotions and influences of tourists are among the factors that affect tourists' perceptions when encountering memorable tourism experiences. Along with the challenges in creating memorable tourism experiences, the benefits thereof were also examined. These benefits include destinations and (dive) operators gaining a competitive advantage, receiving recommendations and referrals from visitors and enjoying repeat visits from tourists. Furthermore, the aspects considered most important in offering a satisfactory scuba diving experience were explored. The most important factors were marine biodiversity, friendliness and efficiency of staff, social interaction amongst divers, personal safety and having fun. As with the dimensions of creating memorable tourism experiences and the aspects to be considered when attempting to offer satisfactory scuba diving experiences, it is important to remember that these offerings are only possible when elements collaborate rather than relying on only one aspect.

Finally, experiential marketing was explained as a marketing strategy used to promote experiences by using symbolic practices. Being aware of this method is essential to ensure that once these memorable experiences have been created, they can be marketed to the intended individuals. The literature studied in this chapter was used to develop the questionnaire used for the survey of the research study to ensure that all the relevant aspects were measured and included. The method of research applied in the study as well as the results of the survey will be discussed in Chapter 4.

CHAPTER 4: METHOD OF RESEARCH, MULTIVARIATE ANALYSIS AND RESULTS

4.1 Introduction

This chapter aims to identify the profile and key aspects that divers in Ponta do Ouro regard as important for a memorable scuba diving experience based on the results of the empirical survey through multivariate statistical analyses. The profile of the divers includes their socio-demographic information and their spending behaviour. The experiences most important to them are determined according to their behavioural and economic profile. A descriptive overview is given before in-depth analyses are conducted. Aspects contributing to a memorable scuba diving experience are explored in more detail by means of factor analysis. The research approach and results are discussed to explain the development of the questionnaire, the sampling method and survey, and include an overview of the statistical analyses and descriptive results. Finally, the results of the factor analyses, *t*-tests, ANOVAs and effect sizes, as well as Spearman's rank order correlation coefficient, are discussed to give a comprehensive overview of the results of the survey.

4.2 Research approach

The research approach and results include the development of the questionnaire, sampling method and survey, and statistical analysis. The development of the questionnaire is discussed first and explains the literature consulted to compile the questionnaire and gather the information needed to offer recommendations to the involved stakeholders (see Section 2.4).

4.2.1 Development of the questionnaire

Nardi (2015:71) explains the importance of previous studies in the literature with similar objectives so that researchers can familiarise themselves with the findings and recommendations of those studies. As the present survey offers primary data, it was essential to study secondary data to include all significant aspects when compiling the questionnaire. The questionnaire used in the present research included different types of questions such as open-ended, 5-point Likert scale, and multiple-choice (single answer) type questions. Nardi (2015:72), as well as Roberts, Stewart, Tingley, Lucas, Leder-Luis, Gadarian, Albertson and Rand (2014:1064), explain the benefits of open-ended questions, which include requiring more thought so that respondents give personal answers and more information on the topic, and show understanding of the subject. This allows researchers to better access respondents' opinions and answers to these open-ended questions. To obtain socio-demographic information of the respondents, a combination of open-ended questions was used (i.e. country of origin, marital status, preferred recreational dive discipline, and the highest level of diving certification) to encourage the respondents to give a wider range

of answers while expressing their opinions, and to offer broader perspectives when discussing the results. Furthermore, to measure the respondents' socio-demographic information, multiple-choice (single answer) questions were also asked to encourage respondents to select the option most applicable. The multiple-choice questions were used when respondents were asked about their gender, home language, highest level of education, whether or not their visit to the destination was their first, and if they would recommend the destination as a dive destination to other divers. Brace (2018:133) suggests that it is easier to use multiple-choice questions when seeking precise and objective responses from respondents. These questions are easily administered and offer clear preferences of the respondents (Brace, 2018:133).

The questionnaire was divided into three sections (see Annexure A). Section A captured demographic details (gender, home language, age, occupation, level of education, marital status and country of origin), economic behaviour (people paid for during the trip, number of nights spent in the area, and number of prior visits to the destination), and information specific to visitors' behaviour during their visit (number of years diving, total number of dives logged, average number of dives per year, recreational dive discipline preferred, highest level of diving certification, and willingness to recommend the dive site to other divers).

Section B measured the spending behaviour of divers with regard to scuba dives (i.e. only the dive, plus boat lift), dive courses and/or additional training, accommodation, transportation (air and ground travel), shopping, food and beverages, diving insurance/renewal of dive credentials, buying new scuba diving equipment/gear, hiring scuba diving equipment/gear, other activities (e.g. boat trips), and other expenses not listed (divers had to specify these items).

Section C measured 53 aspects/features regarding the dive experience (14 aspects), dive site (11 aspects) and dive operators (28 aspects) on a five-point Likert scale, where 1 = not important, 2 = unimportant, 3 = neutral, 4 = important, and 5 = extremely important. The following four steps as proposed by Hair, Celsi, Money, Samouel and Page (2016:267) and Nardi (2015:63), were followed in the design and validation of the questionnaire.

Step 1: Content validity

The questions and statements related to the socio-demographic characteristics of the respondents (Section A) as well as the spending behaviour items (Section B) were based on the works of Daly *et al.* (2015), De Brauwer *et al.* (2017), Edney (2017); Geldenhuys *et al.* (2014), Musa *et al.* (2011), Queiroz Neto *et al.* (2017) and Tibiriçá *et al.* (2011) as discussed in the literature review chapters. These studies measured the most elementary socio-demographic characteristics of scuba divers visiting dive destinations for recreational diving. Table 2.5 gives a comprehensive illustration of the socio-demographic profile of scuba divers reported in previous

studies. Table 4.1 indicates the type of experience variables and statements included in the questionnaire (Section C) as well as the studies that the particular statements were based on and adapted from. All three sections of the questionnaire satisfied the criteria for content validity, as the variables included in the sections were based on studies described in the literature review chapters (Chapters 2 and 3).

Step 2: Face validity

To assess whether the items included in the questionnaire measured what they proposed to measure, statistical consultation services at North-West University, Potchefstroom, advised on the formulation of the statements and the measuring scales used. As this research forms part of the Green Bubble RISE project, researchers who were part of this project (who are also scuba divers) were asked to evaluate the questionnaire in order to consider the perspective of scuba divers.

Table 4.1: Types of experience variables included in the questionnaire

Q's	Question/variable	Based on and adapted from the author(s)
Aspects pertaining to dive experience		
15 a	Affordable accommodation	Musa <i>et al.</i> (2006); Worachananant <i>et al.</i> (2008); Queiroz Neto <i>et al.</i> (2017)
15 b	Easily accessible (i.e. to reach by car/plane)	Augustine <i>et al.</i> (2016); Schoeman <i>et al.</i> (2016)
15 c	Affordable prices at local businesses & restaurants	Anderson and Juma (2017); Queiroz Neto <i>et al.</i> (2017)
15 d	Friendly and accepting community	Queiroz Neto <i>et al.</i> (2017); Wilde (2010)
15 e	Adequate number of dive operators to choose from	Littlejohn, Needham, Szuster and Jordan (2016); Queiroz Neto <i>et al.</i> (2017); Salih (2013)
15 f	Variety of tourist attractions in the area	Kladou and Mavragani (2015); Queiroz Neto <i>et al.</i> (2017); Wilde (2010)
15 g	Variety of accommodation options available	Kladou and Mavragani (2015); Queiroz Neto <i>et al.</i> (2017); Worachananant <i>et al.</i> (2008)
15 h	Safe and secure environment	Dimmock (2009); Hong (2009); Meisel-Lusby and Cotrell (2008); Queiroz Neto <i>et al.</i> (2017)
15 i	Overall fair prices asked at the destination	Abreu-Novais, Ruhanen and Arcodia (2016); Queiroz Neto <i>et al.</i> (2017);
15 j	Variety of restaurants	De Nisco, Riviezzo and Napolitano (2015); Kladou and Mavragani (2015); Worachananant <i>et al.</i> (2008)
15 k	Quality food (in restaurants, markets, shops, etc.)	Mynttinen, Logrén, Särkkä-Tirkkonen and Rautiainen (2015)
15 l	Variety of things to do & see when I am not diving	Dearden <i>et al.</i> (2006); Queiroz Neto <i>et al.</i> (2017); Tibiriçá <i>et al.</i> (2011)
15 m	Wildlife/natural setting	Queiroz Neto <i>et al.</i> (2017); Shafer and Inglis (2000); Wilde (2010)
15 n	Quality shopping opportunities	Albayrak, Caber and Çömen (2016); Wakefield and Blodgett (2016)
Aspects pertaining to the dive site		
16 a	Wildlife/marine life at the site	Ince and Bowen (2011); Musa (2002); Musa <i>et al.</i> (2006); Naidoo <i>et al.</i> (2016); Paterson, Young, Loomis and Obenour (2012) Queiroz Neto <i>et al.</i> (2017)
16 b	The topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.)	Augustine <i>et al.</i> (2016); Dearden <i>et al.</i> (2006); Musa (2002); Shafer and Inglis (2000); Worachananant <i>et al.</i> (2008)

16 c	Historical and cultural items (e.g. shipwrecks, artifacts, statues)	Edney (2017); Meisel-Lusby and Cotrell (2008); Paterson <i>et al.</i> (2012); Queiroz Neto <i>et al.</i> (2017)
16 d	Underwater visibility	Augustine <i>et al.</i> (2016); Dearden <i>et al.</i> (2006); Paterson <i>et al.</i> (2012); Queiroz Neto <i>et al.</i> (2017); Schuhmann <i>et al.</i> (2013)
16 e	Favourable water temperature	Edney (2017); Musa (2002); Queiroz Neto <i>et al.</i> (2017); Tibiriçá <i>et al.</i> (2011)
16 f	The absence of a strong current	Fuchs <i>et al.</i> (2016); Ince and Bowen (2011)
16 g	Good accessibility to the site	Dearden <i>et al.</i> (2006); Musa <i>et al.</i> (2006); Worachananant <i>et al.</i> (2008)
16 h	Underwater photography/video opportunities	Augustine <i>et al.</i> (2016); Dearden <i>et al.</i> (2006); Edney (2017); Paterson <i>et al.</i> (2012)
16 i	Good year-round climate	Amelung and Nicholls (2014); Tibiriçá <i>et al.</i> (2011)
16 j	Reputation as a must-do dive site	Augustine <i>et al.</i> (2016)
16 k	Seeing endangered and rare species	Dimmock (2009); Paterson <i>et al.</i> (2012); Queiroz Neto <i>et al.</i> (2017); Tibiriçá <i>et al.</i> (2011)
Aspects pertaining to dive operator		
17 a	Fair prices asked by the operator (value-for-money)	Daly <i>et al.</i> (2015); Queiroz Neto <i>et al.</i> (2017); Rodrigues, van den Bergh, Loureiro, Nunes and Rossi (2016); Schoeman <i>et al.</i> (2016)
17 b	Delivering good quality service	Augustine <i>et al.</i> (2016); MacCarthy <i>et al.</i> (2006); Salih (2013)
17 c	Opportunity to hire equipment/gear	Agar and Shivlani (2017); Meisel-Lusby and Cotrell (2008)
17 d	Friendly and well-trained dive instructors and operators	Augustine <i>et al.</i> (2016); Meisel-Lusby and Cotrell (2008); Musa (2002); Naidoo <i>et al.</i> (2016); Queiroz Neto <i>et al.</i> (2017)
17 e	Well-maintained facilities	Naidoo <i>et al.</i> (2016); Tibiriçá <i>et al.</i> (2011)
17 f	Flexible dive times (e.g. allowed to dive longer than scheduled)	Ince and Bowen (2011); Tibiriçá <i>et al.</i> (2011)
17 g	Thorough safety briefings and checks	Meisel-Lusby and Cotrell (2008); Naidoo <i>et al.</i> (2016); Tibiriçá <i>et al.</i> (2011)
17 h	Strict enforcement of diving rules	Meisel-Lusby and Cotrell (2008); Naidoo <i>et al.</i> (2016); Schuhmann <i>et al.</i> (2013)
17 i	Spacious charters	Ince and Bowen (2011); Tibiriçá <i>et al.</i> (2011)
17 j	Well-marketed on various platforms, i.e. information is easily accessible	Kim and Fesenmaier (2017); Munar and Jacobsen (2014); Queiroz Neto <i>et al.</i> (2017); Schoeman <i>et al.</i> (2016)

17 k	Credible reputation	Queiroz Neto <i>et al.</i> (2017); Schoeman <i>et al.</i> (2016)
17 l	Catering to different dive levels	Augustine <i>et al.</i> (2016); Edney (2017); Meisel-Lusby and Cotrell (2008)
17 m	Uncrowded experiences (restricted number of divers at the dive site)	Bentz, Rodrigues, Dearden, Calado and Lopes (2015); Musa (2002); Schuhmann <i>et al.</i> (2013); Shafer and Inglis (2000)
17 n	Informative briefings on environmental aspects	Bentz <i>et al.</i> (2016); Dearden <i>et al.</i> (2006); Edney (2017); Queiroz Neto <i>et al.</i> (2017)
17 o	Freedom to explore and learn while diving	Meisel-Lusby and Cotrell (2008)
17 p	Informing divers of what to expect	Dearden <i>et al.</i> (2006); Meisel-Lusby and Cotrell (2008); Queiroz Neto <i>et al.</i> (2017)
17 q	Ensuring the safety of the divers at all times	Ince and Bowen (2011); Meisel-Lusby and Cotrell (2008); Naidoo <i>et al.</i> (2016); Schuhmann <i>et al.</i> (2013)
17 r	Offering other products and activities	Shafer and Inglis (2000); Meisel-Lusby and Cotrell (2008)
17 s	Well-maintained gear and equipment	Fuchs <i>et al.</i> (2016); Ince and Bowen (2011); MacCarthy <i>et al.</i> (2006); Musa <i>et al.</i> (2006); Naidoo <i>et al.</i> (2016)
17 t	Being able to deal with emergencies	Graver (2016); Rangel <i>et al.</i> (2014)
17 u	Full-days available	Bera, Majumdar and Paul (2015)
17 v	Parking available at the operator's or a discount price	Rangel <i>et al.</i> (2014)
17 w	Easy to access/reach	Musa (2002); Munar and Jacobsen (2014)
17 x	Equipped for physically challenged divers	Giglio <i>et al.</i> (2015); Rangel <i>et al.</i> (2014)
17 y	Equipped for junior divers	Giglio <i>et al.</i> (2015); Meisel-Lusby and Cotrell (2008)
17 z	Dive shop and equipment maintenance services available	Littlejohn <i>et al.</i> (2016); Lucrezi <i>et al.</i> (2017)
17 za	Affiliation to a specific certification agency	Lucrezi <i>et al.</i> (2017)
17 zb	Possibility to buy a "Dive & Stay package" (dive and accommodation)	Andy <i>et al.</i> (2014); Law, Leung, Lo, Leung and Fong (2015)

Source: Researcher's compilation based on existing literature

Step 3: Construct validity

An exploratory factor analysis was applied to Section C. Several well-recognised criteria for the factorability of this particular section were used. Firstly, it was observed that all the items correlated with a value of at least 0.4 with at least one other item, suggesting reasonable factorability. Secondly, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was above the commonly recommended value of 0.6, and Bartlett's test of sphericity was significant ($p < 0.05$). Finally, the communalities were all above 0.3, further confirming that each item shared some common variance with other items (Dancey & Reidy, 2017; Stevens, 2009).

Step 4: Reliability

To test the reliability of the identified factors, reliability coefficients (Cronbach's alpha) and inter-item correlations were calculated. All factors with a reliability coefficient above 0.6 were considered acceptable in this study. The average inter-item correlations were also computed as another measure of reliability, which should lie between 0.15 and 0.55 (Cohen, 1988). Factor scores or mean values were calculated as the average of all items contributing to a particular factor. This should be interpreted on the original 5-point Likert scale of importance.

More details on Steps 3 and 4 are provided in Section 4.2.2. The sampling method and survey are discussed in the next section.

4.2.2 Sampling method and survey

Selecting the right sampling method in social science research is vital as it generalises the population of interest and ensures high external validity (Bryman & Bell, 2015:183). As samples should be representative of an entire population, non-probability sampling was used which does not involve random selection. Bryman and Bell (2015:183) justify using non-probability sampling in some applied social research where circumstances prove that it is not feasible, practical or theoretically sensible to do random sampling. In such events, such as the nature of this study, non-probability sampling is the better choice (Bryman & Bell, 2015:184). Of all the non-probability sampling methods available, convenience sampling and self-selection were most favourable. Self-selection sampling, as explained by Lampard and Pole (2015:35), is a type of non-probability sampling technique useful when researchers need correspondence and leave respondents to participate of their own accord. Lampard and Pole (2015:35) state that the main characteristic of this research method (self-selection) is that respondents are not approached by a researcher to participate in the survey, but volunteer to participate in the research. When considering the number of scuba divers visiting Ponta do Ouro and the desired sample size (400 respondents), it was not advisable to use self-selection sampling during this survey as respondents would not have been aware of the survey unless approached by fieldworkers informing respondents of the

active study. This could have led to a shortage of data being collected, and to the possibility of a sample that would not have been representative. Convenience sampling, however, explained by Etikan, Musa and Alkassim (2016:2), is a method where the researcher (or fieldworkers) determines who the respondents are. A convenience sampling method was used for this study due to this method being the most probable for gathering a representative sample. Etikan *et al.* (2016:2) explain that convenience sampling enables researchers to select respondents based on availability and relevance. During the survey, on each occasion, fieldworkers were (with the aid of the dive operators) able to identify recreational scuba divers who were visiting Ponta Do Ouro to dive (as opposed to resident divers), thus indicating respondents whom were eligible to complete a questionnaire when a fieldworker approached them. This method proved to be successful upon completion of the survey.

The survey was conducted during the peak periods of scuba diving in Ponta do Ouro. The dates of the survey (4 – 14 April 2017, 29 September – 6 October 2017, and 28 March – 7 April 2018) were selected to ensure that scuba divers would be plentiful. Trained fieldworkers (including the researcher), in cooperation with local dive operators (Back to Basics Adventures, Gozo Azul, Oceana, Scuba Adventures and Whaler), approached scuba divers (post-dive) to complete a questionnaire. The purpose and length of the survey were explained to the respondents, assuring them that their participation was voluntary and anonymous. Upon completion of the questionnaire, the respondents were thanked for their participation, and fieldworkers returned to the operators after each completed dive to guarantee as many divers had been approached as possible. Divers who had already completed the questionnaire were not approached again to ensure that all responses were from different individuals. A total of 422 completed questionnaires were obtained upon conclusion of the survey, a sample size suggested as representative due to the population estimated at 30 000 scuba divers (see Section 1.6.2.2) (Krejcie & Morgan, 1970:608).

After conducting the survey and obtaining the desired number of responses, the data were analysed so that the researcher could report the findings to the appropriate individuals (Yilmaz, 2013:315). In the following section the data are analysed and the results presented.

4.3 Statistical analysis and results

The data were captured on Microsoft Excel and analysed using SPSS Version 25 (2017). The analysis was done in three stages: a descriptive analysis to profile the respondents, an exploratory factor analysis to identify the memorable scuba diving experience factors, and an analysis of significant differences between the identified factors and the socio-demographic, behavioural and economic profile of the respondents. The statistical analyses and results are discussed next.

4.3.1 Profile of respondents

Table 4.2 shows the socio-demographic, economic and scuba diving expectation results of the survey. The descriptive statistics showed that the majority of respondents were male (64%), a finding supported by Daly *et al.* (2015), Edney (2017), Geldenhuys *et al.* (2014), Musa *et al.* (2011), and Tibiriçá *et al.* (2011). The respondents were further mainly English speaking (67%), between the ages of 25 and 34 years (36%) (similar to the findings of Daly *et al.*, 2015), originated from South Africa (85%), and spent an average of 5 nights in the area. The respondents indicated that they had paid for 2 people on average, and the 2 persons paid for were divers. The majority of the respondents indicated that their visit to Ponta do Ouro at the time was not their first (56%), and on average, they had previously visited this destination 8 times. Most respondents indicated that their highest level of education was a degree (36%), a result similar to the findings of Daly *et al.* (2015), De Brauwer *et al.* (2017), Edney (2017); Geldenhuys *et al.* (2014), Musa *et al.* (2011), Tibiriçá *et al.* (2011), and Queiroz Neto *et al.* (2017).

Most of the respondents were married (44%) and had been diving for an average of 6 years, similar to respondents surveyed by Tibiriçá *et al.* (2011), and Queiroz Neto *et al.* (2017). The respondents indicated that they had logged an average of 297 dives since they had started diving, a finding similar to those of Geldenhuys *et al.* (2014) and Tibiriçá *et al.* (2011). The respondents indicated that they had logged approximately 30 dives a year, significantly higher than the results obtained (10–15 dives on average) in previous studies (see Table 2.5). When the respondents were asked about their preferred dive disciplines, 44% indicated that they preferred reef dives and were in possession of an open water dive certification (36%). Both these findings were similar to the results of a study conducted by Geldenhuys *et al.* (2014) in Sodwana Bay, South Africa, perhaps indicating the similarity between scuba divers to this destination and a popular dive site such as Ponta do Ouro. Finally, a significant number of the respondents (97%) indicated that they would definitely recommend Ponta do Ouro as a dive destination, indicating high levels of loyalty and behavioural intentions. The economic tendencies of the respondents indicated that they spent on average an estimated R1 760 on scuba dives (i.e. only the dive plus boat lift), R2 020 on accommodation and R2 240 on transportation (air and ground travel) to and from Ponta do Ouro. The total average spending amounted to R10 190, while the average spending of the respondents amounted to R7 900 per person during their trip.

Table 4.2: Descriptive statistics on the socio-demographic, behavioural and economic profile of respondents

Aspects	Results	
Socio-demographics		
Gender	Male: 64% Female: 36%	
Home Language	Portuguese: 4% English: 67% Other: 29% (including Afrikaans; French and Spanish)	
Age	>18 years: 2% 19 – 24 years: 15% 25 – 34 years: 36% 35 – 44 years: 22% 45 – 54 years: 13% 55 – 64 years: 10% 65+ years: 2%	Average age: 36 years
Country of origin	RSA: 85% Europe: 9% North America: 2% Other African countries: 2% Oceania: 0% Other: 2% (including South America and Asia)	
Nights in area	0 nights: 7% 1 night: 1% 2 nights: 11% 3 nights: 13% 4 nights: 24% 5 nights: 10% 6 nights: 8% 7+ nights: 26%	Average nights: 5 nights
Number of people paying for during the trip	0 people: 20% 1 person: 34% 2 people: 25% 3 people: 6% 4 people: 8% 5 people: 2% 6 people: 2% 7+ people: 3%	Average paying for: 2 people
Number of people paid for are divers	0 people: 17% 1 person: 36% 2 people: 25% 3 people: 7% 4 people: 8% 5 people: 1% 6 people: 3% 7+ people: 3%	Average divers paid for: 2 people

Visit destination was the first time	Yes: 44% No: 56%	
Number of previous visits (if applicable)	1 visit: 16 % 2 visits: 15% 3 visits: 7% 4 visits: 12% 5 visits: 20% 6 visits: 7% 7 visits: 6% 8+ visits: 17%	Average previous visits: 8 times
The highest level of education	High school: 19% Diploma or equivalent: 27% Degree: 36% Postgraduate degree: 18% Other: 0 %	
Marital status	Single: 42% Married: 44% Divorced: 5% Celibate: 0% Widowed: 1%	
Years diving	>1 year: 17% 2 years: 13% 3 years: 8% 4 years: 14% 5 years: 7% 6 years: 10% 7+ years: 31%	Average number of years diving: 6 years
Total dives logged	>10 dives: 21% 11 – 50 dives: 30% 51 – 200 dives: 29% 201+ dives: 20%	Average number of dives logged: 297 dives
Number of dives per year	>10 dives: 49% 11 – 50 dives: 37% 51+ dives: 14%	Average number of dives per year: 30 dives
Preferred recreational dive discipline (each dive discipline is measured out of 100%, the reader should assume the remaining percentage shows that respondents did not prefer the dive discipline)	Reef: 44% Wreck: 15% Cave: 6% Free: 6% Technical: 4% Drift: 3% Night: 5% Rescue: 1% Deep: 5% Shallow: 1% Photography: 1% Shark: 10%	

Other disciplines that scored < 1% include rebreather (0.2%) and trimix (0.2%) dives

The highest level of diving certification	Discover scuba diving: 1% Open water diver: 36% Advanced diver: 33% Advanced nitrogen diver: 6% Master diver: 19% Instructor diver: 5%
Recommendation of the area as a dive destination to others	Yes, definitely: 97% Unsure: 3% No, not: 0%

Spending behaviour (average)	Per person
a. Scuba dives (i.e. only the dive, plus boat lift)	R 1 760.78
b. Dive courses and additional training	R 767.23
c. Accommodation	R 2 020.81
d. Transportation (air and ground travel)	R 2 242.20
e. Shopping	R 773.44
f. Food and beverages	R 1 048.10
g. Diving insurance/Renewal of dive credentials	R 99.56
h. Buying new scuba diving equipment/gear	R 868.91
i. Hiring scuba diving equipment/gear	R 347.18
j. Other activities (e.g. boat trips)	R 193.16
k. Other expenses not listed, specify	R 68.25
Average spending	R 7 947.42
Total average spending	R 10 189.62

Source: Researcher's compilation

Considering the descriptive results from Table 4.2, a comprehensive profile of the respondents is apparent. The descriptive results of the memorable experience aspects are discussed in the next section.

4.3.2 Descriptive results of the memorable experience aspects

The main purpose of the study was to identify the key aspects that divers regard as important for a memorable experience. Three aspects of the dive experience were measured: aspects regarding the dive itself, the dive site and the operator. The following section discusses the results obtained for these three aspects. To simplify the discussion, a mean value (an average out of 5 based on the original Likert scale of measurement) was calculated for each statement. Table 4.3 showed the results of the respondents when they were asked to rate the most important aspects of their dive experience out of 5. The respondents indicated that amongst the options, a safe and secure environment (4.13) and a friendly and accepting community (4.12) were extremely

important to them. When the respondents were asked about their experiences at the dive sites, they indicated that the wildlife/marine life at the site (4.10) and underwater visibility (4.08) were extremely important for a dive experience. The respondents indicated that dive operators who delivered good quality service (4.11), offered thorough safety briefings and checks (4.10), and were well-marketed on various platforms (i.e. information is easily accessible) (4.10) were all extremely important aspects that contribute to a memorable diving experience.

Table 4.3: Descriptive results on the memorable experience aspects

Scuba diving expectations		
Aspects/features regarding the dive experience	Average out of 5	Level of importance
a. Affordable accommodation	4.09	Extremely important
b. Easily accessible (i.e. to reach by car/plane)	3.93	Important
c. Affordable prices at local businesses & restaurants	3.98	Important
d. Friendly and accepting community	4.12	Extremely important
e. Adequate number of dive operators to choose from	3.82	Important
f. Variety of tourist attractions in the area	3.71	Important
g. Variety of accommodation options available	3.93	Important
h. Safe and secure environment	4.13	Extremely important
i. Overall fair prices asked at the destination	4.11	Extremely important
j. Variety of restaurants	3.72	Important
k. Quality food (in restaurants, markets, shops, etc.)	4.00	Extremely important
l. Variety of things to do & see when I am not diving	3.82	Important
m. Wildlife/natural setting	3.83	Important
n. Quality shopping opportunities	3.35	Neutral
Aspects/features regarding the dive sites	Average out of 5	Level of importance
a. Wildlife/marine life at the site	4.10	Extremely important
b. The topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.)	4.02	Extremely important
c. Historical and cultural items (e.g. shipwrecks, artifacts, statues)	3.92	Important
d. Underwater visibility	4.08	Extremely important
e. Favourable water temperature	4.07	Extremely important
f. The absence of a strong current	3.97	Important
g. Good accessibility to the site	3.89	Important
h. Underwater photography/video opportunities	3.80	Important
i. Good year-round climate	3.85	Important
j. Reputation as a must-do dive site	3.72	Important
k. Seeing endangered and rare species	3.89	Important
Aspects/features regarding the dive operator	Average out of 5	Level of importance
a. Fair prices asked (value-for-money)	4.09	Extremely important

b. Delivering good quality service	4.11	Extremely important
c. Opportunity to hire equipment/gear	3.92	Important
d. Friendly and well-trained dive instructors and operators	4.08	Extremely important
e. Well-maintained facilities	4.07	Extremely important
f. Flexible dive times (e.g. allowed to dive longer than scheduled)	3.97	Important
g. Thorough safety briefings and checks	4.10	Extremely important
h. Strict enforcement of diving rules	4.09	Extremely important
i. Spacious charters	3.97	Important
j. Well-marketed on various platforms i.e. information is easily accessible	4.10	Extremely important
k. Credible reputation	4.09	Extremely important
l. Catering to different dive levels	3.90	Important
m. Uncrowded experiences (restricted number of divers at the dive site)	3.93	Important
n. Informative briefings on environmental aspects	3.92	Important
o. Freedom to explore and learn while diving	3.69	Important
p. Informing divers of what to expect	3.95	Important
q. Ensuring the safety of the divers at all times	4.05	Extremely important
r. Offering other products and activities	3.63	Important
s. Well-maintained gear and equipment	3.92	Important
t. Being able to deal with emergencies	3.96	Important
u. Full-days available	3.66	Important
v. Parking available at the operator's or a discount price	3.55	Important
w. Easy to access/reach	3.94	Important
x. Equipped for physically challenged divers	3.59	Important
y. Equipped for junior divers	3.68	Important
z. Dive shop and/or equipment maintenance services available	3.89	Important
za. Affiliation to a specific certification agency	3.60	Important
zb. Possibility to buy a "Dive & Stay package" (dive and accommodation)	3.89	Important

Source: Researcher's compilation

The results from the factor analysis follow. The results give detailed findings of the aspects characterised as most significant to creating memorable scuba diving experiences.

4.4 Results from the factor analysis

Pallant (2016:108) and Plonsky and Gonulal (2015:22) explain the importance of using factor analyses when attempting to transcribe data to findings that are comprehensible to others. Factor analyses are explained by Kline (2014:3) as a method in which the data values are expressed as functions of a number of possible causes to determine which of these variables are the most important. Pallant (2016:182) explains that there are two types of factor analyses, namely exploratory factor analysis and confirmatory factor analysis. Exploratory factor analysis is used when a topic is new, and the interrelationships of variables are researched, while confirmatory factor analysis is used mostly to test hypotheses or theories “concerning the structure of a set of underlying variables”. An exploratory factor analysis was performed during this study as Marsh, Morin, Parker and Kaur (2014:87) and Yong and Pearce (2013:80) recommend when samples are homogenous, exceed a sample size of 200 respondents, have no outliers, and if no preceding “factor structure” specific to the study exists.

Using an Oblimin rotation with Kaiser normalisation, a principal axis factor analysis was performed on the 53 memorable experience aspects to explain the variance-covariance structure of the set of variables through a few linear combinations of these variables. The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine whether the covariance matrix was suitable for factor analysis. Kaiser’s criteria for the extraction of all factors with eigenvalues larger than one were used. All items with a factor loading above 0.3 were considered as contributing to a factor, whereas those with loadings lower than 0.3 were considered as not correlating significantly with this factor (Kline, 2014:6). In addition, any item that cross-loaded on two factors, with factor loadings greater than 0.3, was categorised in the factor where interpretability was best, as Kline (2014:6) explains that factor loadings of 0.3 are “moderately high”. The items that cross-loaded on two factors and which were moved to other factors where they were better suited, include:

- “Historical and cultural items (e.g. shipwrecks, artefacts, statues)”, previously part of *temperate and reputability*, currently associated with the factor *environmental diversity*
- “Quality food (in restaurants, markets, shops, etc.)” previously part of *temperate and reputability*, is now contained in *variety and leisure opportunities*
- “Parking available at the operator's or a discount price”, formerly part of *reliability and astuteness*, presently classified among *auxiliary offerings and credibility*
- “Safe and secure environment”, currently included in *affordability and accessibility* after previously forming part of *reliability and astuteness*.

A reliability coefficient (Cronbach's alpha) was computed to estimate the internal consistency of each factor, a measurement indicated as essential by Bonett and Wright (2015:3). All factors with a reliability coefficient above 0.6 were considered acceptable in this study. The average inter-item correlations were also computed as another measure of reliability, which Pallant (2016:104) indicates should lie between 0.15 and 0.55.

The pattern matrix of the principal axis factor analysis using Oblimin rotation with the Kaiser Normalisation identified 9 factors that were labelled according to similar characteristics (Table 4.4). The 9 factors accounted for 64.44% of the total variance. All factors had relatively high reliability coefficients ranging from 0.75 (the lowest) to 0.90 (the highest). The average inter-item correlation coefficients with values between 0.42 and 0.65 also imply internal consistency for all factors. Moreover, all items loaded on a factor with a loading greater than 0.3 and relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items. The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.94 also indicated that patterns of correlation are relatively compact and yield distinct and reliable factors (Pallant, 2016:193). Barlett's Test of Sphericity also reached statistical significance ($p < 0.001$), supporting the factorability of the correlation matrix (Pallant, 2016:193).

Table 4.3 indicates the factors influencing a memorable scuba diving experience. The factors identified were *temperate and reputability, reliability and astuteness, variety and leisure opportunities, conscientiousness and diligence, affordability and accessibility, amenities and service, auxiliary offerings and credibility, environmental diversity and marine and aquascape*. These categorised factors contain the aspects most applicable to creating a memorable scuba diving experience. Each factor's relevance to either the dive destination, dive experience or dive operator is indicated to simplify the discussion of these factors.

Table 4.4: Results from the factor analysis on the factors influencing a memorable scuba diving experience

Factors influencing a memorable scuba diving experience	Dive site	Dive operator	Dive destination	Dive operator	Dive destination	Dive operator	Dive operator	Dive site	Dive site
	Temperate and reputability	Reliability and astuteness	Variety and leisure opportunities	Conscientious-ness and diligence	Affordability and accessibility	Amenities and service	Auxiliary offerings and credibility	Environmental diversity	Marine and aquascape
Good year-round climate	0.51								
Underwater photography/video opportunities	0.48								
Reputation as a must-do dive site	0.39								
Seeing endangered and rare species	0.37								
Informing divers of what to expect		0.77							
Freedom to explore and learn while diving		0.74							
Being able to deal with emergencies		0.68							
Offering other products and activities		0.58							
Full-days available		0.56							
Well-maintained gear and equipment		0.51							
Ensuring the safety of the divers at all times		0.47							
Variety of restaurants			0.71						
Quality shopping opportunities			0.70						
Variety of tourist attractions in the area			0.64						
Wildlife/natural setting			0.57						
Variety of things to do & see when I am not diving			0.45						
Quality food (in restaurants, markets, shops, etc.)			0.41						
Variety of accommodation options available			0.38						
Adequate number of dive operators to choose from			0.38						
Uncrowded experiences (restricted number of divers at the dive site)				0.78					
Catering to different dive levels				0.71					
Informative briefings on environmental aspects				0.70					
Credible reputation				0.69					
Spacious charters				0.69					
Strict enforcement of diving rules				0.62					
Well-marketed on various platforms, i.e. information is easily accessible				0.58					
Thorough safety briefings and checks				0.57					
Flexible dive times (e.g. allowed to dive longer than scheduled)				0.41					
Affordable prices at local businesses & restaurants					0.77				
Affordable accommodation					0.73				
Easily accessible (i.e. to reach by car/plane)					0.71				
Friendly and accepting community					0.68				
Overall fair prices asked at the destination					0.46				
Safe and secure environment					0.32				

Factors influencing a memorable scuba diving experience	Dive site	Dive operator	Dive destination	Dive operator	Dive destination	Dive operator	Dive operator	Dive site	Dive site
	Temperate and reputability	Reliability and astuteness	Variety and leisure opportunities	Conscientiousness and diligence	Affordability and accessibility	Amenities and service	Auxiliary offerings and credibility	Environmental diversity	Marine and aquascape
Opportunity to hire equipment/gear						0.71			
Friendly and well-trained dive instructors and operators						0.69			
Delivering good quality service						0.67			
Fair prices asked (value-for-money) by the operator						0.54			
Well-maintained facilities						0.50			
Dive shop and/or equipment maintenance services available							0.71		
Affiliation to a specific certification agency							0.62		
Easy to access/reach							0.62		
Possibility to buy a "Dive & Stay package" (dive and accommodation)							0.54		
Equipped for physically challenged divers							0.53		
Equipped for junior divers							0.52		
Parking available at the operator's or a discount price							0.41		
The absence of a strong current								0.71	
Good accessibility to the site								0.51	
Favourable water temperature								0.48	
Historical and cultural items (e.g. shipwrecks, artifacts, statues)								0.32	
Wildlife/marine life at the site									0.65
The topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.)									0.61
Underwater visibility									0.50
Factors influencing a memorable scuba diving experience	Temperate and reputability	Reliability and astuteness	Variety and leisure opportunities	Conscientiousness and diligence	Affordability and accessibility	Amenities and service	Auxiliary offerings and credibility	Environmental diversity	Marine and aquascape
Reliability coefficient (Cronbach Alpha)	0.78	0.88	0.86	0.90	0.81	0.86	0.86	0.75	0.85
Average inter-item correlation	0.48	0.51	0.44	0.51	0.42	0.54	0.47	0.42	0.65
Mean value	3.82	3.83	3.77	3.99	4.06	4.05	3.73	3.85	4.04

Source: Researcher's findings as produced in SPSS Version 25 (2017)

Based on Table 4.4, the factors influencing a memorable scuba diving experience (in order of importance) was firstly the dive destination factor, *affordability and accessibility* (i.e. affordable prices at local businesses and restaurants, affordable accommodation, easily accessible (i.e. to reach by car/plane), friendly and accepting community, overall fair prices charged at destination, and safe and secure environment) with a mean value of 4.06. Studies conducted by Augustine *et al.* (2016:667), Daly *et al.* (2015:38) and Ince and Bowen (2011:1781) also indicated that scuba divers travelling to new destinations or revisiting them stated that affordability and accessibility of the dive destination were the most important aspects pertaining to the dive site.

Amenities and service (opportunity to hire equipment/gear, friendly and well-trained dive instructors and operators, delivering good quality service, fair prices charged by the operator (value-for-money), and well-maintained facilities) associated with the dive operator followed with a mean value of 4.05. This factor supported by Fuchs *et al.* (2016:149), Ince and Bowen (2011:1780), and Naidoo *et al.* (2016:1), who identified a similar factor as significant to scuba divers. Regarding the third factor, various studies conducted by researchers such as Augustine *et al.* (2016:667), Fuchs *et al.* (2016:150), Schuhmann *et al.* (2013:32) have all indicated that *marine and aquascape* (4.04), confined to the dive site (wildlife/marine life at the site, the topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.), and underwater visibility), is a factor essential to creating a memorable scuba diving experience.

Other factors such as *conscientiousness and diligence*, with a mean value of 3.99, part of the dive operators, (uncrowded experiences (restricted number of divers at the dive site), catering to different dive levels, informative briefings on environmental aspects, credible reputation, spacious charters, strict enforcement of diving rules, well-marketed on various platforms, i.e. information is easily accessible, thorough safety briefings and checks and flexible dive times e.g. allowed to dive longer than scheduled, play a vital role in ensuring that all the detailed needs of divers are fulfilled (as supported by Ince & Bowen, 2011:1779; Kler & Tribe, 2012:22; Naidoo *et al.*, 2016:5; Schuhmann *et al.*, 2013:32).

Further factors that influence a memorable scuba diving experience, as shown in Table 4.4, include (once more in order of significance): *environmental diversity* (M = 3.85) (absence of strong current, good accessibility to the site, historical and cultural items (e.g. shipwrecks, artefacts, statues), and favourable water temperature) which were proved by Ince and Bowen (2011:1780) and Schuhmann *et al.* (2013:32) as significant to consider at the dive site. *Reliability and astuteness* (M = 3.83) (informing divers of what to expect, freedom to explore and learn while diving, being able to deal with emergencies, offering other products and activities, full days available, well-maintained gear and equipment, and ensuring the safety of the divers at all times) was a factor reinforced by Kler and Tribe (2012:22) as being relevant to the dive operator. The

dive site factor, *temperate and reputability* (M = 3.82) (good year-round climate, underwater photography/video opportunities, reputation as a must-do dive site, and seeing endangered and rare species) was also identified by Schuhmann *et al.* (2013:32). *Variety and leisure opportunities* (M = 3.77) (variety of restaurants, quality shopping opportunities, variety of tourist attractions in the area, wildlife/natural setting, variety of things to do and see when scuba divers are not diving, quality food (in restaurants, markets, shops, etc.), variety of accommodation options available, and an adequate number of dive operators to choose from), is an aspect proven as noteworthy by Dimmock and Musa (2015:54), Kler and Tribe (2012:24), as well as Tinsley and Kass (2018:191) relevant to the dive destination. Finally, *auxiliary offerings and credibility* (M = 3.73) (dive shop and/or equipment maintenance services available, affiliation to a specific certification agency, easy to access/reach, possibility to buy a "dive & stay package" (dive and accommodation), equipped for physically challenged divers, equipped for junior divers, and parking available at the operator's or a discount price), a factor supported by studies conducted by Augustine *et al.* (2016:662) and Fuchs *et al.* (2016:149) related to the dive operator obtained the lowest mean value. However, when interpreting it on the original Likert scale, it is still regarded as an important aspect for a memorable scuba diving experience.

In view of the factors identified from the exploratory factor analysis conducted, *affordability and accessibility* (M = 4.06) proved most important to respondents. However, it is essential to consider that all nine factors had high mean values (ranging from 3.73 – 4.06), indicating that divers do want an all-inclusive experience and therefore regard all nine factors important for a memorable experience. The results from the *t*-tests, ANOVAs and effect sizes, as well as Spearman's rank order correlation coefficient, will be discussed in the next section for a more in-depth interpretation of the results.

4.5 Results from the *t*-tests, ANOVAs, effect sizes and Spearman's rank order correlation coefficient

This section discusses the results of the *t*-tests, ANOVAs, effect sizes and Spearman's rank order correlation coefficient. The *t*-test and ANOVA results are discussed in order of the questions' appearance in the questionnaire used during the survey, followed by the results from the correlation analysis. An overview of each of the statistical tests is consequently provided.

Veal (2017) states that *t*-tests (more specifically independent samples *t*-tests) are used to determine whether or not a "statistically significant" difference exists between the means of two distinct groups. The questions on which the *t*-tests were performed include the respondents' gender (male vs. female, see Table 4.5), country of origin (South Africa vs. other countries, see Table 4.7), first visit at the time of the survey (yes vs. no, see Table 4.8), preferred dive

discipline(s) (see Table 4.10 to Table 4.16), and the likelihood of recommending Ponta do Ouro as a dive destination (definitely vs. unsure, see Table 4.18). It is important to note that although the latter initially included a 3-point Likert-scale answer, none of the respondents selected “no, definitely not” (see Table 4.2). Pallant (2016:247) suggests that a p -value of ≤ 0.05 indicates that a t -test’s results are significant.

An ANOVA (one-way analysis of variance), simplified by Pallant (2016:259), serves a similar purpose as a t -test; however, this analysis aims to test more than two means. For this study, ANOVAs were used for the respondents’ home language (see Table 4.6), level of education (see Table 4.9) and the highest level of dive certification (see Table 4.17). Statistical significance is evident when $p \leq 0.05$ (Pallant, 2016:259). If $p \leq 0.05$, a post hoc test determines whether the “homogeneity of variances” was violated. If this is the case, Tukey’s honest significant difference (HSD) post hoc test (hereafter referred to as Tukey’s HSD) will confirm the validity of the statistical significance reported (Laerd Statistics, 2018).

Durlak (2009:918) explains that effect sizes are used to assess “how much difference there is between groups or how strong the relationship is between variables”, and unlike significance tests, the effect size is independent of the sample size (Durlak, 2009:918; Pallant, 2016:316). Based on Cohen’s effect size, Mok, Bahr and Krosshaug (2017:163) explain that effect sizes (d) are measured as small (0.2 – 0.4), medium (0.5 – 0.8) and large (greater than 0.8). It is worth mentioning that the larger the effect size, the less trivial the result (Higgs, 2013:17). Effect sizes were calculated for both the t -tests and ANOVAs to indicate any practically significant differences.

The final statistical examination done on these results are Spearman's rank order correlation coefficient. Spearman's rank order correlation coefficient is used to explore the strength of the relationship between two continuous variables, to indicate “the direction (positive or negative)” and the strength of the relationship (Thirumalai, Chandhini & Vaishnavi, 2017:215). Pallant (2016:107) states that a negative correlation signifies that as one variable increases, the other decreases. This analysis is used to indicate whether a variable (e.g. level of dive experience) influences the importance of another variable (e.g. factor 1: *temperate and reputability*) or not. Correlations were performed on respondents’ age, number of nights spent in the area, people paid for during the trip, number of people paid for who are divers, number of previous visits, years diving, dives logged, dives per year, spending behaviour, total spending and spending per person (see Table 4.19 and Table 4.20).

The following sections will establish and discuss the results of the t -tests, ANOVAs and Spearman’s rank order correlation coefficient.

4.5.1 T-test comparison of gender and experiential factors

Table 4.5 shows that no statistically significant differences are evident considering that all p -values exceeded 0.05 ($p \geq 0.05$). The effect sizes complete this observation as all the effect sizes are less than 0.2, a statistical observation marked as insignificant. Both male and female respondents rated all 9 factors similarly. However, in detailed consideration of the observed values, *amenities and service* ($p = 0.151$, $d = 0.14$, $M = 4.09$) and *marine and aquascape* ($p = 0.176$, $d = 0.13$, $M = 4.09$), were the most significant factors to males, while *affordability and accessibility* ($p = 0.618$, $d = 0.05$, $M = 4.04$) attested to be more significant to female divers.

Table 4.5: T-test results for gender

Factors	Gender	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Male	262	3.84	0.705	0.370	0.09
	Female	151	3.77	0.736		
Reliability and astuteness	Male	263	3.86	0.752	0.297	0.10
	Female	149	3.78	0.825		
Variety and leisure opportunities	Male	262	3.80	0.660	0.233	0.12
	Female	151	3.72	0.658		
Conscientiousness and diligence	Male	262	3.98	0.579	0.503	0.06
	Female	151	4.02	0.695		
Affordability and accessibility	Male	262	4.07	0.595	0.618	0.05
	Female	151	4.04	0.622		
Amenities and service	Male	262	4.09	0.610	0.151	0.14
	Female	151	3.99	0.766		
Auxiliary offerings and credibility	Male	262	3.70	0.773	0.296	0.10
	Female	149	3.78	0.705		
Environmental diversity	Male	262	3.84	0.672	0.669	0.04
	Female	151	3.87	0.659		
Marine and aquascape	Male	262	4.09	0.754	0.176	0.13
	Female	151	3.97	0.872		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok *et al.*, 2017:163)

4.5.2 ANOVA comparison of home language and experiential factors

Based on Table 4.6, statistically significant differences are present with regard to *reliability and astuteness* ($p = 0.002$) and *marine and aquascape* ($p = 0.003$); however, Tukey's HSD indicated no significant differences. This could be due to the difference in the sample size of the selected

variables (i.e. there are significantly fewer Portuguese-speaking respondents than in the other two language options). Therefore the statistical significance may be inferred, especially considering that both factors compared to the effect sizes of the languages are considered small (0.2 – 0.4). The effect sizes, however, do indicate that small, practically significant differences can be observed between English-speaking and Portuguese-speaking ($d = 0.26$) as well as other-language-speaking ($d = 0.26$) respondents, with the latter regarding *reliability and astuteness* more important. In terms of *marine and aquascape*, Portuguese-speaking respondents regarded this factor as more important than especially the English-speaking divers ($d = 0.43$). Overall, all of the respondents seemed to consider *affordability and accessibility* as important considering that the mean values of Portuguese, English and other languages are relatively high ($M = 4.07$, $M = 4.05$ and $M = 4.10$ respectively), indicating that regardless of preferred language, these divers regard affordable products and accessible locations as indispensable.

Table 4.6: ANOVA, Tukey's Post Hoc Multiple Comparisons, and effect sizes for home language

Factors	Mean			F-ratio	Sig. level	Effect sizes		
	Home language					1&2	1&3	2&3
	Portuguese N = 15	English N = 269	Other N = 116					
Temperate and reputability	4.12	3.81	3.80	1.371	0.255	0.34**	0.36**	0.02
Reliability and astuteness	3.84	3.74	4.04	6.268	0.002*	0.12**	0.26**	0.37**
Variety and leisure opportunities	3.93	3.80	3.70	1.296	0.275	0.17**	0.29**	0.14
Conscientiousness and diligence	3.96	4.02	3.97	0.238	0.789	0.09	0.03	0.07
Affordability and accessibility	4.07	4.05	4.10	0.343	0.710	0.03	0.06	0.09
Amenities and service	4.20	4.01	4.13	1.647	0.194	0.27**	0.10	0.17
Auxiliary offerings and credibility	3.87	3.73	3.75	0.229	0.795	0.18**	0.14	0.02
Environmental diversity	3.97	3.86	3.84	0.217	0.805	0.15**	0.16**	0.02
Marine and aquascape	4.29	3.94	4.22	5.841	0.003*	0.43**	0.09	0.35**

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:259)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

Effect size labels should be interpreted as follows: 1 = Portuguese, 2 = English, 3 = Other

4.5.3 T-test comparison of the country of origin and experiential factors

The mean values of the factors, as seen in Table 4.7, are relatively high for both respondents from South Africa and other countries.

Table 4.7: T-test results for the country of origin

Factor	Country	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	RSA	347	3.82	0.67	0.669	0.06
	Other	66	3.77	0.91		
Reliability and astuteness	RSA	346	3.85	0.79	0.225	0.16**
	Other	66	3.73	0.74		
Variety and leisure opportunities	RSA	347	3.76	0.66	0.470	0.10
	Other	66	3.83	0.68		
Conscientiousness and diligence	RSA	347	4.03	0.60	0.028*	0.29**
	Other	66	3.82	0.70		
Affordability and accessibility	RSA	347	4.07	0.61	0.525	0.08
	Other	66	4.02	0.57		
Amenities and service	RSA	347	4.05	0.65	0.931	0.01
	Other	66	4.06	0.77		
Auxiliary offerings and credibility	RSA	345	3.77	0.72	0.032*	0.29**
	Other	66	3.52	0.87		
Environmental diversity	RSA	347	3.88	0.63	0.197	0.17**
	Other	66	3.74	0.81		
Marine and aquascape	RSA	347	4.04	0.79	0.701	0.05
	Other	66	4.08	0.85		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

Statistically significant differences are evident when considering *conscientiousness and diligence*, and the p -values of *auxiliary offerings and credibility* are less than 0.05 ($p = 0.028$ and $p = 0.032$ respectively). However, the effect sizes for *conscientiousness and diligence* ($d = 0.29$) and *auxiliary offerings and credibility* ($d = 0.29$) are both considered as slightly statistically significant, while the sample size may also be a factor encouraging the statistical difference. In both cases, divers from South Africa regarded the factors as more important compared to divers from other countries. It was found that South Africans considered *affordability and accessibility* ($M = 4.07$) and *amenities and service* ($M = 4.05$) as most important, which is reasonable as this country borders Mozambique, and ease of access should be uncomplicated to this group as no visas are

necessary for South Africans to enter Mozambique (Department of Home Affairs, 2016). Results indicated that respondents from other countries perceive *amenities and service* (M = 4.06) and *marine and aquascape* (M = 4.08) as the most important factors for a memorable diving experience; however, as all these factors have similar mean values, that suggest that these factors are essential as well.

4.5.4 T-test comparison of first-time versus repeat visitors and the experiential factors

Based on Table 4.8, statistical significances were found relating to *reliability and astuteness* ($p = 0.001$, $d = 0.33$), *conscientiousness and diligence* ($p = 0.028$, $d = 0.22$) and *affordability and accessibility* ($p = 0.026$, $d = 0.22$).

Table 4.8: T-test results for the first time versus repeat visitors

Factor	First-time visit	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	167	3.78	0.72	0.384	0.09
	No	220	3.85	0.70		
Reliability and astuteness	Yes	167	3.98	0.60	0.001*	0.33**
	No	220	3.69	0.88		
Variety and leisure opportunities	Yes	167	3.84	0.66	0.068	0.19**
	No	220	3.72	0.65		
Conscientiousness and diligence	Yes	167	3.92	0.60	0.028*	0.22**
	No	220	4.05	0.63		
Affordability and accessibility	Yes	167	3.99	0.62	0.026*	0.22**
	No	220	4.12	0.58		
Amenities and service	Yes	167	4.07	0.68	0.597	0.05
	No	220	4.04	0.66		
Auxiliary offerings and credibility	Yes	167	3.77	0.73	0.168	0.14
	No	219	3.67	0.75		
Environmental diversity	Yes	167	3.81	0.69	0.345	0.09
	No	220	3.87	0.64		
Marine and aquascape	Yes	167	4.08	0.74	0.238	0.11
	No	220	3.99	0.85		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

The effect sizes imply that trivial significances are observed; however, these factors would logically be important aspects for first-time and repeat visitors. First-time visitors have the highest mean value regarding *marine and aquascape* (M = 4.08), and repeat visitors have the highest

mean value for *affordability and accessibility* (M = 4.12). *Amenities and service* almost share a mean value for both first-time and repeat visitors (M = 4.07 and M = 4.04 respectively), indicating that the respondents deem service delivery as vital to a memorable scuba diving experience.

4.5.5 ANOVA comparison of the level of education and experiential factors

Based on the *p*-values, there are no statistically significant observations for level of education, which could indicate, also considering the mean values, that all the respondents, regardless of their level of education, deem all the factors to be important. When allowing for the individual evaluation of post-graduates, it is evident that these respondents have higher mean values, especially for *affordability and accessibility* (M = 4.05), *amenities and service* (M = 4.12), and *marine and aquascape* (M = 4.26) as seen in Table 4.9. These results indicate that although there are no statistically significant differences, each group of respondents regard some factors as more important than others. It is therefore still vital to incorporate all these factors to ensure that all the respondents are satisfied (as all the portrayed mean values are high).

Table 4.9: ANOVA, Tukey's Post Hoc Multiple Comparisons, and effect sizes for the level of education

Factors	Mean				F-ratio	Sig. level	Effect sizes					
	Level of education						1&2	1&3	1&4	2&3	2&4	3&4
	High school N = 75	Diploma or equivalent N = 107	Degree N = 144	Post graduate N = 70								
Temperate and reputability	3.74	3.87	3.78	3.80	0.529	0.663	0.17**	0.05	0.13	0.07	0.08	0.02
Reliability and astuteness	3.70	3.78	3.84	3.96	1.536	0.205	0.08	0.13	0.07	0.25**	0.22**	0.19**
Variety and leisure opportunities	3.75	3.79	3.84	3.61	1.990	0.115	0.06	0.14	0.08	0.18**	0.24**	0.31**
Conscientiousness and diligence	4.08	4.04	3.92	3.99	1.266	0.286	0.06	0.22**	0.18**	0.13	0.08	0.09
Affordability and accessibility	4.16	4.05	4.02	4.05	0.994	0.396	0.19**	0.24**	0.05	0.19**	0.00	0.05
Amenities and service	4.07	4.04	3.99	4.12	0.618	0.604	0.04	0.10	0.06	0.07	0.12	0.20**
Auxiliary offerings and credibility	3.68	3.76	3.60	3.72	0.909	0.437	0.10	0.11	0.01	0.09	0.17**	0.18**
Environmental diversity	3.87	3.86	3.84	3.83	0.066	0.978	0.01	0.04	0.03	0.05	0.04	0.02
Marine and aquascape	3.98	4.02	3.97	4.26	2.312	0.076	0.04	0.00	0.05	0.31**	0.31**	0.36**

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:259)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

Effect size labels should be interpreted as follows: 1 = High school, 2 = Diploma or equivalent, 3 = Degree, 4 = Post graduate

4.5.6 T-test comparisons of preferred dive disciplines and experiential factors

The following section discusses the comparisons between the preferred dive discipline of the respondents and experiential factors. Each dive discipline (reef, wreck, free, technical, night, deep and shark) will be discussed separately to ensure that all factors are diligently reflected. The above dive disciplines are discussed as the other disciplines (cave, technical, drift, rescue, shallow, photography, rebreather, and trimix dives) did not have a sufficient number of respondents to indicate any statistical significance, and it was therefore sensible to use only the disciplines given below. Although this question was included as an open-ended question in the questionnaire the results are indicated as 'yes' or 'no'. Respondents offered more than one answer for this question, therefore the best way to interpret the results was to indicate (by means of 'yes' or 'no') if the dive discipline preferred by the respondent. Descriptive results of all dive disciplines are given in Table 4.2.

4.5.6.1 T-test comparison of reef diving (as the preferred dive discipline) and experiential factors

Table 4.10 shows that no statistically significant differences ($p > 0.05$) between reef diving and the experiential factors are present, which indicates that respondents consider all factors important regardless of their preferred dive discipline.

Table 4.10: T-test results for reef diving

Factor	Reef dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	182	3.78	0.744	0.327	0.09
	No	231	3.85	0.694		
Reliability and astuteness	Yes	181	3.85	0.776	0.762	0.03
	No	231	3.82	0.783		
Variety and leisure opportunities	Yes	182	3.73	0.676	0.312	0.10
	No	231	3.80	0.646		
Conscientiousness and diligence	Yes	182	3.93	0.635	0.059	0.18**
	No	231	4.05	0.611		
Affordability and accessibility	Yes	182	4.05	0.570	0.631	0.05
	No	231	4.07	0.631		
Amenities and service	Yes	182	4.05	0.653	0.848	0.02
	No	231	4.06	0.689		
Auxiliary offerings and credibility	Yes	180	3.72	0.784	0.739	0.03
	No	231	3.74	0.723		

Environmental diversity	Yes	182	3.84	0.687	0.611	0.05
	No	231	3.87	0.651		
Marine and aquascape	Yes	182	4.10	0.723	0.195	0.12
	No	231	4.00	0.854		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247).

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok *et al.*, 2017:163).

Results indicate that reef divers (i.e. respondents who indicated that they preferred reef dives) consider *marine and aquascape* ($M = 4.10$) as most important, while respondents who did not prefer reef dives indicated that the most important factor to them was *affordability and accessibility* ($M = 4.07$).

4.5.6.2 T-test comparison of wreck diving (as the preferred dive discipline) and experiential factors

Table 4.11 indicates no statistically significant differences relating to respondents who preferred wreck dives, as all the p -values exceeded 0.05.

Table 4.11: T-test results for wreck diving

Factor	Wreck dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	65	3.72	0.790	0.262	0.15**
	No	348	3.83	0.701		
Reliability and astuteness	Yes	65	3.94	0.678	0.184	0.16**
	No	347	3.81	0.796		
Variety and leisure opportunities	Yes	65	3.76	0.686	0.853	0.02
	No	348	3.77	0.656		
Conscientiousness and diligence	Yes	65	3.96	0.593	0.627	0.06
	No	348	4.00	0.630		
Affordability and accessibility	Yes	65	4.08	0.652	0.809	0.03
	No	348	4.06	0.596		
Amenities and service	Yes	65	3.99	0.741	0.431	0.11
	No	348	4.07	0.659		
Auxiliary offerings and credibility	Yes	65	3.79	0.706	0.471	0.09
	No	346	3.72	0.758		
Environmental diversity	Yes	65	3.83	0.676	0.762	0.04
	No	348	3.86	0.666		

Marine and aquascape	Yes	65	4.08	0.786	0.718	0.05
	No	348	4.04	0.803		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247).

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163).

Wreck divers considered *affordability and accessibility* ($M = 4.08$) and *marine and aquascape* ($M = 4.08$) as the most important, whereas respondents who did not prefer wreck dives indicated that *amenities and service* ($M = 4.07$) were most relevant, a finding which indicates that divers with little to no interest in the type of dive available focus on other factors. However, it is still crucial to consider that all these factors are important as no statistically significant differences were found in the analysis.

4.5.6.3 T-test comparison of free diving (as the preferred dive discipline) and experiential factors

A statistically significant difference was found for free diving as respondents' preferred dive discipline concerning *conscientiousness and diligence* ($p = 0.024$, $d = 0.43$, $M = 4.25$). Although the difference in sample sizes (23 free divers of 413 divers preferred free diving) may be a factor influencing the results, it is logical for this result as free divers often require operators to cater to different dive levels and offer flexible dive times and uncrowded experiences. Findings further indicated that as all factors have relatively high mean values, they are similarly important to respondents who preferred free diving as their dive discipline.

Table 4.12: T-test results for free diving

Factor	Free dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	23	3.83	0.556	0.926	0.02
	No	390	3.81	0.725		
Reliability and astuteness	Yes	23	3.87	0.857	0.830	0.05
	No	389	3.83	0.775		
Variety and leisure opportunities	Yes	23	3.79	0.511	0.841	0.03
	No	390	3.77	0.668		
Conscientiousness and diligence	Yes	23	4.25	0.524	0.024*	0.43**
	No	390	3.98	0.626		
Affordability and accessibility	Yes	23	3.96	0.671	0.444	0.17**
	No	390	4.07	0.601		
Amenities and service	Yes	23	4.26	0.702	0.156	0.31**
	No	390	4.04	0.670		

Auxiliary offerings and credibility	Yes	23	3.83	0.664	0.468	0.14
	No	388	3.73	0.755		
Environmental diversity	Yes	23	3.96	0.542	0.366	0.16**
	No	390	3.85	0.673		
Marine and aquascape	Yes	23	3.94	0.722	0.494	0.13
	No	390	4.05	0.805		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

4.5.6.4 T-test comparison of technical diving (as the preferred dive discipline) and experiential factors

No statistically significant differences were found regarding divers who preferred technical diving (Table 4.13). As all the respondents shared similar mean values, it is implied that they deemed all of the factors to be equally relevant.

Table 4.13: T-test results for technical diving

Factor	Technical dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	15	4.08	0.588	0.094	0.39**
	No	398	3.81	0.720		
Reliability and astuteness	Yes	15	3.73	0.645	0.558	0.13
	No	397	3.84	0.784		
Variety and leisure opportunities	Yes	15	3.71	0.588	0.676	0.10
	No	398	3.77	0.663		
Conscientiousness and diligence	Yes	15	3.98	0.615	0.919	0.03
	No	398	3.99	0.625		
Affordability and accessibility	Yes	15	4.10	0.613	0.809	0.06
	No	398	4.06	0.605		
Amenities and service	Yes	15	4.00	0.685	0.763	0.08
	No	398	4.06	0.673		
Auxiliary offerings and credibility	Yes	15	3.68	0.528	0.686	0.08
	No	396	3.73	0.757		
Environmental diversity	Yes	15	3.98	0.637	0.437	0.20**
	No	398	3.85	0.668		
Marine and aquascape	Yes	15	3.93	0.726	0.557	0.14
	No	398	4.05	0.803		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

4.5.6.5 T-test comparison of night diving (as the preferred dive discipline) and experiential factors

Table 4.14 offers ample statistically significant results with reference to respondents who preferred night dives as their dive discipline. *Reliability and astuteness* ($p = 0.002$, $d = 0.80$), *affordability and accessibility* ($p = 0.047$, $d = 0.48$), *auxiliary offerings and credibility* ($p = 0.008$, $d = 0.53$), and *marine and aquascape* ($p = 0.005$, $d = 0.72$) all showed statistical significance. The effect sizes allow these results to be accurate as *reliability and astuteness*, *affordability and accessibility*, *auxiliary offerings and credibility* and *marine and aquascape* all have medium effect sizes: this is a result not visible to the naked eye, and carries moderate significance. As these factors mostly include credible operators, flexible dive times, accessible dive sites, affordable offers and diverse wildlife. Divers who participate in night dives would regard these factors as significant, and managers should therefore take note of these four factors which are most important to divers in order to offer them an experience with all these qualities.

Table 4.14: T-test results for night diving

Factor	Night dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	20	3.53	0.702	0.072	0.43**
	No	393	3.83	0.715		
Reliability and astuteness	Yes	20	3.25	0.759	0.002*	0.80***
	No	392	3.86	0.769		
Variety and leisure opportunities	Yes	20	3.59	0.594	0.186	0.28**
	No	393	3.78	0.662		
Conscientiousness and diligence	Yes	20	3.82	0.790	0.311	0.24**
	No	393	4.00	0.614		
Affordability and accessibility	Yes	20	3.70	0.790	0.047*	0.48***
	No	393	4.08	0.589		
Amenities and service	Yes	20	3.76	0.730	0.079	0.42**
	No	393	4.07	0.667		
Auxiliary offerings and credibility	Yes	20	3.35	0.591	0.008*	0.53***
	No	391	3.75	0.752		
Environmental diversity	Yes	20	3.81	0.692	0.785	0.06
	No	393	3.86	0.666		
Marine and aquascape	Yes	20	3.47	0.847	0.005*	0.72***
	No	393	4.07	0.787		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247).

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok *et al.*, 2017:163).

4.5.6.6 T-test comparison of deep diving (as the preferred dive discipline) and experiential factors

Table 4.15 does not indicate any statistically significant results; however, the factors shared similar mean values, indicating that all the factors are important to the respondents who indicated deep dives as their preferred dive discipline. Deep divers indicated that the most important factor (with regard to mean value) includes *conscientiousness and diligence* (M = 4.04) and *affordability and accessibility* (M = 4.11).

Table 4.15: T-test results for deep diving

Factor	Deep dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	22	3.94	0.592	0.314	0.19**
	No	391	3.81	0.723		
Reliability and astuteness	Yes	22	3.73	0.484	0.355	0.13
	No	390	3.84	0.793		
Variety and leisure opportunities	Yes	22	3.65	0.636	0.356	0.20**
	No	391	3.78	0.661		
Conscientiousness and diligence	Yes	22	4.04	0.482	0.688	0.07
	No	391	3.99	0.631		
Affordability and accessibility	Yes	22	4.11	0.478	0.664	0.08
	No	391	4.06	0.611		
Amenities and service	Yes	22	4.00	0.490	0.613	0.08
	No	391	4.06	0.682		
Auxiliary offerings and credibility	Yes	22	3.58	0.645	0.284	0.21**
	No	389	3.74	0.755		
Environmental diversity	Yes	22	3.81	0.612	0.714	0.07
	No	391	3.86	0.670		
Marine and aquascape	Yes	22	3.89	0.881	0.417	0.18**
	No	391	4.05	0.795		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok *et al.*, 2017:163)

4.5.6.7 T-test comparison of shark diving (as the preferred dive discipline) and experiential factors

The results shown in Table 4.16 indicate no statistical significance. The most significant factor for shark divers (based on mean value) includes *marine and aquascape* (M = 4.15), a factor which

is logically important to this group as shark divers practice this activity mainly to observe various species of sharks and would thus be more concerned with the marine environment.

Table 4.16: T-test results for shark diving

Factor	Shark dives	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes	41	3.95	0.635	0.161	0.21**
	No	372	3.80	0.724		
Reliability and astuteness	Yes	41	3.97	0.565	0.125	0.19**
	No	371	3.82	0.798		
Variety and leisure opportunities	Yes	41	3.91	0.688	0.185	0.22**
	No	372	3.76	0.656		
Conscientiousness and diligence	Yes	41	3.91	0.523	0.298	0.15**
	No	372	4.00	0.634		
Affordability and accessibility	Yes	41	4.09	0.500	0.757	0.04
	No	372	4.06	0.616		
Amenities and service	Yes	41	4.05	0.591	0.960	0.01
	No	372	4.05	0.682		
Auxiliary offerings and credibility	Yes	41	3.90	0.625	0.084	0.24**
	No	370	3.71	0.760		
Environmental diversity	Yes	41	3.83	0.710	0.813	0.04
	No	372	3.86	0.662		
Marine and aquascape	Yes	41	4.15	0.753	0.332	0.15**
	No	372	4.03	0.805		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

4.5.7 ANOVA comparison of the level of dive certification and experiential factors

Table 4.17 indicates no statistically significant differences. This finding indicates that similar to other results, the respondents considered all factors as important regardless of their own level of diver certification. When considering each level's individual preferences, it is evident that divers with an open water scuba diving qualification consider *amenities and service* (M = 4.10) as most important, advanced divers care most about *marine and aquascape* (M = 4.03), and advanced nitrogen divers regard *variety and leisure opportunities*, *conscientiousness and diligence*, and *affordability and accessibility* as all equally significant (M = 3.94 respectively). Finally, it is observed that master divers regard *affordability and accessibility* (M = 4.17) as vital, and instructor divers consider *conscientiousness and diligence* (M = 4.36) as the most important factor contributing to a memorable scuba diving experience.

Table 4.17: ANOVA, Tukey's Post Hoc Multiple Comparisons, and effect sizes for the level of diver certification

Factors	Mean					F-ratio	Sig. level	Effect sizes									
	Dive certification							1&2	1&3	1&4	1&5	2&3	2&4	2&5	3&4	3&5	4&5
	Master N = 71	Open water N = 134	Advanced N = 127	Instructor N = 18	Advanced nitrogen N = 26												
Temperate and reputability	3.78	3.81	3.79	4.22	3.71	1.754	0.137	0.03	0.01	0.03	0.48***	0.65***	0.67***	0.07	0.15**	0.12	0.82****
Reliability and astuteness	3.67	3.87	3.85	4.18	3.62	2.269	0.061	0.23**	0.22**	0.02	0.64***	0.37**	0.46***	0.07	0.30**	0.32**	0.82****
Variety and leisure opportunities	3.85	3.74	3.73	3.67	3.94	0.962	0.428	0.15**	0.16**	0.01	0.25**	0.10	0.10	0.12	0.28**	0.29**	0.39**
Conscientiousness and diligence	3.90	4.01	3.93	4.36	3.94	2.264	0.062	0.14	0.03	0.14	0.61***	0.59***	0.72***	0.04	0.12	0.02	0.67***
Affordability and accessibility	4.17	4.03	4.02	4.27	3.94	1.539	0.190	0.23**	0.23**	0.02	0.18**	0.42**	0.39**	0.29**	0.12	0.11	0.42**
Amenities and service	3.98	4.10	4.01	4.17	3.88	0.961	0.429	0.14	0.03	0.14	0.23**	0.11	0.25**	0.12	0.27**	0.16**	0.36**
Auxiliary offerings and credibility	3.55	3.79	3.71	3.56	3.92	1.933	0.104	0.27**	0.19**	0.11	0.01	0.33**	0.21**	0.41**	0.18**	0.28**	0.54****
Environmental diversity	3.79	3.90	3.81	4.03	3.80	0.783	0.537	0.12	0.02	0.14	0.27**	0.20**	0.33**	0.01	0.17**	0.02	0.35**
Marine and aquascape	4.05	4.05	4.03	4.41	3.81	1.520	0.196	0.01	0.02	0.02	0.40**	0.41**	0.55***	0.26**	0.28**	0.29**	0.77***

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:259)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

Effect size labels should be interpreted as follows: 1 = Master, 2 = Open water, 3 = Advanced, 4 = Instructor, 5 = Advanced nitrogen

4.5.8 T-test comparison of the likelihood of recommending Ponta do Ouro as a dive destination and experiential factors

Table 4.18 indicates a statistically significant difference in terms of *auxiliary offerings and credibility* ($p = 0.024$, $d = 0.76$).

Table 4.18: T-test results for the likelihood of (respondents) recommending Ponta do Ouro as a dive destination

Factor	Would recommend	N	Mean	Std. Deviation	Sig.	Effect size
Temperate and reputability	Yes, definitely	385	3.82	0.687	0.182	0.41**
	Unsure	12	3.31	1.239		
Reliability and astuteness	Yes, definitely	384	3.82	0.780	0.216	0.34**
	Unsure	12	3.56	0.688		
Variety and leisure opportunities	Yes, definitely	385	3.77	0.647	0.800	0.08
	Unsure	12	3.70	0.933		
Conscientiousness and diligence	Yes, definitely	385	3.99	0.616	0.425	0.24**
	Unsure	12	3.81	0.736		
Affordability and accessibility	Yes, definitely	385	4.05	0.595	0.955	0.02
	Unsure	12	4.04	0.628		
Amenities and service	Yes, definitely	385	4.04	0.663	0.501	0.20**
	Unsure	12	4.18	0.700		
Auxiliary offerings and credibility	Yes, definitely	383	3.74	0.716	0.024*	0.76***
	Unsure	12	2.86	1.169		
Environmental diversity	Yes, definitely	385	3.85	0.644	0.638	0.14
	Unsure	12	3.71	1.027		
Marine and aquascape	Yes, definitely	385	4.03	0.800	0.262	0.31**
	Unsure	12	4.28	0.708		

*Statistical significance difference: $p \leq 0.05$ (Pallant, 2016:247)

Effect sizes are categorised as small (0.2 – 0.4)**, medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok et al., 2017:163)

When considering Cohen's guide to interpreting effect sizes (Mok et al., 2017:163), the statistical significance is in fact relevant as the effect size is considered as medium, indicating that respondents who are likely to recommend Ponta do Ouro as a dive destination are inclined to do so when *auxiliary offerings and credibility* as a whole is offered (dive shop and/or equipment maintenance services available, affiliation to a specific certification agency, easy to access/reach, possibility to buy a "dive & stay package" (dive and accommodation), equipped for physically challenged divers, equipped for junior divers, and parking available at the operator's or a discount

price). This finding makes sense when considering that Yan, Zhou and Wu (2018:350) suggest that tourists, specifically, will recommend a product and/or service to others as soon as they share a positive association with the experience. The benefits of creating memorable tourism experiences (see Section 3.5) indicate that it is important then to market the dive operators in Ponta do Ouro as offering *auxiliary offerings and credibility*. It is, however, still important to include the remaining 8 factors which did not show any statistical significance to ensure that respondents are still satisfied. Amongst the factors most significant to respondents in order for them to recommend Ponta do Ouro as a dive destination, *affordability and accessibility* ($M = 4.05$), *amenities and service* ($M = 4.04$) and *marine and aquascape* ($M = 4.03$) are most important to the respondents when considering the mean values of these factors.

The following section focuses on the correlation coefficients on experiential factors and questions to offer a comprehensive review of the results.

4.5.9 Correlations of experiential factors and questions

As mentioned before, Spearman's Rank Order correlation coefficient explores the strength of the relationship between two continuous variables, to indicate 'the direction (positive or negative)' and the strength of the relationship (Thirumalai *et al.*, 2017:215) to assess which variables are more important to others. Cohen (1988:79) suggests the following as a guideline to interpret the values between 0 and 1:

- Small effect: $r_s = 0.10 - 0.29$
- Medium effect: $r_s = 0.30 - 0.49$
- Large effect: $r_s = 0.50 - 1.00$.

The following section discusses the results found for each of the experiential factors.

4.5.9.1 Temperate and reputability (dive site)

As shown in Table 4.19, the following variables had a significant relationship with the dive site factor *temperate and reputability*:

- The number of nights spent in the area ($r_s = .117$; $p = 0.019$), the number of people paid for during the trip ($r_s = .138$; $p = 0.008$), the number of dives per year ($r_s = .163$; $p = 0.002$) and spending on diving insurance/credential renewal ($r_s = .103$; $p = 0.037$) all had small, positive correlation coefficients, indicating that respondents who stay longer, are financially responsible for more people during the trip, dive more times a year, and spend more money on dive insurance or renewing their dive credentials regard the factor *temperate and reputability* of the dive site as important for a memorable experience.

- The respondents' age had a small positive correlation coefficient ($r_s = .109$, $p = 0.032$), indicating that the older respondents are, the more significant *temperate and reputability* of the dive site was for them.
- Spending on hiring gear/equipment ($r_s = -.158$, $p = 0.001$) has a small negative correlation coefficient, indicating an adverse relationship. This implies that respondents who spent more on hiring gear/equipment considered this factor less important.

4.5.9.2 Reliability and astuteness (dive operator)

As shown in Table 4.19, the following variables had a significant relationship with *reliability and astuteness*:

- The number of nights spent in the area ($r_s = .214$; $p = 0.001$), the number of people paid for during the trip ($r_s = .138$; $p = 0.009$), the number of dives per year ($r_s = .183$; $p = 0.001$), spending on accommodation ($r_s = .103$; $p = 0.036$) and spending on diving insurance/credential renewal ($r_s = .129$; $p = 0.009$) all had small positive correlation coefficients with *reliability and astuteness*, indicating that respondents (similar to Section 4.5.9.1 *temperate and reputability*) who stay longer, pay for others during the trip, dive more times a year, and spend money on dive insurance or renewing their dive credentials and accommodation regard *reliability and astuteness* of the dive operators as an important memorable experience factor.
- The number of people paid for as divers ($r_s = -.140$; $p = 0.010$) and the number of years diving ($r_s = -.141$; $p = 0.005$) had small negative correlation coefficients, indicating that respondents who were financially responsible for more divers during their trip or who dived more years, regarded *reliability and astuteness* as less important. The latter could be because the divers had more experience with a particular dive operator and were therefore familiar with their services and offerings.

4.5.9.3 Variety and leisure opportunities (dive destination)

As shown in Table 4.19, the following variables had a significant relationship with *variety and leisure opportunities*:

- Respondents' number of dives per year ($r_s = .217$; $p = 0.001$), and spending on other activities (boat rides, etc.) ($r_s = .109$; $p = 0.027$) both had small positive correlation coefficients with *variety and leisure opportunities* which indicates that the more frequently a person dives, and the more money they spend on other activities while visiting the destination, the more important this factor is to them. This makes sense as tourists, who

consider variety to be important, are known to spend more money on tourism activities (Pavesi, Gartner & Denizci-Guillet, 2016:429).

- Aspects that had small negative correlation coefficients with *variety and leisure opportunities* included the number of people paid for as divers ($r_s = -.171$; $p = 0.002$), the number of previous visits ($r_s = -.142$; $p = 0.031$), the number of years diving ($r_s = -.118$; $p = 0.019$), spending on transportation ($r_s = -.104$; $p = 0.035$) and total average spending ($r_s = -.101$; $p = 0.040$), indicating that the more divers the respondents had to pay for, the more respondents had visited the destination before, the longer the respondents had been diving (in years), and the more expenses these respondents had for transportation and their overall average spending, the less important this factor becomes. This result appears to make sense since the more familiar one is with a dive destination, the more one knows what to expect.

4.5.9.4 Conscientiousness and diligence (dive operator)

The following variables had a significant relationship with *conscientiousness and diligence* (Table 4.19):

- A significant correlation coefficient with *conscientiousness and diligence* was found with regard to spending on dive courses and/or additional training ($r_s = .203$; $p = 0.001$). This small positive correlation coefficient with this factor suggests that the more money spent on this aspect by respondents, the more *conscientiousness and diligence* of dive operators is valued.
- The number of dives logged by divers had a small negative correlation coefficient with *conscientiousness and diligence* ($r_s = -0.099$, $p = 0.050$), indicating that the more frequently divers dive, the less important they consider this factor. This observation makes sense as divers who dive more often may be more familiar with safe diving practices and do not have to rely on dive operators' competence to the same extent as less experienced divers.

4.5.9.5 Affordability and accessibility (dive destination)

Table 4.19 shows that the following variables had a significant relationship with *affordability and accessibility*:

- Spending on food and beverages ($r_s = .107$; $p = 0.029$) and diving insurance/credential renewal ($r_s = .125$; $p = 0.011$) both had small positive correlation coefficients with *affordability and accessibility*, which implies that the more money spent on these items, the more

important this factor was to the respondents. These results are logical considering that these items are necessary expenses when travelling for scuba diving purposes.

4.5.9.6 Amenities and service (dive operator)

As shown in Table 4.19, the following variables had a significant relationship with *amenities and service*:

- The number of nights spent in the area ($r_s = .140$; $p = 0.005$), spending on dive courses and/or additional training ($r_s = .119$; $p = 0.016$), spending on accommodation ($r_s = .112$; $p = 0.023$), food and beverages ($r_s = .121$; $p = 0.014$), diving insurance/credential renewal ($r_s = .115$; $p = 0.019$) all had small positive correlation coefficients with *amenities and service*, indicating that the more nights spent at the destination, the more important *amenities and service* is for a memorable experience. The spending behaviour of the respondents suggests that the more they spent on dive courses and/or additional training, accommodation, food and beverages, and diving insurance/credential renewal, the more important friendly and well-trained dive instructors and operators who deliver good quality service at fair prices (see Section 4.4) are to these respondents, implying that they expect a value-for-money experience.

4.5.9.7 Auxiliary offerings and credibility (dive operator)

Table 4.19 indicates that the following variables had a significant relationship with *auxiliary offerings and credibility*:

- The number of nights spent in the area ($r_s = .119$; $p = 0.017$) by respondents and their spending on dive courses and/or additional training ($r_s = .100$; $p = 0.043$) both have small positive correlation coefficients with *auxiliary offerings and credibility*, indicating that the more money spent on dive courses and/or additional training, the more important the respondents considered *auxiliary offerings and credibility* of the dive operator – these results are similar to the results that indicate that the more nights spent in the area, the more important this factor seems to be to respondents for a memorable experience. This implies that divers seek an all-inclusive experience especially when staying longer at a destination.
- The number of years diving ($r_s = -.145$; $p = 0.004$) and the respondents' spending on scuba dives ($r_s = -.134$; $p = 0.007$) had small negative correlation coefficients with *auxiliary offerings and credibility*, implying that the more the respondents spent on dives, and the longer they had been diving (in years), the less important they considered this factor. This result indicates that more experienced divers may not have a great interest in additional products

and services apart from the diving activities they participate in when visiting the destination. Again, it also seems that experience of diving and the destination itself play a role in the ratings of the memorable experience factors.

4.5.9.8 Environmental diversity (dive site)

As shown in Table 4.19, the following variables had a significant relationship with *environmental diversity*:

- The number of people paid for as divers ($r_s = -.130$; $p = 0.017$), the number of years diving ($r_s = -.114$; $p = 0.025$), spending on scuba dives ($r_s = -.132$; $p = 0.007$), transportation ($r_s = -.158$; $p = 0.001$), shopping ($r_s = -.111$; $p = 0.024$), food and beverages ($r_s = -.097$, $p = 0.050$) and respondents' total average spending ($r_s = -.144$; $p = 0.003$) all have small negative correlation coefficients with *environmental diversity*, indicating that the more expenses the respondents have (paying for other divers, spending money on scuba dives, transportation, shopping, food and beverages and overall total average spending) the less important this factor is to them for a memorable experience.

4.5.9.9 Marine and aquascape (dive site)

The following variables had a significant relationship with *marine and aquascape* (Table 4.19):

- The number of nights spent in the area ($r_s = .224$; $p = 0.001$), and the number of dives logged ($r_s = .108$; $p = 0.032$) by respondents, as well as the number of dives per year ($r_s = .171$; $p = 0.001$) all have small positive correlation coefficients with *marine and aquascape*, indicating that the respondents who stayed longer at the destination, logged more dives and dived more frequently considered *marine and aquascape* as an important factor of a memorable experience.
- Furthermore, the number of people paid for during the trip ($r_s = .198$; $p = 0.001$) and spending on accommodation ($r_s = .150$; $p = 0.002$) and food and beverages ($r_s = .111$; $p = 0.024$) all had small positive correlation coefficients with this factor, suggesting that the more money spent on accommodation, food and beverages, and the more people paid for during the trip, the more important this factor was for the respondents.
- The number of people paid for as divers ($r_s = -.112$; $p = 0.040$) and average spending per person ($r_s = -.131$; $p = 0.025$) both have small negative correlation coefficients with *marine and aquascape*, implying that the more financial responsibility the respondents had for paying for other divers, and the more they spent on average per person, the less important this factor was for them.

Table 4.19: Results from Spearman's rank order correlations (experiential factors and questions)

Factors		Age	Number of nights spent in the area	People paid for during the trip	People paid for as divers	Number of previous visits	Years diving	Dives logged	Dives per year	Spending behaviour										Total average spending	Average spending per person	
										Scuba dives	Dive courses and/or additional training	Accommodation	Transportation	Shopping	Food and beverages	Diving insurance/ credential renewal	Purchasing new gear/ equipment	Hiring gear/ equipment	Other activities (boat rides, etc.)			Other expenses not listed
Temperate and reputability	r _s	.109*	.117*	.138*	-0.027	-0.006	0.001	0.088	.163*	-0.058	0.068	0.020	-0.025	-0.017	0.002	.103*	-0.043	-.158*	0.002	0.059	-0.042	-0.111
	Sig.	0.032	0.019	0.008	0.616	0.926	0.988	0.082	0.002	0.239	0.165	0.683	0.617	0.735	0.974	0.037	0.388	0.001	0.960	0.235	0.391	0.058
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413
Reliability and astuteness	r _s	-0.024	.214*	.138*	-.140*	-0.020	-.141*	0.029	.183*	-0.044	0.039	.103*	0.074	0.014	0.093	.129*	0.064	-0.034	0.043	0.058	-0.003	-0.068
	Sig.	0.641	0.001	0.009	0.010	0.761	0.005	0.565	0.001	0.370	0.425	0.036	0.134	0.772	0.060	0.009	0.194	0.488	0.381	0.241	0.947	0.249
	N	384	402	364	339	231	390	393	365	412	412	412	412	412	412	412	412	412	412	412	412	412
Variety and leisure opportunities	r _s	0.038	0.046	0.009	-.171*	-.142*	-.118*	0.081	.217*	-0.079	0.016	-0.048	-.104*	-0.033	0.093	0.055	-0.032	-0.019	.109*	0.003	-.101*	-0.060
	Sig.	0.458	0.358	0.860	0.002	0.031	0.019	0.110	0.001	0.109	0.750	0.326	0.035	0.498	0.060	0.267	0.519	0.696	0.027	0.948	0.040	0.306
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	412	413	413	413	413	413	413	413
Conscientiousness and diligence	r _s	0.032	-0.033	0.021	0.089	0.066	-0.044	-0.099*	-0.054	-0.004	.203*	0.028	-0.058	0.030	0.046	0.066	0.051	-0.025	-0.027	0.077	0.045	-0.063
	Sig.	0.534	0.503	0.694	0.103	0.315	0.388	0.050	0.304	0.942	0.001	0.565	0.241	0.541	0.351	0.179	0.297	0.611	0.590	0.119	0.362	0.282
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413
Affordability and accessibility	r _s	-0.003	-0.005	0.046	0.021	0.043	0.006	0.019	0.060	-0.001	0.043	0.067	-0.040	0.053	.107*	.125*	-0.052	0.010	-0.014	0.086	0.008	-0.038
	Sig.	0.948	0.913	0.379	0.706	0.514	0.899	0.703	0.255	0.982	0.384	0.171	0.413	0.282	0.029	0.011	0.296	0.840	0.775	0.081	0.869	0.514
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413
Amenities and service	r _s	-0.052	.140*	0.101	-0.038	-0.041	-0.061	-0.037	0.056	-0.034	.119*	.112*	0.018	0.028	.121*	.115*	0.004	-0.005	0.012	0.077	-0.002	-0.054
	Sig.	0.304	0.005	0.054	0.491	0.533	0.232	0.460	0.289	0.490	0.016	0.023	0.713	0.570	0.014	0.019	0.934	0.914	0.807	0.117	0.974	0.357
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413

Factors		Age	Number of nights spent in the area	People paid for during the trip	People paid for as divers	Number of previous visits	Years diving	Dives logged	Dives per year	Spending behaviour										Total average spending	Average spending per person	
										Scuba dives	Dive courses and/or additional training	Accommodation	Transportation	Shopping	Food and beverages	Diving insurance/ credential renewal	Purchasing new gear/ equipment	Hiring gear/ equipment	Other activities (boat rides, etc.)			Other expenses not listed
Auxiliary offerings and credibility	r _s	-0.026	.119*	0.048	-0.106	0.014	-.145*	-0.029	0.102	-.134*	.100*	-0.014	-0.061	-0.018	-0.080	0.040	-0.012	-0.055	0.039	-0.032	-0.084	-0.059
	Sig.	0.608	0.017	0.364	0.051	0.832	0.004	0.562	0.051	0.007	0.043	0.778	0.220	0.712	0.106	0.414	0.815	0.265	0.431	0.513	0.090	0.312
	N	383	401	363	338	230	389	392	364	411	411	411	411	411	411	411	411	411	411	411	411	411
Environmental diversity	r _s	-0.090	-0.008	-0.010	-.130*	-0.115	-.114*	-0.023	0.061	-.132*	0.049	-0.070	-.158*	-.111*	-.097	-0.018	-0.028	-0.087	0.037	-0.010	-.144*	-0.105
	Sig.	0.079	0.874	0.846	0.017	0.080	0.025	0.650	0.242	0.007	0.318	0.153	0.001	0.024	0.050	0.717	0.568	0.079	0.458	0.843	0.003	0.071
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413
Marine and aquascape	r _s	-0.044	.224*	.198*	-.112*	-0.048	0.003	.108*	.171*	-0.007	-0.035	.150*	0.046	-0.030	.111*	0.094	-0.015	-0.095	-0.010	0.060	-0.038	-.131*
	Sig.	0.390	0.001	0.001	0.040	0.470	0.958	0.032	0.001	0.882	0.474	0.002	0.347	0.540	0.024	0.057	0.764	0.054	0.845	0.223	0.445	0.025
	N	385	403	365	339	231	391	394	366	413	413	413	413	413	413	413	413	413	413	413	413	413

*Significant 5% = $p \leq 0.05$

r_s Values can be interpreted at three levels in the correlation matrix: r_s = 0.10 – 0.29 (small*); r_s = 0.30 - 0.49 (medium**); r_s = 0.50 – 1.0 (large***) (Cohen, 1988:79)

A comprehensive discussion on the main results from Table 4.19 can be found in Chapter 5, Section 5.2.3.2 (conclusions from Spearman’s rank order correlation coefficient). The correlation coefficients between all the experiential factors are discussed next to show the statistically significant correlations between these factors.

4.5.10 Correlations between experiential factors

Table 4.20 presents the correlation coefficients between all the experiential factors. It is evident that all the factors have significant positive correlation coefficients with one another, ranging from medium-sized ($r_s = 0.30 - 0.49$) to large-sized ($r_s = 0.50 - 1.0$) correlation coefficients. These results stress the importance of, firstly, the collaboration between all the factors to ensure that an all-inclusive dive experience is offered to divers to guarantee that they are entirely satisfied, in contrast to omitting factors which could reduce the likelihood of the scuba divers enjoying a memorable experience (Sthapit & Coudounaris, 2018:76). Secondly, these results support the collaboration between dive operators, the dive site and the dive destination to ensure the sustainability of this tourism product and an overall memorable experience for scuba divers visiting the destination.

Table 4.20: Results from Spearman’s rho (experiential factors)

Factors		Temperate and reputability	Reliability and astuteness	Variety and leisure opportunities	Conscientiousness and diligence	Affordability and accessibility	Amenities and service	Auxiliary offerings and credibility	Environmental diversity	Marine and aquascape
Temperate and reputability	r_s		.489**	.581***	.542***	.485**	.572***	.533***	.647***	.592***
	Sig.		0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001
	N		411	413	413	413	413	413	411	413
Reliability and astuteness	r_s	.489**		.445**	.492**	.415**	.601***	.671***	.422**	.593***
	Sig.	0.001		0.001	0.001	0.001	0.001	0.001	0.001	0.001
	N	411		411	411	411	411	411	411	411
Variety and leisure opportunities	r_s	.581***	.445**		.426**	.546***	.450**	.552***	.616***	.410**
	Sig.	0.001	0.001		0.001	0.001	0.001	0.001	0.001	0.001
	N	413	411		413	413	413	411	413	413
Conscientiousness and diligence	r_s	.542***	.492**	.426**		.470**	.598***	.497**	.507***	.398**
	Sig.	0.001	0.001	0.001		0.001	0.001	0.001	0.001	0.001
	N	413	411	413		413	413	411	413	413
Affordability and accessibility	r_s	.485**	.415**	.546***	.470**		.531***	.353**	.519***	.482**
	Sig.	0.001	0.001	0.001	0.001		0.001	0.001	0.001	0.001
	N	413	411	413	413		413	411	413	413

Factors		Temperate and reputability	Reliability and astuteness	Variety and leisure opportunities	Conscientiousness and diligence	Affordability and accessibility	Amenities and service	Auxiliary offerings and credibility	Environmental diversity	Marine and aquascape
Amenities and service	r _s	.572***	.601***	.450**	.598***	.531***		.450**	.525***	.635***
	Sig.	0.001	0.001	0.001	0.001	0.001		0.001	0.001	0.001
	N	413	411	413	413	413		411	413	413
Auxiliary offerings and credibility	r _s	.533***	.671***	.552***	.497**	.353**	.450**		.484**	.389**
	Sig.	0.001	0.001	0.001	0.001	0.001	0.001		0.001	0.001
	N	411	411	411	411	411	411		411	411
Environmental diversity	r _s	.647***	.422**	.616***	.507***	.519***	.525***	.484**		.529***
	Sig.	0.001	0.001	0.001	0.001	0.001	0.001	0.001		0.001
	N	413	411	413	413	413	413	411		413
Marine and aquascape	r _s	.592***	.593***	.410**	.398**	.482**	.635***	.389**	.529***	
	Sig.	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	
	N	413	411	413	413	413	413	411	413	

*Significant 5% = $p \leq 0.05$

r_s Values can be interpreted at three levels in the correlation matrix: r_s = 0.10 – 0.29 (small*); r_s = 0.30 - 0.49 (medium**); r_s = 0.50 – 1.0 (large***) (Cohen, 1988:79)

This previous sections gave the results of Spearman's correlation coefficient to enable an in-depth explanation of the positive and/or negative correlation coefficients between either the experiential factors and the socio-demographic and behavioural aspects (see Section 4.5.1) and the positive and/or negative correlation coefficients between experiential factors (see Section 4.5.10) which found significant results as discussed above. The following section concludes the results from this chapter.

4.6 Conclusion

This chapter aimed to determine the profile and key factors that divers at Ponta do Ouro regard as important for a memorable scuba diving experience by multivariate statistical analyses of the results of the empirical survey (422 questionnaires were included in the analysis).

The chapter focused first on the research approach and explained the method which was used to construct the questionnaire used for the survey, and then explained the sampling method before finally giving the descriptive results. Descriptive statistics were used to discuss the respondents' profiles and the aspects considered most significant to create a memorable scuba diving experience. Based on the mean values, the respondents indicated that the aspect they considered most important with regard to the dive destination included a safe and secure

environment (M = 4.13). Regarding their experiences at the dive sites, the respondents indicated that the wildlife/marine life at the site (M = 4.10) was extremely important to their dive experience, and delivery of good quality service (M = 4.11) was the most important aspect pertaining to the dive operators.

Secondly, the results from the exploratory factor analysis yielded nine factors that contribute to creating a memorable scuba diving experience. The factors identified include (in order of importance): *affordability and accessibility* (M = 4.06), *amenities and service* (M = 4.05), *marine and aquascape* (M = 4.04), *conscientiousness and diligence* (M = 3.99), *environmental diversity* (M = 3.85), *reliability and astuteness* (M = 3.83), *temperate and reputability* (M = 3.82), *variety and leisure opportunities* (M = 3.77) and *auxiliary offerings and credibility* (M = 3.73). Although these factors are similar to the findings of several previous studies in the literature on this topic, the grouping of these factors is unique to this research study. The resemblance of these results to those of previous studies indicates that these factors have the necessary significance for creating a memorable scuba diving experience as proposed by the respondents and the results. It is important to bear in mind that previous research mainly focused on a distinct individual offering, instead of collaborating factors related to the dive destination, dive site and dive operator to create an all-embracing memorable scuba diving experience as was done in the present study.

Thirdly, further statistical analysis (*t*-tests, ANOVAs and Spearman's rank order correlation coefficient) suggested that of socio-demographics and behavioural aspects, the latter play a more important role in determining the factors relevant to creating a memorable scuba diving experience. This indicates that the respondents' economic and social status inevitably influences the significance of several experiential factors that they identified to a greater extent than their socio-demographic traits. Considering that scuba divers are not a homogeneous group regarding the creation of a memorable scuba diving experience, it is important to consider all the needs that scuba divers may have as individuals to ensure that these needs are completely fulfilled. It is vital to take into account the socio-demographic, behavioural and economic profile of scuba divers to ensure memorable experiences for them.

Finally, the correlation coefficients of aspects (survey questions) and spending on the experiential factors indicated that, again, the behavioural aspects of the respondents play a prominent role in creating a memorable scuba diving experience. The results of Spearman's rank order correlation coefficient between the experiential factors also indicated that all the experiential factors rely on each other to create a memorable scuba diving experience. Simply stated, it is important to include all the factors when offering a scuba diving experience instead of focusing on just one factor. For example, a dive destination that merely offers *affordability and accessibility* and disregards *variety and leisure opportunities* will not lead to a memorable experience.

Thus far, many significant results have been observed, and the next Chapter offers conclusions and recommendations based on the results discussed in Chapter 4. Recommendations for future research are also presented in Chapter 5.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The main aim of this study was to assess the aspects important for creating a memorable scuba diving experience from a demand-side perspective. To achieve this aim, the following objectives were set in Chapter 1 and met in the following chapters.

- The first objective was to assess the scuba diving industry and the characteristics of scuba divers by means of a literature review. This was done in Chapter 2 of this study. In this chapter, a detailed overview was given of the history and nature of scuba diving as well as the interrelationship between various stakeholders. The findings in this chapter included compiling a basic overview of scuba divers' socio-demographic details from previous research which was later compared to the results from this study in Chapter 4. This chapter also revealed that although many studies have previously been done and are currently being done on scuba diving, they have focused either on the environmental problems the industry faces or on ways in which introducing scuba diving at a destination may lead to the growth and enhancement of both the industry and the destination (c.f. Section 2.5). The main finding from this chapter was that no previous studies similar in nature to the present study had been done.
- The second objective was to do a critical analysis of memorable tourism experiences by means of a literature review. This objective was achieved in Chapter 3. The main findings of this chapter included the indisputable paradigm shift towards the *Experience Economy* in current tourism trends, especially pertaining to scuba diving tourism (see Section 3.3). As no prior studies have been conducted explicitly on creating memorable experiences for scuba divers, aspects that contribute to divers' satisfaction were examined to determine whether any significant elements could contribute towards creating memorable scuba diving experiences in Ponta do Ouro and other destinations. Finally, it was found that offering memorable experiences to scuba divers is only possible when aspects collaborate, instead of relying on only one aspect to satisfy them and create a memorable experience (c.f. Section 3.6.1).
- The third objective was to identify the profile and key aspects divers regard as important for a memorable scuba diving experience by means of an empirical survey. This was achieved in Chapter 4. Descriptive statistics were used to profile the respondents and an exploratory factor analysis was used to identify the factors important for a memorable scuba diving experience. Nine factors were identified related to the dive site, dive destination and dive operator. The results further showed that a clear relationship exists between certain socio-demographic and behavioural variables and the factors. Dive operators and destination

managers should consider these factors when offering recreational dive activities to scuba divers.

- The final objective was to draw conclusions and to make recommendations concerning the factors most significant to scuba divers for a memorable scuba diving experience in order for dive operators to supply this tourism activity according to these market demands. This chapter concludes with the findings of the research and uses the results to make recommendations regarding the creation of a memorable experience at Ponta do Ouro. These recommendations can also assist other dive destinations to create an overall memorable experience provided by the dive destination, the dive sites and dive operators and other stakeholders.

This chapter aims to draw conclusions and make recommendations about creating a memorable scuba diving experience, as well as to identify aspects for future research.

5.2 Conclusions

The conclusions will be discussed with regard to the literature reviews and the survey, as reported in respectively Chapters 2, 3 and 4.

5.2.1 Conclusions with regard to the literature reviews

The conclusions of both Chapter 2 and Chapter 3 will be discussed in the following section.

5.2.1.1 Chapter 2: A literature review of the scuba diving industry

This chapter aimed to assess the scuba diving industry and the characteristics of scuba divers through a literature review. It presented a detailed overview of scuba diving (definitions, history and characteristics), the most basic technical aspects of the activity, and the important stakeholders in the industry. The growth of scuba diving as a marine tourism activity and the characteristics of divers were also investigated.

When assessing the scuba diving industry, it was found that scuba diving as a whole is objectively intricate considering the different types of scuba diving, the equipment and gear needed, and the process of obtaining a scuba diving certification (c.f. Section 2.2.1). The history and development of scuba diving as a recreational activity showed that recreational scuba diving evolved from scuba diving used for labour purposes (c.f. Section 2.2.2). To this day safer equipment and adjustments to dive policies are still being developed to ensure that sustainable diving is encouraged (c.f. Section 2.2.2). When scuba diving was developed as a tourism activity, it was recognised that this activity forms part of marine tourism. Marine tourism encourages tourists to travel away from their place of residence to participate in sea-based activities (c.f. Section 2.3)

and emphasises the relationship between scuba diving and tourism. It was also found that scuba diving tourism offers economic, ecological and socio-cultural benefits to the dive destination.

Stakeholders in scuba diving tourism include the local community, the national, regional and local government, scuba diving instructors, scuba diving operators, active scuba divers, certifying agencies, production enterprises, receptive agencies, alternative conflicting and parallel agencies, event organisers and scientists (c.f. Section 2.4). It is emphasised that all these stakeholders share responsibility in promoting and ensuring sustainable scuba diving at the relevant destination. Scuba diving is growing on a global scale, with more divers and destinations participating in this activity, ultimately encouraging large economic growth worldwide (c.f. Section 2.5). South Africa also actively supports the scuba diving industry, boasting scuba diving destinations with favourable characteristics (c.f. Section 2.6), which is important considering that South Africa borders Mozambique where Ponta do Ouro is located.

Ponta do Ouro, the destination studied, offers many dive sites to scuba divers, which makes it an appealing destination for divers (c.f. Section 2.7). Further investigation of Ponta do Ouro as a dive destination found that due to the nature of Ponta do Ouro, and the number of dives logged annually, this destination has the potential to be considered a premier scuba diving destination worldwide (c.f. Section 2.7). Previous research done on scuba divers suggested that the majority of respondents were male, over the age of 30, earned an annual income of between 12 700 USD and 88 500 USD (R167 000 – R1 166 000), and was a graduate with a higher education level (c.f. Section 2.8). The socio-demographic profile of scuba divers (as found in the literature pertaining to both South Africa and other countries) and other findings regarding the profile of scuba divers were presented in the results given in Chapter 4.

The following section discusses the main findings of Chapter 3. It must be mentioned that Chapter 3 was planned to complement the topic investigated in Chapter 2.

5.2.1.2 Chapter 3: A literature review of memorable tourism experiences

Chapter 3 aimed to describe the management, marketing and creation of memorable tourism experiences. It gave a meticulous description of managing memorable tourism experiences in the discussion of the *Experience Economy*, tourism experiences, memorable experiences in tourism, creating and marketing memorable tourism experiences and the aspects considered important for a satisfying and memorable scuba diving experience.

It was noted that the *Experience Economy* (developed by B. Joseph Pine II and James H. Gilmore) is not a recent discovery which implies that the shift towards this trend was expected, and indicates that industries such as scuba diving could benefit from this paradigm (c.f. Section

3.2). Tourism experiences were discussed to ensure that the difference between the terms “tourism experience” and “memorable tourism experience” is understood. Tourism experiences were noted to influence tourists regarding future preferences for tourism products and services (c.f. Section 3.3), but not to the same extent as long-term memorable tourism experiences (c.f. Section 3.4). It was highlighted that memorable experiences in tourism leave impressions on the tourist, which leads to loyalty between the tourist and the destination, and in turn offers favourable benefits to both the destination and the visitor (scuba diver) (c.f. Section 3.4.1). This finding supports the motive for this study, which is to introduce these memorable experiences to scuba divers so that they can enjoy the benefits of a memorable tourism experience (c.f. Section 3.4.2). It was emphasised that memorable tourism experiences are created by the collaboration of various elements which would all satisfy the tourist (c.f. Section 3.5) and that it is important to realise that not all tourism experiences are transformed into memorable tourism experiences (c.f. Section 3.5).

The aspects considered important for a satisfying scuba diving experience were investigated, and previous studies reported in the literature indicated that various technical, functional and experiential elements contribute towards offering satisfying experiences to scuba divers (c.f. Section 3.6.1). This chapter also found that marketing experiences (known as experiential marketing) are a complex process as this involves marketing an intangible product to consumers (tourists). However, when it is accomplished, tourists are likely either to repeat the experience or recommend the experience to an acquaintance, which in turn offers more marketing and awareness of the offering (i.e. a memorable scuba diving experience) (c.f. Section 3.6.2).

In essence, it was found that creating memorable experiences is a process of collaboration and participation among all stakeholders (c.f. Section. 3.7). This chapter highlighted the evolution of the creation of memorable tourism experiences and the opportunity for the scuba diving tourism industry to do so. The following section discusses the conclusions from the survey results in Chapter 4.

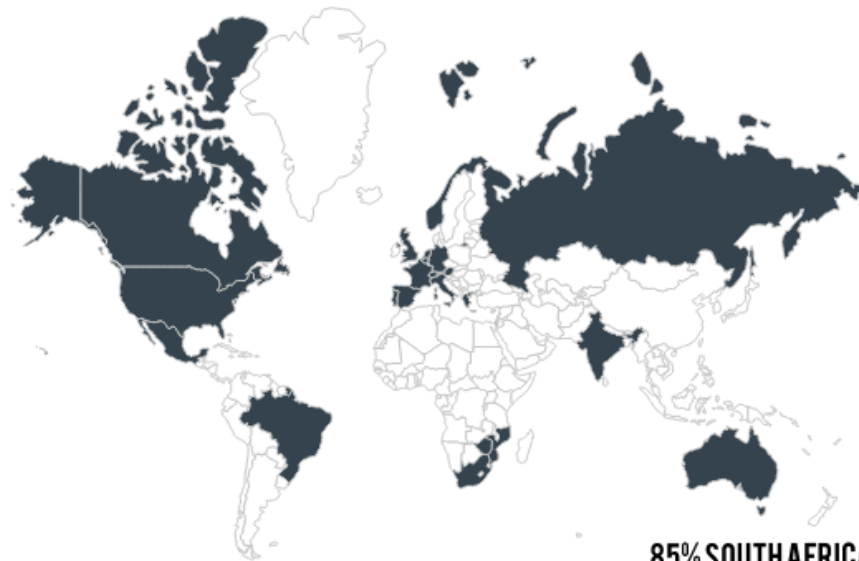
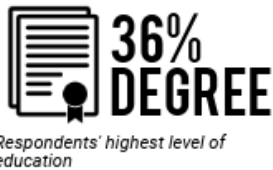
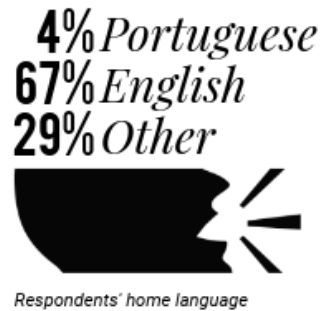
5.2.2 The conclusions from the survey

Within this section, conclusions made from the survey will be offered. These conclusions will focus firstly on the profile of respondents.

5.2.2.1 Profile of respondents

A total of 422 completed questionnaires were obtained during the surveys. The following section gives a summary of these descriptive results.

Infographic 5.1 gives a summary of the descriptive socio-demographic results. As shown in Infographic 5.1, the majority of respondents were male (64%), mainly English speaking (67%), married (44%), spent an average of 5 nights in the area, had visited the destination (Ponta do Ouro) 8 times before, had been diving for an average of 6 years and preferred reef dives (44%). These respondents had a total average spending of R10 190, and the average spending per respondent amounted to R7 947.42 (c.f. Section 4.3.1). Regarding the descriptive results from the aspects contributing to a memorable scuba diving experience, the respondents indicated that a safe and secure environment (M = 4.13) was the most important at the dive destination, wildlife/marine life at the dive site (M = 4.10) was the most important at the dive site, and good quality service (M = 4.11) was found to be the most important aspect pertaining to the dive operator (c.f. Section 4.3.2).



five *the average number of nights respondents spend in the area*

two *the average number of persons respondents paid for during the trip*

two *the average number of persons respondents paid for during the trip whom were scuba divers*

fifty-six *the percentage of respondents whom have visited the destination before*

eight *the average number of previous visits conducted by respondents whom have visited the destination before*



Infographic 5.1: Summary of descriptive socio-demographic, behavioural and economic profile results

Source: Researcher's own compilation with aid of web-based infographic application Piktochart

Conclusions made from the exploratory factor analyses are discussed next.

5.2.3 Conclusions from the exploratory factor analyses

For the purpose of discussing the factors important to creating a memorable scuba diving experience, an exploratory factor analysis was performed. The factors identified from this analysis were identified as *temperate and reputability*, *reliability and astuteness*, *variety and leisure opportunities*, *conscientiousness and diligence*, *affordability and accessibility*, *amenities and service*, *auxiliary offerings and credibility*, *environmental diversity* and *marine and aquascape* (c.f. Section 4.4). For the sake of transparency and simplification, Table 5.1 presents the factors relevant to the dive site, dive destination and dive operator (in order of importance). Based on the mean value (the average out of five and interpreted on the original Likert scale of importance), the most important factor to the respondents was identified as *affordability and accessibility* (M = 4.06), an experiential factor pertaining to the dive destination (c.f. Section 4.4).

Table 5.1: Factors relevant to the dive site, dive destination, and dive operator (in order of importance)

Dive site	Dive destination	Dive operator
<i>Marine and aquascape</i> (M = 4.04)	<i>Affordability and accessibility</i> (M = 4.06)	<i>Amenities and service</i> (M = 4.05)
<i>Environmental diversity</i> (M = 3.85)	<i>Variety and leisure opportunities</i> (M = 3.77)	<i>Conscientiousness and diligence</i> (M = 3.99)
<i>Temperate and reputability</i> (M = 3.82)		<i>Reliability and astuteness</i> (M = 3.83)
		<i>Auxiliary offerings and credibility</i> (M = 3.73)

Source: Researcher's compilation based on the results

Based on Table 5.1, the results give further evidence that there is more than one factor relevant to the dive site, dive destination and dive operator. The most important factor when creating a memorable scuba diving experience (as measured by the respondents) concerning the dive site is *marine and aquascape* (M = 4.04) (c.f. 4.4), followed by *environmental diversity* (M = 3.85) and *temperate and reputability* (M = 3.82). The factors relevant to the dive destination are *affordability and accessibility* (M = 4.06) and *variety and leisure opportunities* (M = 3.77) (c.f. Section 4.4). The remaining factors *amenities and service* (M = 4.05), *conscientiousness and diligence* (M = 3.99), *reliability and astuteness* (M = 3.83) and *auxiliary offerings and credibility* (M = 3.73) are all related to the dive operator. Considering that each role player (dive site, dive destination and dive operator) has more than one factor to consider when creating a memorable scuba diving

experience, the aforementioned statement suggesting that more than one factor is necessary to create a memorable scuba diving experience is supported.

Bearing in mind the conclusions made from the exploratory factor analysis, further analyses were done to offer results that are more comprehensive.

5.2.3.1 Conclusions with regard to the *t*-tests and ANOVAs

Further analysis (c.f. Section 4.5: Results from the *t*-tests, ANOVAs, effect sizes and Spearman's rank order correlation coefficient) showed that various socio-demographic and behavioural variables influence the ratings of the identified memorable experience factors.

In-depth conclusions from each individual *t*-test or ANOVA are presented.

(i) Socio-demographic variables

Both male and female respondents considered all of the experiential factors as important for creating a memorable scuba diving experience; however, considering the mean values of each factor in comparison to each gender, it was found that male respondents regarded *amenities and service* and *marine and aquascape* as more important, while female divers considered *affordability and accessibility* most significant (c.f. Section 4.5.1). Respondents' language preferences had some significance when determining the factors most important for creating a memorable experience. Respondents who spoke languages other than English or Portuguese indicated that they considered *reliability and astuteness* as an important factor, while Portuguese-speaking respondents indicated that *marine and aquascape* was the most important to them. It was also noted that all three groups of respondents, based on the mean values, regarded *affordability and accessibility* as the most important factor (c.f. Section 4.5.2).

Regarding the country of origin of the respondents, South African respondents indicated that *affordability and accessibility* and *amenities and service* were most important to them – when these respondents travelled a neighbouring country for scuba diving, they deemed it necessary to have an affordable and value-for-money experience. Respondents originating from countries other than South Africa indicated that they considered *amenities and service* and *marine and aquascape* as vital for creating a memorable experience at another destination (c.f. Section 4.5.3). Finally, although no statistically significant results were found, regardless of the divers' level of certification, all the factors were important to them. Divers with a post-graduate qualification considered *affordability and accessibility*, *amenities and service* and *marine and aquascape* as most important for creating a memorable tourism experience (c.f. Section 4.5.5).

(ii) Behavioural variables

When focusing on first-time visitors as opposed to repeat visitors and the experiential factors, it was found that first-time visitors considered *marine and aquascape* as the most important factor to them, while repeat visitors considered *affordability and accessibility* as essential. It is noteworthy that both first-time and repeat visitors considered *amenities and service* as important for creating a memorable scuba diving experience, a factor that should be offered by dive operators to ensure that first-time visitors are satisfied and likely to return and that repeat visitors will remain loyal to the operators and destination (c.f. Section 4.5.4). Of the entire dive disciplines analysed (reef, wreck, free, technical, night, deep and shark) statistically significant differences were only evident among respondents who presented free diving and night diving as their preferred dive discipline. Respondents who preferred free diving considered *conscientiousness and diligence* as the most important factor, which makes sense as these types of divers enjoy extending their lengths and depths of dives to enjoy a safe, independent dive (c.f. Section 4.5.6.3). Night divers indicated that they regarded *reliability and astuteness, affordability and accessibility, auxiliary offerings and credibility* as well as *marine and aquascape* as the most important factors that contributed towards creating a memorable dive experience (c.f. Section 4.5.6.5). It is important to consider this finding as night dives are often complex but popular. Operators who offer this activity should take note of the discovery that night divers consider all these factors as important to ensure that they satisfy the needs of these divers. The remaining disciplines offered no statistically significant findings; however, operators are still advised to inspect the results found for each dive discipline.

The respondents' level of dive certification indicated no statistically significant differences. This suggests that regardless of the respondents' level of certification, all the factors were important. When investigating each dive certification's mean values compared to the experiential factors individually, it was found that open water-certified divers considered *amenities and service* as important. Advanced divers regarded *marine and aquascape* as significant, while advanced nitrogen scuba divers considered *variety and leisure opportunities, conscientiousness and diligence* and *affordability and accessibility* as significant. Respondents with master diver certification considered *affordability and accessibility* as significant, and instructor divers considered *conscientiousness and diligence* as important to creating a memorable scuba diving experience (c.f. Section 4.5.7). It is advised that these results should be considered when aiming to attract diverse scuba divers with different levels of dive certifications.

Auxiliary offerings and credibility is the most significant factor according to respondents who are likely to recommend Ponta do Ouro as a dive destination to others. This finding is consistent as

this factor consists of aspects that aim to make the respondents' journey to the dive destination easier (c.f. Section 4.5.8).

The next section presents the conclusions from Spearman's rank order correlation coefficient in consideration of the experiential factors and other aspects explored throughout the research study.

5.2.3.2 Conclusions from the Spearman's rank order correlation coefficient

From the results given in Table 4.19 (c.f. Section 4.5.9), it is evident that some aspects (i.e. questions asked in the questionnaire) have more of a positive relationship with the experiential factors than others. Positive correlation coefficients were found with various variables (questions) and experiential factors. These positive correlation coefficients include the number of nights the respondents spent at the destination and the frequency at which they dived annually. Further results indicated noteworthy negative correlation coefficients, which included the number of people paid for and the number of years they had been diving (c.f. Section 4.5.9). The spending behaviour of respondents correlated with some experiential factors more than others, implying that financial responsibility (and the respondents' level of diving experience) are the main determinants of the factors that are most important to creating a memorable scuba diving experience.

The most evident findings are summarised below.

(i) Positive correlation coefficients

- Respondents' age had a small positive correlation with *temperate and reputability* of the dive site, indicating that the older these respondents become, the more important this factor becomes to them. Destination managers should promote the availability of a good year-round climate, the opportunity to sight rare species (e.g. certain shark species) and the reputation of Ponta do Ouro's dive sites as 'must-do' dive sites (c.f. Section 2.7 and Section 4.5.9.1).
- The number of nights the respondents spend at the destination have positive correlation coefficients with *temperate and reputability, reliability and astuteness, amenities and service, auxiliary offerings and credibility* and *marine and aquascape*, indicating that respondents who stay longer, expect more of the dive destination, dive operator and dive site to ensure that they enjoy a memorable scuba diving experience (c.f. Section 4.5.9).
- The frequency at which scuba divers dive during the year positively correlated with the factors *temperate and reputability, reliability and astuteness, variety and leisure opportunities* and *marine and aquascape*, suggesting that the respondents who dive often consider these

factors important for a memorable scuba diving experience (c.f. Section 4.5.9). This result indicates the important relationship between the level of experience and the importance of certain factors for a memorable experience. Both aspects (the number of nights and the frequency at which scuba divers dive) make sense as the time divers spend at a destination and the frequency at which they do so lead to an extended stay, repeat visits and essentially greater economic contributions to the destination (Alén, Nicolau, Losada & Domínguez, 2014:19; Barros & Machado, 2010: 693).

- The number of people paid for during the trip had consistent positive correlation coefficients with the factors *temperate and reputability, reliability and astuteness* and *marine and aquascape* (c.f. Section 4.5.9). These results indicate that the more people paid for during the trip, the more important all these factors become to the person paying for the group of visitors.

(ii) Negative correlation coefficients

- The number of people paid for as divers had negative correlation coefficients with *reliability and astuteness, variety and leisure opportunities, environmental diversity* and *marine and aquascape*, which indicates that the more scuba divers the respondent was financially responsible for, the less significant these factors appear to be for creating a memorable scuba diving experience (c.f. Section 4.5.9).
- The number of *years diving* had negative correlation coefficients with *reliability and astuteness, variety and leisure opportunities, auxiliary offerings and credibility* and *environmental diversity*, indicating that the more experienced the divers were (i.e. the longer they had been diving in years), the less important the respondents considered these factors. This could be ascribed to their level of experience of the destination, the dive site and the dive operators – again signifying the notable relationship between the level of experience and memorable experiences (c.f. Section 4.5.9).

(iii) Since spending had inconsistent results, the following observations can be made:

- Spending on dive courses and/or additional training had constant negative correlation coefficients with *conscientiousness and diligence, amenities and service* and *auxiliary offerings and credibility*, implying that the more money spent on dive courses and/or additional training, the less important divers considered these factors. This means that operators should pay attention to the other complementary factors (besides the ones mentioned above) that people who pay for scuba dives value as significant when creating a memorable scuba diving experience (c.f. Section 4.5.9).

- Spending on accommodation showed a positive correlation with *reliability and astuteness*, *amenities and service* and *marine and aquascape*, indicating that the more money spent on accommodation, the more valued these factors are to these respondents (c.f. Section 4.5.9).
- Spending on food and beverages indicated a positive correlation with *affordability and accessibility*, *amenities and service* and *marine and aquascape*. This suggests that the more money respondents spent on necessities such as food and beverages, the more significant these factors are to them (c.f. Section 4.5.9).
- The results indicated that spending on diving insurance/credential renewal had positive correlation coefficients with *temperate and reputability*, *reliability and astuteness*, *affordability and accessibility* and *amenities and service*. It is important to consider these factors when creating a memorable scuba diving experience to ensure that all factors that are considered important are included (c.f. Section 4.5.9).
- The respondents' total average spending had negative correlation coefficients with *variety and leisure opportunities* and *environmental diversity*, suggesting that the higher their total average spending is, the less important these factors are to them (c.f. Section 4.5.9).

In conclusion, regarding the correlation coefficients of the experiential factors and the questioned aspects, it is noticeable that the respondents' spending behaviour correlated with some factors more than others, implying that operators and/or destination managers should consider all these relationships to ensure that these factors are integrated to offer an all-inclusive memorable scuba diving experience to visitors, specifically according to their spending behaviour and socio-demographic characteristics. However, it is important to consider all the other factors that contribute to a memorable scuba diving experience as elucidated above based on the respondents' spending behaviour and socio-demographic qualities.

5.3 Recommendations with regard to the survey

As this research study was quantitative, the following recommendations are made for any similar future surveys:

- Researchers are encouraged to visit the dive destination during the peak dive season to ensure as many scuba divers as possible are present and willing to participate in the survey.
- It is recommended that fieldworkers introduce themselves to the dive operators of the destination as these operators are the individuals who work closely with the respondents and offer them the service. It would, therefore, be helpful if they could support the research and encourage divers to participate in the research.

In discussing the proposed recommendations from the survey, the following section focuses on the recommendations from the interpretation and implementation of the results regarding the dive destination, dive operator and dive site.

5.4 Recommendations for creating a memorable scuba diving experience

For this research study, a framework (Figure 5.1) was designed to simplify the recommendations offered in this section. As seen in Figure 5.1, it is evident that a memorable scuba diving experience does not merely consist of one element or factor. Based on Figure 5.1, the following four components (in alliance) are the key aspects of creating a memorable scuba diving experience:

(i) Demand-side needs

As this research was conducted from a demand-side perspective, it can be observed from the left in Figure 5.1 that scuba divers' socio-demographic profile, spending behaviour, dive certification and dive discipline(s), level of experience and behavioural aspects all influence the need and demand for a memorable scuba diving experience. Also, these variables showed statistically significant differences and correlations with the identified experiential factors. Therefore, for this research, the scuba diver is the primary stakeholder who should be considered when creating a memorable scuba diving experience. Without the scuba diver's demand, no supply from the industry would be necessary, but with demand, the development of the scuba diving industry is increased. The results also showed that the diving market at Ponta do Ouro cannot be regarded as homogeneous and therefore it is important to consider the heterogeneous nature of the market when creating memorable experiences.

(ii) Supply-side offerings

The key stakeholders identified in Chapter 2 (the local community, the national, regional and local government, scuba diving instructors, scuba diving operators, active scuba divers, certifying agencies, production enterprises, receptive agencies, alternative conflicting and parallel agencies, event organisers, organisations and scientists) (c.f. Section 2.4) are considered the core contributors to a memorable scuba diving experience (as seen in Figure 5.1), since these stakeholders are the producers of the supply side (i.e. the individuals who either create or enhance the memorable scuba diving experience for scuba divers). Without these suppliers, no memorable scuba diving experience can be created and/or offered to scuba divers. Therefore, the practical recommendations that follow are mainly aimed at these key stakeholders as memorable scuba diving experiences are dependent on the inter-relationship between them.

(iii) Memorable experience factors

Nine (9) factors contributing to the creation of a memorable scuba diving experience were identified in the research that was relevant to the dive destination, dive site and dive operators. As the results indicated, the conclusion is that all the experiential factors, when they collaborate, contribute to creating a memorable scuba diving experience. Figure 5.1 further emphasises and illustrates the inter-relationship between the factors as the results confirmed this relationship and therefore they are all necessary for creating a memorable scuba diving experience.

(iv) Control

- Continuous control of the memorable scuba diving experience is needed to ensure that divers' needs are unfailingly fulfilled in order for the demand side to support the supply and vice versa, which emphasises the nature of the research of this study. The primary stakeholders in control of the memorable scuba diving experience (and also the individuals responsible for continuous control) include the national, regional and local government, scuba diving instructors, scuba diving operators, receptive agencies, alternative conflicting and parallel agencies, event organisers and scientists, thus indicating that the key individuals and key sectors need to collaborate when controlling the memorable scuba diving experience to ensure complete satisfaction relating to the dive operator, dive destination and dive site. Continuous evaluation of the memorable scuba diving experience is necessary to ensure that divers' needs are being continuously assessed and considered. By encouraging continuous evaluation, stakeholders will remain familiar with the changes in divers' needs. It is therefore essential that the memorable scuba diving experience offered to divers should consist of the aspects necessary to create it.

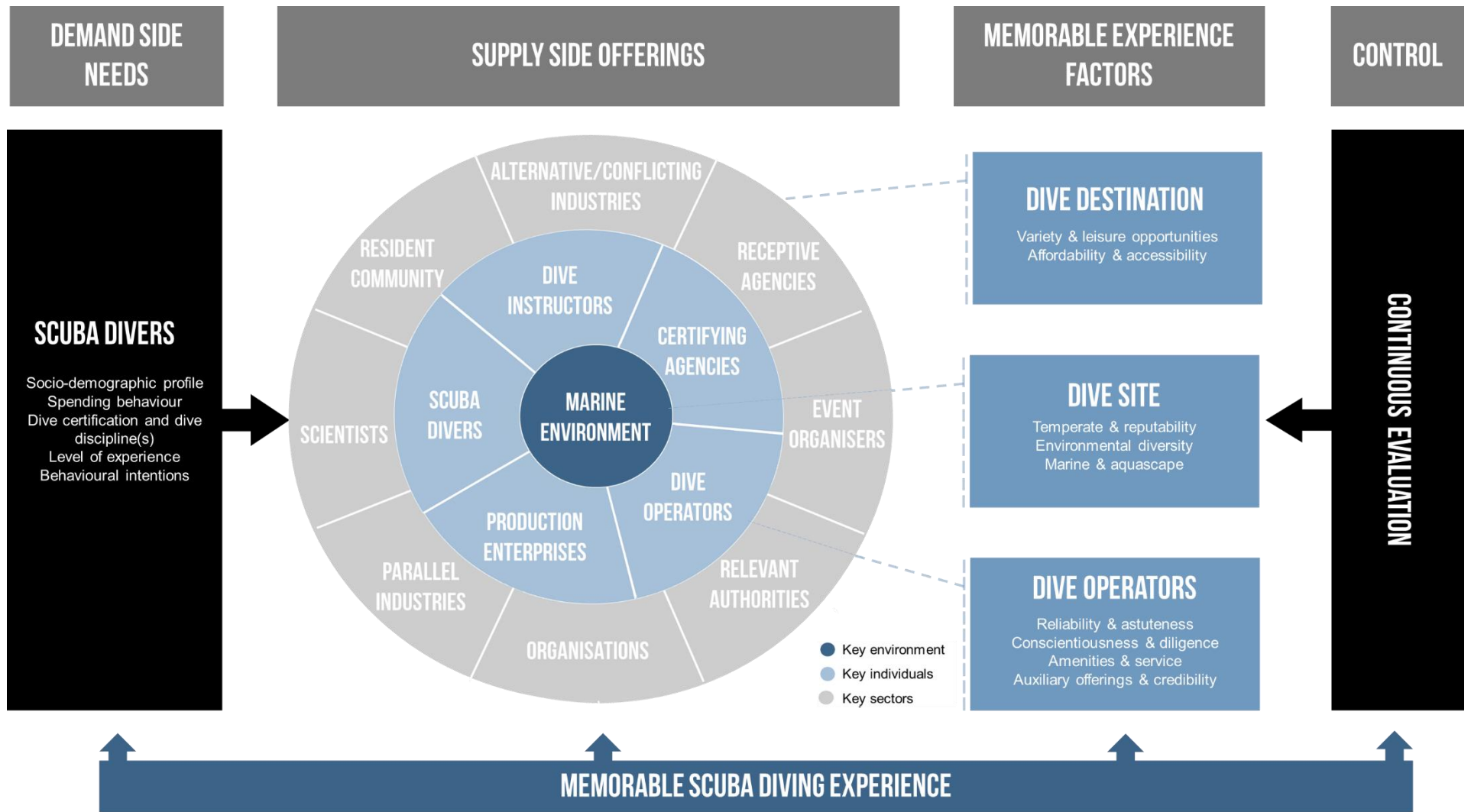


Figure 5.1: A framework to create a memorable scuba diving experience

Source: Researchers' compilation based on the results

Considering that this research aimed at exploring the experiential factors important to scuba divers related to the dive destination, dive operator and dive site, the following section offers practical recommendations with regard to these factors. As these experiential factors also influence other stakeholders (as shown in Figure 5.1), the relationships between them and the stakeholders will be highlighted on every applicable occasion. While the experiential factors all need to be taken into account when creating a memorable scuba diving experience, all the stakeholders also need to collaborate when offering an experience in order to ensure that all the relevant resources are used to create an experience as unique and complex as researched in the present study. Again, it is important to consider the necessity for collaboration between the *demand side needs*, *supply side offerings*, and *memorable experience factors* (Figure 5.1) to create a memorable scuba diving experience. However, the framework also illustrates that this is an ongoing process and therefore continuous evaluation (*control*) is required to ensure that the experience is tailored to the needs of the market.

The following recommendations are aimed at the stakeholders for them to be of use to Ponta do Ouro and other existing or prospective scuba diving destinations. Since the research was conducted from a demand-side perspective, the set of recommendations will also consider those socio-demographic and behavioural characteristics of the respondents that showed statistically significant relationships with the experiential factors.

5.4.1 Key recommendations regarding the dive destination

The significant experiential factors regarding the dive destination are *affordability and accessibility* and *variety and leisure opportunities*. In order for a dive destination such as, but not limited to, Ponta do Ouro to offer scuba diving as a recreational activity, scuba diving instructors and operators need to have the skills to be able to offer this experience by collaborating with the local community, the national, regional and local government, receptive agencies and scientists to ensure the sustainability of this activity. This collaboration can be achieved by considering the following recommendations:

The local community (i.e. local business owners and entrepreneurs) should offer affordable prices at local businesses and restaurants, affordable accommodation, create and sustain a friendly and accepting community, encourage overall fair prices to be charged at the destination, and create and sustain a safe and secure environment for both local residents and visiting scuba divers. The support of the local community is therefore crucial. First, it is vital for destination managers to support social impact studies conducted by experts before, during and after implementing any tourism product, especially in a rural community such as Ponta do Ouro. By conducting a social impact study, it will be known whether or not, and to what extent, the local

community of the destination is benefitting from (scuba diving) tourism, and how to manage any impediments that may occur. The local community, considering that they are the stakeholder responsible for the socio-cultural environment of the dive destination, should benefit from any scuba diving operations Ponta do Ouro may host. These benefits were discussed in Chapter 2 (c.f. Section 2.3) and suggest that local residents should benefit from tourism through increased job opportunities, educational opportunities, and skills training and development. Next, residents of Ponta do Ouro should not only be educated on being receptive towards tourists, and how to benefit from scuba diving tourism but should be encouraged to create alternative services and or products tourists may need or desire (such as accommodation, transportation, catering and other activities), in order for economic growth to occur as well as further social and environmental development. The local community should be encouraged to become involved and offer a variety of restaurants to tourists, quality shopping opportunities, a variety of tourist attractions in the area, a variety of things to do and see when scuba divers are not diving, and quality food (in restaurants, markets, shops, etc.). Finally, either local residents should be encouraged to support local dive operators in their quest for sustainable development by participating in recreational diving themselves or by embracing the opportunities that scuba diving tourism has to offer a destination such as Ponta do Ouro. By destination managers encouraging ocean literacy workshops, local residents will become familiar with their environment and will become more aware of the environment in which sustainable scuba diving takes place. The local community should also become actively involved in promoting sustainability by selling locally produced goods and services. Considering the rural status of Ponta do Ouro and its residents, education regarding this industry is essential to ensure that the residents are aware of how they can benefit from and contribute to this memorable scuba diving experience, especially by focusing on and enhancing the factors *affordability and accessibility* and *variety and leisure opportunities*.

The national, regional and local government of both Ponta do Ouro and other destinations should ensure that visitors should be charged affordable prices by local businesses and restaurants, be offered affordable accommodation, experience a friendly and accepting community, pay overall fair prices at the destination and have a safe and secure environment. In the event there is a noticeable shortage in staff, training programmes should be developed which would in turn offer job opportunities to local residents, improving their quality of life, as well as the maintenance of the PPMR. These government bodies should ensure an easily accessible dive destination (i.e. reached by car/plane) by offering every support to domestic and foreign tourists. Ponta do Ouro and Mozambique's government bodies should continue to support effective and safe border patrol by educating prospective tourists about visa requirements and other necessary access precautions. Continuous improvements should be made to the dive destination's infrastructure to ensure that the rural destination's authenticity prevails, but also continuously

adapts as scuba divers' demands increase. Government bodies should also consider contributing to the maintenance of both dive operator facilities and designated launching areas for scuba divers. The former not only offers benefits for scuba divers' and beach-goers' physical safety, but also contributes to the overall environmental awareness crucial to Ponta do Ouro's diving activities. Although (at the time of the surveys) a 4x4 vehicle was necessary to reach Ponta do Ouro from the Kosi Bay border, this is no longer the case. Recent infrastructural developments currently enable any type of permitted vehicle to access Ponta do Ouro and neighbouring communities. Although the accessibility to Ponta do Ouro has improved, continuous maintenance of these developments should occur to ensure tourists can reach Mozambique either by plane or vehicles. With the improvements in surrounding areas, there may be a potential increase of scuba diving tourism at the dive destination, especially with a memorable scuba diving experience offering, and is it therefore important to prevent any overcrowding or other socio-cultural and environmental problems that may result from an influx of tourists.

The national, regional and local governments are urged to ensure that the diving regulations laid down upon proclamation of the PPMR in 2009 are continuously assessed and evaluated to determine these regulations' relevance and configure any adjustments that may be necessary considering the noticeable development of this activity in Ponta do Ouro. Government authorities should also safeguard the right of visitors and local residents to receive any legal or medical assistance they may need, especially considering the risks associated with scuba diving (c.f. Section 2.2.1). Sustainable scuba diving should be the primary priority of all levels of government, especially considering the value of scuba diving to a destination such as Ponta do Ouro (c.f. Section 2.7). Local government bodies could encourage sustainability by promoting proper waste management and recycling systems, encourage environmental awareness not only for local residents but tourists as well, collaborate with current conservation organisations and/or initiatives (such as Centro Terra Viva, Green Bubbles, Museum of Natural History Maputo, Nelson Mandela University, the Oceanographic Research Institute, and the Save Our Seas Foundation). Considering the function of the Peace Parks Foundation within the PPMR, further sustainable developments initiated and supported by this organisation should be considered by relevant authorities and managers with influence in the PPMR. Furthermore, governmental authorities should ensure all taxes obtained from marine activities are used for marine conservation and development, and finally encourage community-based conservation initiatives as well. Currently, local residents of Ponta do Ouro are known to maintain public spaces to the best of their ability; however, it is important for the local municipality to support the locals in their endeavours as these individuals do not necessarily have the resources (e.g. knowledge) to sustainably take care of the environment. A penultimate recommendation includes training locals to conduct the research necessary to sustain the environment instead of merely relying on external researchers and

studies to protect the environment. The final recommendation is to ensure that local government managers are aware of all the initiatives necessary to encourage sustainability and environmental education in Ponta do Ouro in order for authorities to take note of any aspects (i.e. socio-cultural, environmental and/or economic) that do not receive the support needed for sustainable scuba diving practices.

Dive operators play a vital role in promoting the destination by attracting tourists and offering a memorable scuba diving experience on demand. Key recommendations aimed at dive operators based on the identified memorable experience factors are discussed in detail in the sections to follow. However, with the dive destination factors in mind, dive operators, not only those limited to Ponta do Ouro, should aim to inform scuba divers about alternative services and/or products and transparently market the entire dive destination as opposed to being concerned solely with the individual growth of the business. The operators should also make sure their facilities are maintained to increase the value of the community and to effectively offer sustainable scuba diving to divers. Dive operators are responsible for offering affordable prices to scuba divers, introducing them to the wildlife/natural setting of the destination, and offering a variety of things to do and see when they are not diving so that they can either extend their trip or increase their spending at other local businesses. An adequate number of dive operators to choose from is also a responsibility which lies with the scuba diving operators. Ponta do Ouro only allows six (6) scuba diving businesses to be operated (c.f. Section 2.7), and the current dive operators (Back to Basics, Blowing Bubbles, Gozo Azul, Oceana, Scuba Adventures and Whaler) are responsible for dive operations in Ponta do Ouro. These dive operators, despite being competitors, need to ensure that scuba divers receive services that will encourage repeat visits and positive word-of-mouth endorsements from them. Operators should also offer fair prices to scuba divers and market their offerings both locally and internationally to make scuba divers aware of this affordable dive destination.

Active scuba divers are encouraged to support the local community when participating in recreational scuba diving activities, as well as use local operators rather than the foreign dive operations in Ponta do Ouro. Scuba divers can support the community by purchasing locally sourced products and using local services instead of imported amenities. Dive operators located in Ponta do Ouro are advised to form alliances with foreign dive operators (especially those located in South Africa) to ensure that potential visitors are aware of a service offering within a reasonable proximity to them to sustainably support the environment in which scuba diving takes place. Divers are responsible for educating themselves on the area they plan to visit, and ensure they are familiar with any medical or environmental issues prior to their arrival. Due to the location and climate of Ponta do Ouro, Malaria is not an immediate threat; however, combating this disease is still recommended. Divers should be made aware of the availability of medical

assistance due to the risky nature of the activity. Non-consumptive use of the destinations' attractions must be encouraged to satisfy the sustainable use of the marine environment. Scuba divers' feedback on service and/or product delivery is invaluable to a destination such as Ponta do Ouro when visitors offer their opinions and state their requirements. Although the marine tax is a surplus charge when diving in the PPMR, divers should be continuously encouraged to increase conservation efforts by dive operators and destination managers to actively contribute to the conservational nature of the destination. They should be able to enjoy the authentic memorable experience offered to encourage revisits and positive word-of-mouth recommendations to other potential visitors. Given that divers are often meticulous about selecting their dive sites, dive operators should prioritise the offering of a tailored diving experience to guarantee that divers are satisfied with the experience. Finally, dive masters have the responsibility of briefing scuba divers before their dives, and dive operators should ensure that divers have been thoroughly briefed before their dives. The "buddy system" should be enforced by operators to ensure divers' safety. These "buddies" should be introduced to each other before the dive launch to ensure that divers are comfortable with each other and are paired with competent dive partners.

Receptive agencies, i.e. independent industries (e.g. accommodation, entertainment, hospitality, and transport) should collaborate with other service providers at the destination and offer packages designed according to the needs of scuba divers. If all-inclusive travel packages are designed for a dive destination such as Ponta do Ouro, it is more likely that scuba divers may visit this destination as they can simply purchase a travel package instead of purchasing each service individually. Offers may include accommodation, transportation (and/or border transfers), scuba dives, other activities and visa assistance (if required) in order for the scuba diver(s) to have easier access to scuba diving at the preferred destination. Receptive agencies should furthermore aim to encourage collaboration between operators in Mozambique and other locations. Tours to attractions near the destination (i.e. Elephant Coast or Kosi Bay) may also be arranged by these agencies as a product offering to visitors. Packages need to be affordable, but can be customisable for a variety of scuba divers and their preferences. Receptive agencies should ensure that they offer products suitable for groups or singles, campers or luxury resort-goers, as well as any other individual preferences divers may have. Additionally, receptive agencies should make certain that they offer other entertainment options for other visitors who do not visit the destination primarily for scuba diving. By offering alternative services and/or products, the destination will be able to expand economically. Restaurants and accommodation units may offer discounted deals to divers who use a specific dive operator to encourage divers to stay longer, spend more money and support local businesses. Finally, with consideration to the complexity of experiential marketing, receptive agencies should take into account that when

marketing these memorable scuba diving experiences traditional marketing methods will not suffice. These agencies should work closely with the dive operators and destination managers to offer a concise but unique marketing method. Developing a theme or campaign relevant to the experience may improve the influence of this marketing on consumers (divers). Unique traits of the experience should be included when marketing the offering, and original approaches should be considered by, for instance, marketing this product at travel expos or trade shows through using multi-sensory methods. Considering that the majority of divers to Ponta do Ouro are foreign tourists, these agencies should develop and maintain an online presence to reach their audience more effectively. In conclusion, receptive agencies should cohere to the brand developed by the dive operator and compliment this offering with their marketing strategies.

Alternative conflicting and parallel agencies at both Ponta do Ouro and the places where scuba divers reside should aim to collaborate with the scuba diving industry by offering services that complement the growth of the industry at the destination. These agencies should aim to include activities desired by diving and non-diving visitors. Operators are encouraged to introduce the available offerings (e.g. deep-sea fishing, surfing, ocean safaris, swimming with dolphins and snorkeling) offered by parallel agencies to their divers or offer a package which includes scuba diving and other secondary activities. Alternative conflicting agencies such as fishing or marine safaris should aim to comply with their respective zone laws to ensure that a non-consumptive marine tourism activity (such as scuba diving) is not prohibited by consumptive marine tourism activities (i.e. recreational fishing) or others that may be intrusive (surfing, sea kayaking, snorkelling). With scuba divers requesting *variety and leisure opportunities*, parallel agencies (e.g. hiking, surfing, snorkeling, or any beach-based recreational activity) should promote a variety of things to do and see when scuba divers are not diving. By implementing this recommendation, divers are exposed to other marine activities, thus increasing their length of stay, spending and general satisfaction. It is important to consider this recommendation as an alternative due to the possibility of scuba dives being cancelled due to weather conditions, which leads to a loss of revenue for operators and dissatisfaction amongst divers. Destination marketing managers should market the activities available at the dive destination to ensure that scuba divers are aware of the various activities available. Ponta do Ouro, as a marine destination, offers many activities other than scuba diving (such as surfing, swimming with dolphins, kayaking, snorkeling, paddle boarding) and should aim to promote these activities in order to encourage inclusive memorable tourism experiences. Business operators in dive destinations similar to Ponta do Ouro should all bear in mind that they ultimately share a goal with regard to trade: to sustainably benefit from the marine environment by offering a marine tourism product to visitors for economic, socio-cultural and environmental gain.

Event organisers' responsibility to offer sustainable events may be challenging but not impossible in a destination such as Ponta do Ouro. With Ponta do Ouro already placed as a competitive and easily accessible dive destination which has the potential to host events (such as the Subterranean Rhythm and Blues event held in Ponta Malongane, approximately 8 km from Ponta do Ouro), destination managers, dive operators and event organisers need to collaborate and offer events suitable for visitors to Ponta do Ouro. Non-profit events are also encouraged to preserve the environment. Beach clean-ups should be hosted by relevant event organisers to ensure that the natural environment of Ponta do Ouro does not deteriorate. Considering that scuba divers consider the reliability of dive operators as crucial, dive operators are reminded that they should reconsider any association with unsustainable events or tourism practitioners. Bearing in mind that respondents indicated that they wanted *variety and leisure opportunities*, it is important to offer them alternative entertainment. By offering alternative events to visitors, not only will their length of stay increase, but also seasonality may be eliminated. Event organisers should strive to contribute to the destination's development by sharing profits and employing local residents at the destination.

Scientists should be involved in continuously researching the wildlife/natural setting of the destination and its other socio-cultural and economic characteristics. Furthermore, scientists should present comprehensive and logical results to other stakeholders so that they can consider the outcomes and implement any necessary or advantageous changes to the scuba diving tourism industry. The research studies recommended with regard to scuba diving in Ponta do Ouro include social impact studies (as previously mentioned), environmental studies specifically focusing on the marine environment, and economic impact studies to warrant sustainable development. Any neglect of the environment should be reported and attended to. Scientists should work with various institutions and/or organisations to ensure that comprehensive results are presented to stakeholders regarding the dive destination. Continuous studies related to the needs of divers (such as the present study) are also essential.

The following additional recommendations should be considered by destination managers and dive operators regarding the scuba diver and the socio-demographic and behavioural variables that showed statistically significant correlations.

- The more frequently divers dive, and the more money they spend on other activities (e.g. boat trips), the more important they consider *variety and leisure opportunities*. Considering the subtropical climate of Ponta do Ouro, destination marketers and dive operators are encouraged to promote the availability of year-long dives, which will in turn mitigate seasonality. Special offers and other activities may also be marketed to divers to attract them and their companions during the "low season". Destination managers should advertise the

various accommodation selections, dive operators, dive sites, restaurants, attractions or entertainment in the surrounding area to visitors. Results from this study indicate that divers have different needs regarding their preferred dive discipline or accommodation type. Extensive traditional and digital marketing methods should be utilised to promote the destination's *variety and leisure opportunities*.

- *Affordability and accessibility* becomes more significant to divers the more money they spend on food and beverages and dive insurance. Local restaurants and vendors are encouraged to use locally sourced products and residents to ensure that the local community are supported as well. This may also decrease the tourism practitioners' expenses, ultimately leading to increased profitability. As in the case of most tourism destinations, prices tend to escalate during the high season, therefore the pricing strategies during these seasons should be carefully calculated, especially in destinations such as Ponta do Ouro where the currency is dependent on the exchange rate. In other words, considering the influx of tourists to Ponta do Ouro during the high seasons, local businesses are encouraged to offer a fixed exchange rate, especially between the Mozambican meticaís (MZN) and the South African rand (ZAR) to ensure that prices remain constant during this period. Diving insurance should be made affordable to divers who visit the destination as this expense is invaluable. Finally, customs often prohibit tourists from travelling across country borders with fresh produce, which offers the destination's locals the opportunity to offer similar quality products to visitors at a fair price.

As previously mentioned, it is important for all relevant dive destination stakeholders to collaborate in creating a memorable scuba diving experience due to the fact that a single stakeholder and a single experiential factor are unable to offer an entirely memorable experience to scuba divers. With respondents indicating that *affordability and accessibility* and *variety and leisure opportunities* are important regarding the dive destination, it is important for the abovementioned stakeholders to work together with the dive operator and dive site to offer these two experiential factors. The following sections present key recommendations for the dive operator.

5.4.2 Key recommendations for the dive operator

Amenities and service, conscientiousness and diligence, reliability and astuteness and auxiliary offerings and credibility are amongst the experiential factors identified that are relevant to the dive operators in Ponta do Ouro. The following section offers the key recommendations for the dive operators, also considering the stakeholders who support these operators. These recommendations can be useful not only to dive operators in Ponta do Ouro, but to any dive operator operating in other destinations.

Scuba diving instructors are needed to ensure that potential and existing divers are equipped to participate in this activity either by offering dive training or leadership during dives to ensure a safe and secure environment for the divers (when diving and exploring the destination) and that they are exposed to a friendly and accepting community without any hostility due to socio-cultural or economic biases. Instructors in Ponta do Ouro should encourage environmental awareness amongst divers to ensure that *conscientiousness and diligence* (i.e. uncrowded dive experiences, informative briefings on environmental aspects, strict enforcement of diving rules, thorough safety briefings and checks and flexible dive times) is not withheld from divers in the making. Promoting safety should be the central aim of dive instructors to ensure that divers come to no harm while training and diving. By associating with an organisation such as the Diver's Alert Network (DAN), divers become familiar with safety standards and more responsive to regulations enforced by dive instructors and leaders. Instructors continuously need to make any relevant recommendations to dive operators and related stakeholders to ensure that they become and remain aware of any possible uncertainty regarding scuba diving in Ponta do Ouro (i.e. socio-cultural, environmental and economic issues).

Scuba diving operators are probably the most influential stakeholders when it comes to the memorable scuba diving experience offering. Dive operators share the responsibility for marketing their offering(s) and the destination, employing local residents, and contributing to conservation efforts (to name a few). However, based on the needs of scuba divers with regard to dive operators in Ponta do Ouro (*reliability and astuteness, conscientiousness and diligence, amenities and service and auxiliary offerings and credibility*), the dive operators are obligated to offer a quality service to divers and other stakeholders, continuously assess customer satisfaction, and market their services both locally and internationally. When dive operators collaborate with other stakeholders the following are possible: increased research efforts, local inhabitants are employed, facilities are maintained, divers and local residents are educated about the environment and dive operators become associated with reliable certification agencies such as BSAC, CMAS, PADI, NAUI, SSI, and SDI, which leads to operators being considered by scuba divers as more trustworthy regarding dive safety and credibility. The following suggestions should be considered:

- Dive operators are encouraged to offer ancillary services to scuba divers to ensure their level of dive experience, determine their dive discipline preference and consider any disabilities when diving. These are aspects necessary to *auxiliary offerings and credibility*. Divers who desire special scuba diving offerings (i.e. night dives, free dives, extended-length dives, nitrogen dives, etc.) need to be considered when offering a memorable scuba diving experience as people with unique and specific interests are likely to spend more

money on attaining these experiences. However, this will require the appointment of dive masters and instructors qualified in these disciplines.

- Divers should be able to hire maintained and safe equipment from dive operators. Dive operators should also offer equipment maintenance services. By doing so, *amenities and service* is offered to divers, and *reliability and astuteness* is enhanced.
- Furthermore, additional services such as photographic and videography services should be offered to divers, which will contribute to the *auxiliary offerings and credibility* of the dive operator, as well as the opportunity to select the type of dive site they wish to explore when planning dives (*reliability and astuteness*).
- Ultimately, loyalty needs to be encouraged between the diver and operator. For example, Back to Basics Adventures located in Ponta do Ouro has introduced loyalty cards to scuba divers, and offer a free dive when nine dives are purchased. The other dive operators are encouraged to offer similar deals to scuba divers to encourage loyal trade between dive operators and scuba divers, which relates to *auxiliary offerings and credibility*. Dive operators should encourage scuba divers to review their experiences either manually or online so that dive operators can assess their successes and limitations with regard to offering this service.
- Operators, especially those who depend on online bookings and marketing, should not underestimate the benefits of positive experience reviews. Online travel reviews may already lead to interaction between the prospective visitor and the dive operator, leading to the establishment of visitor loyalty and trust. By offering this option *conscientiousness and diligence* can be enhanced.
- Dive operators should prevent any overcrowding at dive sites by alternating between sites and complying with the restricted number of annual dive launches (*conscientiousness and diligence*).
- Finally, offering additional services such as underwater photography courses (if none exist) and promoting these services online is likely to contribute to the overall satisfaction of divers as they consider additional service offerings as an added benefit of their experience. This could therefore enhance the factor *amenities and service*.

Certifying agencies are advised to ensure the competency and status of dive operators before affiliating themselves with them. When scuba divers associate a certifying agency with a dive operator, they are bound to associate the service received by the certifying agency as the service standard. Considering that scuba divers' frequency of diving influences their need for *reliability and astuteness*, it is recommended that dive operators ensure that with the support of certifying agencies dives are safe, satisfactory and customised to the individual needs of divers when requested. Finally, it is advantageous for operators to ask renowned certifying agencies to

promote the operator's services (online) when supplying information on a dive destination's activities.

Considering the scuba diver and the socio-demographic and behavioural variables that yielded statistically significant correlations, dive operators should consider the following additional recommendations:

- *Reliability and astuteness* becomes more important to divers when they spend more nights in the area, pay for people who are not necessarily divers, dive more frequently, and spend more on accommodation and dive insurance/credential renewal. By offering full dive days to divers who are more advanced or are capable of diving more than once a day and remain within the limitations of safe diving, divers will dive more often, thus increasing the amount of money they spend on dives. Offering the freedom to scuba divers to explore the site in which they are diving might increase the length of their stay too, as they will realise that there are many sites to explore and marine life to see. By offering other products to divers (e.g. ocean safaris) it is not only possible to increase the length of their visit, but their travel companions who are not divers are also entertained by the additional activity. Operators who properly maintain their equipment or offer equipment maintenance services to divers may also subsequently improve the frequency at which divers are able to dive, as well as increase the length of their stay.
- The more people whom divers are financially responsible for, the more important *reliability and astuteness* becomes to them, which means that dive operators can offer packages that may encourage more divers to dive together (i.e. divers pay for two people on average during the trip, so by offering a package deal for two persons or multiples thereof, it is possible that these persons will feel more accommodated and participate in alternative activities).
- The more frequently divers scuba dive, the more important *reliability and astuteness* becomes to them, thus indicating that by offering full days and safe dives to divers, they may dive more frequently, and again increase their spending on scuba dives. Divers who dive more frequently are also likely to be more skilled than others, which offers dive operators the opportunity to give divers more freedom and learning opportunities.
- Divers' increased spending on accommodation results in *reliability and astuteness* becoming more important to them, which in turn means that by offering packages to divers and their companions, they are likely to spend more on accommodation. For instance, offering a five-night (the average length of stay indicated in this research) dive trip to divers with full-day dives (depending on weather conditions) as well as equipment maintenance facilities and dive insurance (divers who spend more on dive insurance regard *reliability and astuteness* as important), it is possible to meet divers' demands.

- *Conscientiousness and diligence* becomes more important to divers the more money they spend on dive courses and additional training. It is important to consider that these divers and other prospective divers desire flexible dive times, operators who cater to different dive levels (i.e. they are able to train divers to their desired and qualified level), as well as dives at dive sites that are not overcrowded. It is recommended that operators affiliate themselves with organisations which promote safe diving, such as DAN. Some divers have not visited Ponta do Ouro before (48%) and these individuals are not familiar with the environment or the local operators, therefore to ensure that they practice safe and sustainable diving it is necessary to inform them about any fragile features of the environment. Dive operators will be able to gain and maintain an image of reputable operators if divers are made aware of the principles the operators consider to be vital for a safe and enjoyable dive. When divers participate in “qualifying dives”, it is recommended that the dives are not done at a dive site that is too complicated or overcrowded for the divers. It is also recommended that dive operators make provision for the space necessary to train divers by having spacious charters. Finally, it is important for dive operators to market their dive courses and additional training to individuals who do not necessarily visit the destination for diving.
- *Amenities and service* becomes more important to divers the more nights they spend at the destination, the more they spend on dive courses and additional training, accommodation, food and beverages and dive insurance. Dive operators who wish to increase divers’ length of stay are encouraged to offer the opportunity to hire equipment. Foreign travellers are often not able to travel with certain items due to legal restrictions (i.e. customs) or limit restrictions (i.e. weight, size). By hiring scuba gear divers can easily obtain any equipment they may need. Dive operators are also encouraged to offer friendly and quality service to ensure that divers remain satisfied with the level of service that they receive during their visit. When fair prices are charged by local operators divers may also lengthen their stay due to the favourable financial situation they find themselves in. Additional spending on essentials (i.e. accommodation, food and beverages, and dive insurance) has an impact on divers’ overall spending (including on leisure items). Charging fair prices at the destination for such essentials and offering value-for-money may lead to an increase in customer satisfaction and increased spending on leisure activities.
- The more visitors that divers are financially responsible for, the more important they regard *auxiliary offerings and credibility*. Operators are encouraged to offer “dive and stay” packages to divers who travel together to ease any additional financial burden that participants in this recreational activity may have. Offers may also include discounts for divers who dive together or divers who plan on taking dive courses or undergoing additional training. It is important for dive operators to consider offering services to junior divers and physically challenged divers

as well. By purchasing these packages, divers will be able to travel together more affordably. When divers who know each other dive together, it also supports the “buddy system” which is used for safety during dives. Dive operators, especially in Ponta do Ouro, should continue to offer affordable and safe parking to divers who may need this facility.

- The more money divers spend on dive courses and additional training, the more significant *auxiliary offerings and credibility* is deemed. Dive operators are encouraged to officially affiliate with a certifying agency to offer divers the opportunity to learn and improve diving skills with the aid of renowned and trusted certifying agencies. Dive operators are again encouraged to promote their ability to offer dive courses and additional training to all divers, including junior and physically challenged divers.

The following section presents key recommendations to the final contributor of a memorable scuba diving experience, namely the dive site.

5.4.3 Key recommendations regarding the dive site

Temperate and reputability, environmental diversity and marine and aquascape are the experiential factors deemed necessary to offer a memorable scuba diving experience. These factors relate to the dive site. While these factors are the most difficult to manage as they are largely beyond the control of the supply side, there are still aspects that can be controlled to enhance these factors. In the following discussion, recommendations are made to the relevant stakeholders who have the capability of contributing to a memorable scuba diving experience.

The national, regional and local governments should prioritise sustainable conservation of the dive sites, as well as encourage conservation amongst divers, operators and local residents, which contributes to *amenities and service*. With the development of scuba diving in Ponta do Ouro, government bodies should aspire to introduce alternative sites designated for scuba diving as this industry develops. These sites can include environmentally friendly artificial reefs or accurate interpretations of shipwreck sites and artefacts. Continuous reevaluation of local dive sites and their zone laws is necessary to ensure that no deterioration of the environment occurs. By introducing new sites or features to existing sites, *environmental diversity* is satisfied.

Scuba diving instructors should be mindful of the marine environment in which this activity occurs, meaning that regardless of the location where scuba divers are trained, the instructor should ensure that they are educated on how to behave in different environments and scenarios (*environmental diversity*). Instructors who train scuba divers at the destination are also encouraged to take note of which dive sites are best for the diving discipline preferred by the

diver. The instructors should ensure that divers are aware of any limitations or restrictions pertaining to the dive site (*environmental diversity* and *marine and aquascape*).

Scuba diving operators are encouraged to use the results presented to them by experts to ensure that scuba diving activities do not negatively affect the dive sites (*marine and aquascape*). The means through which operators can contribute to conservation includes encouraging divers and dive leaders to bring any litter found underwater to the surface and dispose of it responsibly. Further efforts can be made by operators to ensure non-consumptive use of the sites by imposing fines on any trespassers. Furthermore, it is important that dive launches be alternated between sites to ensure that sites do not become too vulnerable for this activity to sustainably ensure *environmental diversity*. It is important to consider that dive sites are difficult to manage due to the increased human impact noted in previous literature studies. Operators are encouraged to offer provide access to the site through safe boat rides and proper launch areas to minimise any potential negative impacts on these sites (*environmental diversity*). Finally, operators should extensively market the wildlife and marine life as well as the favourable water temperature at the dive site to inform prospective visitors of the natural environment of Ponta do Ouro to enhance *environmental diversity*. Unique marine animals found in Ponta do Ouro include the endangered indo-pacific humpbacked dolphin and the spinner dolphin, as well as an abundance of whale sharks and manta rays (Dolphin Centre, 2018). Operators should familiarise themselves with the variety of marine life present at the different dive sites and should market the vast variety of nudibranchs, pelagic fish and coral exclusive to the destination. Considering the number of dive sites accessible from Ponta do Ouro, and the marine life present, it is possible to market Ponta do Ouro as an essential dive destination by focusing on the factors *marine and aquascape* and *temperate and reputability*. Finally, dive operators are encouraged to access and promote any future publishing of 3D maps compiled by scientists in Ponta do Ouro. Dive operators who wish to map the dive sites themselves instead of purchasing the 3D maps are encouraged to attend workshops hosted by experts, as these workshops aim to equip dive enthusiasts with the necessary knowledge to map relevant dive sites. This is a valuable contribution as these maps give a visual illustration of the dive site and information on which species can be expected to be encountered at the site, as well as the depth, distance, and entry and exit point(s) of the relevant site. Operators who obtain these commercial maps can use them to market the various dive sites to divers, and also use them as a useful tool when briefing divers before a dive. This would not only offer a competitive advantage to dive operators but could contribute to the conservation of the relevant dive sites.

Active scuba divers are some of the most important stakeholders who are able to contribute to the conservation and preservation of the dive sites. These stakeholders are responsible for and encouraged to maintain the natural environment of the dive site which they explore. By

participating in safe diving practices, as well as non-consumptive marine tourism, they actively preserve the environment for future scuba diving (environmental diversity). Scuba divers should be informed about any conditions (i.e. temperate or environmental) expected at the site to ensure that they are equipped and able to dive without disturbing the environment or fellow divers (*environmental diversity*). Considering that scuba divers demand variety from not only the destination and the dive operator but also the dive site, it is worthwhile to offer a photography or videography competition to encourage divers to share their experiences with others. The dive site where the photos and videos are taken should be mentioned to give others a better idea of what to expect at this dive site, as well as to allow them the opportunity to offer testimonials of their experience with the dive operator (*marine and aquascape*).

Scientists should not only present any relevant results to dive operators, but should be encouraged to continue research on any relevant changes and/or developments that may affect the dive operator (*environmental diversity*). Scientists need to participate in field observation, which includes investigating coral coverage and species, fish species and water parameters of the sites (*marine and aquascape*). Dive operators (or contracted experts) are advised to conduct continuous market research, environmental studies and economic impact studies to obtain the necessary information for sustainable growth. The importance of these studies should not be underestimated as they provide valuable information which operators will need to successfully and consistently offer memorable scuba diving experiences to consumers. Dive operators are also encouraged to consider the recommendations made by these experts, as well as use divers and locals educated in the problems identified by researchers (*marine and aquascape*). Finally, any new sites that may be used for scuba diving tourism should only be introduced after experts have conducted data analysis and a suitability analysis. Their findings will present the scoring and assessments to determine the suitability of tourism to the particular site to allow destination managers and dive operators to decide whether or not they will add a new site to their offerings (*environmental diversity*).

The socio-demographic and behavioural variables that revealed statistically significant correlations with scuba divers have led to further recommendations regarding the dive site. Considering that dive sites are a fundamental part of scuba diving, the relevant stakeholders should consider the following recommendations.

Temperate and reputability becomes more important to divers the more nights they spend in the area, the more people they pay for (who are not necessarily divers), and the frequency of their dives. To increase the number of nights divers spend in the area, extensive marketing should be done to promote the favourable climate (air and ocean temperature) of dive sites accessible from Ponta do Ouro. The availability of video and photographic opportunities, as well as the likelihood

of encountering rare or endangered species during dives, should also be promoted to inform divers of the various aquatic features of dive sites. It is possible to brand Ponta do Ouro as a “must-dive destination” considering the number of sites accessible from the launch area and the biodiversity of each reef. It is further recommended that marketing efforts should include promoting the availability and favourable temperature of dives during the winter months to attract visitors during the low season – a favourable feature for divers who wish to dive all year round. However, offering year-long dives should still encourage uncrowded dives as part as this aspect is key to divers to create a memorable experience. Although the dive sites are primarily known for scuba diving, it is possible for visitors who do not dive and divers when not diving to enjoy other marine activities, an important aspect the relevant stakeholders should promote and sustain.

The more money divers spend on dive insurance and hiring dive equipment and gear, the more important *temperate and reputability* becomes. To satisfy divers who spend more on these items, it is important to offer a thorough description of the dive environment in order for them to determine what gear they need, and to make people who travel some distance to the destination aware of the opportunity to hire the gear and equipment they need.

Environmental diversity becomes less important to divers the more financially responsible they become for accompanying divers, the more years they have been diving, and the more they spend on scuba dives, transport and shopping. The higher their total average spending becomes, the less important they consider *environmental diversity*. It is important to try to change the perceptions of divers by marketing the absence of a strong current at relevant sites, offering good access to the sites, and promoting the favourable water temperature of the sites and the historical and cultural items (e.g. shipwrecks, artefacts, statues) at the sites. By keeping dive costs and overall expenses as fair as possible, divers may perhaps value the *environmental diversity* factor more and perhaps appreciate the dive sites’ availability.

Marine and aquascape becomes more important to divers the more nights they spend in the area, the more people (not necessarily divers) they pay for, their frequency of dives per year, and spending on accommodation and food and beverages. To increase divers’ length of stay, it is important to promote the wildlife and marine life at the site, the topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.) to inform divers and non-divers of the marine environment. Subject to Ponta do Ouro having sufficient underwater visibility for diving, snorkelling at some of the sites that are shallower than others is conceivable, and non-divers should be made aware of this opportunity. As with *environmental diversity*, the factor *marine and aquascape* featured at dive sites should be promoted to encourage year-long diving at the destination to eliminate seasonality. Furthermore, divers paying for accommodation and food and

beverages should be encouraged to extend their stay while spending money on necessities by offering fair prices and packages (dive operator and destination) to divers. Visitors should also be assured that their extended stay will be rewarded with abundant marine life. Accommodation in Ponta do Ouro is located fairly close to the dive operators, which enables divers to move about easily and access the dive operators (thereafter dive sites) too.

When considering the vast number of recommendations made of the dive destination, dive operator and dive site, it is evident that there are many opportunities for Ponta do Ouro to sustain and develop scuba diving in this destination. Operators not necessarily located in Ponta do Ouro are encouraged to consider these recommendations and apply them appropriately. The following section focuses on recommendations for future research.

5.5 Recommendations for future research

The following recommendations for future research should be considered:

- Researchers should assess divers' expectations regarding the scuba diving experience versus their actual experiences. This assessment will help to identify gaps in the scuba divers' experience and determine to which extent divers' expectations are met and influenced by their experiences.
- Future research studies should aim to include the motivation behind scuba divers' interest in the activity, their visits to the destination, as well as their motives for their selection of the dive operator. Unfortunately, due to limited space on the questionnaire used, this topic was not included. However, the relationship between motivation and memorable experience should be explored further as this would provide a more holistic overview of the psychographic factors that influence the diving experience. If stakeholders familiarise themselves with the motives of tourists who visit these destinations, they will be able to offer more specific products and services to divers. Motivation-based market segmentation is a suggested method determining these variables.
- Future studies should investigate divers' most frequently dived destinations, or most preferred dive destinations, to determine Ponta do Ouro's competitiveness as a dive destination compared to other locations. This can be done by (quantitatively) asking respondents which dive destinations they prefer, how often they visit them, and how other destinations rate against Ponta do Ouro as a dive destination.
- Researching the key aspects important to creating a memorable scuba diving experience in other budding scuba diving destinations is recommended to ensure that each memorable

scuba diving experience is unique and designed to the specifics of the divers who visit the relevant dive destination. These results should be compared to the results of this study for any similarities or differences that could contribute to determining the competitiveness of the dive destinations, as well as the changes in tourists' demands.

- Additionally, considering the need for infrastructure in general, but especially within tourism destinations, it is recommended that urban planning become a stronger focus for managers in Ponta do Ouro. Currently, necessities such as waste management and clean water is a problem for the local and surrounding communities, and would improvements related to these problems positively improve local residents' quality of life, as well as the overall eminence of Ponta do Ouro as a tourism destination.
- Finally, this research study was conducted from a demand-side perspective, and it is, therefore, necessary to determine the supply side's views as well. Through a qualitative study (i.e. interviews with dive operators, government bodies and other stakeholders excluding divers), stakeholders might be able to offer insights into which aspects they regard as important to a memorable experience, not only to fill the gap between the demand perspective and supply side but to determine which of the factors important to either the demand or supply side can be offered by the supply side.

5.6 Contributions of the research

The following section highlights the literature contributions and practical contributions that this study has made.

5.6.1 Literature contributions

The most evident literary contribution this study made was to offer the aspects that divers regard as important for a memorable scuba diving experience – an aspect that has to date not been researched. Although previous studies have touched on the topic of memorable experiences and how they are created, no study has to date offered a comprehensive look at the aspects important for a memorable scuba diving experience (c.f. Section 1.2.2). This study is also the first to refer specifically to the dive destination, dive operator or dive site when creating a memorable scuba diving experience, which in turn offers specific recommendations relevant to each of these aspects (c.f. Section 5.4).

Furthermore, the stakeholders relevant to the scuba diving industry were identified which was also a first for a topic of this nature (c.f. Section 2.4). This was followed by a comprehensive discussion of each stakeholder's function and responsibility within the diving industry as well as

their interrelationships. Finally, this study also offers a framework which illustrates the aspects divers consider important for a memorable scuba diving experience (c.f. Section 5.4). This framework includes all the experiential factors, stakeholders and considerations necessary not only to create but to manage and market a memorable scuba diving experience. This framework can be useful to researchers and stakeholders and be implemented to create a memorable scuba diving experience at any dive destination.

The following section highlights the practical contribution this study has made to the topic researched.

5.6.2 Practical contributions

The practical contributions made by this study include detailed recommendations made to stakeholders with regard to the dive destination, dive operators and dive sites. Each recommendation was associated with an experiential factor to offer practical recommendations to the relevant individuals. Finally, the results from the framework created to illustrate the aspects important to creating a memorable scuba diving experience, which can ultimately be used as a practical guideline by Ponta do Ouro and similar dive destinations.

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ANNEXURE A: QUESTIONNAIRE

PONTA DO OURO SCUBA DIVER SURVEY SECTION A: SOCIO-DEMOGRAPHIC PROFILE

1. Gender?

Male	Female
------	--------

2. Home Language:

Portuguese	1
English	2
Other (Specify):	3

3. What year were you born?

4. Occupation?

5a. Which country do you originate from?

5b. Which city/town do you reside?

5c. How many nights are you staying in area?

Number of nights in the area	
------------------------------	--

6a. How many people, including yourself, are you paying for during the trip?

6b. How many of the people you are paying for in 16a, are also divers?

7. How many years have you previously scuba dived in this destination?

2018 is my first visit	Yes	No
Number of previous visits		

8. What is your highest level of education?

High School	1
Diploma or equivalent	2
Degree	3
Postgraduate degree	4
Other (Specify)	5

9. Marital status?

10a. How many years have you been diving?

Number of years diving	
------------------------	--

10b. In total, how many dives have you logged to date?

10c. How many dives per year do you log?

Average number of dives per year	
----------------------------------	--

11. Please indicate the disciplines or type of the recreational diving you prefer to dive e.g. cave diving.

12. What is your highest level of diving certification

13. Would you recommend this area as a diving destination to others?

Yes, definitely	1
Unsure	2
No, definitely not	3

SECTION B: SPENDING BEHAVIOUR

14. Estimate how much you spent on the following this trip.

a. Scuba dives (i.e. only the dive, plus boat lift)	R
b. Dive courses and/or additional training	R
c. Accommodation	R
d. Transportation (air and ground travel)	R
e. Shopping	R
f. Food and beverages	R
g. Diving insurance/Renewal of dive credentials	R

h. Buying new scuba diving equipment/gear	R
i. Hiring scuba diving equipment / gear	R
j. Other activities (e.g. boat trips)	R
k. Other expenses not listed, specify	R

SECTION C: SCUBA DIVING EXPECTATIONS

15. Please indicate how important the following aspects/features are regarding the dive experience

	Extremely important				
	Important				
	Neutral				
	Unimportant				
	Not Important				
a. Affordable accommodation	1	2	3	4	5
b. Easily accessible (i.e. to reach by car/plane)	1	2	3	4	5
c. Affordable prices at local businesses & restaurants	1	2	3	4	5
d. Friendly and accepting community	1	2	3	4	5
e. Adequate number of dive operators to choose from	1	2	3	4	5
f. Variety of tourist attractions in the area	1	2	3	4	5
g. Variety of accommodation options available	1	2	3	4	5
h. Safe and secure environment	1	2	3	4	5
i. Overall fair prices asked at destination	1	2	3	4	5
j. Variety of restaurants	1	2	3	4	5
k. Quality food (in restaurants, markets, shops, etc.)	1	2	3	4	5
l. Variety of things to do & see when I am not diving	1	2	3	4	5
m. Wildlife/natural setting	1	2	3	4	5
n. Quality shopping opportunities	1	2	3	4	5

16. Please indicate how important the following aspects/features are regarding the dive sites in general

	Extremely important				
	Important				
	Neutral				
	Unimportant				
	Not Important				
a. Wildlife/marine life at the site	1	2	3	4	5
b. Topography of the site (e.g. coral reefs, underwater cliffs, rock reefs, caves, etc.)	1	2	3	4	5
c. Historical and cultural items (e.g. shipwrecks, artifacts, statues)	1	2	3	4	5
d. Underwater visibility	1	2	3	4	5
e. Favourable water temperature	1	2	3	4	5
f. Absence of strong current	1	2	3	4	5
g. Good accessibility to the site	1	2	3	4	5
h. Underwater photography/video opportunities	1	2	3	4	5
i. Good year-round climate	1	2	3	4	5
j. Reputation as a must-do dive site	1	2	3	4	5
k. Seeing endangered and rare species	1	2	3	4	5

17. Please indicate how important the following aspects/features are regarding the dive operators in general.

	Extremely important				
	Important				
	Neutral				
	Unimportant				
	Not Important				
a. Fair prices asked (value-for-money)	1	2	3	4	5
b. Delivering good quality service	1	2	3	4	5
c. Opportunity to hire equipment / gear	1	2	3	4	5
d. Friendly and well-trained dive instructors and operators	1	2	3	4	5
e. Well-maintained facilities	1	2	3	4	5
f. Flexible dive times (e.g. allowed to dive longer than scheduled)	1	2	3	4	5
g. Thorough safety briefings and checks	1	2	3	4	5
h. Strict enforcement of diving rules	1	2	3	4	5
i. Spacious charters	1	2	3	4	5
j. Well-marketed on various platforms i.e. information is easily accessible	1	2	3	4	5
k. Credible reputation	1	2	3	4	5
l. Catering to different dive levels	1	2	3	4	5
m. Uncrowded experiences (restricted number of divers at the dive site)	1	2	3	4	5
n. Informative briefings on environmental aspects	1	2	3	4	5
o. Freedom to explore and learn while diving	1	2	3	4	5
p. Informing divers of what to expect	1	2	3	4	5
q. Ensuring the safety of the divers at all times	1	2	3	4	5
r. Offering other products and activities	1	2	3	4	5
s. Well-maintained gear and equipment	1	2	3	4	5
t. Being able to deal with emergencies	1	2	3	4	5
u. Full-days available	1	2	3	4	5
v. Parking available at the operator's or a discount price	1	2	3	4	5
w. Easy to access/reach	1	2	3	4	5
x. Equipped for physically challenged divers	1	2	3	4	5
y. Equipped for junior divers	1	2	3	4	5
z. Dive shop and/or equipment maintenance services available	1	2	3	4	5
za. Affiliation to a specific certification agency	1	2	3	4	5
zb. Possibility to buy a "Dive & Stay package" (dive and accommodation)	1	2	3	4	5

18. Any recommendations and/or suggestions?

ANNEXURE B: RESEARCH PERMIT



REPÚBLICA DE MOÇAMBIQUE
MINISTÉRIO DA TERRA, AMBIENTE E DESENVOLVIMENTO RURAL
ADMINISTRAÇÃO NACIONAL DAS ÁREAS DE CONSERVAÇÃO

Credencial de Investigação e Levantamento de Dados

<i>Apenas para uso oficial:</i>	
N.º da Credencial	12/2018
Tipo de actividade	Recolha de dados com amostras
Validade	11/04/2018 a 30/17/18
Data	11/04/2018

Eu, **Mateus José Mutemba**, na qualidade de Director Geral da Administração Nacional das Áreas de Conservação, confirmo por este meio que está concedida á Senhora **Olivia Wilson** , Estudante do curso de, **MA Tourism Management na Universidade de North-West** , uma credencial para o seguinte projecto:

“Assessing The Management Aspects in Creating a Memorable Scuba Diving Experience”

Local do estudo: Reserva Marinha e Parcial da Ponta do Ouro.

Esta Credencial tem efeitos a partir de 11 de Abril de 2018 e expira no dia 30 de Dezembro de 2018

Igualmente, por este meio solicito que as autoridades da Reserva Marinha e Parcial da Ponta do Ouro, facilitem o desenvolvimento de quaisquer actividades relacionadas com este tema, obviamente no total respeito pelas normas e orientações científicas das Áreas de Conservação.

Telefone :0736643017

Email: olivia.wilson94@gmail.com

Atenciosamente

Mateus José Mutemba

(Director Geral)



ANNEXURE C: LANGUAGE EDITING CERTIFICATE



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To whom it may concern

This letter serves to confirm that the document entitled Assessing the aspects to create a memorable scuba diving experience has been edited by the *Centre for Translation and Professional Language Services (CTrans)*, in accordance with the NWU/CTrans's guidelines for editing academic articles and dissertations. CTrans is a registered corporate member of the South African Translators' Institute (SATI), and makes use of the services of qualified and experienced language practitioners to provide professional translation and language editing services.

CTrans hereby acknowledges that the document has undergone a proper and professional language edit (including the checking of spelling, grammar, register and punctuation). The onus rests on the client to work through the proposed changes after the edit and accept or reject these changes.

Yours sincerely

A handwritten signature in black ink, appearing to read 'W Barrow', written in a cursive style.

Wendy Barrow

CTrans Coordinator